

New York Report

September, 2024

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* Project 1: Happier Grocery

1. Happier Grocery

Project Overview

Happier Grocery, a health-conscious supermarket, has suddenly appeared on Canal Street, where the chaotic aftermath of Chinatown still lingers. Targeting Generation Z, a generation that is highly conscious and seeks a conceptual approach to daily life, the store offers a more advanced healthy lifestyle than existing health food markets. Happier Grocery serves as an oasis for New Yorkers, presenting a new food market that is thoroughly health-conscious, offering top-quality ingredients and a comfortable, healthy lifestyle that has been missing in New York City until now.

The store takes pride in its lineup, where shoppers don't need to scrutinize every product label because all the offerings are guaranteed to be absolutely safe. The store promises that all of its products are organic, locally grown, and free of preservatives, pesticides, drugs, growth hormones, additives, oxidized oils, and GMOs. This makes shopping at Happier Grocery a sustainable, ethical, earth- and people-friendly daily routine.

On the first floor, there are communal tables for dining in, a café featuring original coffee beans, and a salad bar, which becomes very crowded at lunchtime. Next to the café is a library and merchandise corner showcasing lifestyle and subculture items, while in the back, a colorful selection of vegetables and fresh produce is on display. The basement level houses a section for supplements, cosmetics, dry foods, and frozen goods. It's also worth noting that the original products, with their stylish packaging, create a sophisticated image on the display shelves of each category.

Project Details

1. Happier Grocery
2. Retail
3. Open Date: October 2023
3. Location: 365 Canal St Ground Floor, New York, NY 10013
4. Target Customer: All
6. Website: <https://www.happiergrocery.com/>

Location Map





Renovation of an old building while retaining its loft-like façade



The communal table is located just after the entrance.



The ever-popular salad bar.



Lineup of subculture magazines featuring art and lifestyle



Offering of original T-shirts, hoodies, etc.



Fresh food section sold by weight



Stairs leading down to the basement floor



Cosmetics corner on the basement floor



Unique display of original goods on the refrigerator



Industrial and functional fixtures