

# Mei 魅+ KTV

Branding | Retail

Role: Project lead



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Brand guide, nationwide China,  
under construction

Role: Project Lead

Studio: Ministry of Design

The karaoke entertainment market in China is ever-evolving and a new niche of luxury KTV centres that are reputable without the sleaze is emerging.

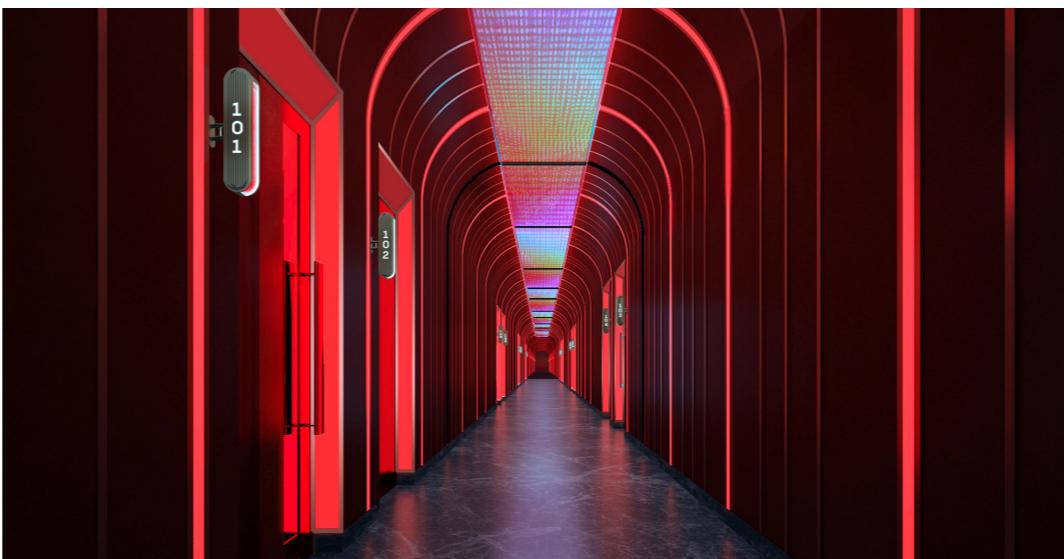
The client, who owns the successful high-tech focused Mei KTV brand in the mid-upmarket segment, approached the studio to create a new high-end brand to compete in this fast-growing segment.

Created for the new generation of tech-savvy and affluent Chinese consumers, the brand is created to treat each guest like a VIP, creating an aspirational image of lavish lifestyle to share it with their network.

Marrying fine details from luxury retail stores with bold and immersive AV technology, 魅+ is designed for indulgent entertainment and show-stopping celebrations.

Luxurious, but hip and contemporary, the design is unapologetically rich, glittering and glamourous from the illuminated gold facade to reflective ceiling features in the reception and KTV rooms. Edge to edge LED panels on the reception walls, and the corridor and room ceilings create a dynamic ever-changing environment. The restrooms are designed to a more personal attentive scale like a private dressing table.

For this project, we designed examples of all the client facing areas: the retail shopfront, reception lobby, corridor, typical KTV room, event room and restrooms.



