

CHINA CULTURAL RETAIL PROTOTYPE · ESSENTIAL

Thai culture, *built for rollout.*

APPROX. 140 M² / TWO MALL GRIDS

Same three rituals. A lighter, younger room.

DESIGN GUIDELINE / 19 AUGUST 2026



A destination first. A lighter chassis underneath.

Essential keeps the same plan, rituals and operating standards as Signature. Decoration is modern, young and cost-disciplined so the format can multiply without freezing a luxury fit-out.

Three reasons to enter.

Many reasons to return.

01 HERBAL TEA

A fast, visible, fresh-ingredient service with designed cups and a premium everyday price point.

02 ESSENTIAL OILS

A fragrant discovery and testing ritual anchored in Thai botanicals, provenance and take-home use.

03 HUMAN MASSAGE

A 15-minute therapist-performed reset at the quiet rear, with three to four compact service seats.

THE SUPPORTING MARKET IS NOT THE HOOK. Rotating stalls for Thai and selected Asian brands are curated through the Big C platform. They extend discovery and basket size without competing with the three master rituals.

Two structural grids. One continuous journey.

The reference envelope is 8.4 × 16.8 m: two typical 8.4 m mall grids, equal to 141.12 m² gross and treated commercially as an approximate 140 m² prototype. All three chassis share this plan.

8.4 × 16.8 m

REFERENCE SHELL

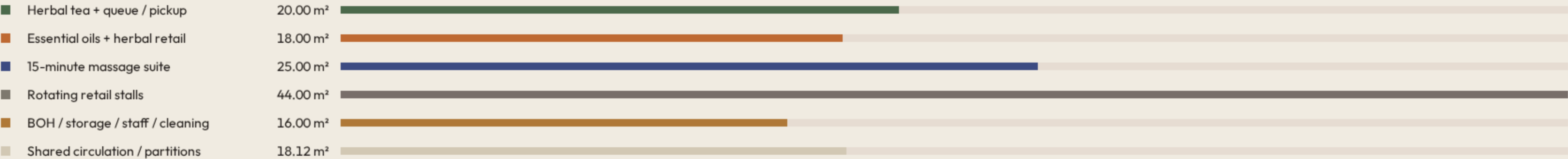
≈ 140 m²

COMMERCIAL PROTOTYPE

3 + R

THREE RITUALS PLUS RETAIL

REFERENCE AREA ALLOCATION



TOTAL REFERENCE ENVELOPE

141.12 m²

ONE STORE. THREE RITUALS.
Approx. 140 m² / 8,4 × 16,8 m / two mall structural grids

ESSENTIAL CHASSIS

- HUMAN MASSAGE
Rear calm / 15 minutes / therapist performed
- ESSENTIAL OILS
Discovery / testing / take-home ritual

- MODULAR RETAIL
Rotating Thai and selected Asian brands
- FAST HERBAL TEA
Fresh ingredients / designed cups / fast hand-off



MALL FRONTAGE

Front energy. Middle discovery. Rear calm.

The long-bay plan separates fast service from quiet therapy while keeping a single intuitive customer lane. All three chassis lock this sequence.



Adjacency locks

- Tea occupies the mall edge and is visible from both approach directions.
- Essential oils sit in the discovery zone, not inside the treatment room.
- Massage is the farthest active use from tea equipment and queue noise.
- The central lane remains continuous; stalls never form a blind cul-de-sac.
- BOH replenishment avoids occupied therapy seats and guest-facing pickup.

REFERENCE ONLY / VERIFY COLUMN LOCATIONS, ESCAPE, ACCESSIBILITY, FIRE, MEP AND LANDLORD CRITERIA



The journey is the strategy.

A customer can enter for one quick ritual, discover without joining a queue, and leave with a service, a product or a reason to return.

01	NOTICE	Portal + fresh ingredients
02	ENTER	Open threshold + clear lane
03	TASTE	Fast herbal tea
04	DISCOVER	Oils + rotating products
05	RESET	15-minute human massage
06	RETURN	Take-home ritual + loyalty

TRAFFIC ENGINE 01

Fast herbal tea

A fast, ingredient-led ritual. The theatre is freshness and confident hand-off — not slow craft performance.

