

**Company:** shenzhen mixc world, shenzhen, guangdong, china

**Company Description:** Shenzhen Mixc World, opened on September 27th, 2017, is located in one of the most innovative areas in Shenzhen, China. Through the innovative space planning of "street block+mall", it has broken from the big box form of traditional shopping centres. Attempting to develop a one-stop fashion life platform through innovative cross-border operations, it has become a popular landmark in China.

**Nomination Category:** Event Categories

**Nomination Sub Category:** Brand & Experiences - Pop-up Experience

**Nomination Title:** "MXTR BLOCK" The Original Public Space Brand by Shenzhen Mixc World – A

Continuously Evolving "Unicorn" of Commercial Street Block

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

**Total 508 words used.**

#### **GENESIS:**

As a flagship shopping center under China's leading developer CR Land, Shenzhen Mixc World launched the trend-setting creative label MIXTURE in 2022. MIXTURE introduced the MXTR BLOCK on high street —a block of eight pop-up spaces built upon a "buyer's mindset + curatorial thinking." that received strong market feedback. In 2024, MXTR BLOCK repositioned itself as an "innovative buyer-curated street block," repeatedly presenting diverse lifestyle propositions and creating cutting-edge content. To date, over 40 pop-ups have generated more than 10 million RMB in returns, with many international brands making their first debut in China, subsequently expanding their presence nationwide.

#### **GOALS:**

- 1. Model Innovation:** Establish a new model of public space operation to foster local commerce and urban economic growth.
- 2. Scene Activation:** Integrate brand experience with spatial design to enhance brand value and commercial vitality.
- 3. Traffic Monetization:** Engage deeply with consumers through "online media + offline spaces" to increase footfall and convert traffic into revenue.

#### **DEVELOPMENT:**

##### **1. Expanding Spatial Boundaries and Upgrading Content Touchpoints**

By incorporating "buyer's thinking" and "curatorial logic" into commercial operations, brand content permeated Shenzhen Mixc World, creating extensive touchpoints with consumers.

##### **2. Embedding Cultural Heritage and Social Responsibility**

MXTR BLOCK integrates social welfare, local culture, and sustainability through initiatives such as the ESG-aligned MIXTURE Sustainable Fest, MIXTURE Sports Club, and Chinese New Year content.

##### **3. Leveraging Social Media Influence**

Via platforms like RedNote and WeChat Channels, MIXTURE shares youth culture, district narratives and insights, bridging brands, consumers, and physical space.

#### **RESULT**

##### **1. Customer flow and online traffic rise steadily, driving strong revenue conversion**

In 2024, MXTR BLOCK introduced over 40 brands (29 first-time), generating 14 million RMB in retail sales and over 2 million RMB in operating revenue. Each theme cycle boosted customer flow by over 20-30% year-on-year, peaking at 270,000 visitors daily. Social buzz exceeded 15 million, with 120+ domestic and foreign media reports and 300+ influencers covered each quarter.

##### **2. Creative expression and business operations achieve a win-win situation**

MXTR BLOCK offers brands a complete space for creative expression, enabling more integrated and thematic presentations. In 2024, it hosted over 40 brands and 20+ community events, delivering a unique immersive experience. In March, it launched the "MIXTURE Sustainable Fest" to promote sustainable living. In August, during the Olympics, the "MIXTURE Sports Club" activated sports communities and energized the district. During Chinese New Year, the block proudly celebrated traditional culture, spotlighting emerging local brands.

##### **3. Promote brands and product in the form of exhibitions to maximize spatial efficiency**

MXTR BLOCK extends brand content across the entire mall, integrating exhibitions into elevator lobbies and public lounges with interactive experiences. This breaks the mold of traditional advertising and enhances the consumption atmosphere. Tenants reported a 15–20% year-on-year increase in traffic and sales.

##### **4. Successfully transformed from physical space to content platform**

Starting with RedNote and magazine, MXTR BLOCK launched formats like videos and branded podcasts. By co-creating with 20+ brand owners and aligning with cultural trends, it has connected offline events with online content, successfully evolving into a full-fledged content platform.

2. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

More videos and supporting materials will be attached additionally.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

#### **Attachments/Videos/Links:**

[\*\*"MXTR BLOCK" The Original Public Space Brand by Shenzhen Mixc World – A Continuously Evolving "Unicorn" of Commercial Street Block\*\*](#)



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