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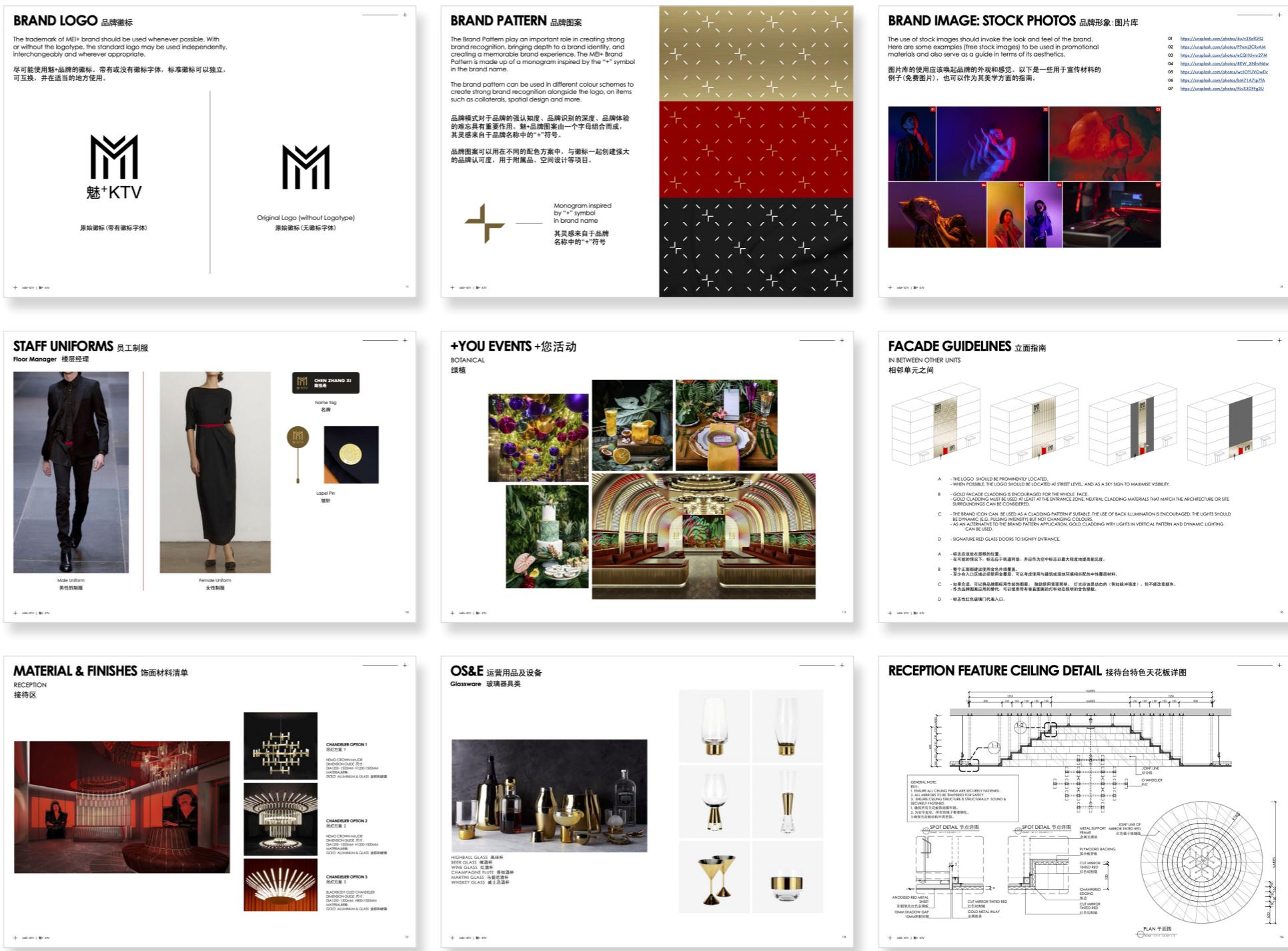
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## PROJECT INSIGHT:

The project deliverable was to create a new brand, logo and collateral, and a full brand guide that can be utilised for both selling to the potential franchisees and as a fitout guide for the new outlets.

The brand guidelines booklet include branding identity and assets, design guidelines for how to treat external facades, retail shopfronts, and the design and FF&E of all the client facing areas. Included at the end was an appendix of key iconic feature details and standard joinery details to be replicated in all outlets to ensure a consistent and recognisable brand rollout throughout the country.

Gold and reflectivity is prominently featured in all the customer touchpoints, from collateral to spatial design, and to the operational and service equipment. A minimal touch of red is used to highlight uniform details for a sophisticated use of the brand colours



*Description (from left to right, top to bottom):*

1. *Excerpt showing logo*
2. *Excerpt showing brand pattern*
3. *Excerpt showing photography style*
4. *Excerpt showing uniform design*
5. *Excerpt showing event themes*
6. *Excerpt showing facade design*
7. *Excerpt showing example of FF&E*
8. *Excerpt showing glassware direction*
9. *Excerpt showing construction details*