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WD Partners' new Shenzhen office to design stores in China for expanding retailers

The world's leading retailers consider reaching Asian consumers a strategic priority. To help retailers open stores in China and other Asia Pacific countries, WD Partners announces it has established an office in Shenzhen, China. The new office offers local architectural experience combined with decades of specialized multi-unit retail expertise. Founded in 1968, WD Partners is consistently ranked as one of the top retail design firms.

WD Partners' international design and architecture clients include Aditya Birla, Walmart China, Bharti Walmart, Starbucks, HyperCITY, E-mart, and Coop Mart. Retail design projects are underway for India, China, Malaysia, Korea, Vietnam and Thailand. The company has another international office in Mumbai, a newly opened office in San Francisco, and six additional U.S. offices.

Tan Xie, LEED AP and a registered architect, has joined the company to manage the office and lead projects. Tan has more than a decade of experience in design, code research, detail development, and construction documents and administration.

International brands are expanding out of Chinese first-tier cities as the middle class grows, and there are now more than 120 cities with populations greater than a million people. AC Nielsen reports that China has the most avid shoppers in the world. Chinese consumption has grown more than 9 percent per year over the last ten years; retail sales grew more than 19 percent in December 2010, from a year earlier.

About WD: WD Partners is a customer experience expert for global food and retail brands. The company helps food and retail brands innovate through strategy, design, architecture & engineering, and implementation services. Its clients include The Home Depot, Frito-Lay, Whole Foods Market, Best Buy, and ExxonMobil. For more information, please visit www.wdpartners.com.

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