



Retail Design

ICAT
Design & Media College

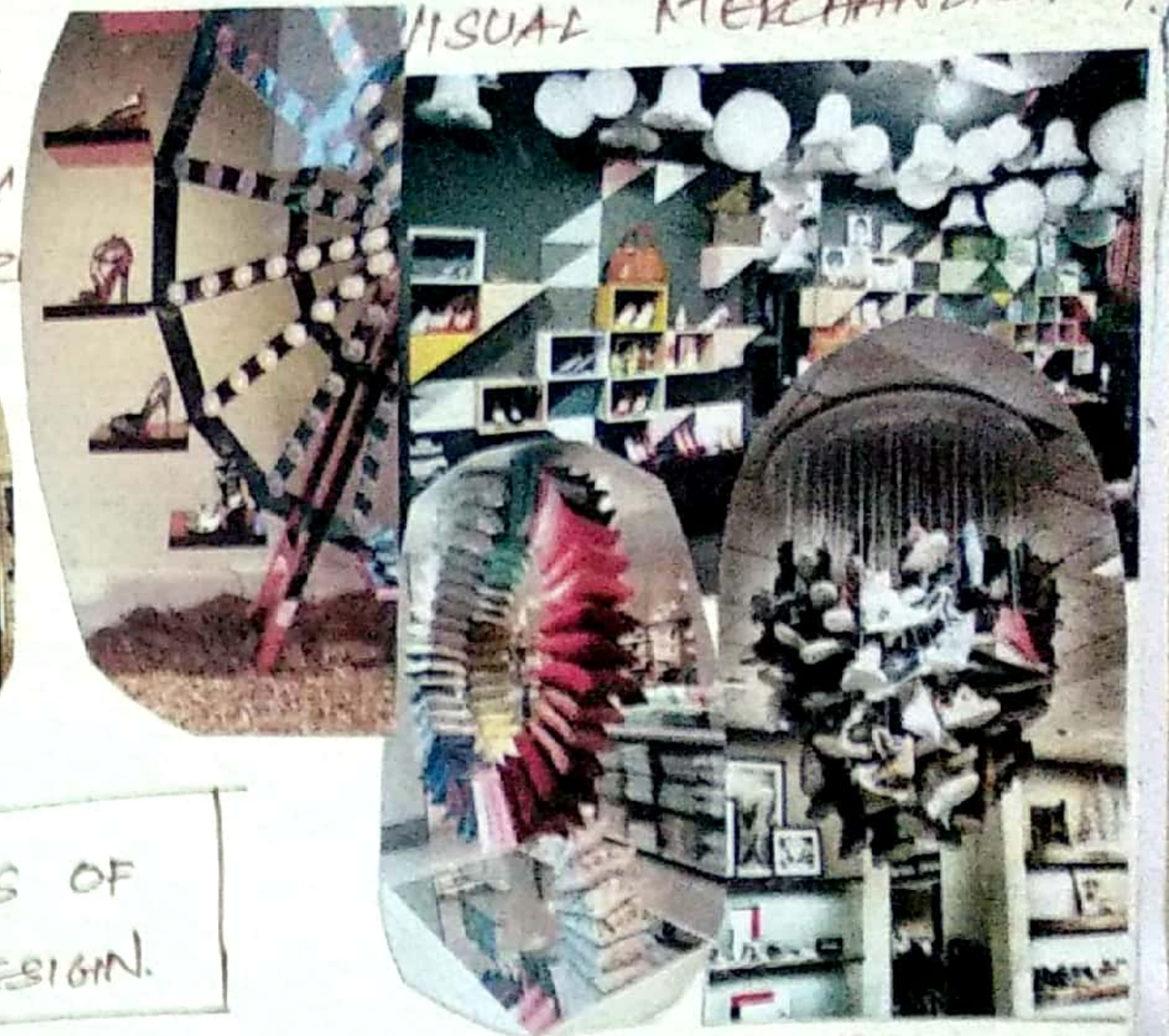
R. AFFREEN ANJUM

RETAIL STORE DESIGN

a fact placed design
the commercial interior

SLOW DOWN THE
CUSTOMER JOURNEY
IN THE STORE

EYE CATCHING
VISUAL MERCHANDISING



BE BOLD, CREATIVE
+ INNOVATIVE WITH
STORE DESIGN

PRINCIPLES OF
RETAIL DESIGN.

Retail Revels

Sales figure

fashion
friends

Branding strength

target market

STORE DISPLAY

STORE LAYOUT

CIRCULATION
BREATHING SPACE

COLOURS



STORE
LAYOUT

MARK OUT THE CUSTOMER PATHWAY
AROUND THE STORE



TAKE THE MOST OF ANY SHOP SPACE



Eclectic

By
Zafroon

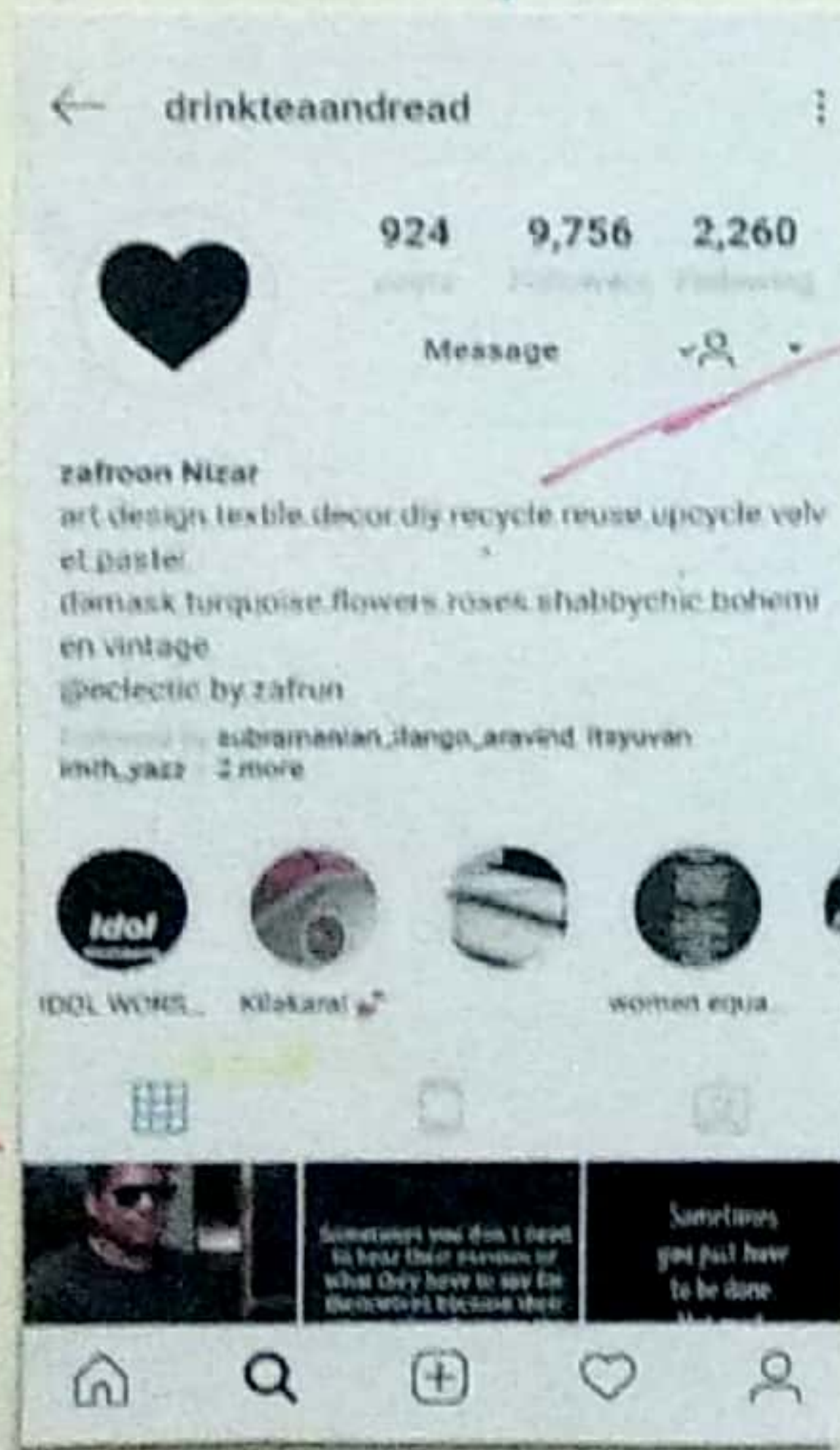
ECLECTIC BY ZAFROON is an upscale clothing line inspired by all things beautiful.

- ↳ fashion
- pastel
- muse
- Street style
- art
- design
- textile
- decor
- diy
- recycle
- reuse
- upcycle
- Velvet
- pastel
- turquoise
- flowers
- Bohemian
- Vintage
- Moroccan

FASHION
BLOGGER
→ Zula
Bio...
likes &
inspiration



2k+ followers on insta.
Online fashion designing inspirations.



Spouse of an
Legendary
Music Director
in
Tamil
Industry
(ie)
Kollywood.



Mrs. Zafroon Nizar
founder of
Eclectic by Zafroon



No
slandalone
boutique or
flagship
store yet

Boutique Name : Electric by Iafnoon

Designer : Iafnoon Nigam

Mrs. Iafnoon Nigam is a dropped out fashion designing student. She is a spouse of a legendary music director Mr. Yuvan Shankar Raja. Mrs. Iafnoon doesn't have any boutique or flagship or standalone store yet. She did her debut as costume designer in a Bollywood movie called *Pyaar Prema Kadhal*.

"I draw inspirations from everything I see around. I mainly like English colours and Victorian style of prints and designs. I also believe that fashion is for everybody. There's a myth that designer clothes are expensive, I want to make them affordable"

- Iafnoon Nigam

She doesn't have a website yet, but always stays active on only one social media application i.e. Instagram. She maintains her designer page called *Electric by Iafnoon* in which she adds feeds on her design and works. Her personal handling public account named *drunkandread* reflects her interest towards fashion and opening of a new boutique. The page reflects her personality, style and her presence of mind in fashion designing.

Made her debut
as a costume
designer in
The movie
PYAR PREMA KADHA

Model:
RAZA WIRSON
Like English
Cologne + Victoria
Style of
Princess

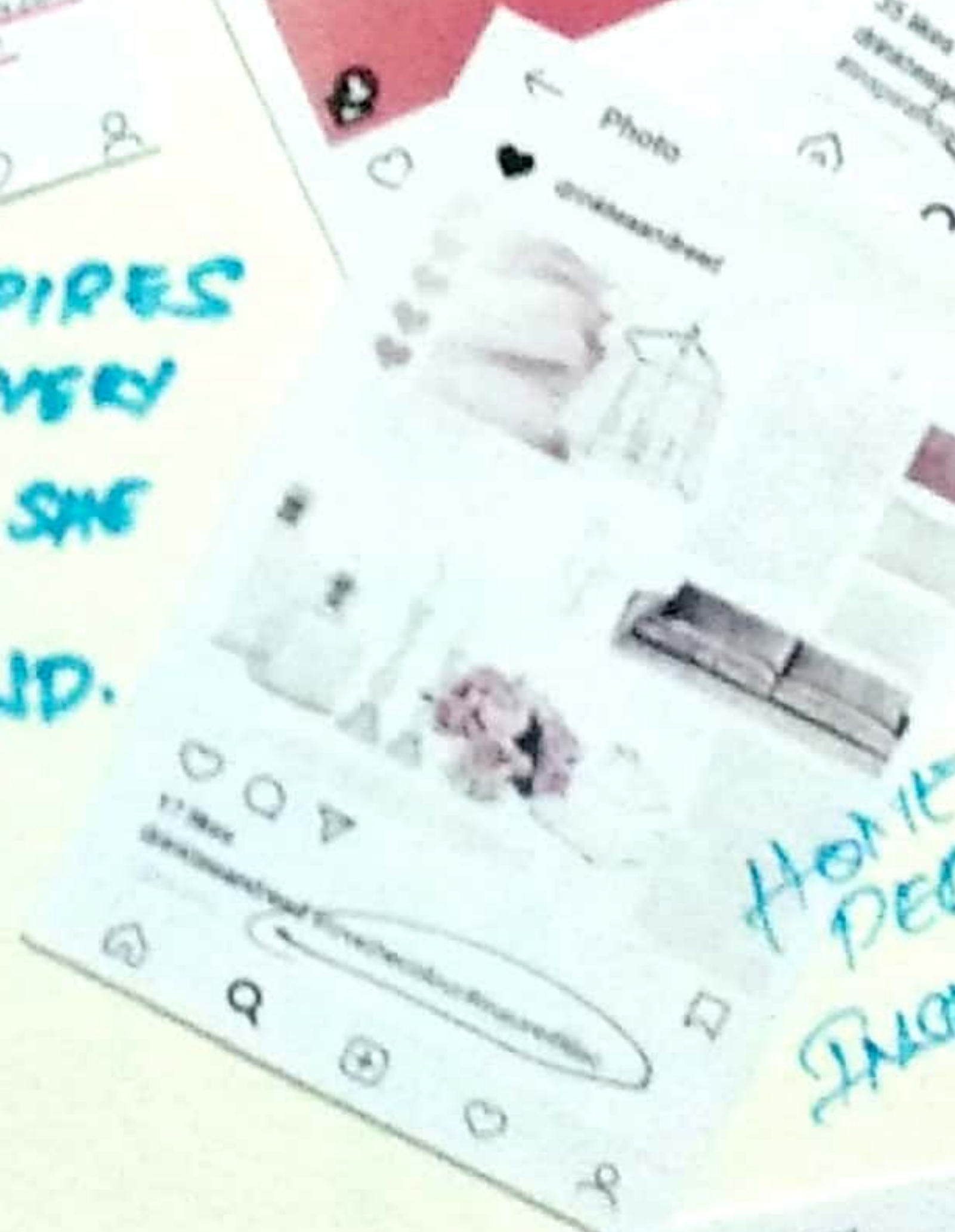


Inspired by
All things
Beautiful



INSPIRES
FROM EVERY
THING SHE
SEES
AROUND.

In
sur.



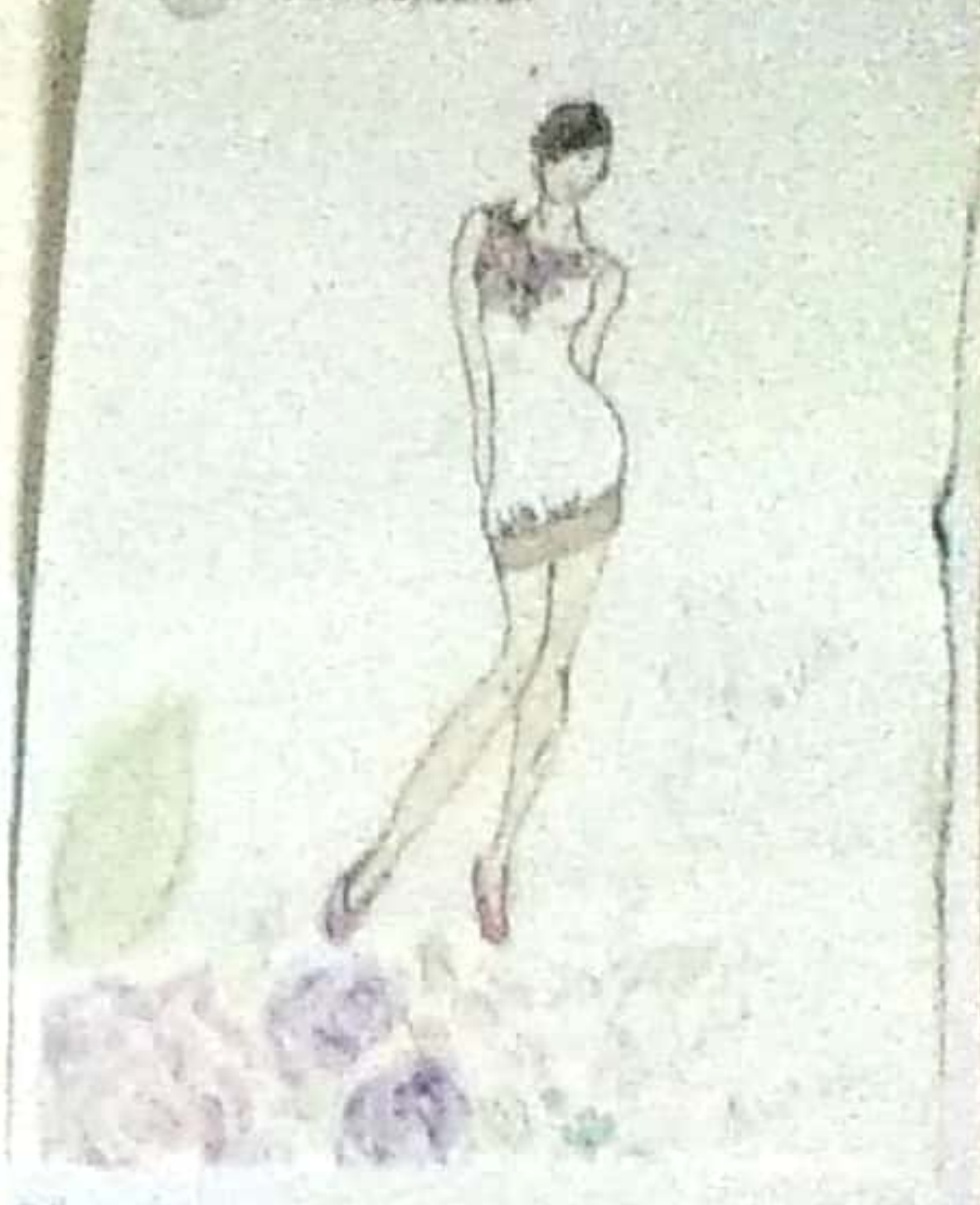
HOME
DECOR
INSPIRA



Eclectic
Muse.



Have
More
glam
work.



NET CASE STUDY 1

ARCHITECT: STANDARD

LOCATION: WEST HOLLYWOOD USA

AREA: 223 M²

PROJECT YEAR: 2007

A former Warehouse has been transformed into a boutique



Concept.

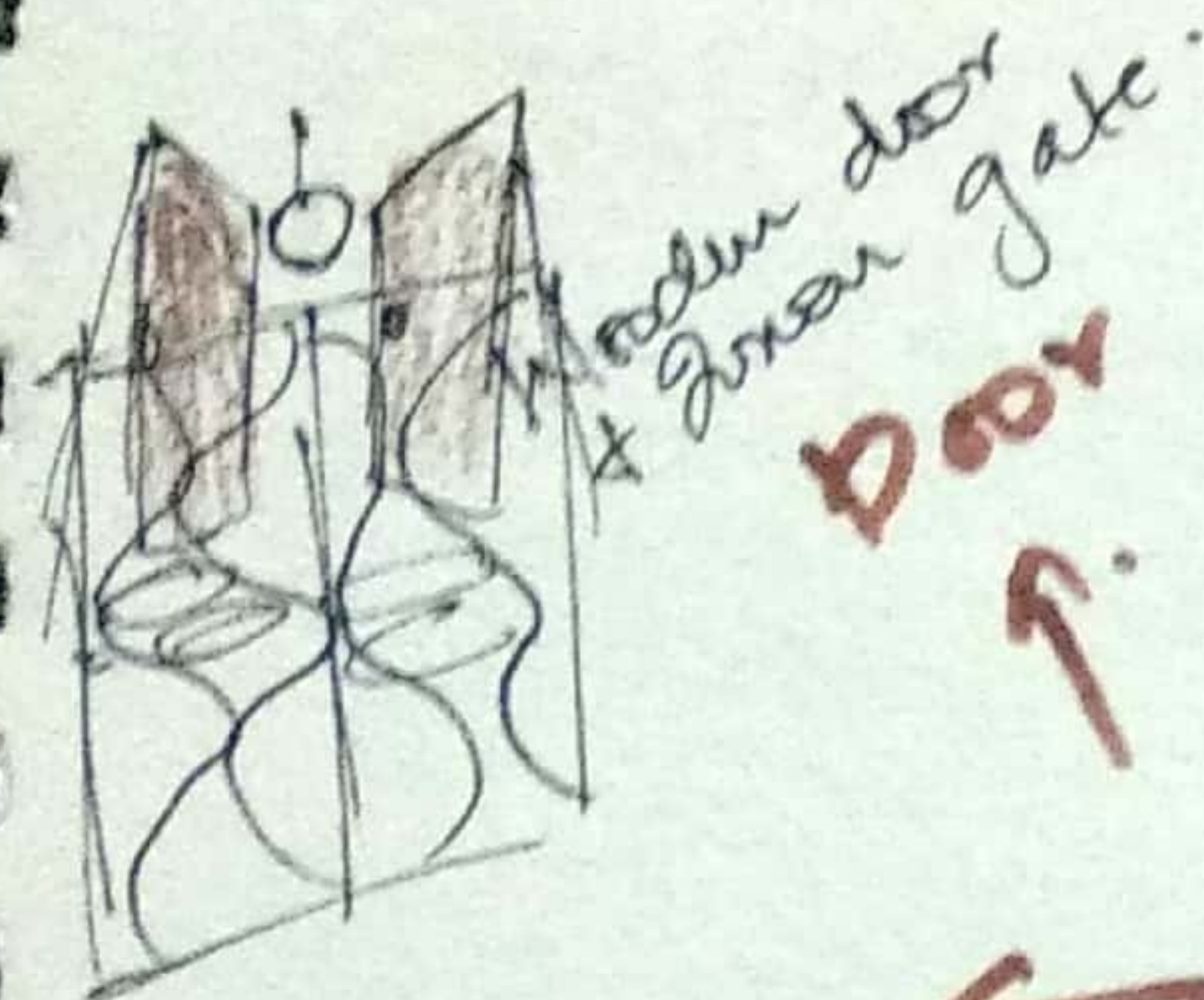
Sustainable + Minimalistic.

SUSTAINABLE + MINIMAL ITEMS DEALT MATERIALS.

