Upgrade and reform! Dong’an Department Store will transform to a fashion selected shop

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At the end of this year, the time-honored Dong’an Department Store located on Wangfujing Street will close temporarily for upgrading into a fashion selected shop with fashion theme blocks.

The Dong’an Department Store, which was built in 1903, has a history of more than 100 years. However, as time passes by, the department store seems to fail in keeping up with the trends and become less competitive. As a consequence, Wangfujing Group Co., Ltd, the management of the department store, decides to upgrade it from a traditional, old-fashioned store to an international fashion selected shop, which intends to match the style of Wangfujing Street and attract more potential young customers.

According to Fan Wenyu, the manager of the marketing department of Dong’an Department Store, the store used to be the most fashionable place for youngsters in Beijing. Through the new orientation of youth and the future, they hope to revitalize the store and win young customers back. Therefore, after the transformation and upgrading, most of the brands in the store will be street fashion brands that sell clothes and accessories such as Off-White and EVISU. “The change will be beyond people’s imagination,” Fan described.

Fan explained that the idea was inspired by more and more time-honored brands trying to build new images. “We just take advantage of the trend that more and more domestic brands are launching products that cater for young people, trying to make themselves more dynamic,” Fan said. “I don’t think being young and fashionable conflicts with the profound history of time-honored brands. We’re in the hope of bringing the old brand more vitality, and it is more in line with the needs and development of the times.”

However, Yu Han, the associate professor of the School of Economics and Management in Communication University of China, holds a different opinion. She talked about the socio-economic reality and the aggravating trend of the aging population in China. “China is facing the problem of the aging population, the proportion of old people is increasing surprisingly,” she mentioned. Yu also pointed out that the elderly may have difficulties in adapting to new technology and using electronic devices, which means they can’t do online shopping as easily and conveniently as others. Besides, compared to young people, older citizens usually have more spare time to go to department stores and select what they want.

“I think the department store should figure out what its customers really need when they plan an upgrading,” said Yu. “The market for the elderly is quite potential as well. You don’t have to attract customers of all ages. Actually, it may be a better and wiser choice for the store to keep the old people as its target customers.”