

Relaxation room for reluctant male shoppers in Shanghai



The idea of a dedicated space in which to relax while a partner shops is proving extremely popular. When Shanghai's new [Vanke Mall](#) opened, it included a Husband Nursery. Women are able to leave their husbands relaxing with newspapers, magazines, games, cold drinks and a massage chair.

Women who don't particularly enjoy shopping have already been enquiring about the possibility of the mall opening a similar room for them. Other ways malls are contributing to the new style of retail experiences include running [heart health campaigns](#) and providing [hands-on woodworking lessons](#). How could virtual reality add another dimension to this idea?

Website: www.shvankemall.com