- Bamboo case work
- Cedar Slats
- Recycled cotton insulations
- Fluorescent lighting.
- Low Voc (Volatile organic compound).
- Glass

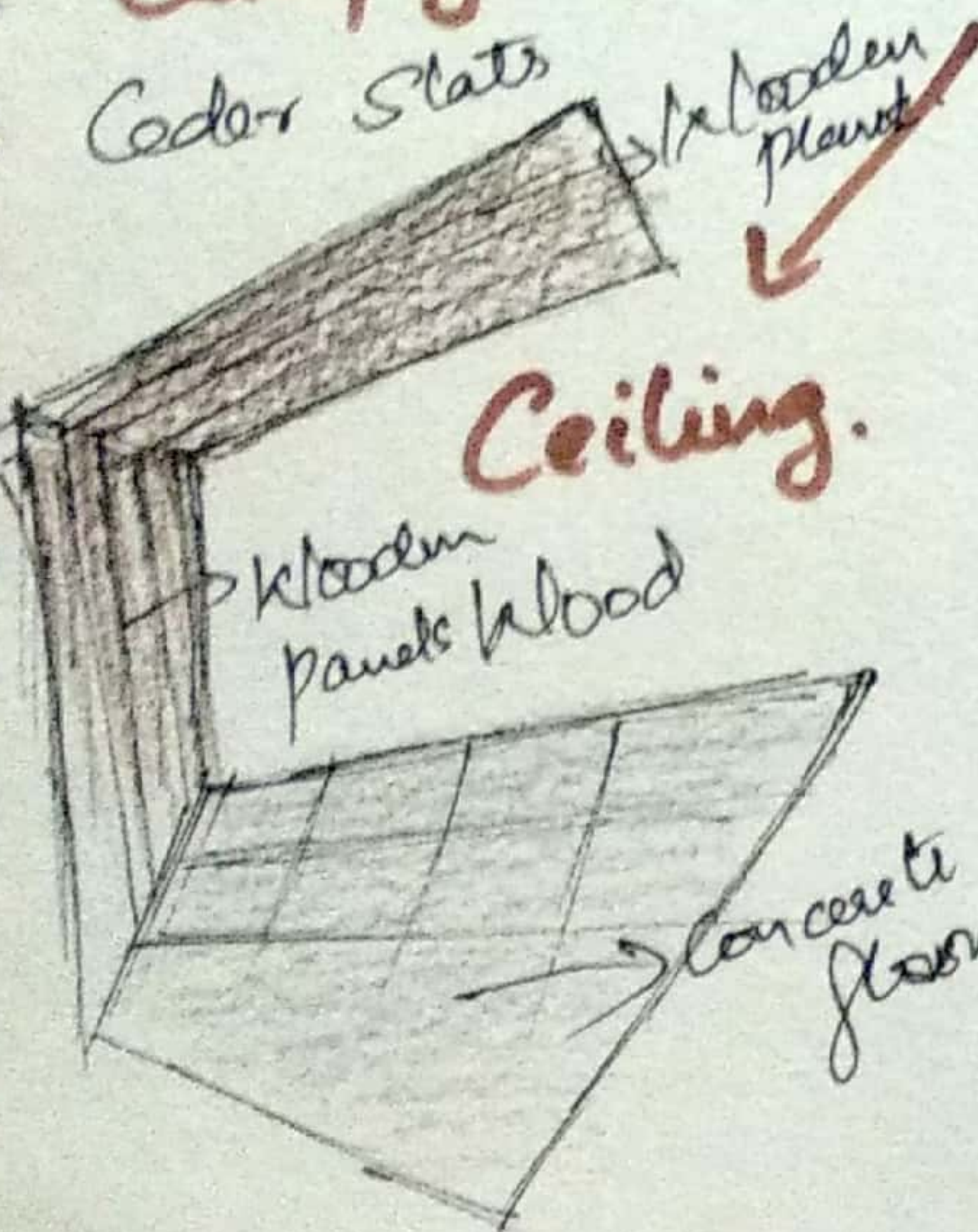
- Contemporary and Vintage jewellery.
- Accessories
- Books
- Furniture
- Women's clothing

↓
Growing collection of women



Canopy

Cedar Slats



Ceiling.

Wooden panels Wood

Concrete flooring

Walls

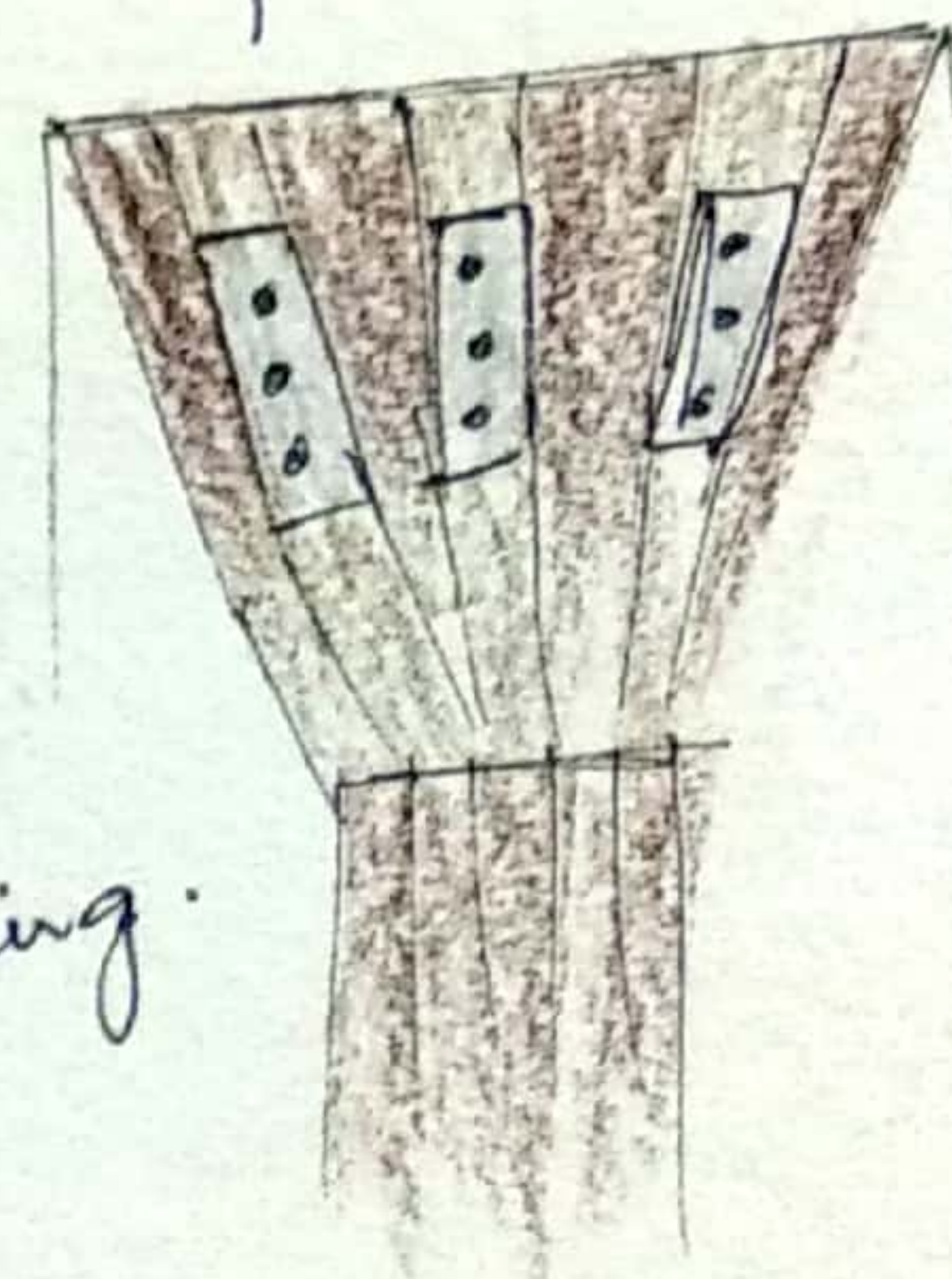
White brick walls + wooden paneled walls

Flooring

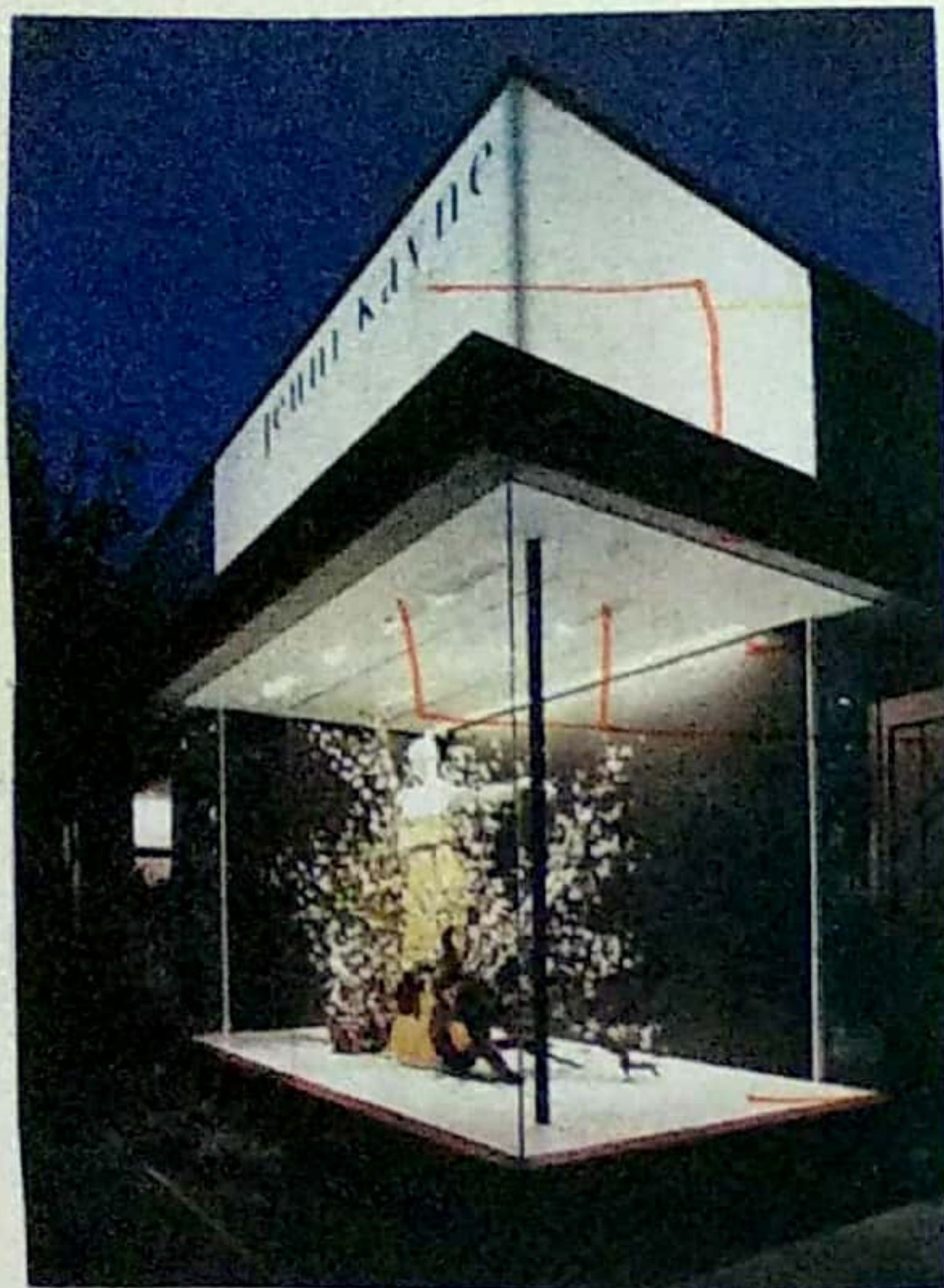
Concrete flooring.



Lighting.

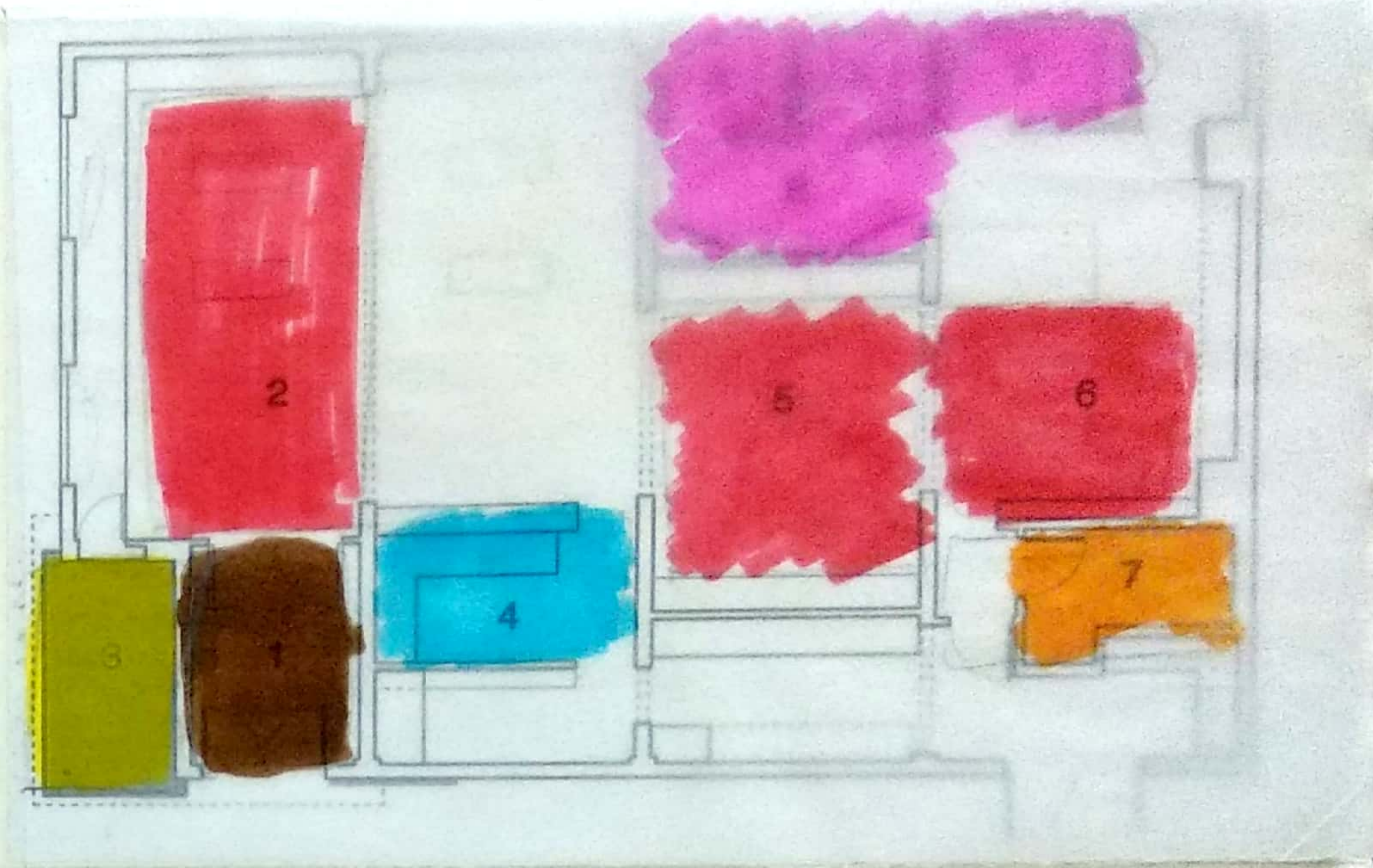


Jenni Kayne



SHOW WINDOW.

- floating display window
- Translucent glass sign
- glass.
- track lights + cone lighting
- Branch
- white tile flooring + wooden deck.



olive trees Translucent glass sign

olive trees

wood framed window



Display window

- 1. Entrance
- 2. Front retail
- 3. Display window
- 4. Cash wrap
- 5. Auror retail
- 6. Rear Retail
- 7. Bathroom
- 8. Dressing hall
- 9. Dressing room

ENTRANCE
IRON GATES with
free hand
pattern

hanging
light
Wood clad
doors



TRIAL ROOM.
Recycled
cotton insulation
has been used
in the trial
room doors
and dressing
hall.



SEATING AREA

Seating area has
been centrally placed
to connect with all
the merchandising
around.



MIRROR

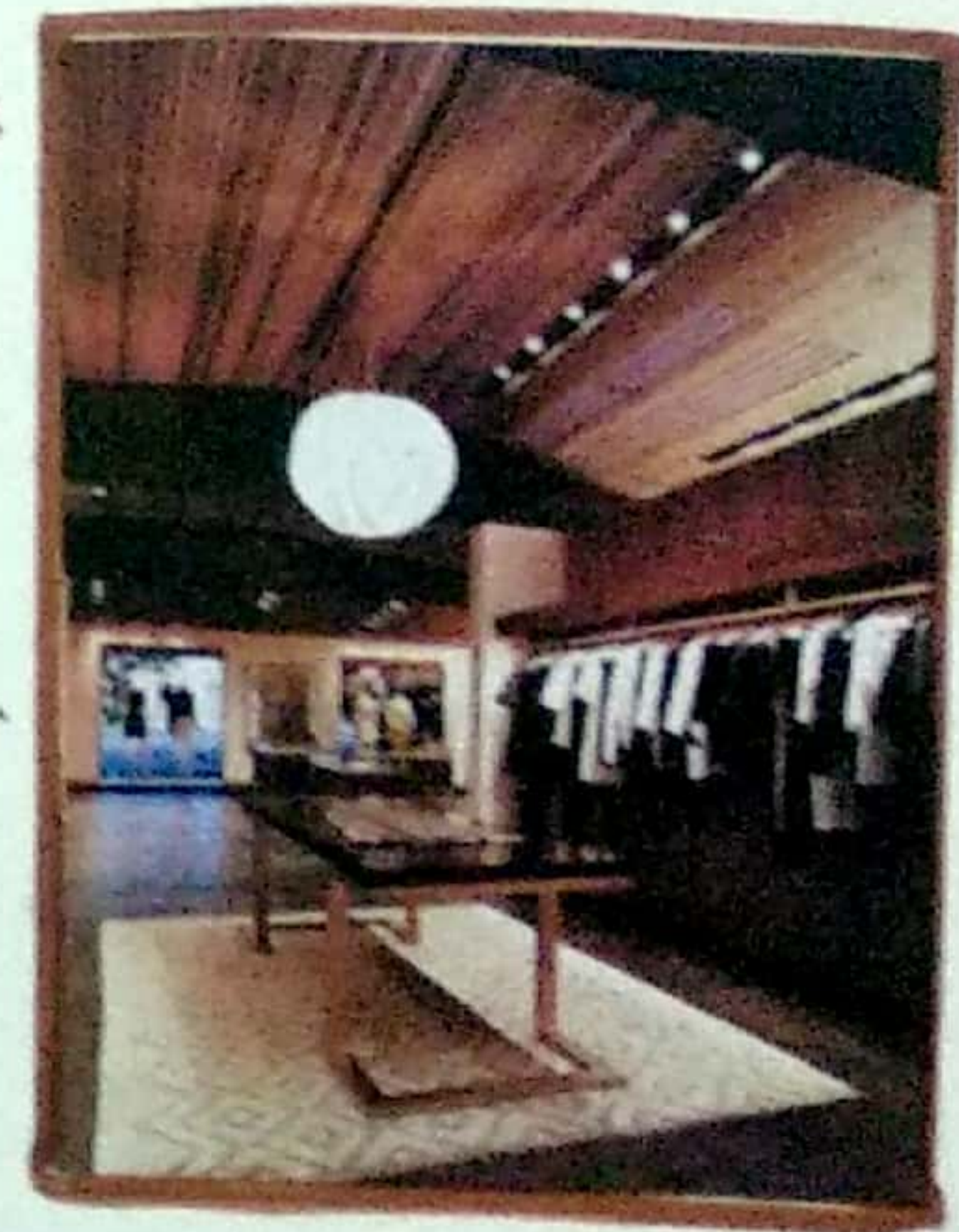
Mirror besides the
center display has been
concealed with yellow screen.
The mirror is centrally placed
around the clothing + panelling

CIRCULATION
Spacious and open, wall
positioned to layer the building,
light filled display rooms.



Wooden desk

Cedar slats
Spot light
White
brick
wall.



Inference:-

- A Warehouse is transformed
into a boutique
- The design is simple spacious
and open
- A good heightening luminosity
- Lack of columns in interior
faced casual welcoming.
- No lighting lights for the counter
- Too much use of wood and carpentry
gives a dull, dark + pale look

Concrete flooring

NET CASE STUDY 2

CONCEPT

Ultra
contemporary and
Luxurious.
Elegant

INSTALLATION
The famous skull
covered in CRISTALLIZED™
- Salvadori's elements, recurring
presence of the world of
PHILLIPPLEIN

MATERIALS.

→ flooring

LAVA Rock
(Herringbone
pattern)

→ display
elements

refined
dynamic.
Lacquer,
chrome and
osutch skin
chrome racks.
→ detailed
→ luminous
the → relaxed.
→ perfect balance.
→ harmony.

LIGHTING IS.

Bergut lighting
according to
concept.

PHILLIPPLEIN

CIRCULATION'S
Spacious and
store

LOCATION

Fork dei Marmi
Ideal place for
store opening.



PHILLIPPLEIN

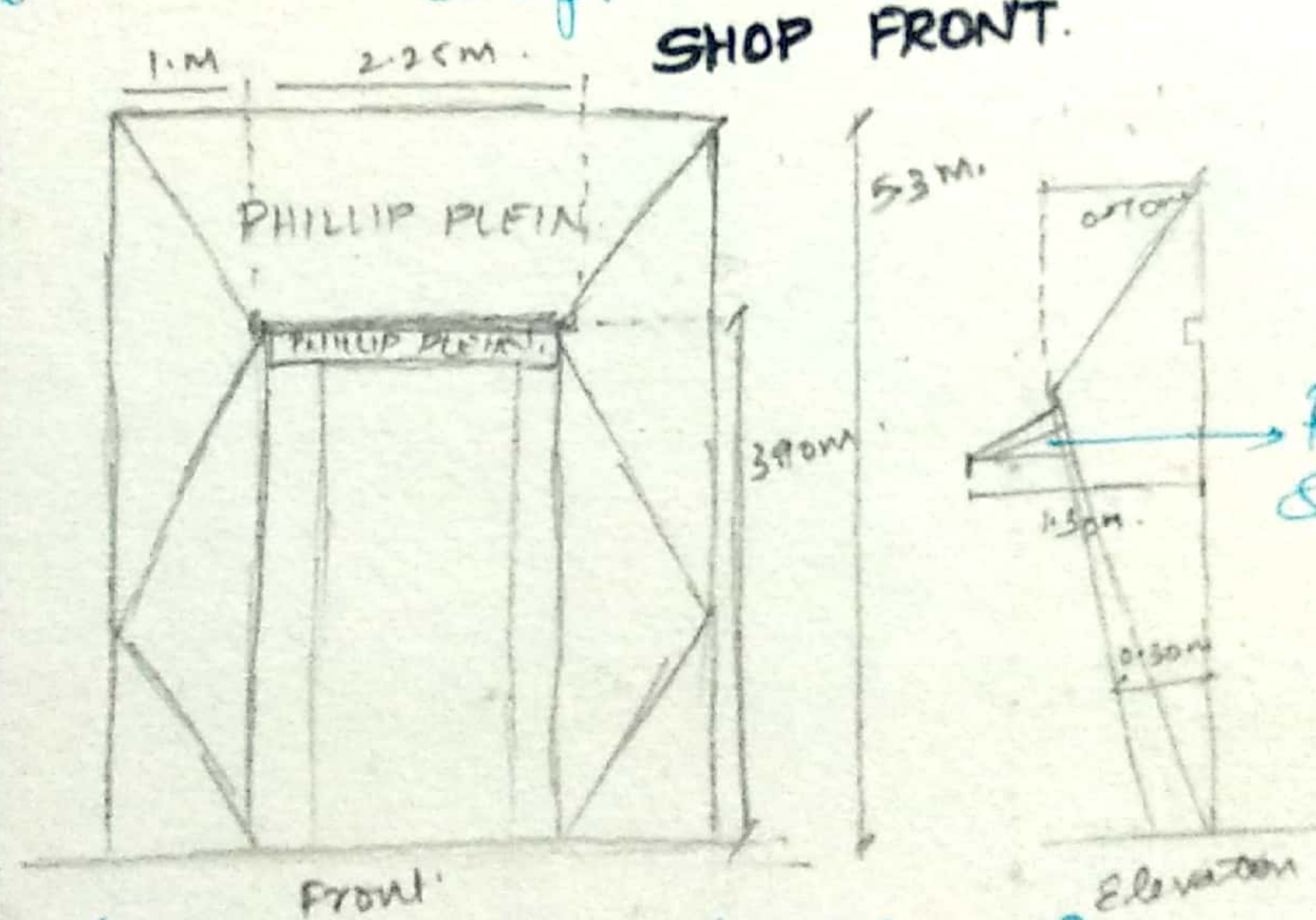
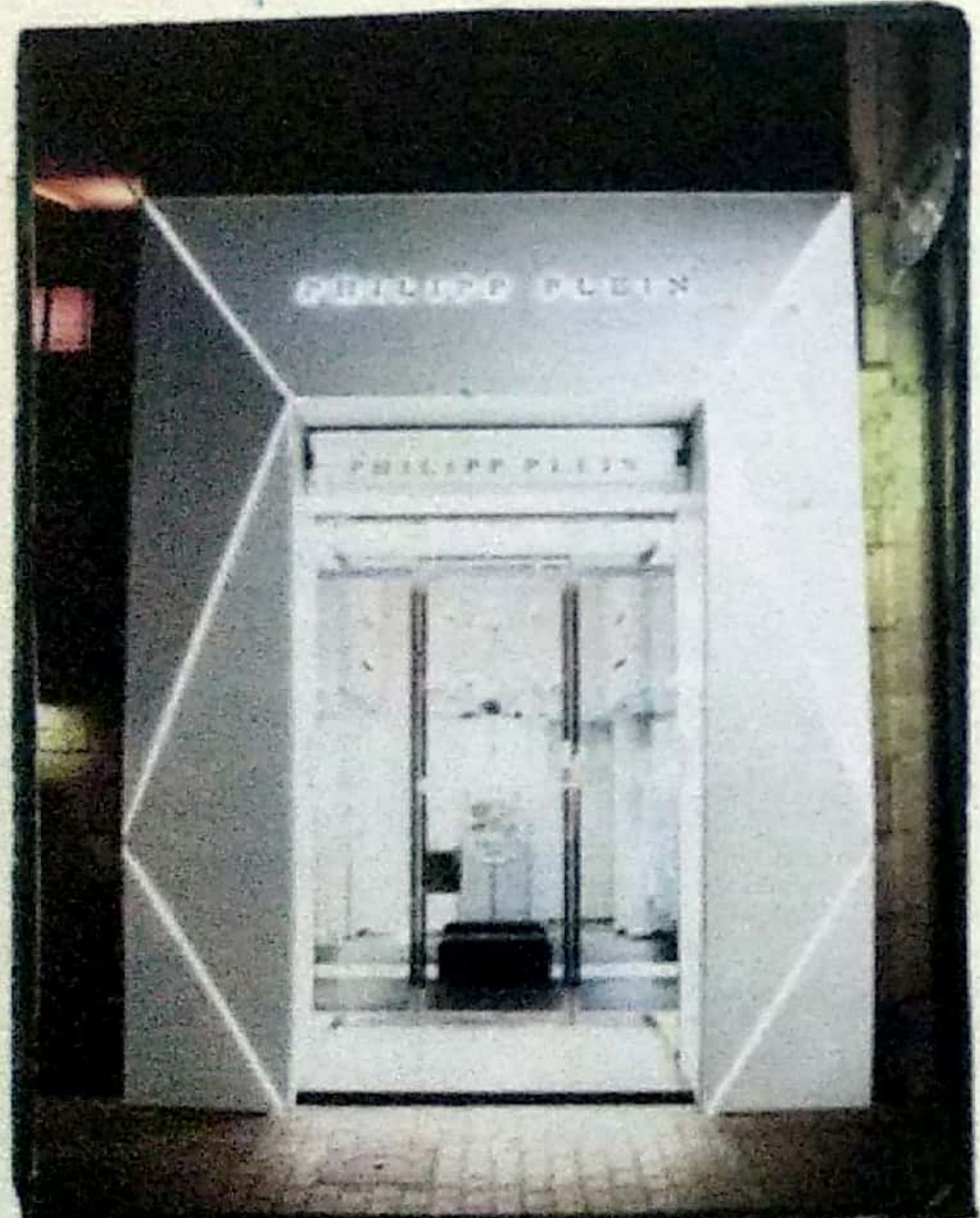
ARCHITECT: Aquilì Alberg