- Display real pandan, lemongrass, roselle, butterfly pea, ginger, kaffir lime and seasonal citrus in clean ingredient trays.
- Use pre-brewed bases, calibrated dispensers and a short finishing sequence to protect throughput.
- Keep order, make and pickup legible as three distinct positions.
- Use designed paper cups and sleeves with a premium tactile finish.
- LED menu screens show a concise range, ingredient cues and recognizable color families.



Design for seconds, not ceremony.

The counter must support a clear rhythm from choice to pickup while keeping fresh ingredients visible and protected. Signature and Essential share this standard.



Performance targets for pilot validation

≤ 90 sec

ORDER-TO-HANDOFF DESIGN TARGET

6-8

CORE BEVERAGES ON PRIMARY MENU

2

PARALLEL MAKE POSITIONS AT PEAK

1.2-1.5 m

UNOBSTRUCTED PICKUP / QUEUE

TARGETS ARE WORKING DESIGN ASSUMPTIONS. CONFIRM WITH MENU, EQUIPMENT, STAFFING AND PEAK-DEMAND TESTING.



young SAWA

TRAFFIC ENGINE 02

Essential oils

A discovery ritual built around Thai botanicals, responsible testing and products customers can take home.

- Lead with Thai-origin oils, balms, inhalers, compresses, soaps and related aromatic products.
- Group by ritual — sleep, focus, travel, recovery, home — rather than a dense wall of SKUs.
- Provide controlled testers, blotters, waste and hand-cleaning at the point of discovery.
- Show provenance, ingredient, use and caution information in Chinese with restrained bilingual support.
- Keep fragrance localized and optional; never scent the entire mall frontage or therapy room indiscriminately.

From fragrance to a repeatable home ritual.

The category must feel curated and credible, with enough explanation to support conversion but without medicalized claims or spa clutter.

BREATHE	REST	RECOVER	HOME
Inhalers, balms, travel roll-ons	Pillow mists, diffusers, sleep blends	Massage oils, compresses, cooling gels	Diffusion, soap, room and linen care
High-frequency / entry price	Evening ritual	Post-work / post-travel	Giftable / replenishable

Controls before rollout

- Supplier traceability, Chinese labeling and import eligibility are approved centrally.
- All claims, warnings, tester hygiene and shelf life follow product category and local requirements.
- No open flame, uncontrolled decanting or unapproved blending in the guest area.
- The sensory table remains staffed or supervised during operating hours.

TRAFFIC ENGINE 03

15-minute human massage

A real Thai hospitality performance at the quietest point of the store — delivered by trained therapists, never by powered massage chairs.

- Plan three to four therapist-operated service seats; the prototype targets four where egress and clearances permit.
- Use simple fixed chairs, stools and foot-treatment benches suited to shoulder, neck, hand or foot services.
- Create an offset entrance and screened transition so no mall-to-treatment sightline exists.
- Provide clean and soiled towel separation, tool storage, hand hygiene and discreet staff circulation.
- Keep treatment menus short, timed, consent-based and consistent across franchise locations.





ENGINE 03 / SERVICE STANDARD

Quiet, human and operationally credible.

The therapy suite is compact, not compressed. Privacy, hygiene and therapist movement take priority over maximum seat count.

A ENTRY BUFFER

Ribbed or perforated screening blocks direct views while maintaining intuitive arrival.

B SERVICE POSITIONS

Three to four fixed seats with dedicated therapist side access and compact mobile treatment caddies.

C CLEAN / SOILED SEPARATION

Separate closed storage, hand hygiene, waste and linen return before a franchise is licensed to open.

D ACOUSTIC SEPARATION

Locate away from tea equipment; use full-height partitions and isolated building services where required.

The market changes. The architecture stays recognizable.

Big C's sourcing and import capability powers a rotating assortment of Thai and selected Asian brands without turning the store into a mini-supermarket.



