



## applied studio

Press Release  
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# APPLIED STUDIO DESIGNS RESTAURANTS FOR JOLLIBEE'S UK ROLLOUT

London and Toronto based architecture and interior design practice, Applied Studio, announces their new restaurant design to support Jollibee's ambitious growth plans across the UK and Europe.

Jollibee is a huge, international brand with a cult following across the world including in the UK. Applied Studio had the responsibility of redesigning this world renowned and Filipino cultural icon to suit the UK market and then for the European expansion of the chain.

The well-loved fried chicken restaurant chain is investing £30 million in the UK for their new restaurants and to develop a customer-centric experience that matches the brand's personality – joyful, welcoming and all-inclusive.

Jollibee's European flagship will open on 20<sup>th</sup> May 2021 in Leicester Square, London, unveiling the new design, followed by a further six stores launching across the UK before the end of the year, in Edinburgh, Newcastle, Leeds, Nottingham, Cardiff and Reading.

Applied Studio was appointed alongside branding agency ico Design Partners and market research company Jigsaw Research, to reimagine Jollibee for the UK and European audience.

### The design brief set by Jollibee

Applied Studio had the challenge of designing a completely new store on several contradictions. The space had to be contemporary, feel modern and fresh, whilst also being comfortable, homely, warm, and friendly. The restaurant design also needed to be eye-catching to increase brand visibility on the high street while catering to Jollibee's existing customers.

A significant driver in the brief was to create a new restaurant environment that would stand out in a competitive market and appeal to 18–30-year-olds in particular, who expect a lot more than the traditional fast-food experience. This has been reinforced further by the pandemic which has highlighted the need for restaurants to be places for people of all ages to share missed social moments and new experiences, in a friendly, comfortable setting.

The new restaurant embodies the reframed brand position of Jollibee; a premium, sophisticated and relevant design, with spaces that celebrate Jollibee's heritage and differentiates the restaurant from its competitors.

### Design highlights of the new restaurants

Applied Studio has taken the brand's personality - humble, warm and hospitable – and reflected it in the interior design and the customer experience, promoting an optimistic, upbeat and all-inclusive attitude.



The stores were designed to not only cater to a younger audience but also be a place for family and friends of all ages to meet and socialise. The layout of the restaurant is designed for optimum customer flow and caters to a wide range of customers, with varied seating areas. Booth seating is located around the restaurant for small get-togethers with friends and family. The communal area exists as a place to come together and socialise - which speaks to the heart of the brand. There are also window seats allowing space for one person, so even individual diners are given a premium experience.

Jollibee's restaurants feature hand-wash stations at key central points, pick-up counters, and self-order kiosks, all to cater to the "new normal" social distancing requirements and ensure staff and customers feel even more comfortable when dining in-store.

To cater to the 18-30-year-old demographic, there are several "key moments" throughout the store which provide "Instagrammable" features and "wow" moments – all inspired by Jollibee's Filipino heritage. From a dramatic gallery hung wall, with South East Asian inspired artwork; to the upbeat and colourful tiles and traditional Filipino fabric designed in the Philippines, the dining experience is like none other in the UK.

**The new restaurants feature:**

- Geometric accent floors alongside large format, grey tiles with a subtle concrete texture
- Timber slatted lobbies and screens
- 'Zoned' ceilings with subtle colours to lift spaces
- Concrete wall finishes at high level, above tiling at low level brought up to the counter front
- A poster wall with new branding and graphics
- Communal tables with high level frames to increase their presence
- Lounge, table seating and window seating with new materials and finishes to reflect the refreshed brand.

Patrick Abrams, Managing Director of Applied Studio:

"The new design of Jollibee is unique within its sector. The standard, formulaic design has been completely rethought and we hope it will be disruptive. It's a step up from the competition and provides customers with an unparalleled experience. Customer satisfaction and providing premium hospitality was the priority through all facets of our design. We think we have created something that looks great but also functions exceptionally well so that the dining experience is as good as the aesthetics."

"The journey of learning the history and heritage of the brand was so important to the design process and presented a fantastic opportunity for us to work with a chain restaurant icon, a much-loved brand with a fascinating history and success story. We were very lucky to work closely with both Jollibee UK and the Jollibee Group team in the Philippines. This process enabled great collaborative work. The fact that we worked directly with the founders of the Jollibee Group, on the details of European design, down to choosing colours and fabrics, shows just how deeply they care about the brand and the customer experience."

Adam Parkinson, Business Head for Jollibee Europe, said:

"When restrictions are lifted, demand will return for social experiences. As community spirit and hospitality are central to both Jollibee as a brand and the Filipino culture, it was important for us to build a restaurant that is based on shared experiences and family values. With the new store design, we wanted to create spaces that feel like home, where customers can relax, feel comfortable, and enjoy the atmosphere with family and friends."

Adam Parkinson continued: "We needed to ensure we did not alienate anyone, especially the Filipino community who have been with us since day one. We had to balance building something new, exciting, and attention-grabbing for those who don't know us yet, while still engaging with our loyal customer base."

Ashlee Campbell, Head of Marketing for Jollibee Europe, added:

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“Our branding, menu, and store interior are designed to celebrate Jollibee’s heritage and to stand out in a crowded industry. We’ve had fun working in collaboration with British millennials discovering us for the first time, as well as with people who fell in love with Jollibee 40 years ago to ensure the perfect branding balance. When you engage with our team either on social media or in-store, it’s the same. We’re upbeat, a little quirky, and on a mission to bring the joy of eating to everyone.”

**ENDS\_**



## Notes to editors:

### **About Applied Studio**

Applied Studio are a design-led architecture and interiors practice creating unique designs applied to the real world. We are obsessed with detail and function, with creativity that works. We produce contemporary, beautiful and timeless projects, all delivered with exceptional client service. Our designs are focused on their end-user as we prioritise the experience of the spaces we create. Ultimately, our goal is to improve people's lives by improving how they experience the world.

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### **About Jollibee**

Jollibee is a much-loved restaurant chain, founded in 1978 by Tony Tan Caktiong in the Philippines. The brand continues to be owned by Jollibee Group and is now the market leader in the country's restaurant industry, with over 1,478 locations around the world as of December 31, 2020. The restaurant opened its first store in the UK back in 2018 in Earl's Court, London, followed by two restaurants in Liverpool and Leicester which opened in 2020. Jollibee Group now has over 5,800 stores globally and operates in 33 countries. Jollibee Group also owns and operates Chowking, Greenwich, Red Ribbon and Mang Inasal in the Philippines; Smashburger in the US; and The Coffee Bean and Tea Leaf®. Jollibee Group also owns the franchise of Burger King, PHO24 and Panda Express in the Philippines and Dunkin' Donuts in several territories in China.

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[www.jollibee.uk](http://www.jollibee.uk)