AREA: 50.0m²

LOCATION: Fork dei Marmi
Lucca, Italy.

PROJECT: 2011

YEAR



↳ Multi faceted portal in corcán
- modern interpretation of the typical
"bugnato" of mansance palaces

→ Precious Material in white
 → Chandelier and spot lights are used.

SPACE is divided by a black way that connects two fully length mirror placed laterally.

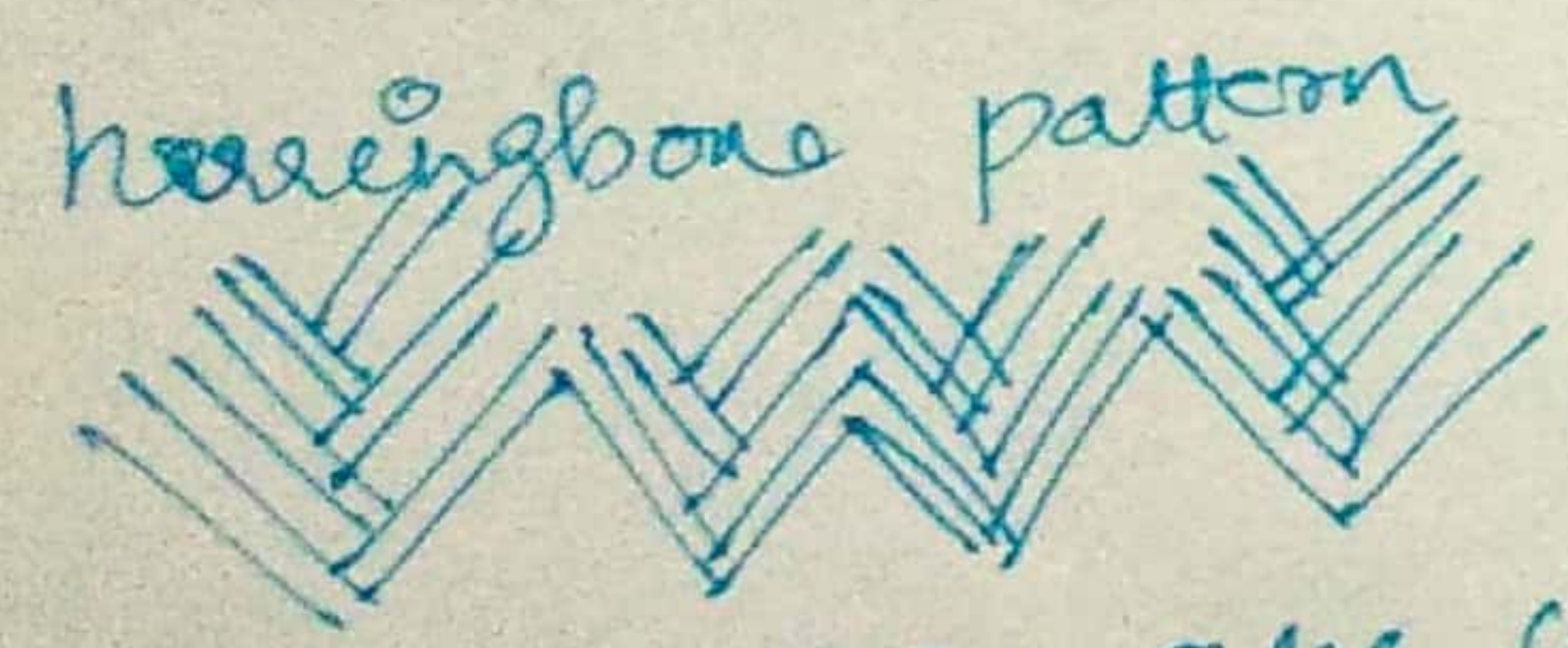
MINIMALISTIC AESTHETIC

Presence in the world of PHILIPP REIN. dominates the scene, closed crystal clear

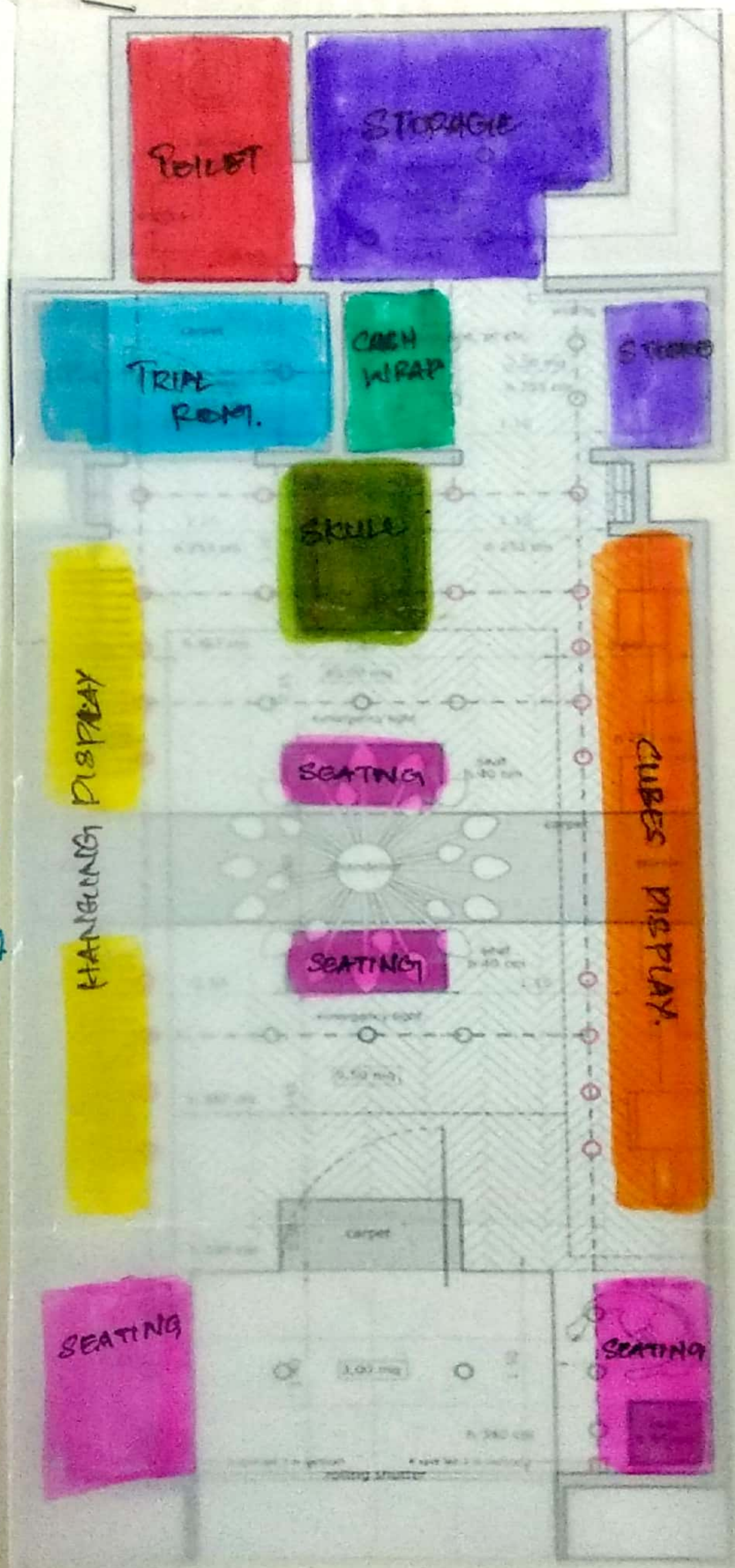


Skull covered with CRISTALIZED PM

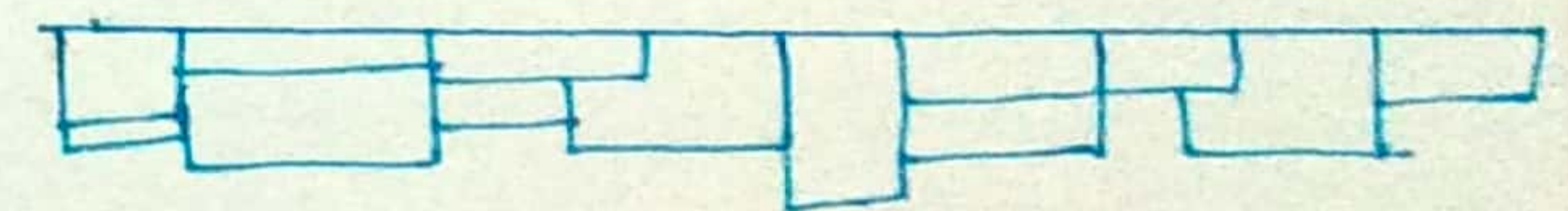
Lava rock flooring



Mirror on the either sides connected with carpet make the space looks more bigger.



Push and pull of cubes



plan view.
 made of Lacquer, chrome
 rack + osouch
 skin

Principles of Design.

Perfect Balance and Exclusive harmony.

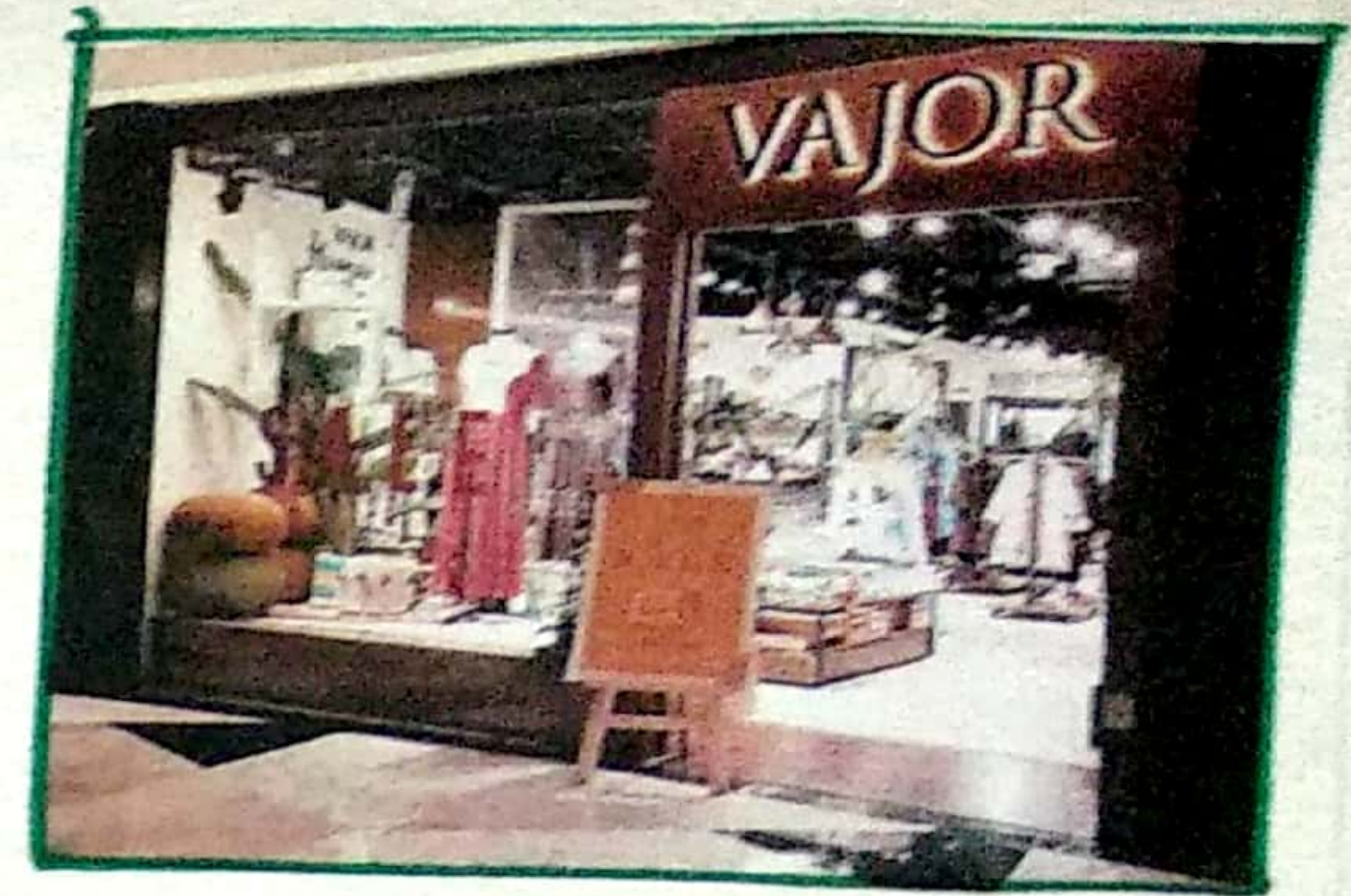
NET CASE STUDY 3

Concept / theme

BOHEMIAN PARADISE
STYLE

Items dealt.

Accessories
home décor
Apparel
Footwear



VAJOR

LOCATION: PALLADIUM MALL
Chennai, India.

AREA: 60 m².

PROJECT YEAR: 2013.

FOUNDER:

VAJOR

Space and Circulation

- Show window
- Reception
- Center, rear & wall mounted display for merchandise.
- Trial Room.
- Storage Space.

FURNITURE

- A Series of track lights and tungsten filaments.
- pastel palette, earrings, chokers
- embroidered jute's wear
- casual tops to jumpsuits

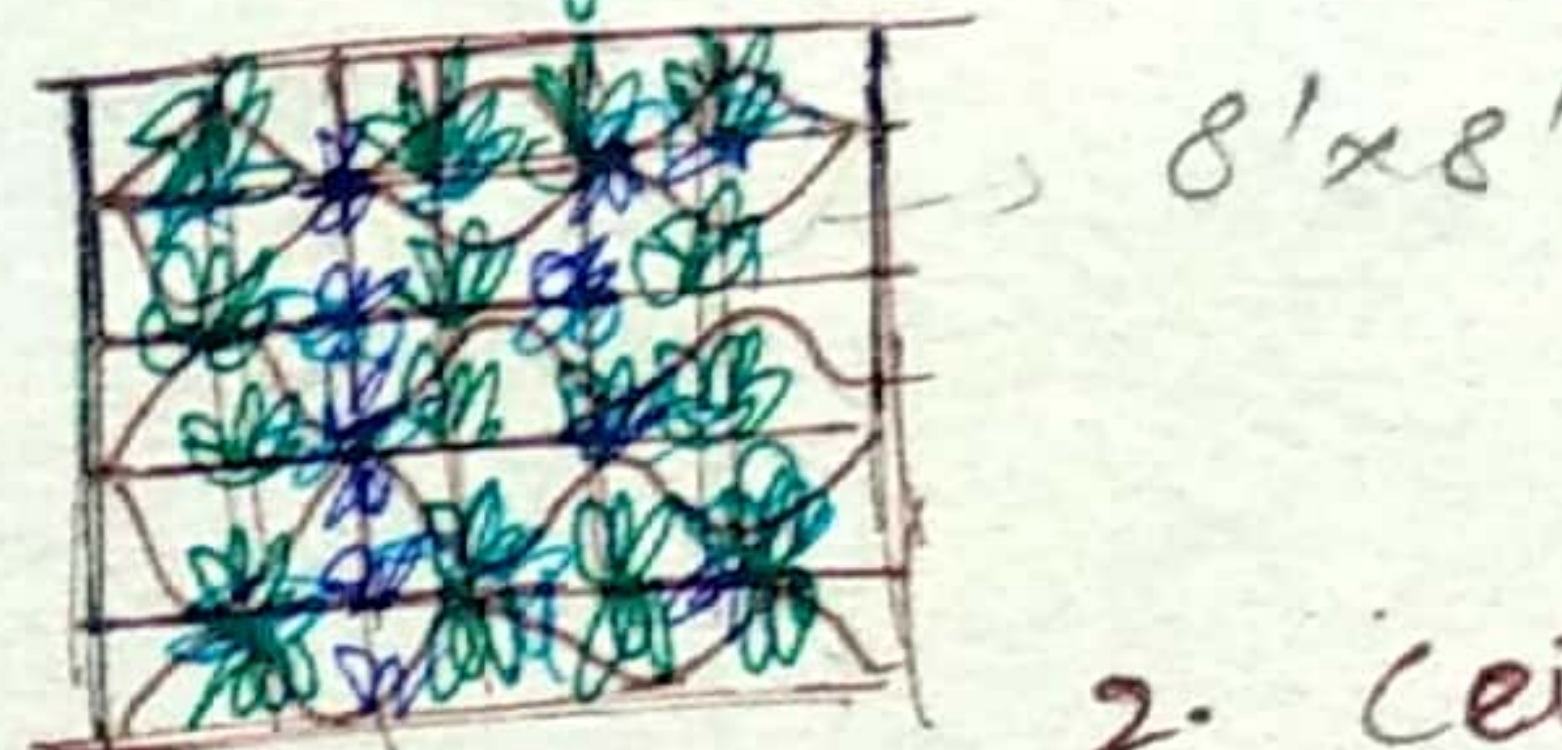
BOHO VIBES.

- Colour scheme of Brown, Mustard & green
- greenery with indoor plants
- Strands of yard.
- Wall mount stand made of coir & bamboo.

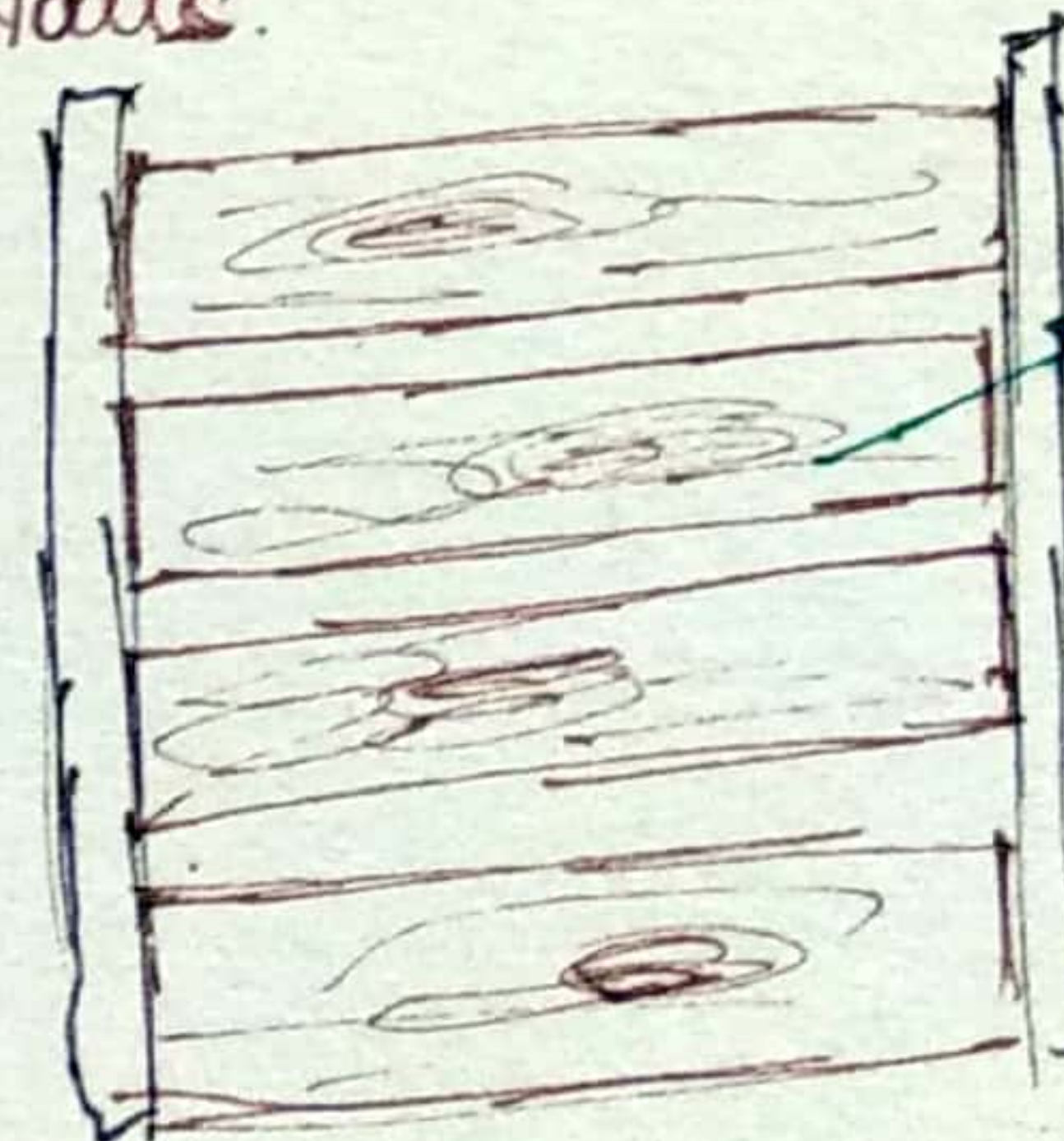
MATERIAL / INTERIORS.