REGIONAL PANTRY / GIFTABLE FOOD / LIMITED EDITIONS

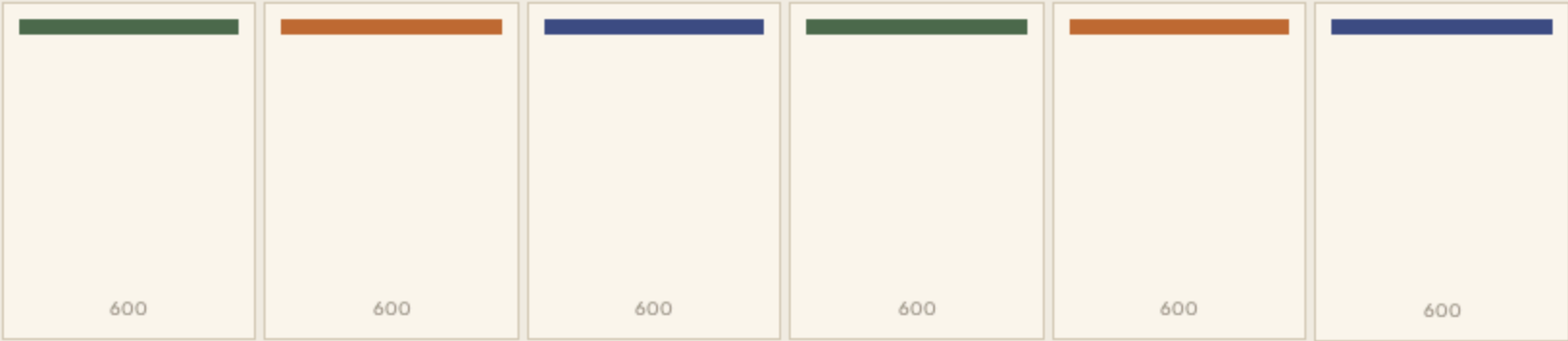


BOTANICALS / BODY / HOME / CRAFT

Individual brands. One authored market.

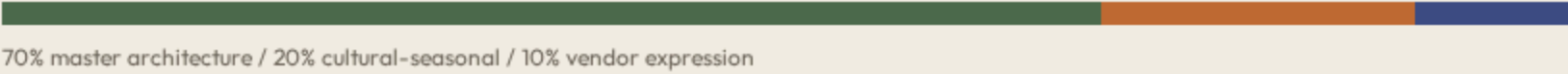
A permanent modular chassis lets franchisees rotate products and vendors without rebuilding the store or creating a skyline of competing signs.

The 600 mm discipline



REPEATABLE BAY / ADAPT FINAL WIDTHS TO PRODUCT AND SITE

70 / 20 / 10



- Flat-pack 600 mm carcasses rotate vendors without rebuilding the store.
- Paint and graphic identity replace custom metal and inlaid materials.
- Savings come from joinery, floor, glass and decorative light — not from tea hygiene or therapy privacy.
- Use for franchise rollout, younger trade areas and second-wave cities.

Young, light, cost-disciplined.

Graphic color, honest materials and the three rituals do the cultural work. The room stays optimistic and contemporary — never a cheap bazaar, never a dark spa.

MATERIALS

- Stainless remains locked at beverage and hygiene interfaces.
- Pale birch or oak-look laminate carcasses; painted ivory MDF panels.
- Powder-coated sand-beige or graphite steel — bronze as paint, not metal.
- Fluted frosted acrylic and painted slat screens instead of ribbed glass.
- Commercial limestone LVT. Graphic botanical prints carry the Thai register.

LIGHTING

- Brighter 3500 K ambient for a younger, more graphic room.
- Standard track plus under-shelf LED at ingredients and testers.
- No decorative pendants; no fixture should fight the fascia.
- Therapy stays calm but bright enough for safe, supervised service.
- Menu screens remain — they are operations, not decoration.

SIGNAGE + GRAPHICS

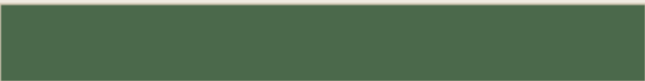
- Same master wordmark; letters may be acrylic or painted.
- Stall brands stay inside one bounded identity zone.
- Bolder botanical posters; still abstract, never souvenir collage.
- Bilingual hierarchy remains centrally controlled.
- No flags, elephants, faux roofs, festival clutter or vendor skyline.



