

Little Catch

Urban Fishmongers, Shanghai, China

120

Two Singaporean-born, Hong Kong raised, United States university-educated sisters, transformed their experience with their family's seafood business into an upbeat fishmonger in a vibrant Shanghai neighborhood. Wenyi and Jiayi Huang were first immersed in the industry at a young age. As children, they visited fishing vessels, factories, traditional smokers, fish auction houses and markets, and countless seafood industry trade shows. To supplement their innate knowledge of the business and a shared passion for fish, the pair also attended various classes at the respected Billingsgate Seafood School in London to further learn the trade. These classes covered topics on quality control, sourcing, knife skills, and fishmongering practices. After polishing their skill set, the sisters opened up their shop in 2015.

The family enterprise, run by a staff of three employees, updates the old-school vernacular of the tradi-

tional fishmonger. Linehouse executed the interior design of the compact space while Evelyn Chu developed the branding strategy and visual language. The Huangs take pride in sourcing and providing choice, high quality, and safe seafood to the Shanghai community. The shop carries more traditional items including Atlantic salmon, oysters, and Icelandic cod and mackerel as well as select specialty items such as house-cured Grav-lax, Skagen, Crab Cream Cheese, and more. Attracting a youthful customer base in their 20s through 40s, the store brings in an even mix of expats and locals that care about nutrition. Interestingly, the sisters find that the expats tend to buy more daily necessities while the locals gravitate towards the exotic and premium items like the king crab. Whether you're a native, a transplant, or just passing through, this haven for seafood lovers combines quality with experience to serve the finest and freshest catch around.



Sisters Wenyi and Jiayi Huang keep their family traditions in the fish business alive



Clean and simple, the Little Catch interior makes the most of its tiny footprint





Owners: Wenyi and Jiayi Huang
Design: Linehouse
Corporate Identity: Evelyn Chiu
Founded: 2015
Location: 247-6 Wulumuqi Road, Shanghai, China

Factory 5 Jingan

164

The Fixed Gear Fix, Shanghai, China

A trio of expats oversees Shanghai's first fixie boutique. The stylish 1,300-square-foot shop caters to Shanghai's biggest bike enthusiasts. Partners Drew Bates (UK), Jeff Liu (USA), and Tyler Bower (Canada) each relocated to Shanghai in 2009 and met by chance on the street. Sharing a passion for cycling and tinkering, they began riding and organizing events together. This collaboration evolved into refurbishing old Chinese bikes. The rehabilitated bikes sold out immediately, inspiring the friends to quit their jobs and start a business together in 2010. After renting a studio apartment to serve as a community workshop and business incubator, Factory Five was born.

The partners' combined business, design, and product management skills allow everything to be handled in-house. In addition to the three founders, Factory Five also consists of a photographer, designer, copywriter, business developer, web developer, and product engineer. The five-year-old company has grown organically into its impressive new storefront. Factory Five builds custom fixed-gear and road bikes using the finest components from around the world. The unique bikes are tailored to each rider's individual needs. A fully operational workshop acts as the heart of the space and compliments the parts, frames, and accessories lining the walls.

Best known for their Lattice Chainring, now sold in over 25 countries, the owners merge their interest in bike culture with their commitment to community outreach. Tapping into the city's growing soft spots for fixed gears, Factory Five acts as Shang-

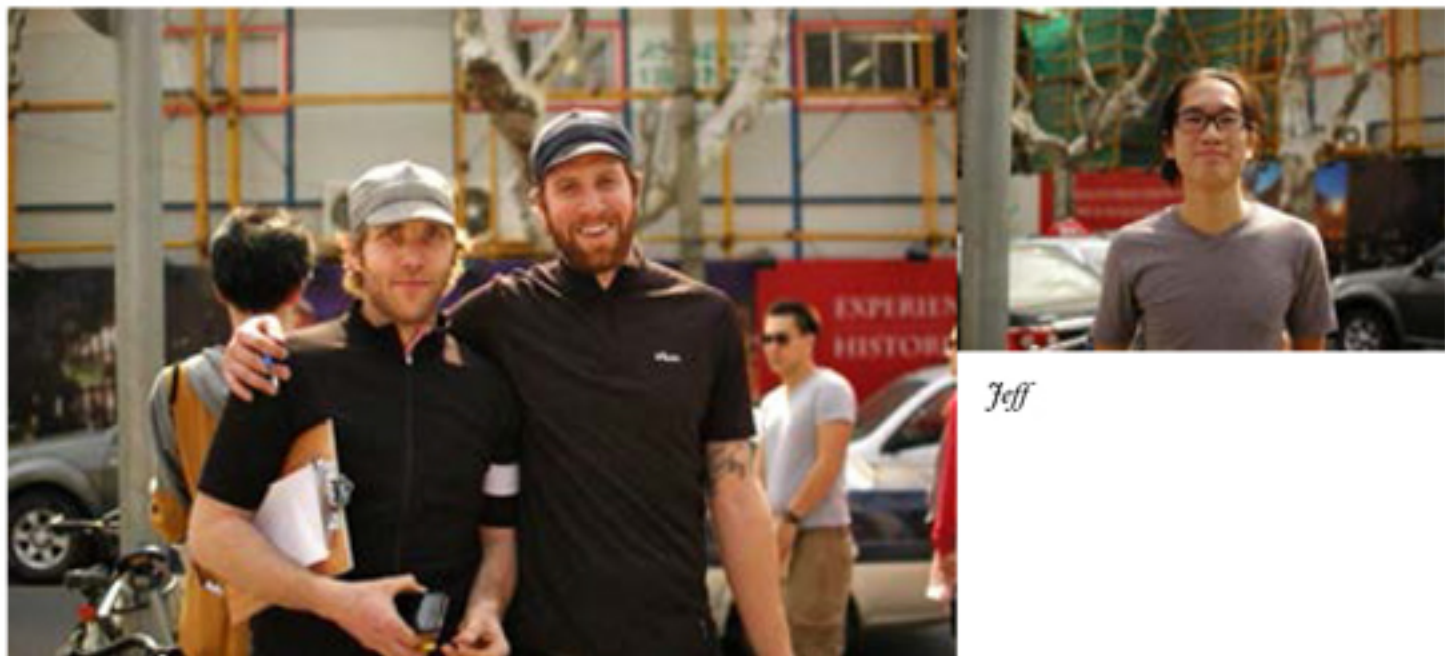


Entrance view of custom frame display and bag display

hai's clubhouse for cycling with a full bar and casual atmosphere. The shop caters to a diverse demographic of local and energetic creatives that approach cycling as both a means of transport and expressive lifestyle. Full of ideas, the friendly founders will help you find that spare part or build your dream machine from the ground up. All you have to do is ask.



Close-up of bar counter



Drew and Tyler

Jeff

Owners: Drew Bates, Jeff Liu, and Tyler Bower
Design: Linehouse
Corporate Identity: Factory Five
Founded: 2014
Location: 667 Changhua Road, Shanghai, China



Overall view of the retail space and the communal table



Workshop counter