1. flooring.

Vitrified tile flooring with boho tiles arranged in the center of the shop.

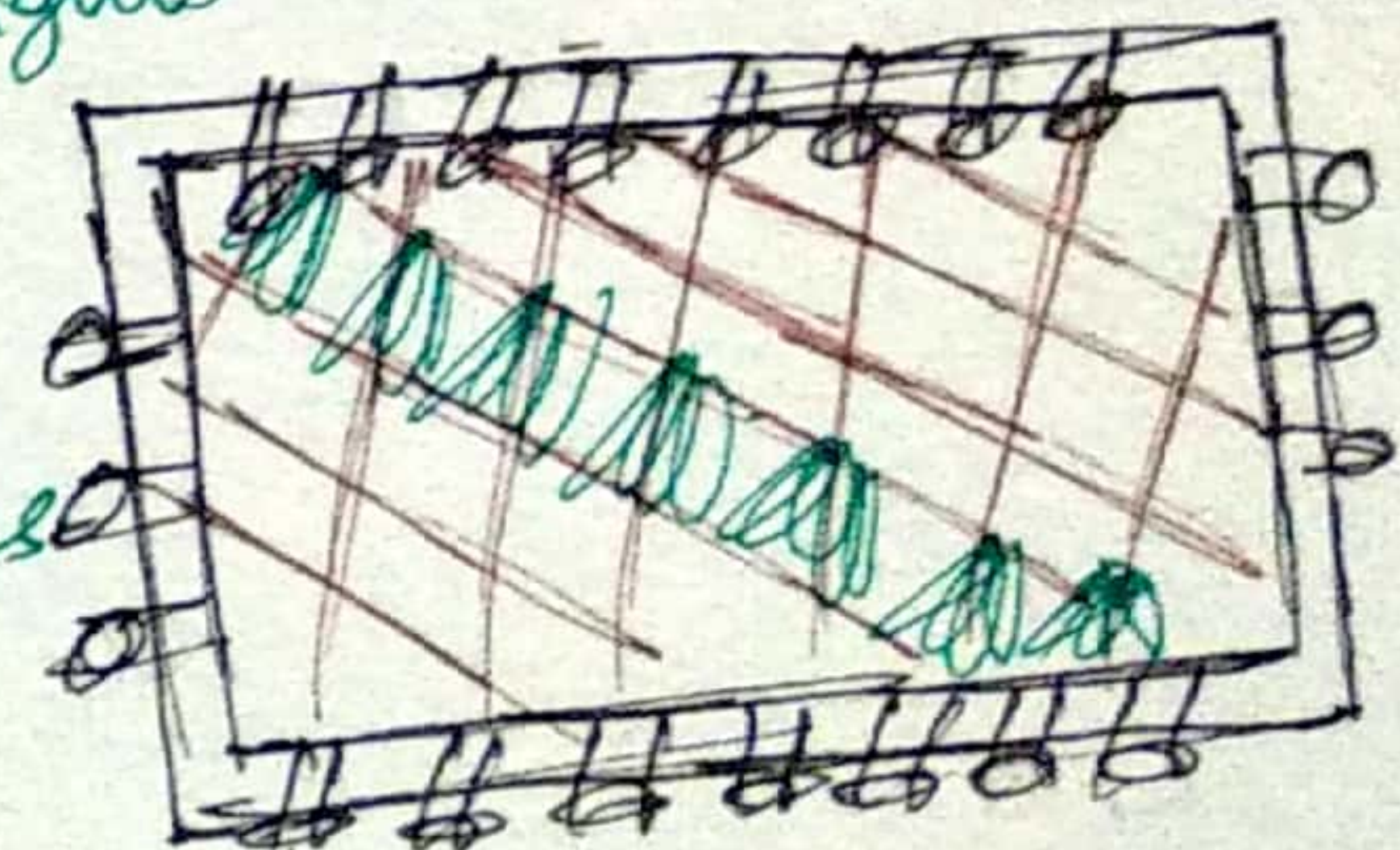


3. Walls.



2. Ceiling.

Exposed ceiling with track lights and hanging leaves

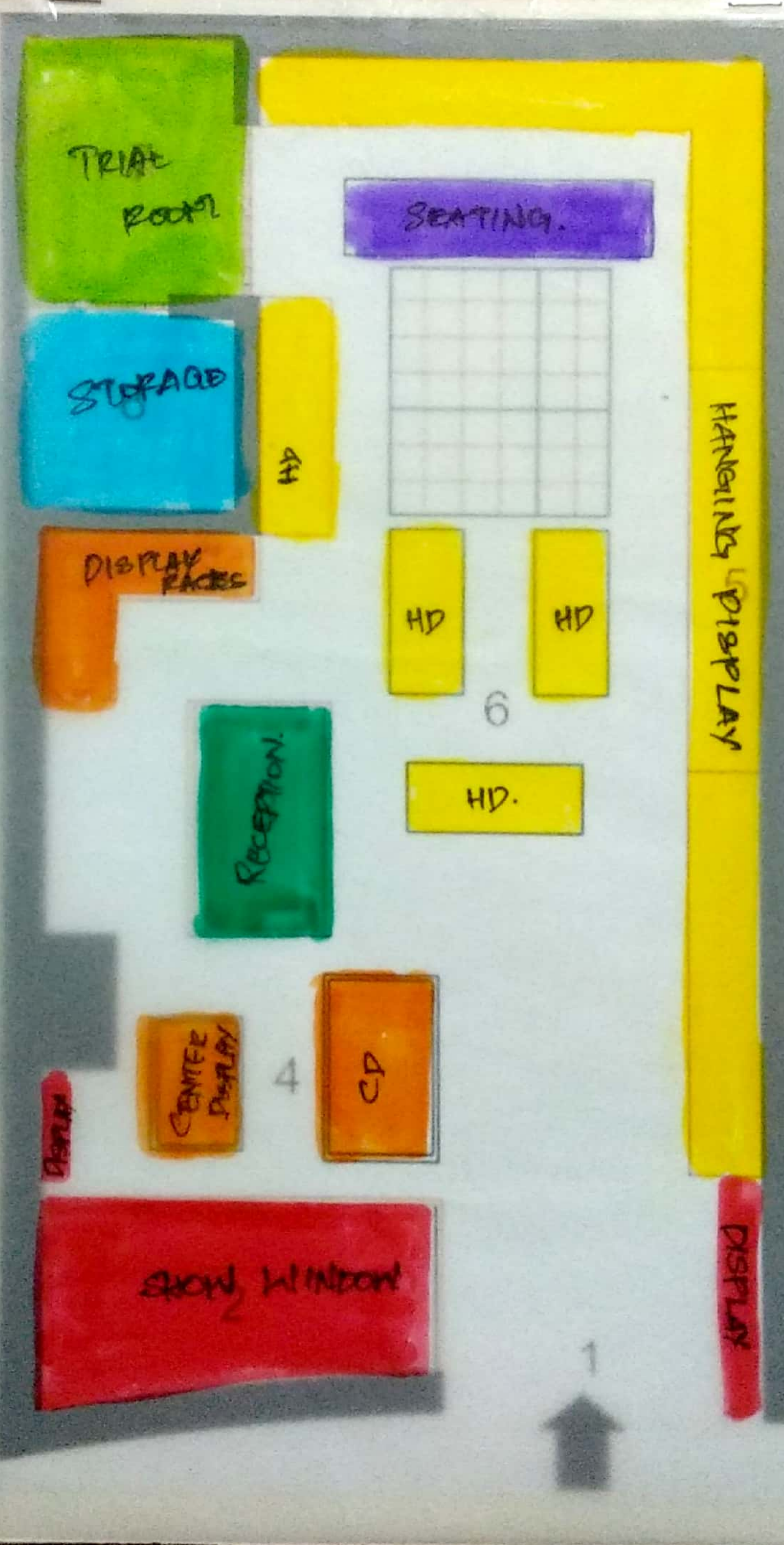




Accessories placed in bamboo racks
 Plus arranged in herringbone pattern.
 Wooden paneled backdrop.



Bamboo post & bench.



A Mirror was placed opposite to the trial Room
 Trial Room was fast screened.
 No doors has been used.

Storage Room was kept inside the trial room and the space was congested.
 7 boho Vibes



INFERENCES:

- Use of interior elements and wall racks was clearly planned.
- Trial room is a major thumbtack
- Very congested Space.

Comparitive Analysis

Retail Design considerations:

Store
Display

Store
Layout

Concept/
theme

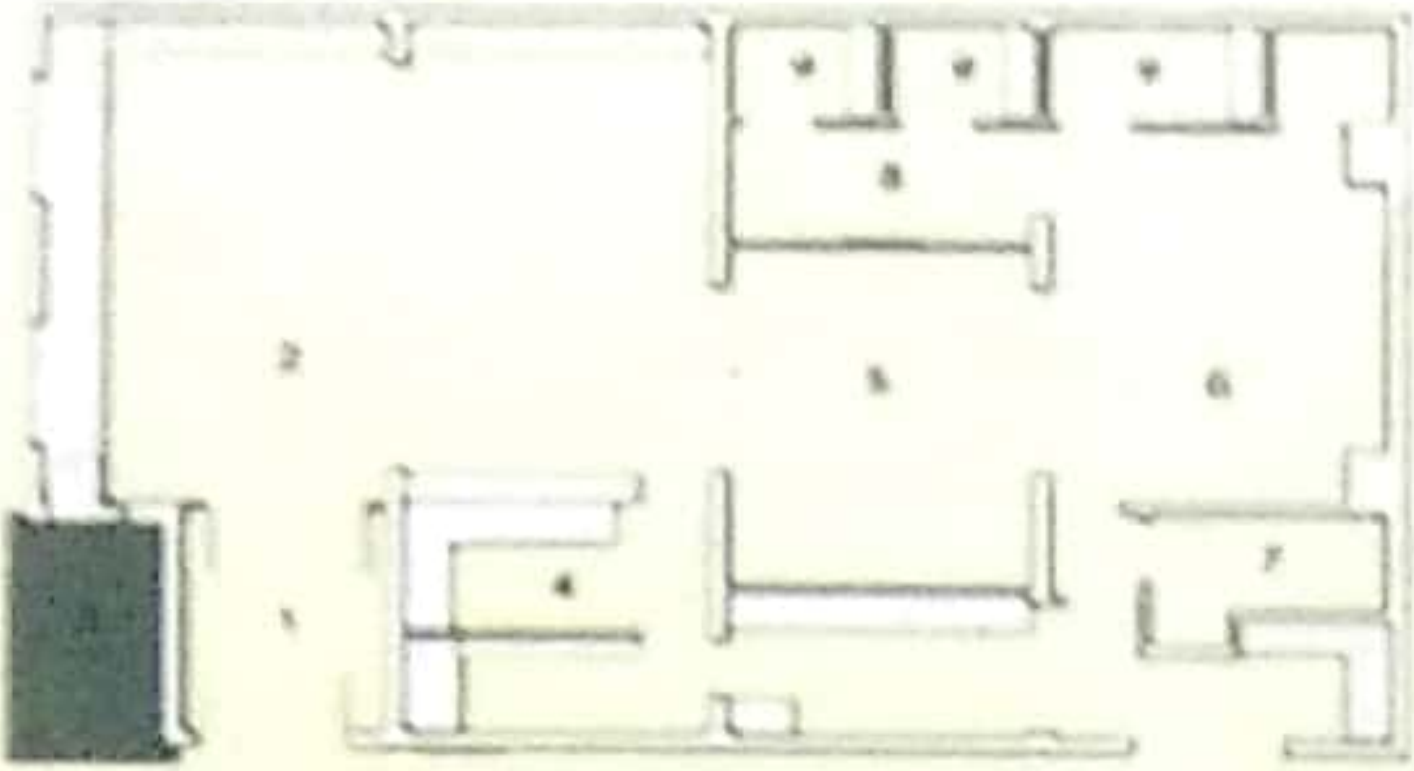
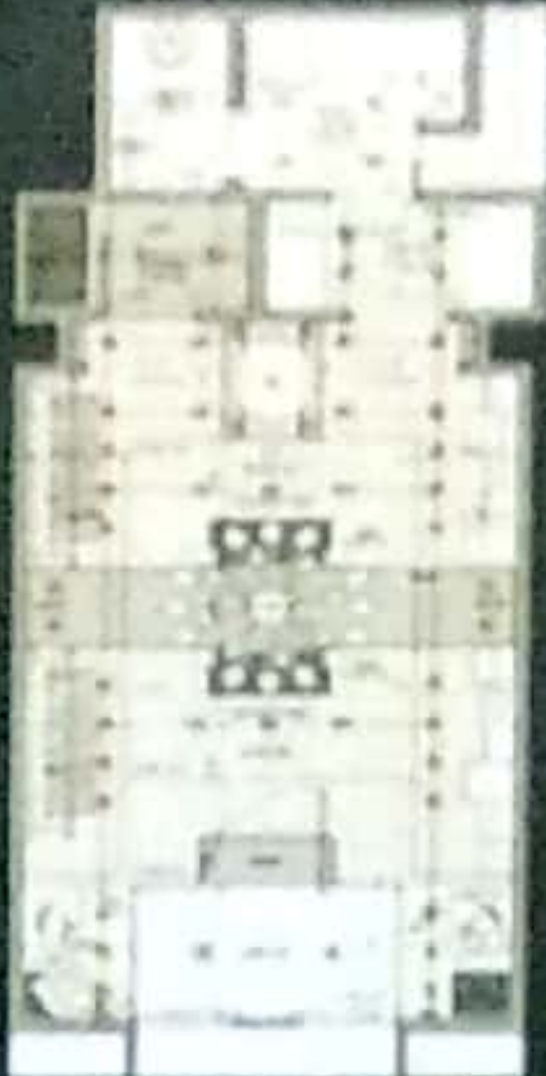
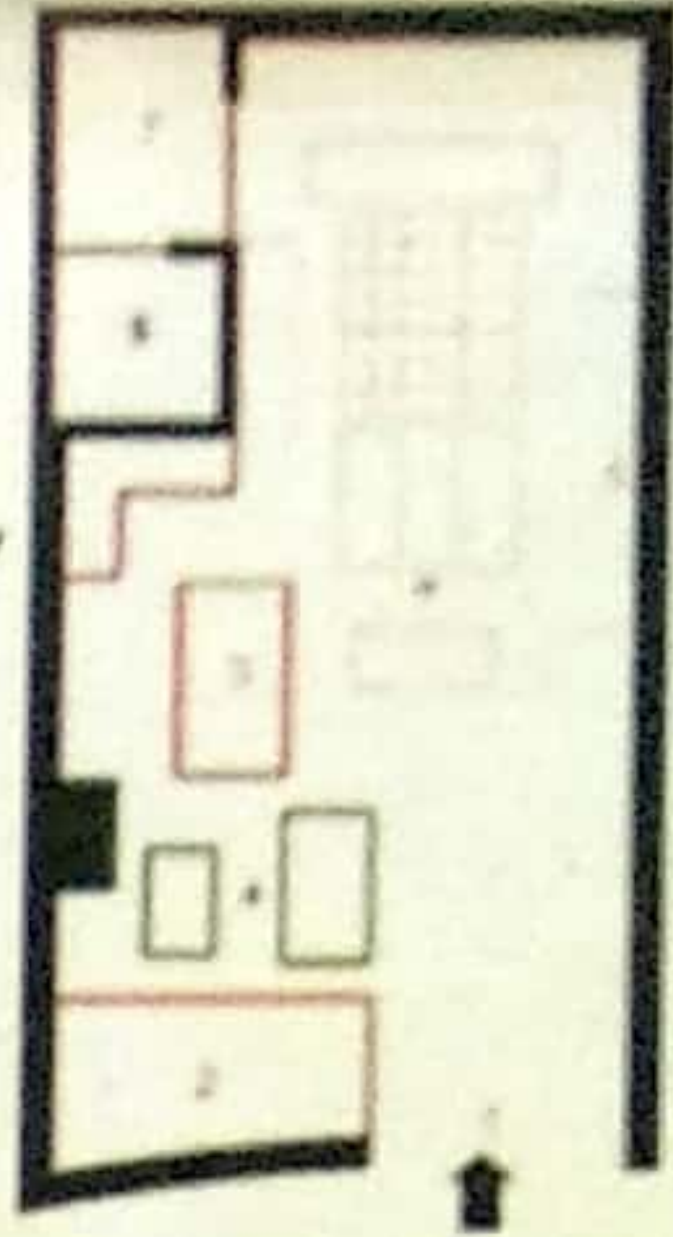
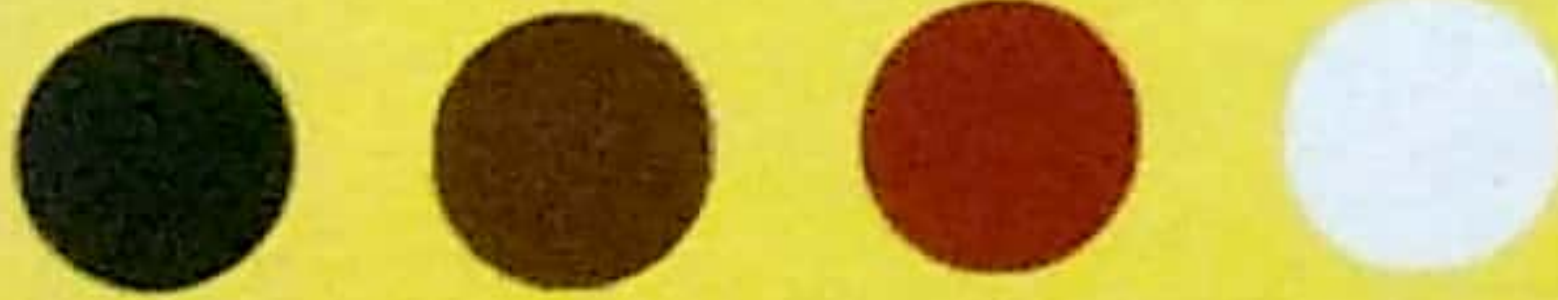
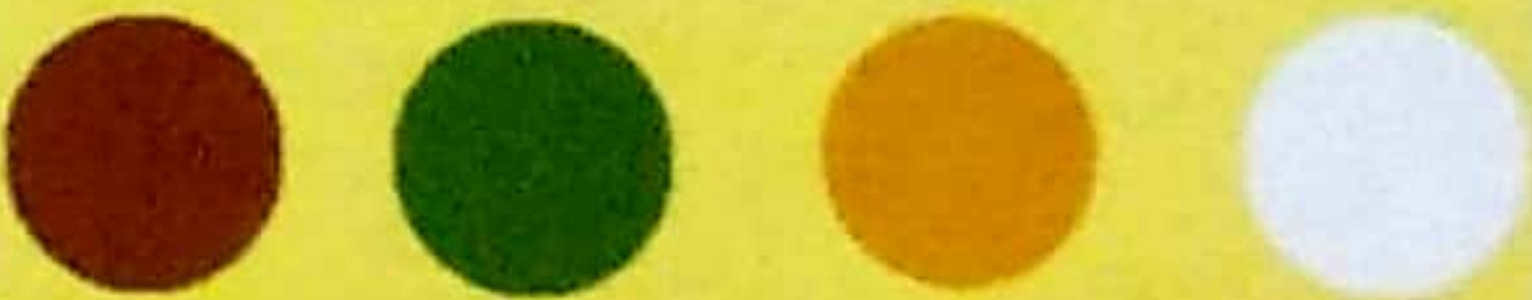
Materials

Colours

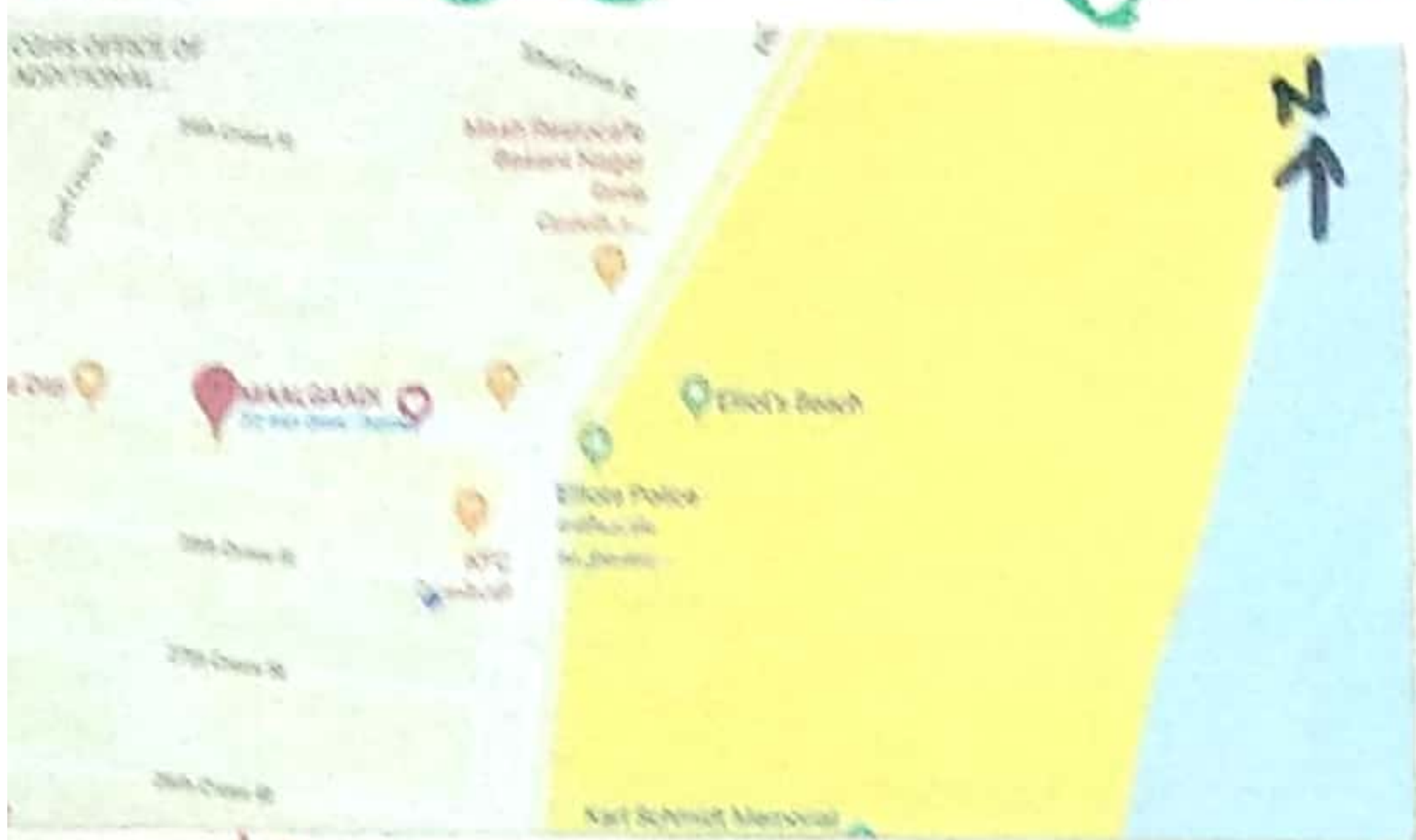
1. JENNI KAYNE

2. PHILIPP PLEIN

3. VAGOR.

DESCRIPTION	JENNI KAYNE	PHILIPP PLEIN	VAJOR	INFERENCE
LOCATION AREA SPACE AND PLANING	USA 223.0 Sq.m  Spacious and well organised with heightening luminosity	Italy 50.0 sq.m  Narrow spacing with ultra luxurious look and well organised branding and circulation space	India 60.0 Sq.m  Rectangular layout indulged with too many isolated merchandising which gave a less circulation space	Plan the space wisely according to the requirements and site .
SHOP FRONT	 One huge show window highlighted with sufficient lighting and a branch place. Two more small show window with minimal lighting and olive tree kept between them outside the facade.	 The multi-faceted portal in Corian that covers the entrance, modern interpretation of the typical "bugnato" of renaissance palaces. A rolling front shutter with minimal design in implemented in the entrance.	 Well organised show window with SALE written on it and a wide entrance next to it with the brand name VAJOR on the top	The shop front must be welcoming and attracting for the customers.
CONCEPT/ THEME	Minimalistic and sustainable 	Ultra contemporary and Luxury 	Boho-Chic 	Depends on the brand and requirements
DISPLAY TECHNIQUES AND ORGANISATION	Spacious and spare, with new interior walls positioned to layer the building's 2400 square feet into a series of light-filled display rooms	The space is divided by a walkway that connects two full length mirrors placed laterally, a spectacular interpretation of the fashion runway	The style has been carried out throughout the store to give a raw and rustic look. Stand alone display are more number and the space looks more constricted	Circulation space gives the complete look to be more spacious and comfortable
LIGHTING	Minimal lighting of Track lights, pendant lights and spot light fixtures	Bright lighting with Chandelier, and spot light fixtures	Track lights, spot lights and pendant light fixtures are used	Bright lighting attracts more and help to highlight the merchandise
COLOR SCHEME				The colours used depends on the concept and style used, it should not effect the human attention
MATERIALS	Cedar slats wood panals glass velvet wood steel 	Glass steel lava rack ostrich skin 	Boho tiles boho wood wood cladding woollen fabric tiles 	Sustainable materials usage is the best to maintain the social, economy and ecological factor. Easy to clean materials can be explored