INK



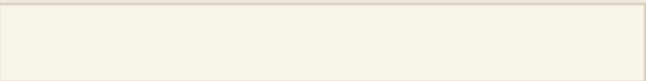
SAND



MOSS



INDIGO



IVORY



Separate fast, fragrant and quiet.

The visual concept is viable only when service, hygiene, acoustic, air and replenishment systems are separated credibly. Essential does not relax these locks.

- ACOUSTIC** Full-height therapy separation; isolate noisy beverage equipment and building services.
- HYGIENE** Separate beverage wash, oils testers, clean/soiled therapy linen and general waste streams.
- AIR + AROMA** Localize fragrance so tea and therapy environments remain distinct.
- REPLENISHMENT** A side or rear service path supports stock without crossing an occupied massage station.
- QUEUE** Tea order and pickup stay inside the leased line and never narrow the main customer lane.
- ACCESS** Confirm accessible route, counter position, door clearances and service accommodation at test fit.

Centralized control. Local execution. Rotating relevance.

Scale the repeatable operating system, not a frozen assortment. Choose Signature, Essential or Market by site — never invent a fourth traffic engine.

BIG C / PLATFORM

- Supplier and category sourcing
- Import / export and distribution
- Claims, packaging and assortment control
- Shared kit procurement and data taxonomy

SAWA / MASTER BRAND

- Three ritual service standards
- Store, stall, signage and packaging design
- Training, mystery audit and loyalty
- Seasonal curation calendar

LOCAL FRANCHISEE

- Licenses, staffing and daily operations
- Stock, waste and service discipline
- Maintenance and customer recovery
- Demand feedback within central guardrails

120–140 m²

COMPACT — FEWER ROTATING STALLS

Essential FF&E index 52 · Indicative FF&E index versus Signature = 100. Compliance is not the saving.

140–160 m²

REFERENCE TWO-GRID PROTOTYPE

160–200 m²

EXTENDED RETAIL, NOT MORE ENGINES

Protect the formula before multiplying it.

The first stores must prove service speed, conversion, labor, compliance and repeat demand — not only atmosphere.

DO

- Protect the three rituals, the plan, and stainless / hygiene / acoustic locks.
- Let paint, laminate and posters do the cultural work.
- Keep massage therapist-performed, screened and operationally credible.
- Rotate stalls inside the same 600 mm chassis.
- Measure throughput, attachment, labor and return — not just fit-out cost.

DON'T

- Strip the store into a supermarket aisle or night-market stall run.
- Swap therapists for powered massage chairs.
- Downgrade the tea stainless line or tester hygiene.
- Use souvenir graphics, competing vendor signs or luxury-spa darkness.
- Treat Essential as unfinished Signature. It is a designed chassis.

Five pilot gates

01 TEST FIT	02 SERVICE	03 DEMAND	04 ECONOMICS	05 REPEATABILITY
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One light, cultural and operationally clear world.



STOREFRONT / OPEN THRESHOLD / MASTER BRAND FIRST



HERBAL TEA / FRESH INGREDIENTS / DESIGNED CUP



ESSENTIAL OILS / TEST + TAKE HOME



HUMAN MASSAGE / QUIET REAR



MODULAR MARKET / ROTATING DISCOVERY

Prove the system. *Then multiply the experience.*

Recommended next step: measured test fit, operator workshop and one full-scale mock-up combining the tea counter, essential-oil discovery table and one therapist service station.

- Freeze pilot menu, service scope and assortment.
- Validate code, MEP, acoustics, queue and accessibility.
- Mock up critical counters, tester hygiene and therapy clearances.
- Specify the Essential chassis — do not mix metals and floors ad hoc.

SAWA IS A WORKING IDENTITY SUBJECT TO TRADEMARK AND CHINA-LANGUAGE CLEARANCE. ALL DIMENSIONS REQUIRE SITE VALIDATION.

