



Brand Creation and Store
Design for a Fast-growing
Kidswear Brand in China

KIDS HQ



Introducing a Fast-growing Kidswear Brand to the China Market

Kids Headquarters is a leading designer, marketer and seller of young men's and children's apparel in the U.S. Finding a growing niche in China's Tier-1 cities, Kids Headquarters sought Base Creative's assistance in introducing the brand to Chinese consumers.

Business Strategy

Brand Strategy

Brand DNA
Brand Differentiation
Brand Strategy Book

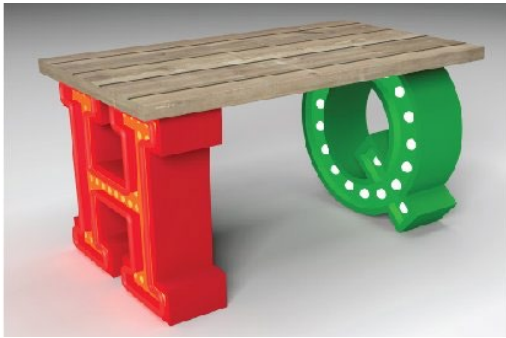
Design and Touchpoints

Brand Identity
Brand Guide
Packaging Design System
Retail Environment

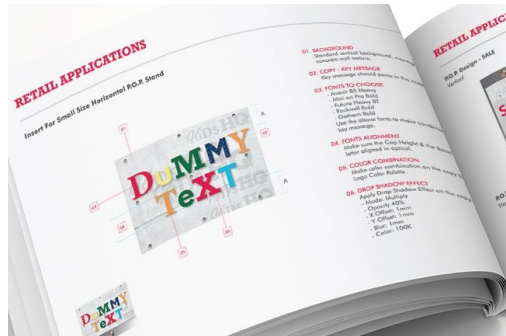
Digital & Social Media

Kids HQ Brand Creation

Building a Differentiated Brand in the Expanding Kidswear Category



Premium Multi-Brand Children's Wear
高端童装品牌专卖店



Kids HQ is positioned as a premium children's store selling quality but value-for-money products with a wide appeal to families. At the same time, the products and store appearance are designed to generate an authentic high-end perception among the target consumers.

Scope of Work

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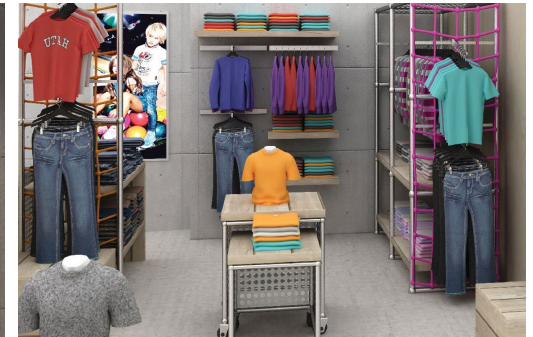
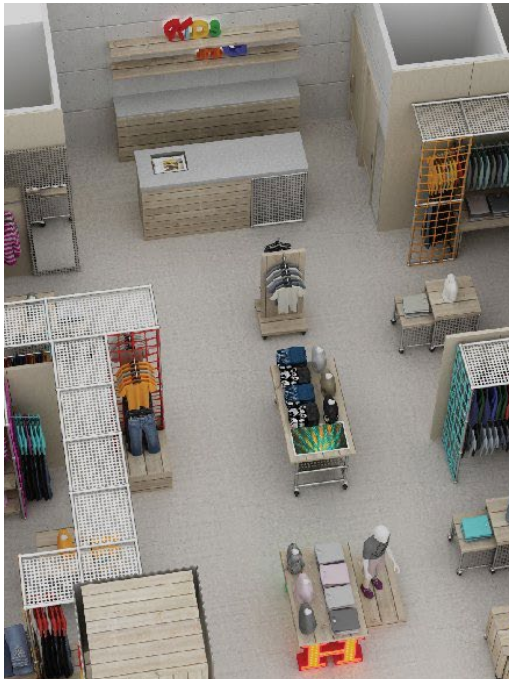
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TARGET AUDIENCE

Since Kids' HQ carries clothing for ages of 4-14, the brand will target 2 main customer groups, including kids and parents shopping. The secondary audiences of the brand will be customers doing gift buying.



Over the last 5 years, we have been seeing luxury brands begin to develop their own kids' lines. Coupled with the gradual loosening of the one-child policy in China, this can only mean that parents start to spend more on children and a profitable market is on the rise. By reinforcing the upscale positioning of the brand, we helped Kids HQ to engage kids and families in a fun and highly refined environment.

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