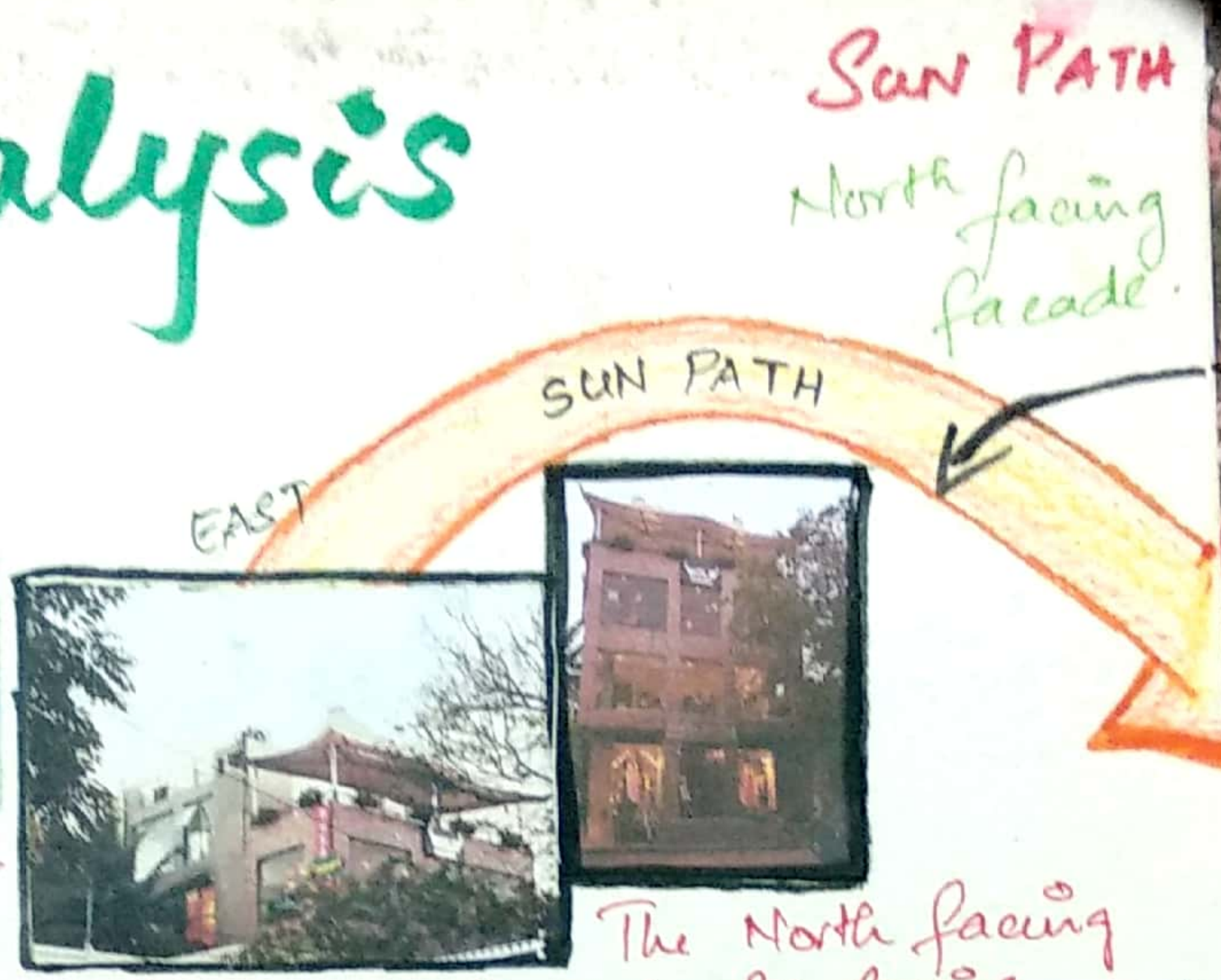
Site Analysis



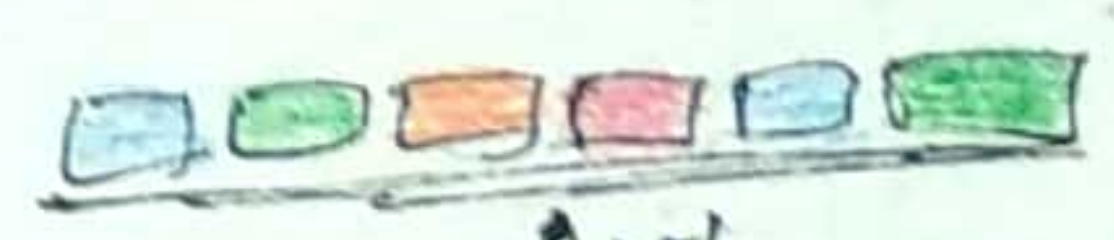
Location: 4th Main road, Besant Nagar, Chennai, Tamil Nadu.

ROAD WIDTH

4th main road, Besant Nagar



The North facing facade will not be facing and damage. Display on the show windows will not be affected.



15' 15'

CLIMATE

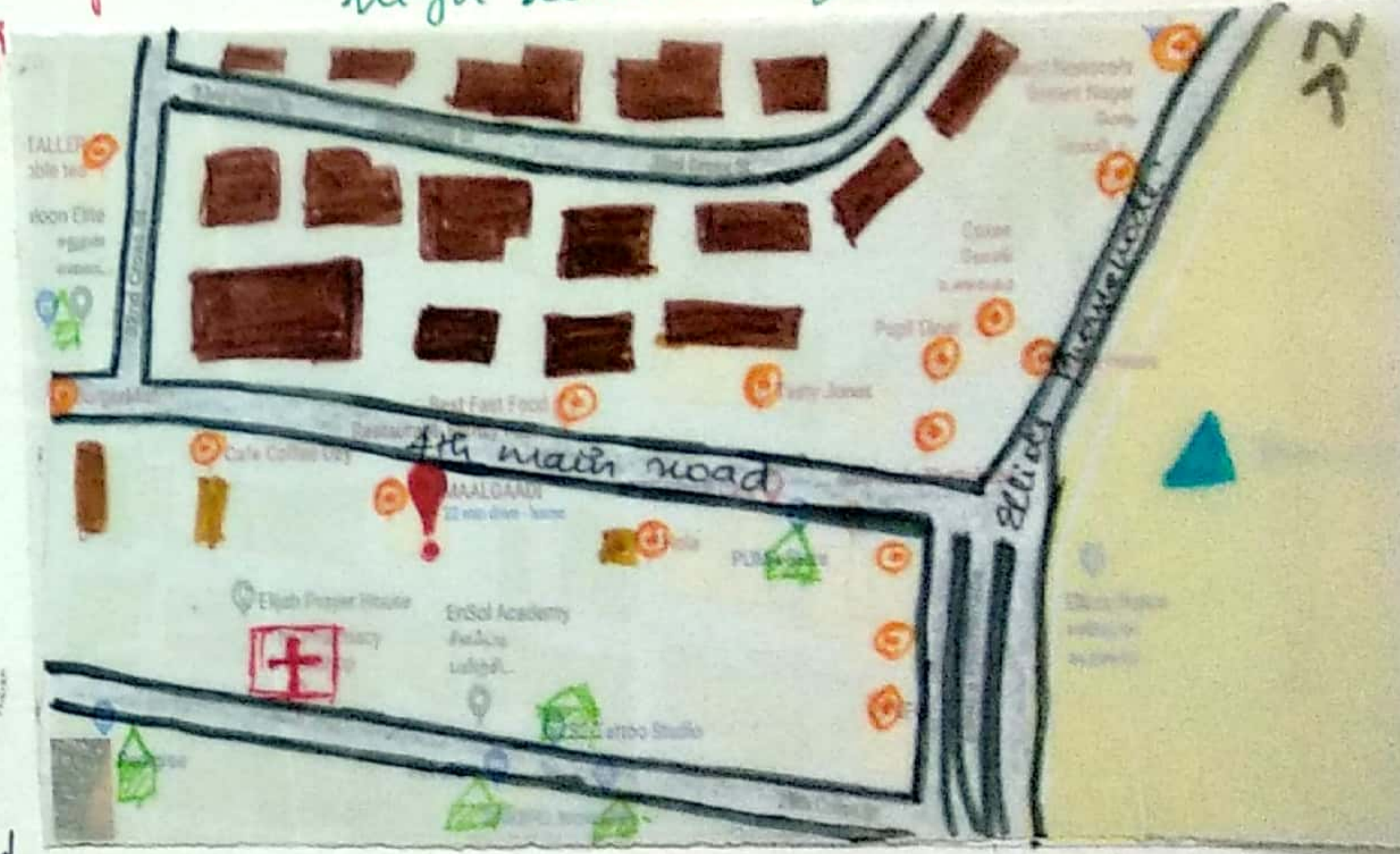
The area is hot and humid climate. A cool breeze is experienced because of the beach near by. Elliott's Promenade



WEST

TRAFFIC

Traffic here is crowded high number of vehicles move here.



APARTMENTS

NEARBY RESTAURENTS

STORES

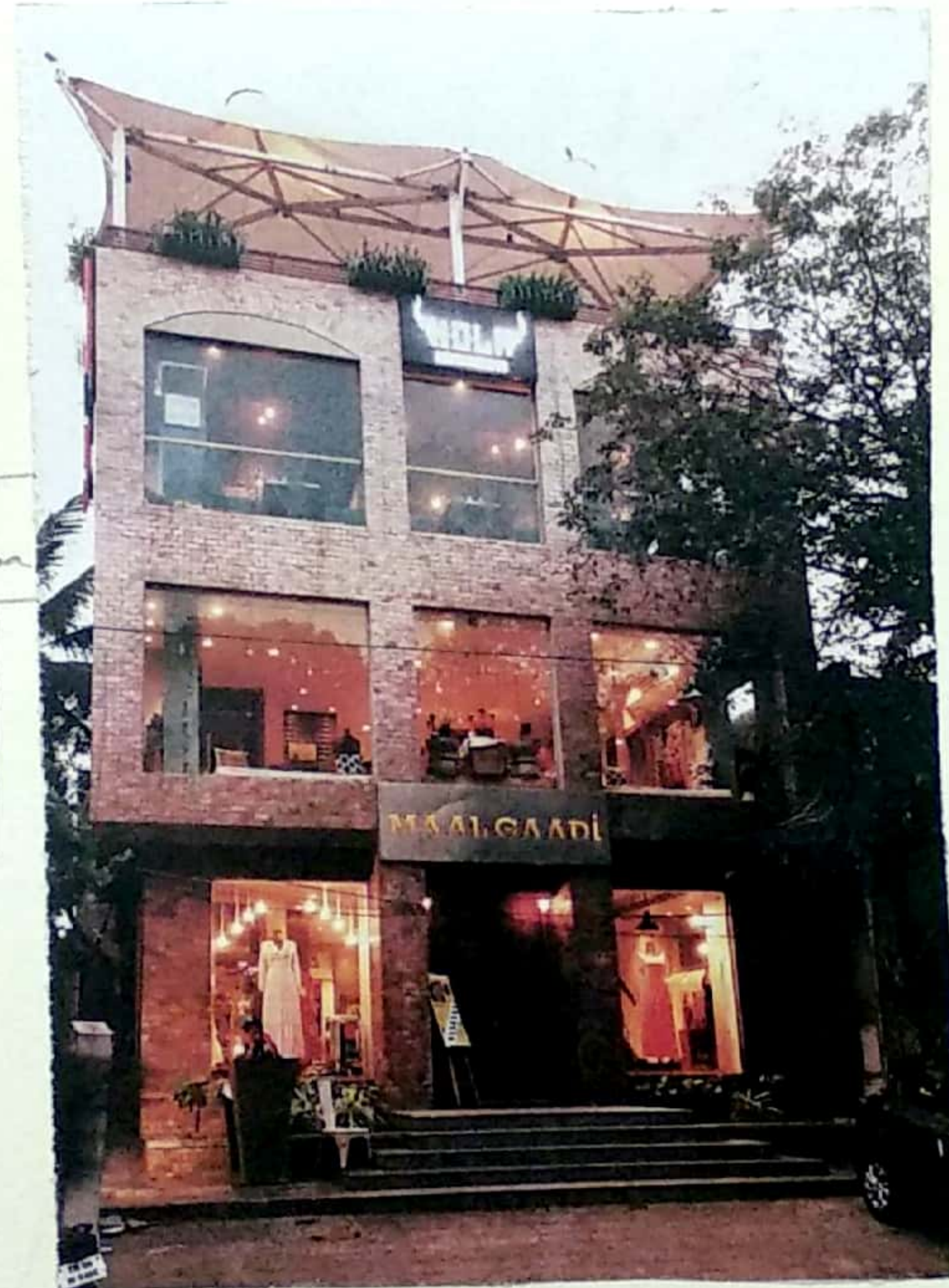
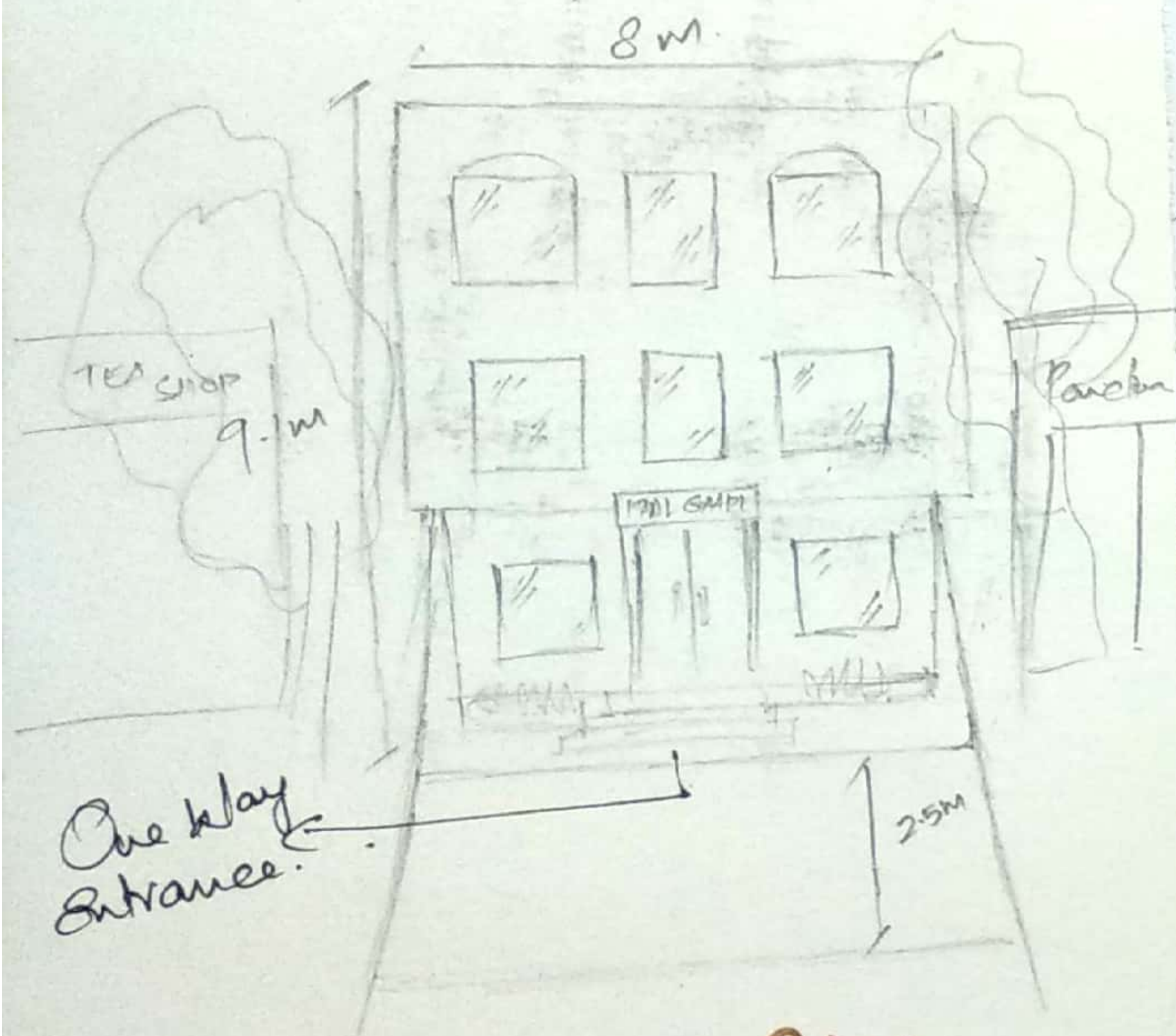
PHARMACY

BEACH

NEAR BY AMENITIES

Site Study

Shop front.



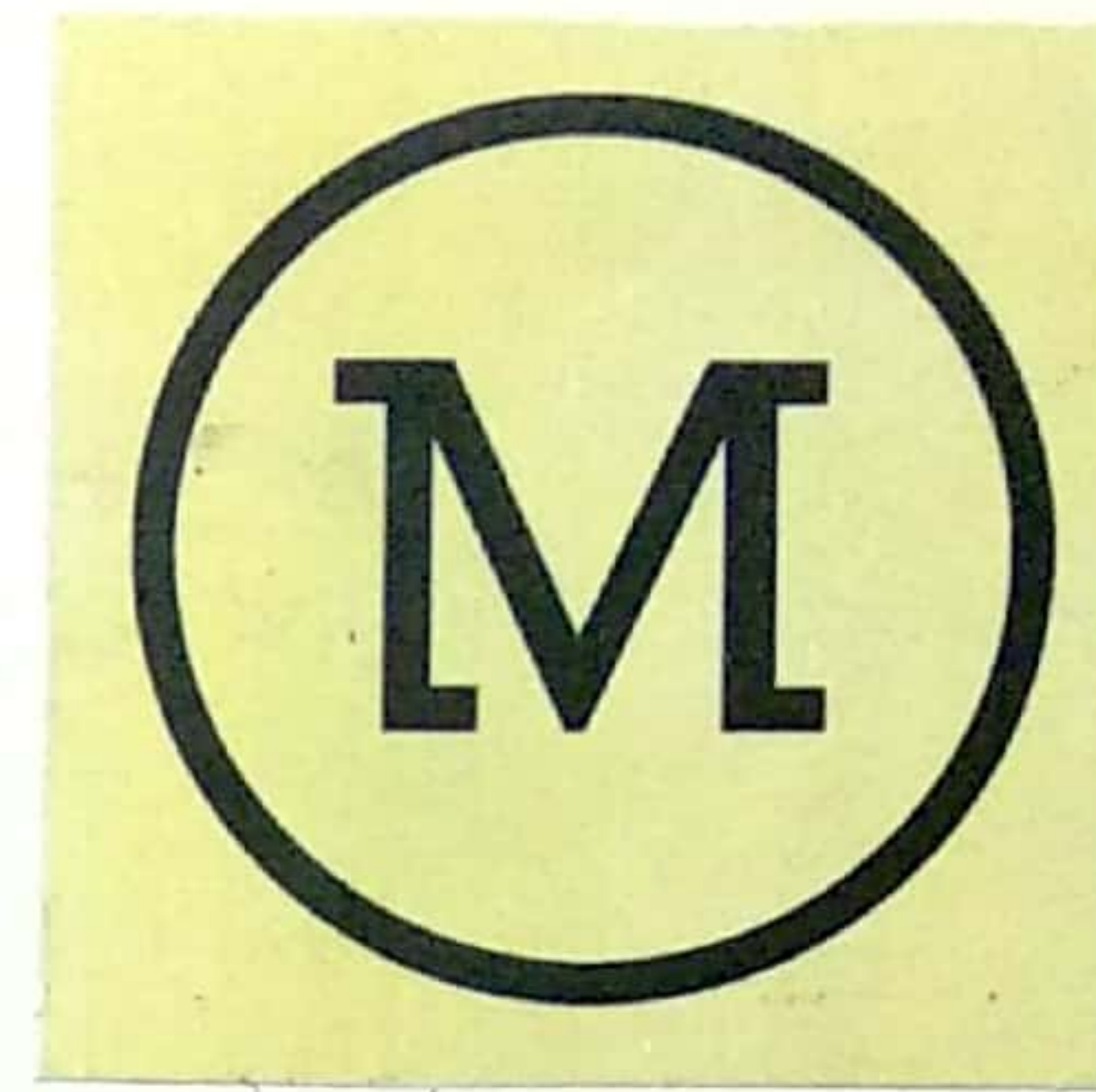
Building height: 9.1m

Parking area: 82.5m

Plinth: 0.75m

- The building is placed between two shops on either sides.
- Slope parking.
- Bricks for facade, glass window.

- Wooden door.
- plantation in the entrance.
- Side walkways are left behind either side of the building.



MAAL GAADI

→ Location - Besant Nagar, Chennai

→ Size - 288m² 329m²

→ Shape - Linear

→ Architectural style - Industrial + deconstructed look.

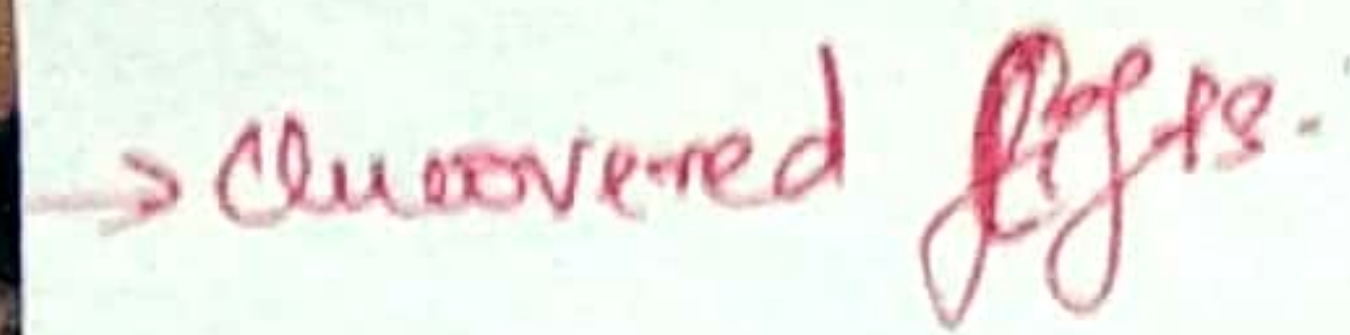
→ Founder, SAKINA ANSARI

→ Designers - SHREYA KAMALIA
YIVEK KARUNAKARAN

→ Concept - from the name MAAL GAADI.

- Industrial
- Deconstructed
- Rustic.

→ CRAFT DESIGNED COLLECTIONS



Kindom
die play on
the either
sides of
the
walls.

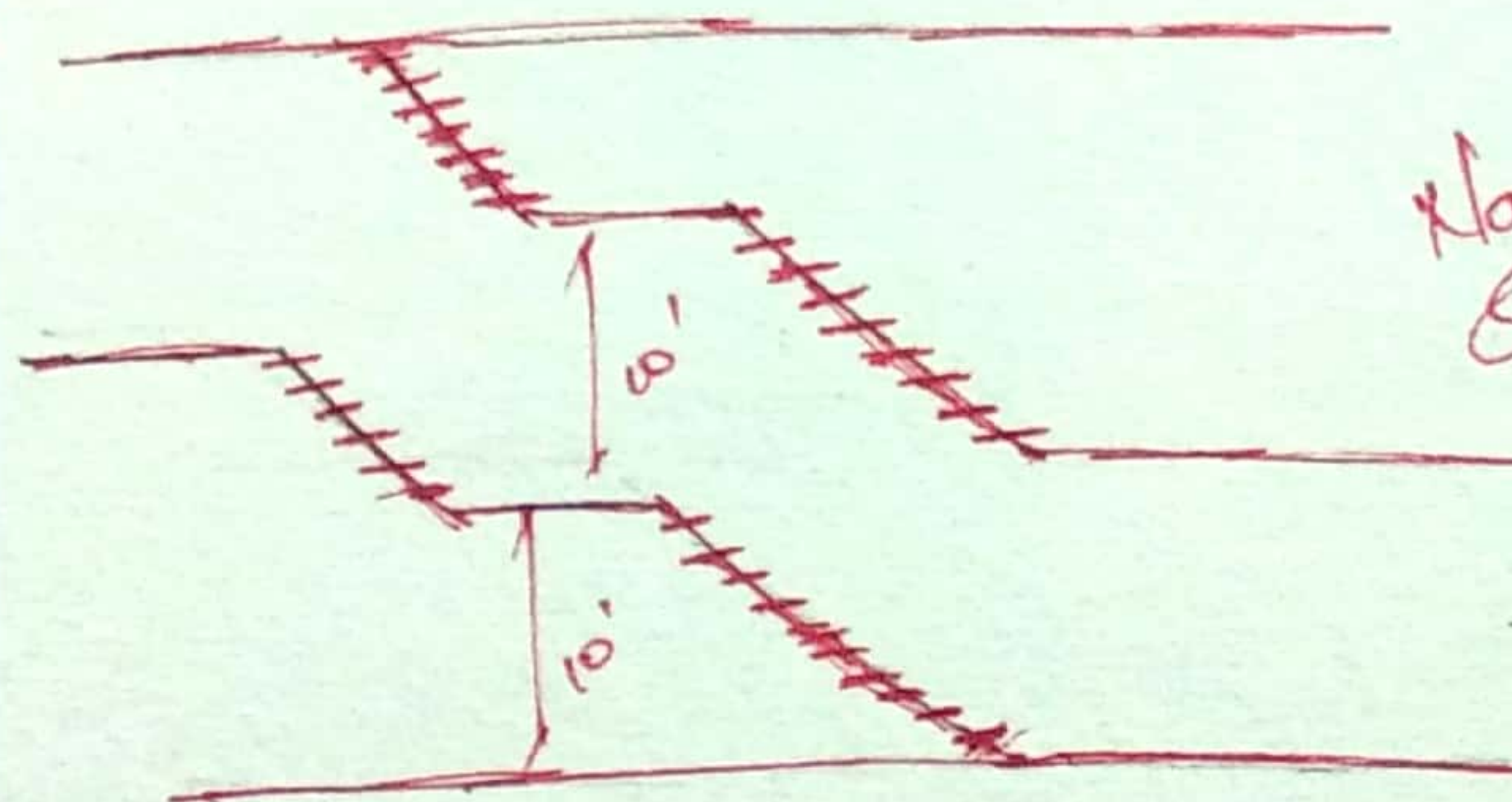


→ 7' x 3' wooden door.
- heightening
of show window



Cash
Inalls.

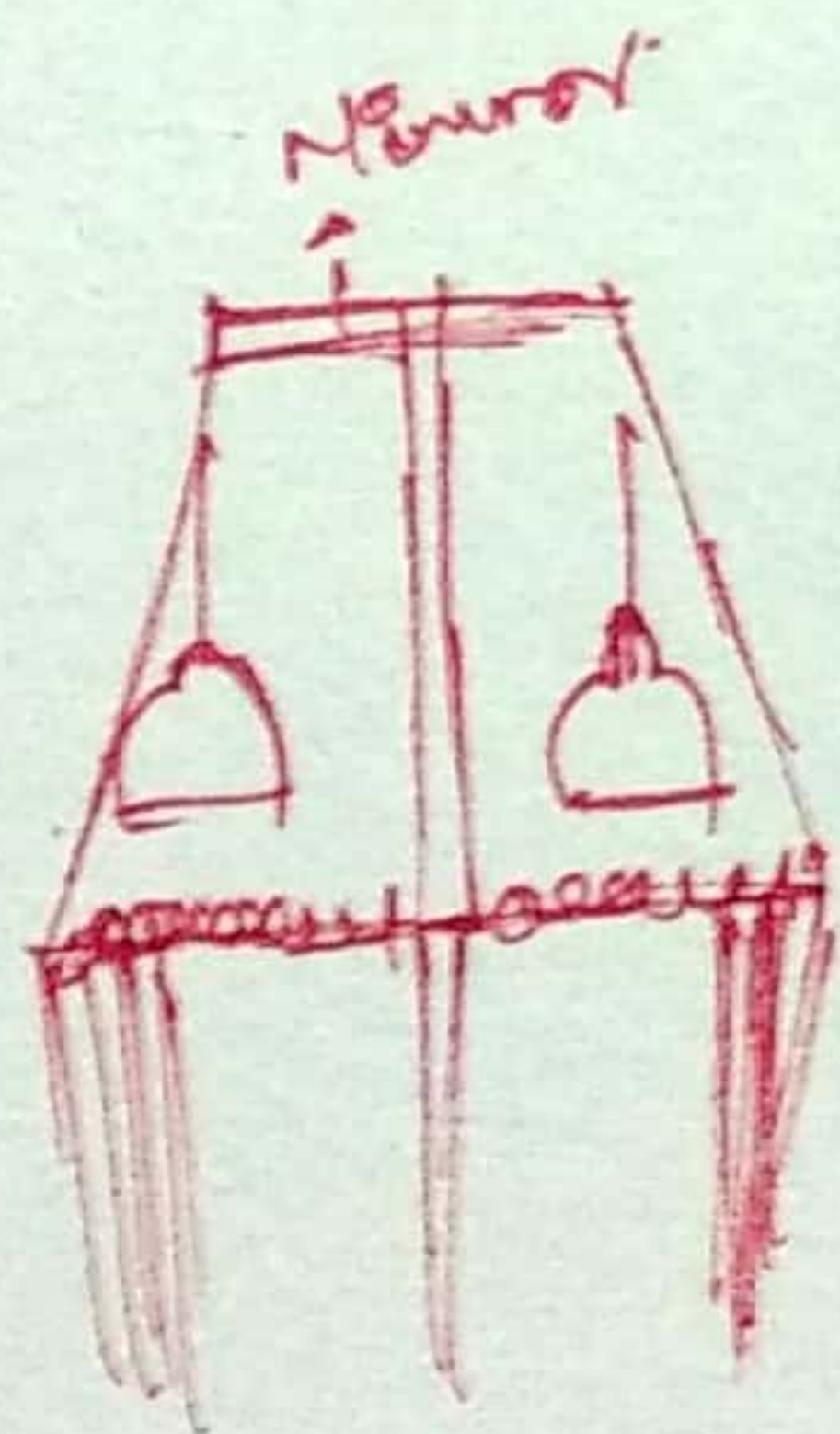
Narrow and
Straight fight
in road.



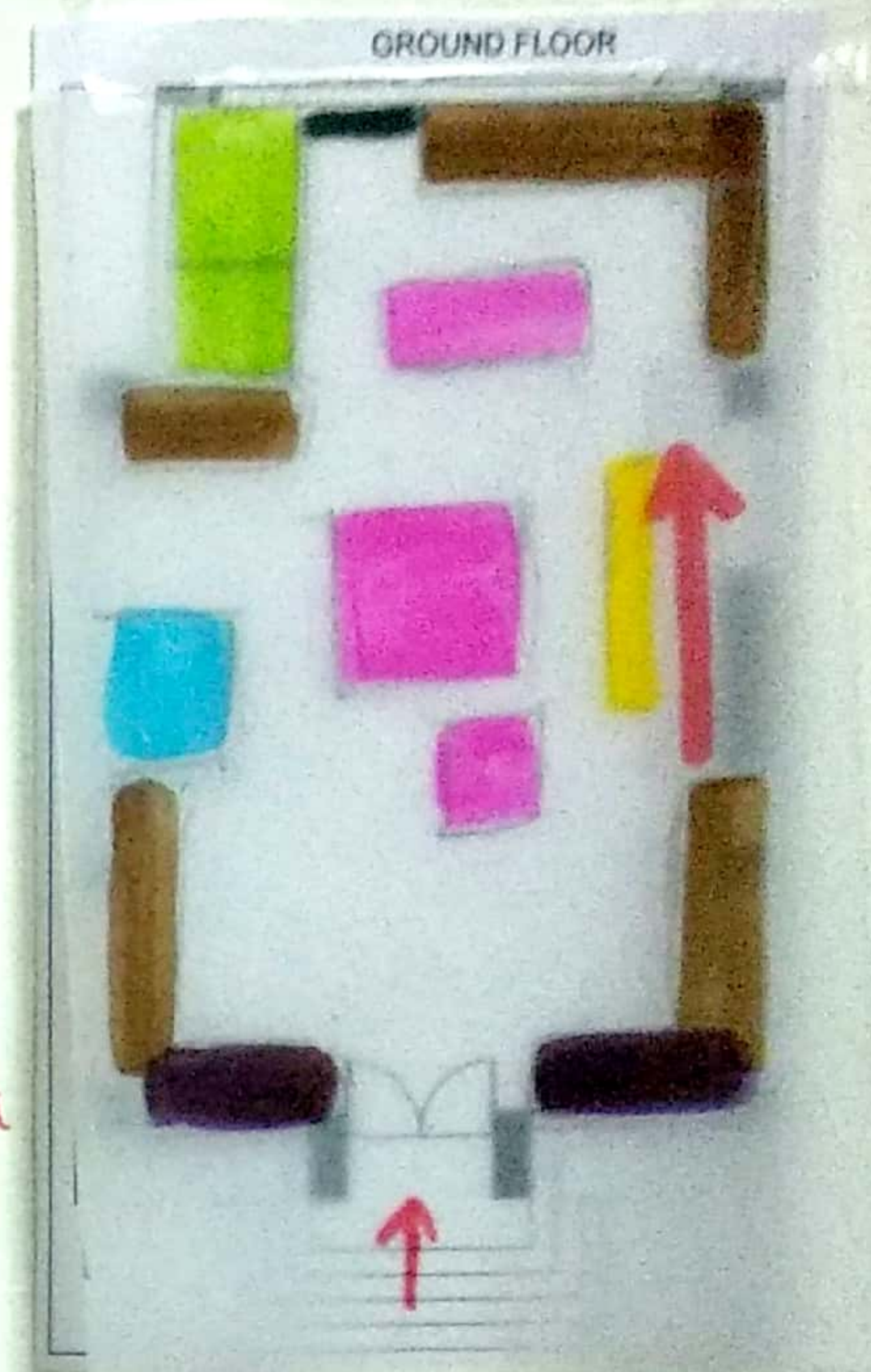
Staircase
with
no railing



no doors for burial room



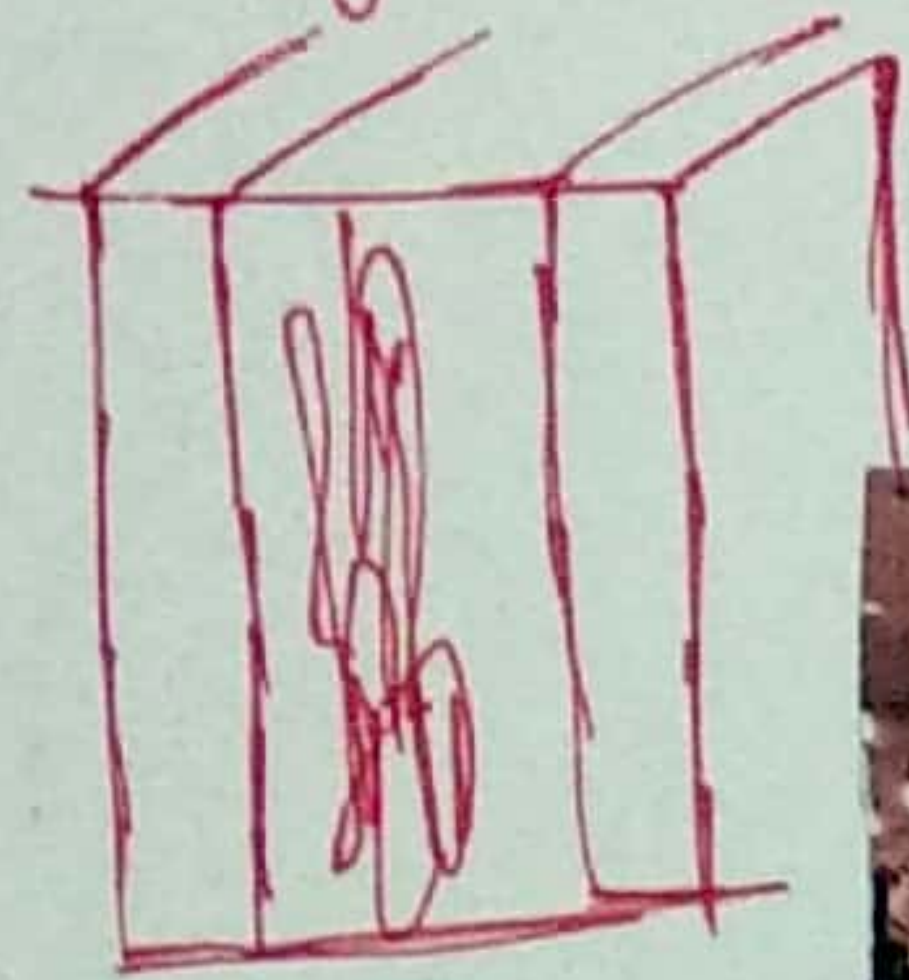
ZONING:-



-  - Staircase
-  - Display Rocks
-  - Trial Room
-  - Center Display
-  - Window display
-  - Reception
-  - Lift



→ Gypsum Ceiling.



Recessed Ceiling lights



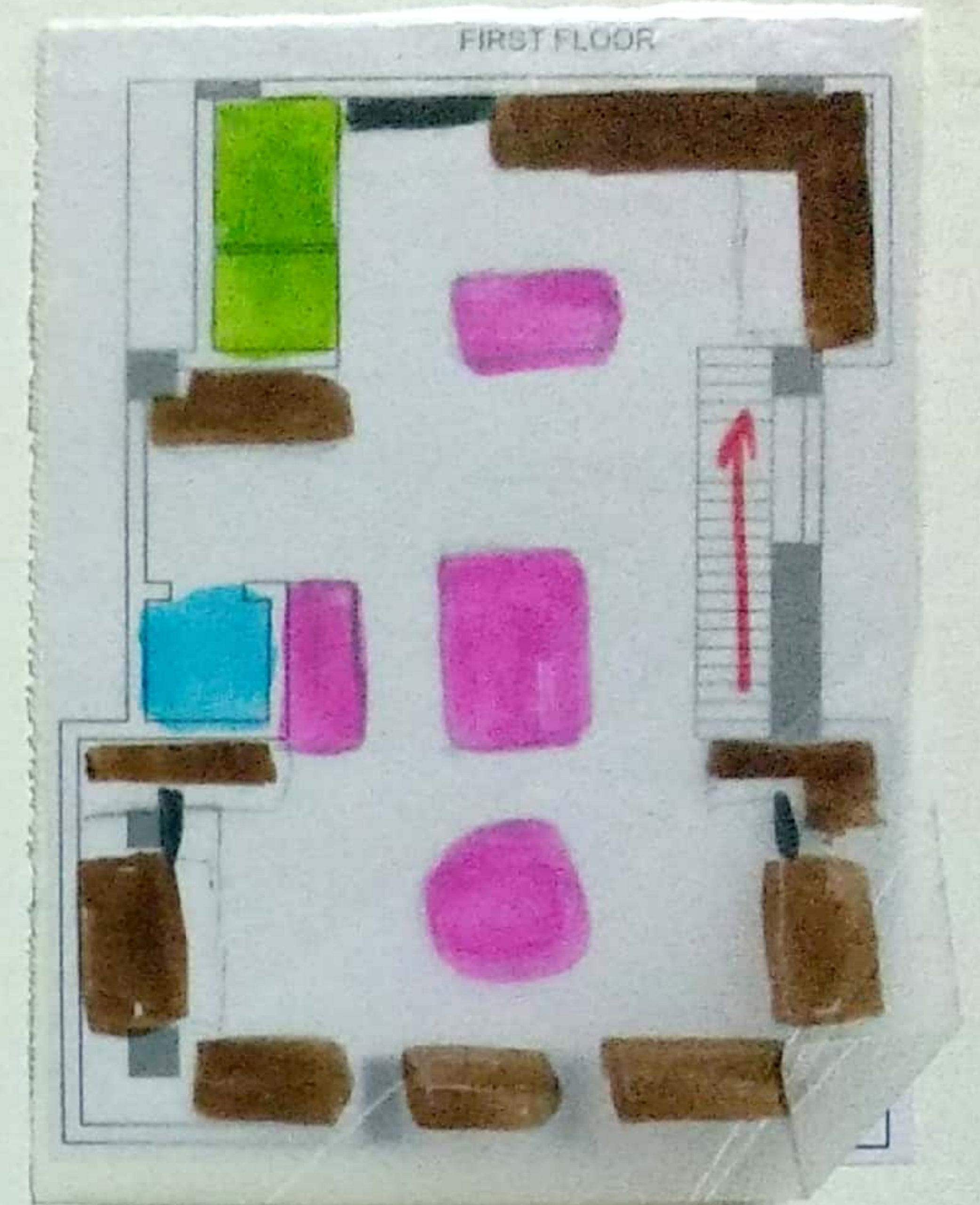
Sealed Ac ducts into the false Gypsum ceiling



mirrors used in columns.

four times used to hide the transparent lifts.

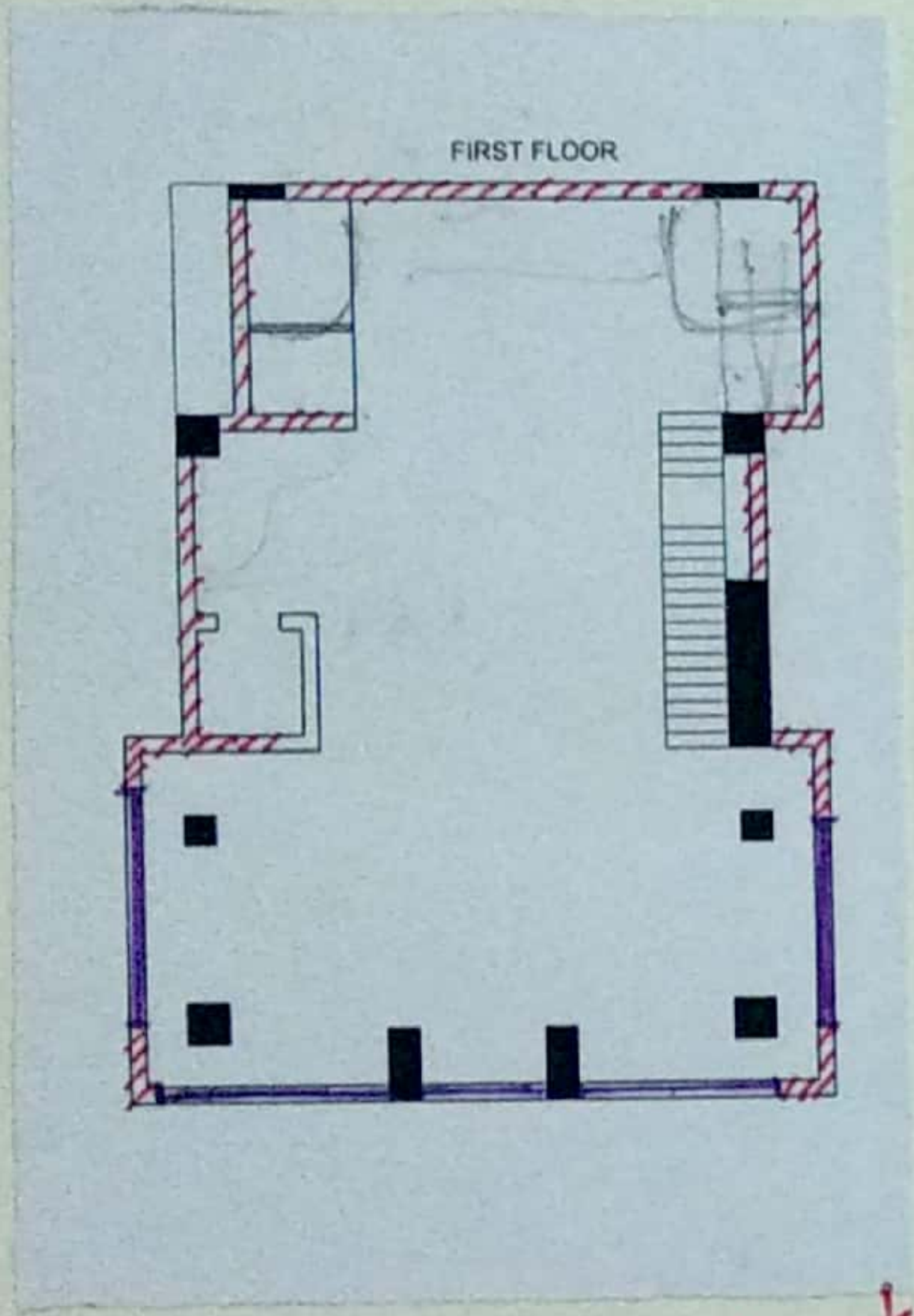
ZONING:-



- Display
- Staircase
- Trial Room
- Lift
- Center Display
- Mirror.

FIRST FLOOR

FLOOR



→ window display's efficiently used.



SECOND FLOOR

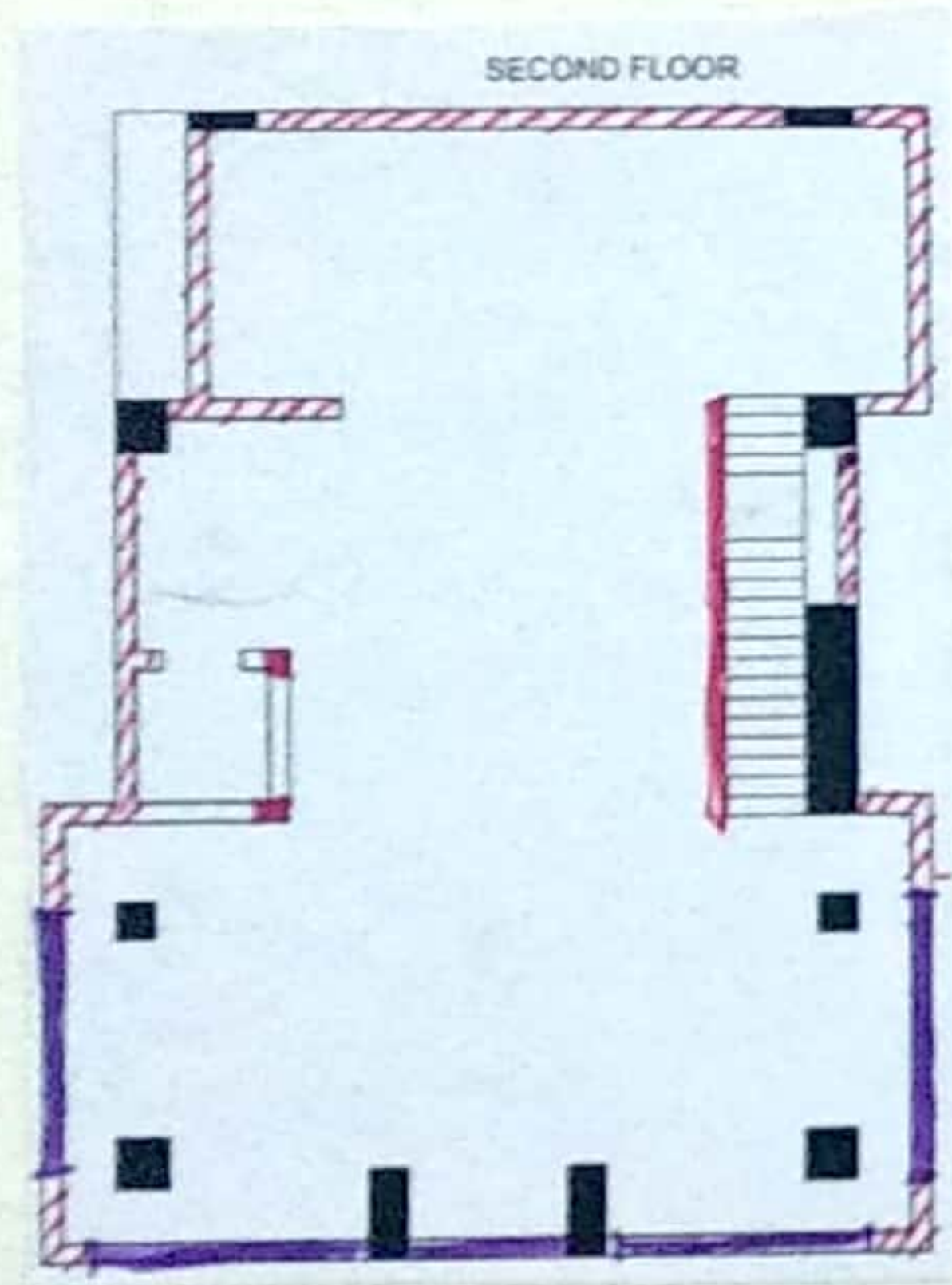
FLOOR

Leesh balls

Wall lights



Movable Racks



Railing has been used for the staircase

Not on the wall



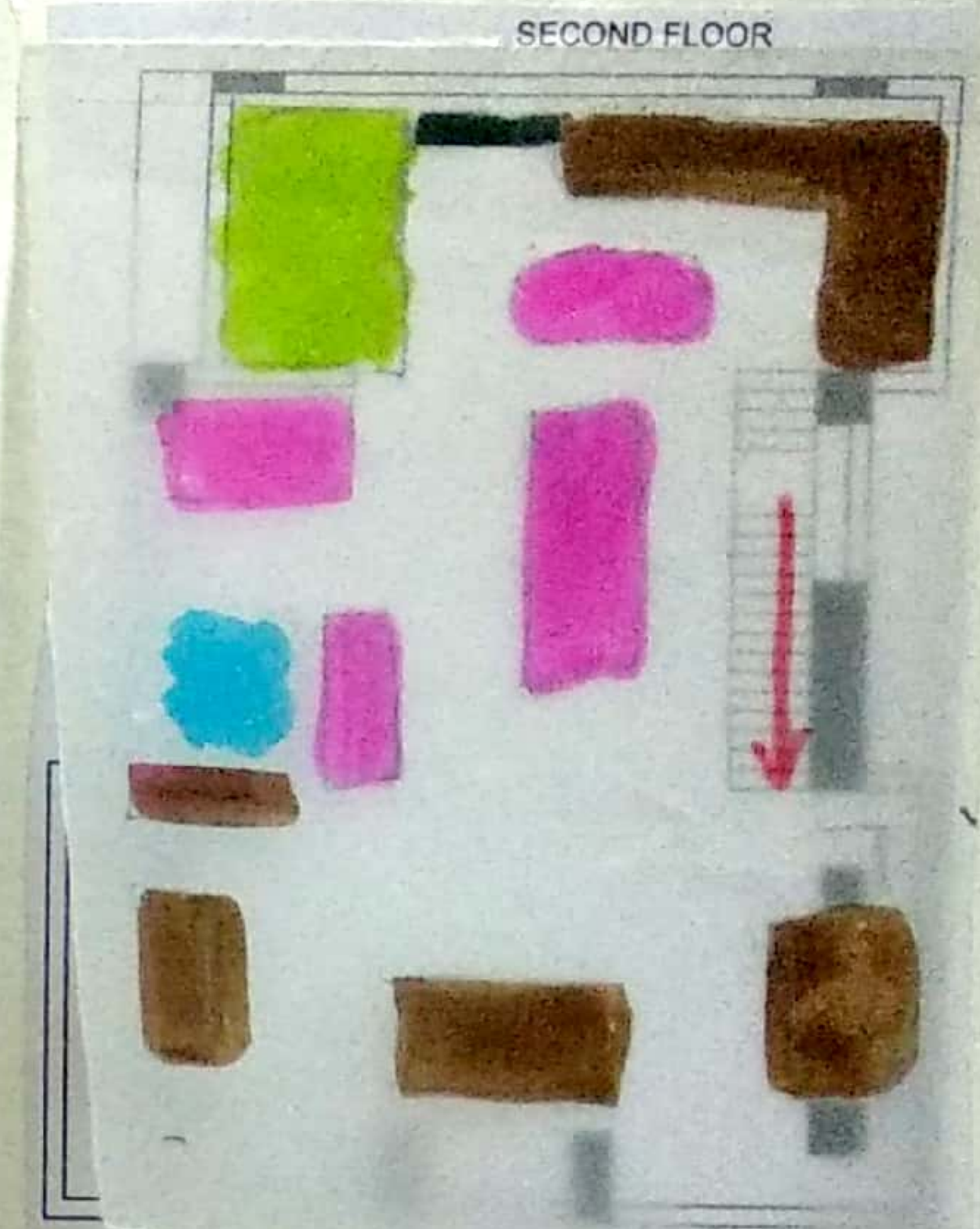
As ducks scaled lighting

Tile & plus concrete flooring



Show window steel beams spot lights

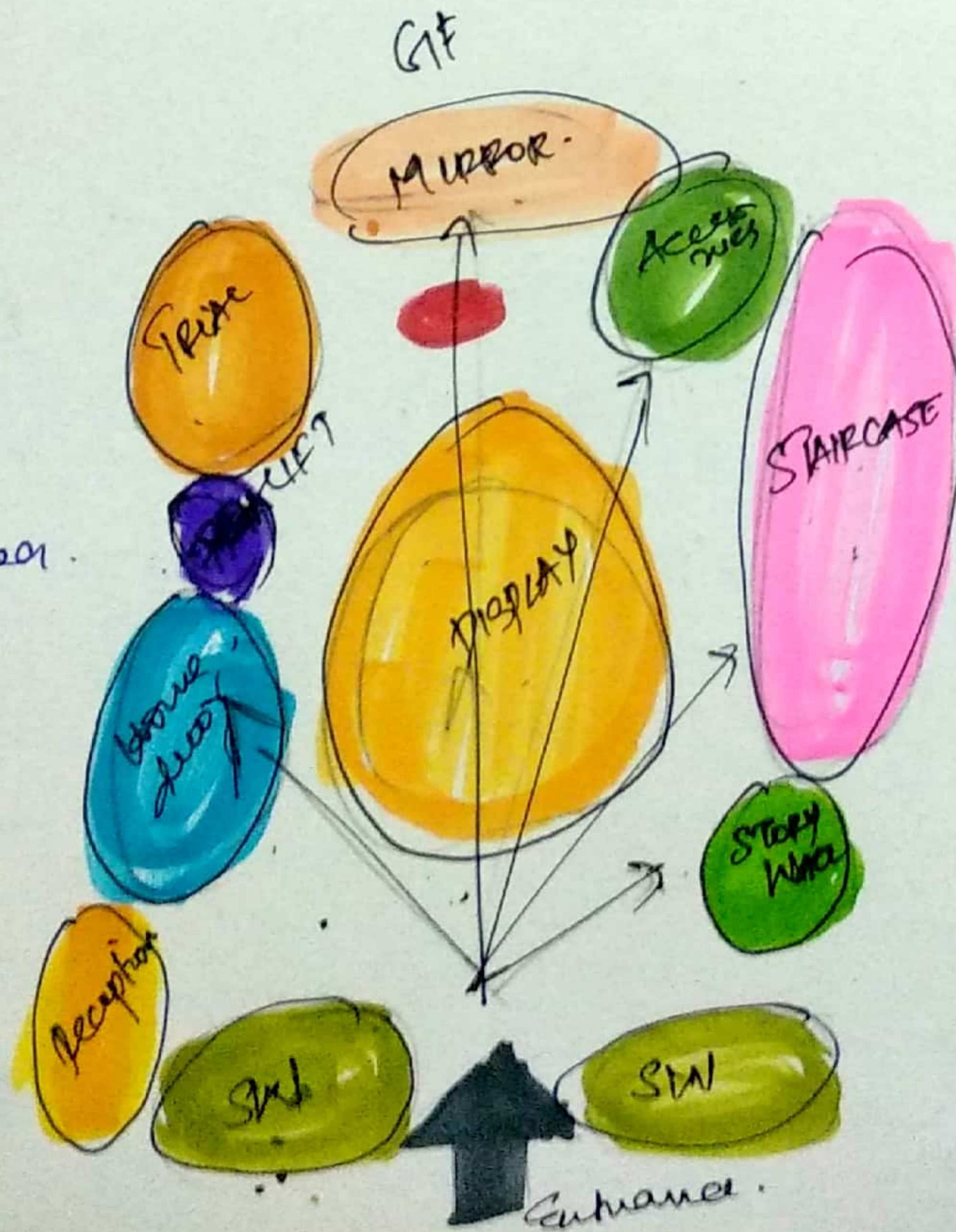
ZONING:-



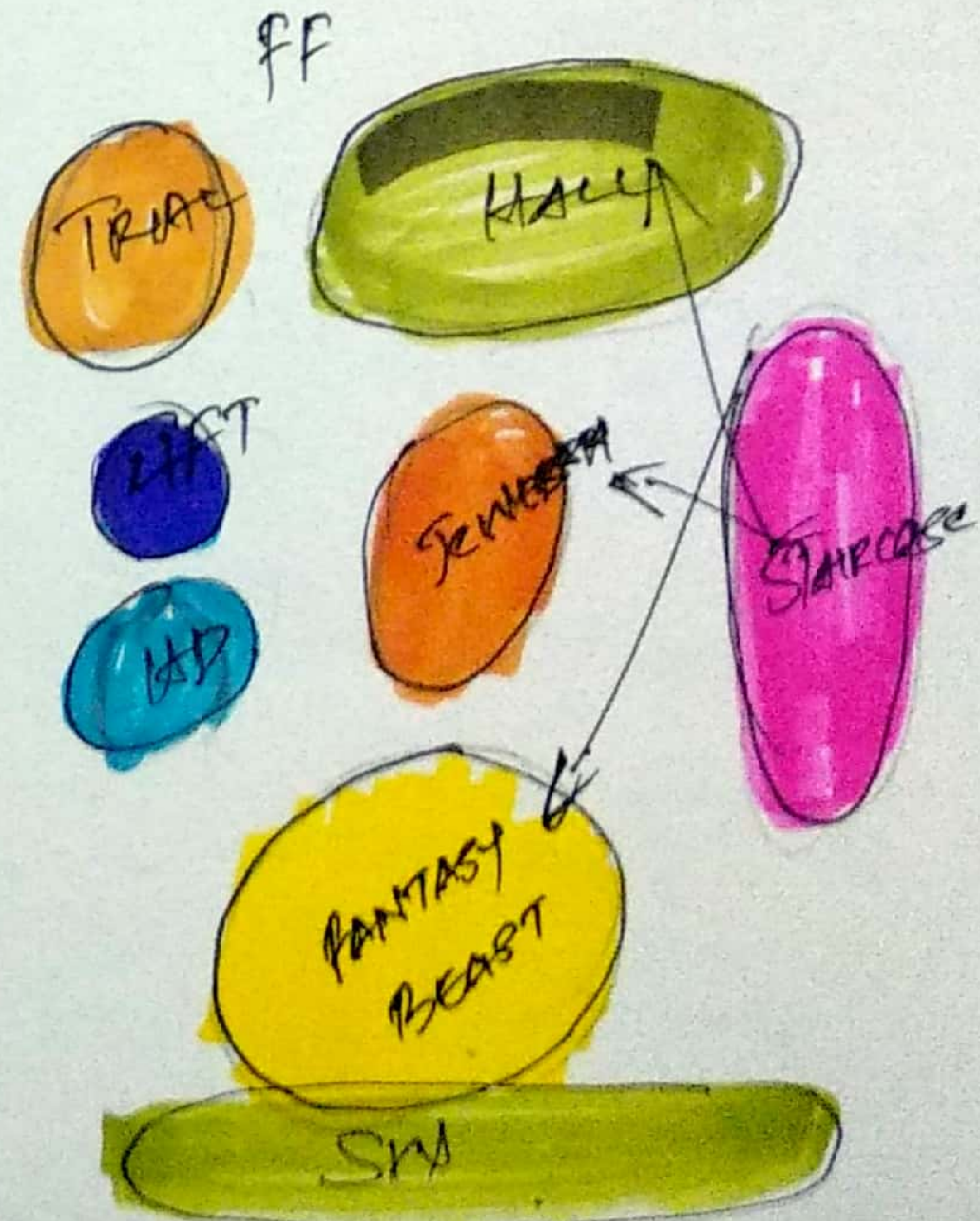
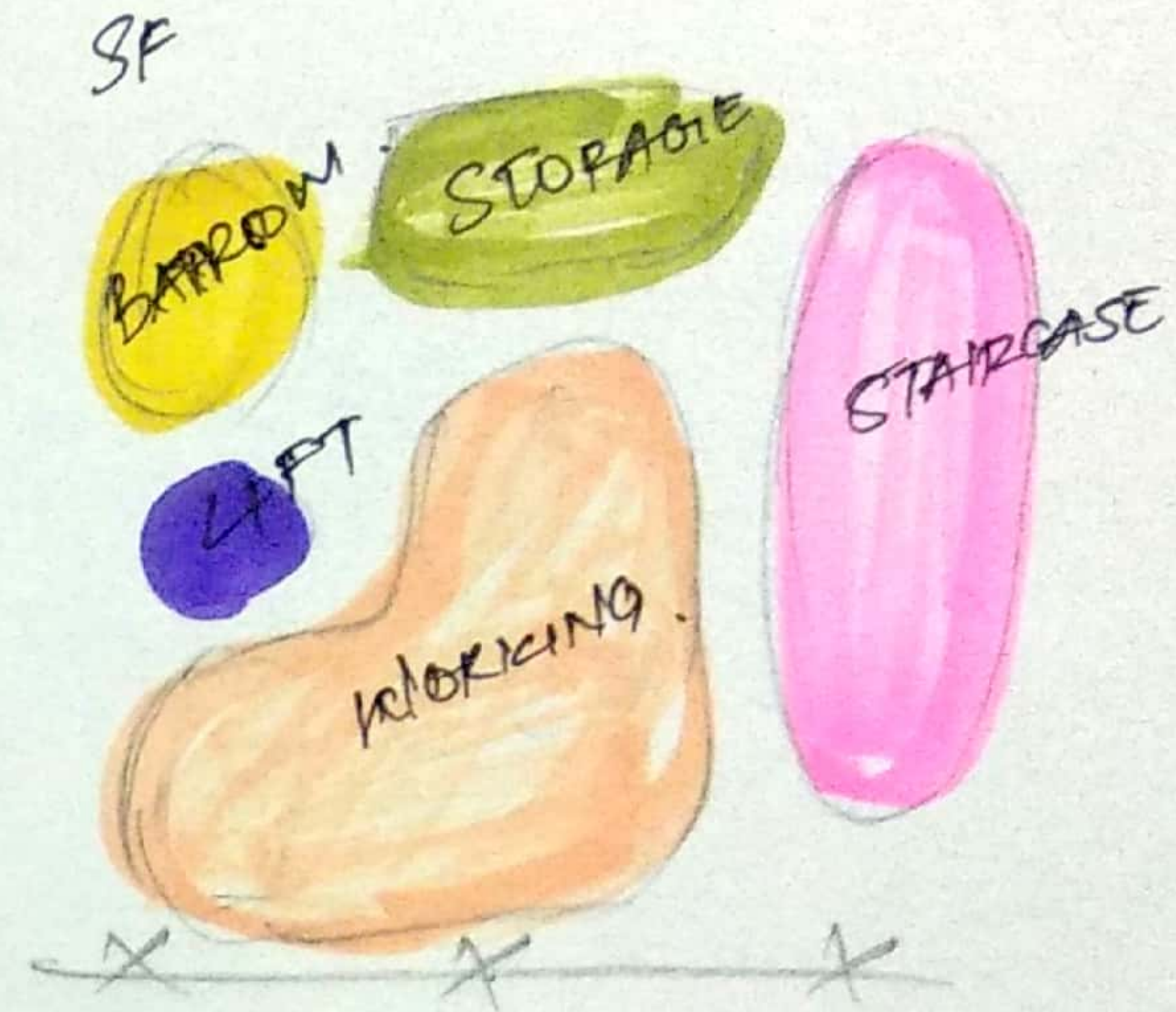
- Center display
- Display Rocks
- Lift
- Trial Room
- Mirror

Bubble diagram

- Enter the decompression zone
 - ↓ → entering.
 - focus
 - safe + secure.
 - wide open space.
 - easy over view of merchandise.
 - flower display Entrance
- Clockwise, counter clock wise.
 - ↳ from right to left up head.
- slow down.
 - ↳ Visual Break.
 - ↳ Speed bump.
 - ↳ maximum time.
- Visual Appealing
 - ↳ triangle composition.
- ↳ personal Space
- ↳ position store check out area.

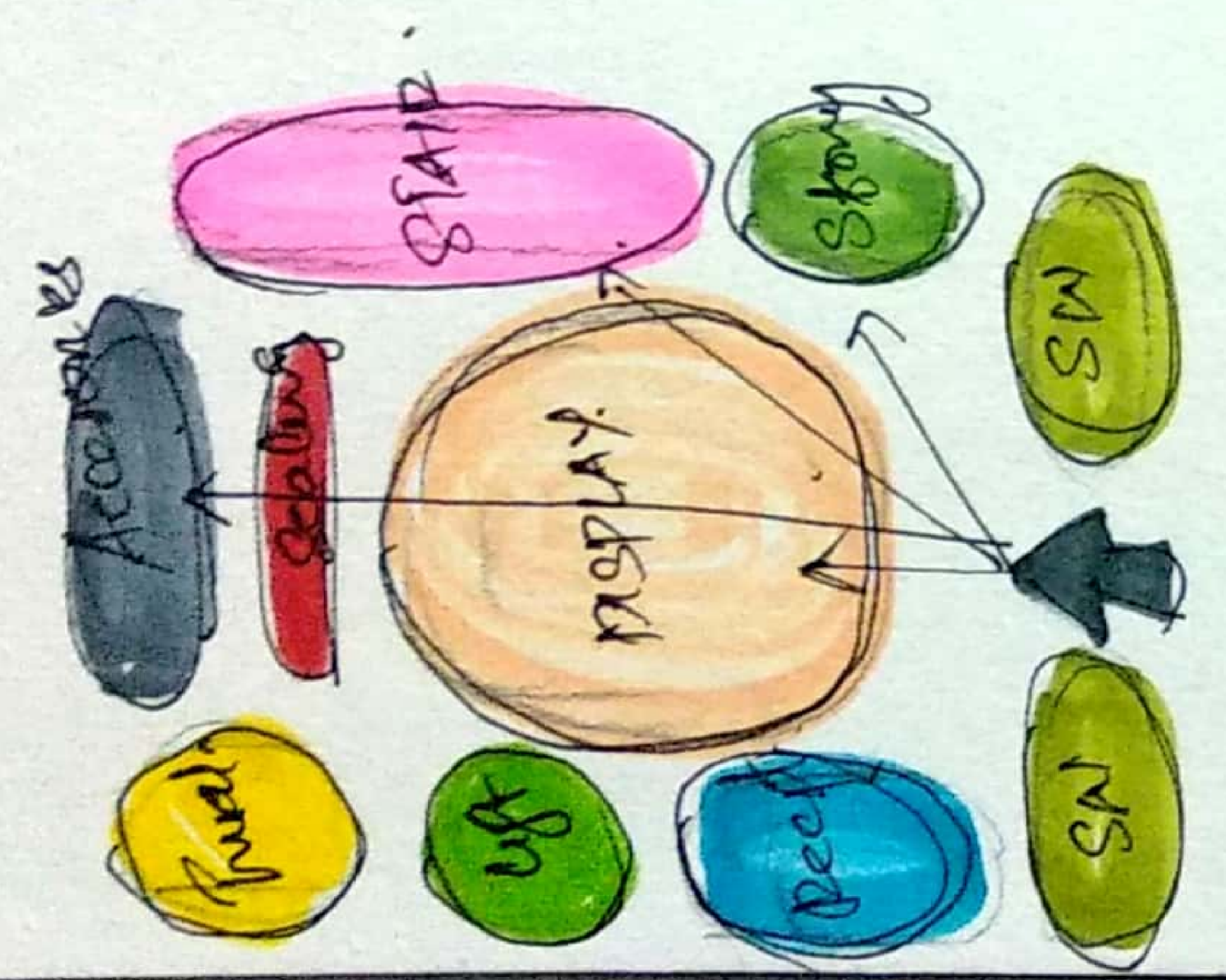


FREE FLOW LAYOUT
is features + display.

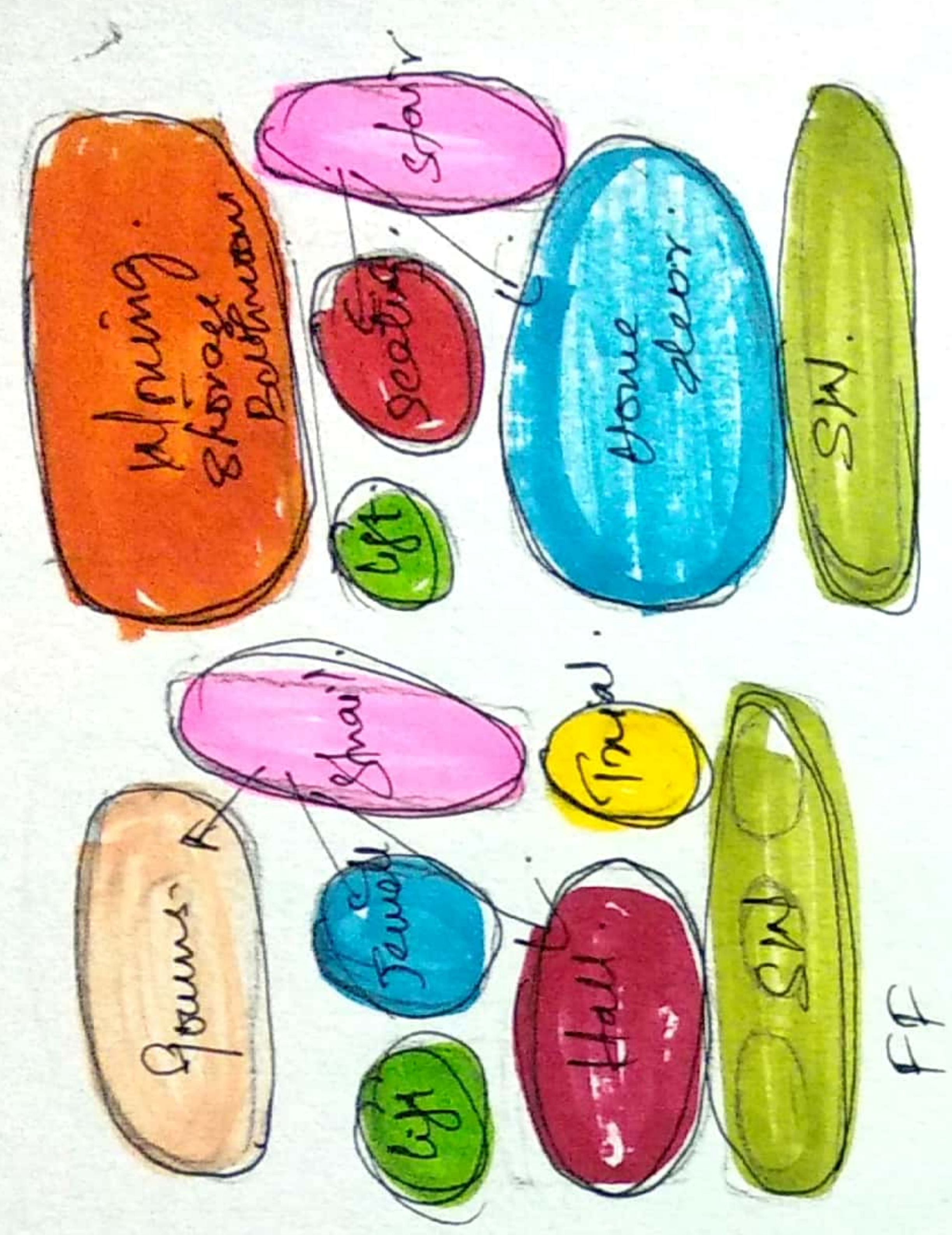


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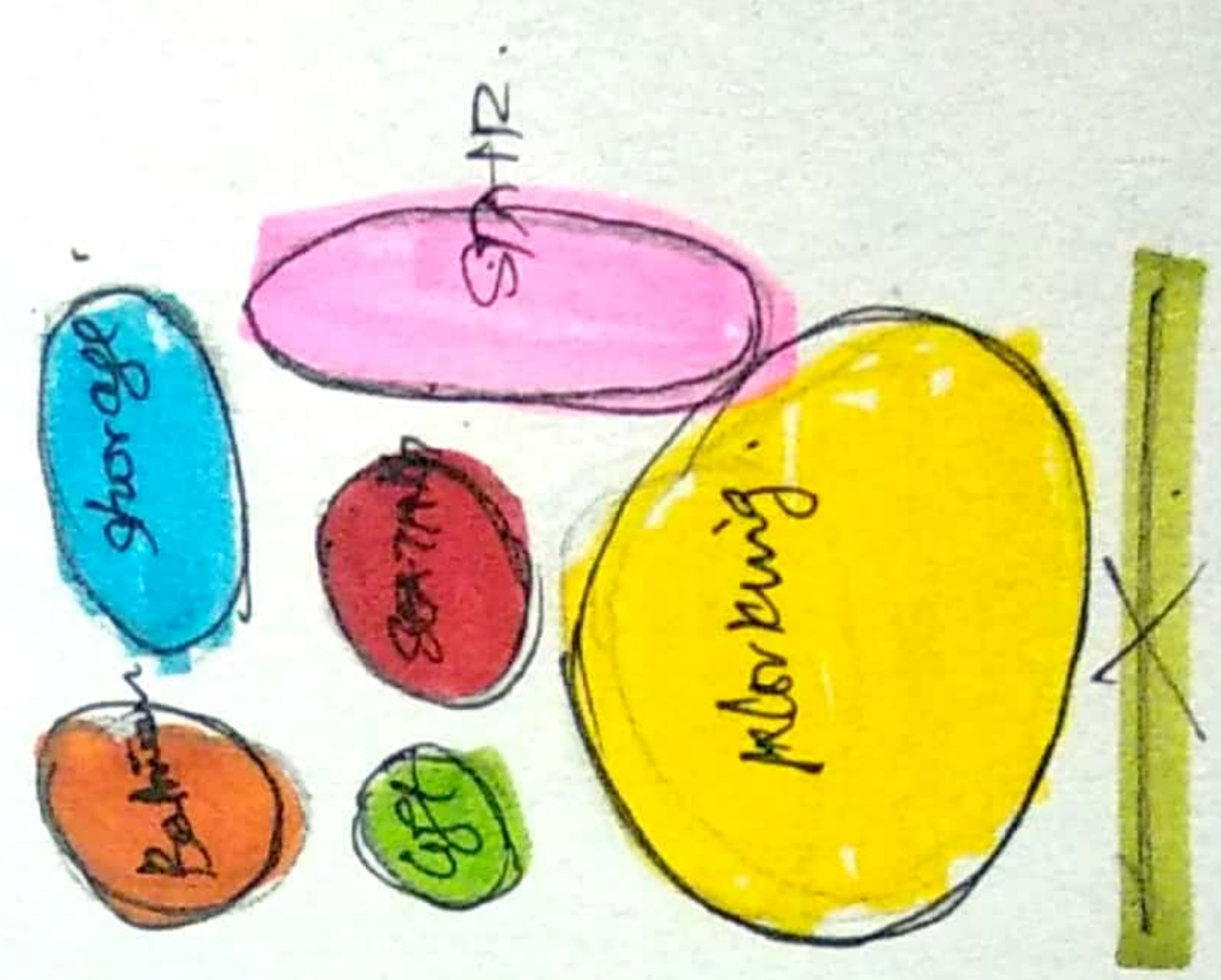
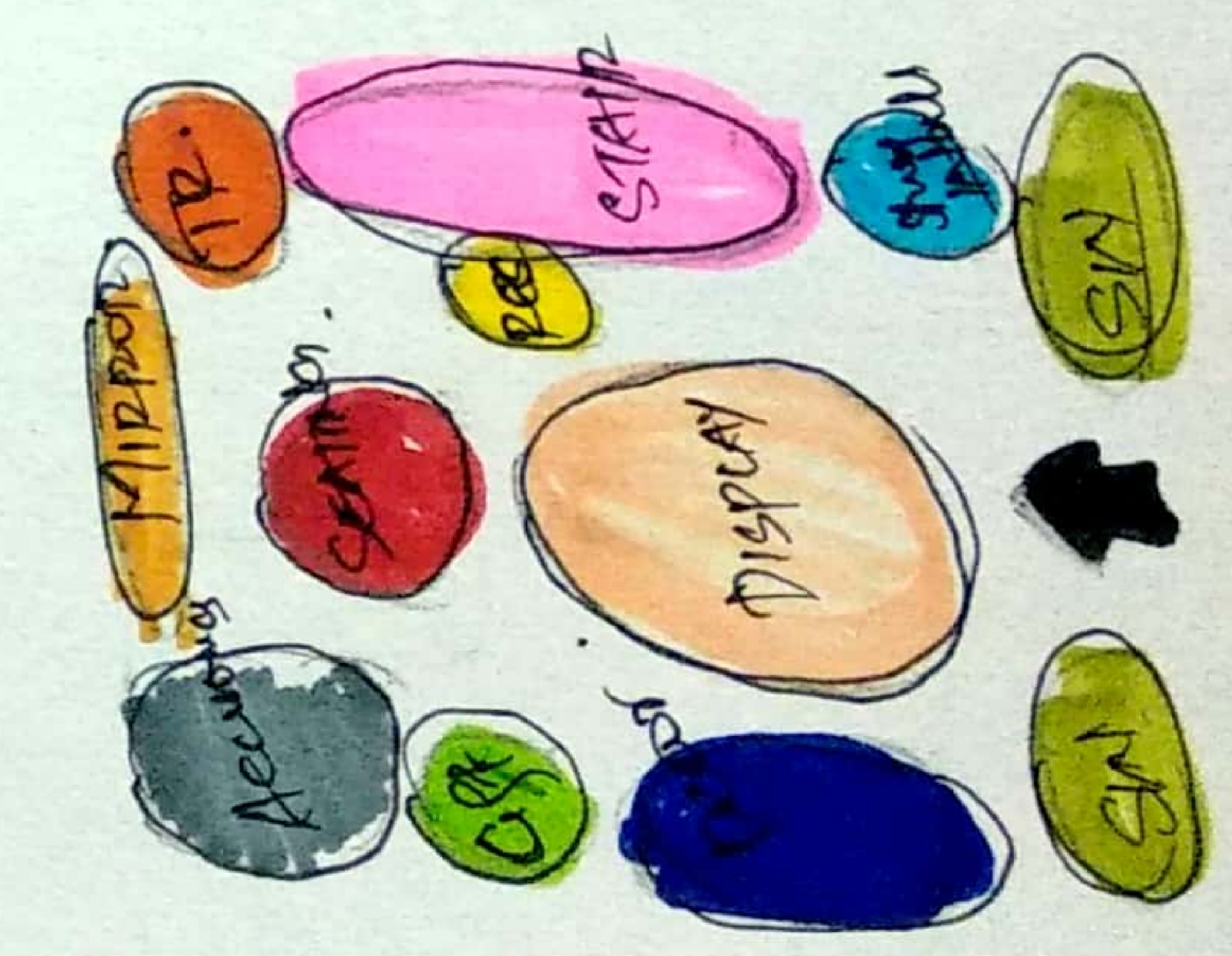
GIF



SP



③



Street style
Gloved

Styles.
nurse
Moroccan
Bohemian
Vintage

Colours.
pink
red
pastel
English colours
roses
turquoise
damask

Patterns
Victorian prints
Velvet
Glossy
Silk
pearls

Inspirations.

- Beautiful things
- Nature.
- Cozy
- Rose gold.

Idea generation

tonote
DIY
decor

Electric by Zafraan

fashion
Jewellery
designer jewellery

all thing beautiful
Inspiration from Nature.
styles are historic.
Colours are secondary, tertiary
patterns are geometric & free flow
fashion and jewellery

Sarees
tops
tunics
gowns
costumes

OLD INTO TREND
INSPIRED BY RAW DESIGNS
GEMSTONE

CONCEPT

GEMSTONE

→ Voluminous
→ Mirror, metal, gold, bronze.
→ Chandelier.
→ Bold Colour

translucent with fine colour
* purest form.

RUBY
AMETHYST
DIAMOND
GOLD
TURQUOISE
PEARL
SAPPHIRE

* Colourless diamond.
* Natural colours.
* Fancy colours.

ART DECO

→ decorative art.
→ Striking and Bold colours.
→ Bright colours.
→ Gold, Rose gold.
→ Geometric.
→ Bold colours.

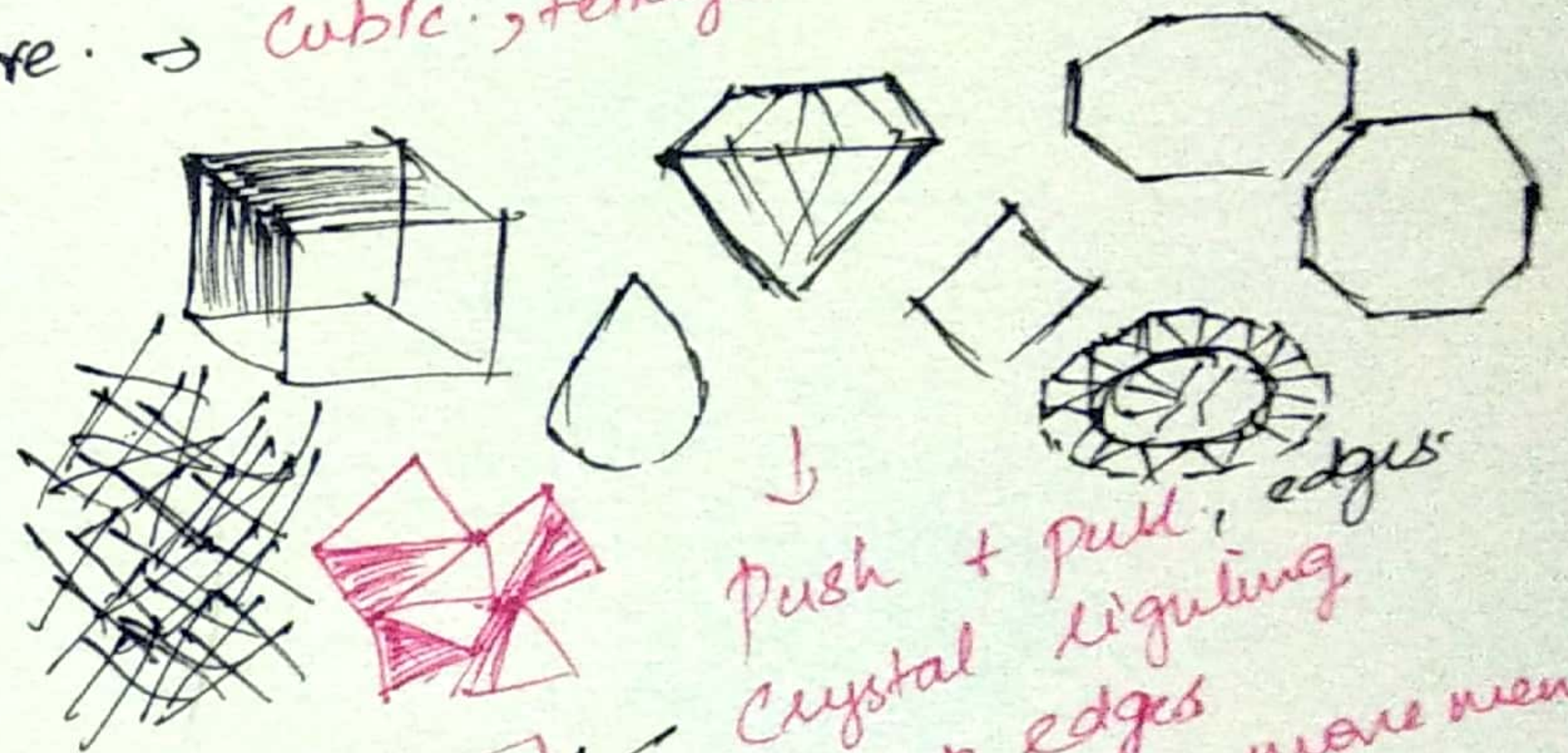
→ Mirrors
→ Metallic finishes
→ detail flourishes

A piece of mineral crystal
↓
polished form.

↓
used to make jewellery.

↓
Structure.

→ Cubic, tetragonal, hexagonal etc...



↓
Push + pull, edges
Crystal lighting
Sharp edges
modern art movements.

Art Deco

→ Motives of modernity
→ flowing lines
→ waves + floral forms.

SIMPLE, CLEAN SHAPES.
STREAMLINED LOOKS.
CLASSIC GLAM

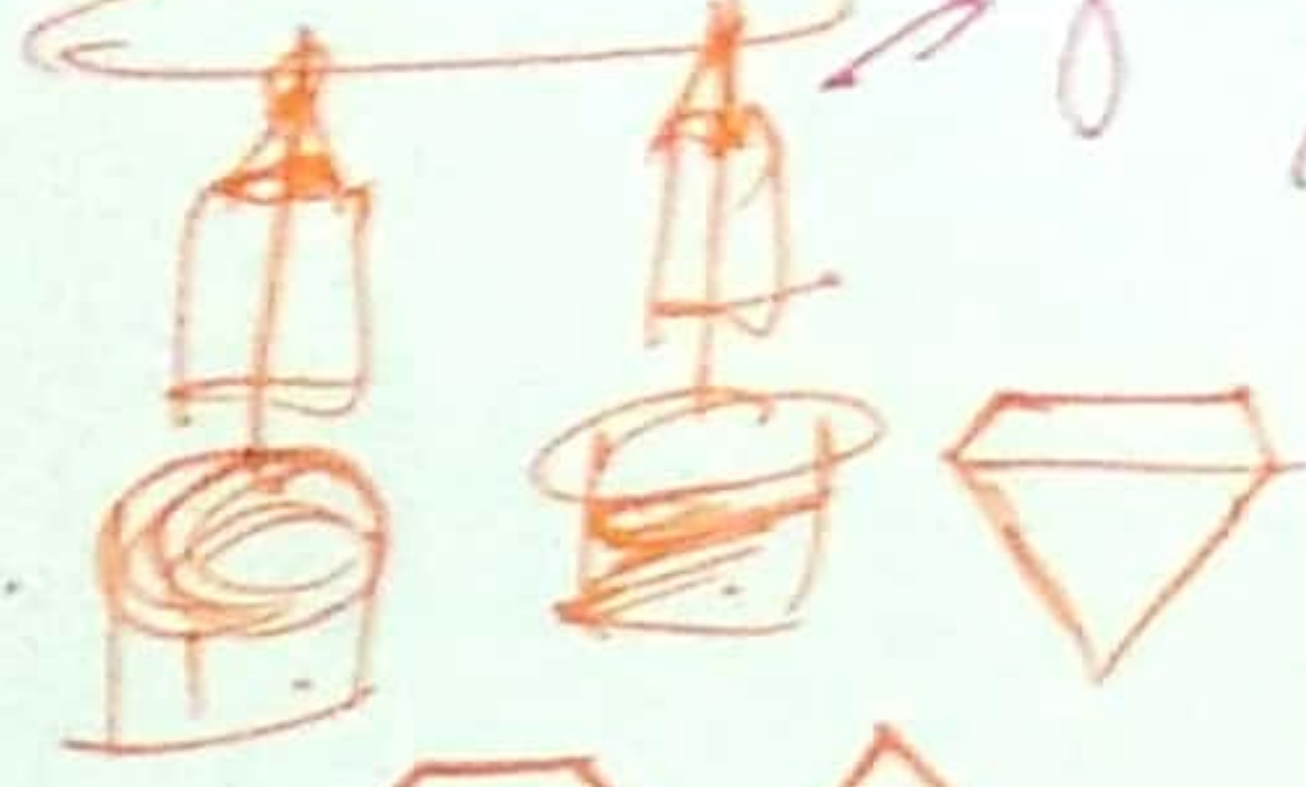
* Art deco accents
heightening drama
Visual Drama.



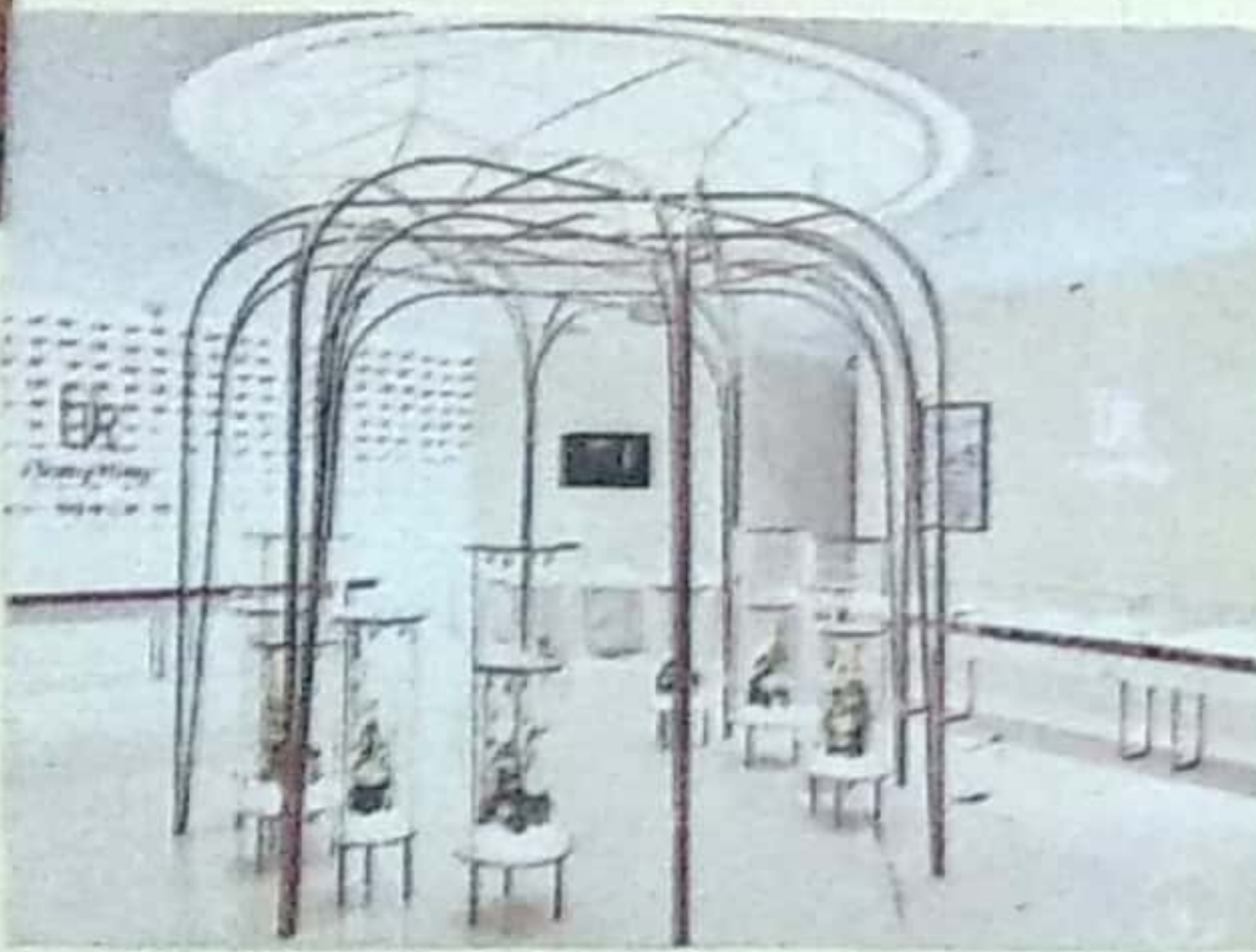
heightening luminosity



connectivity

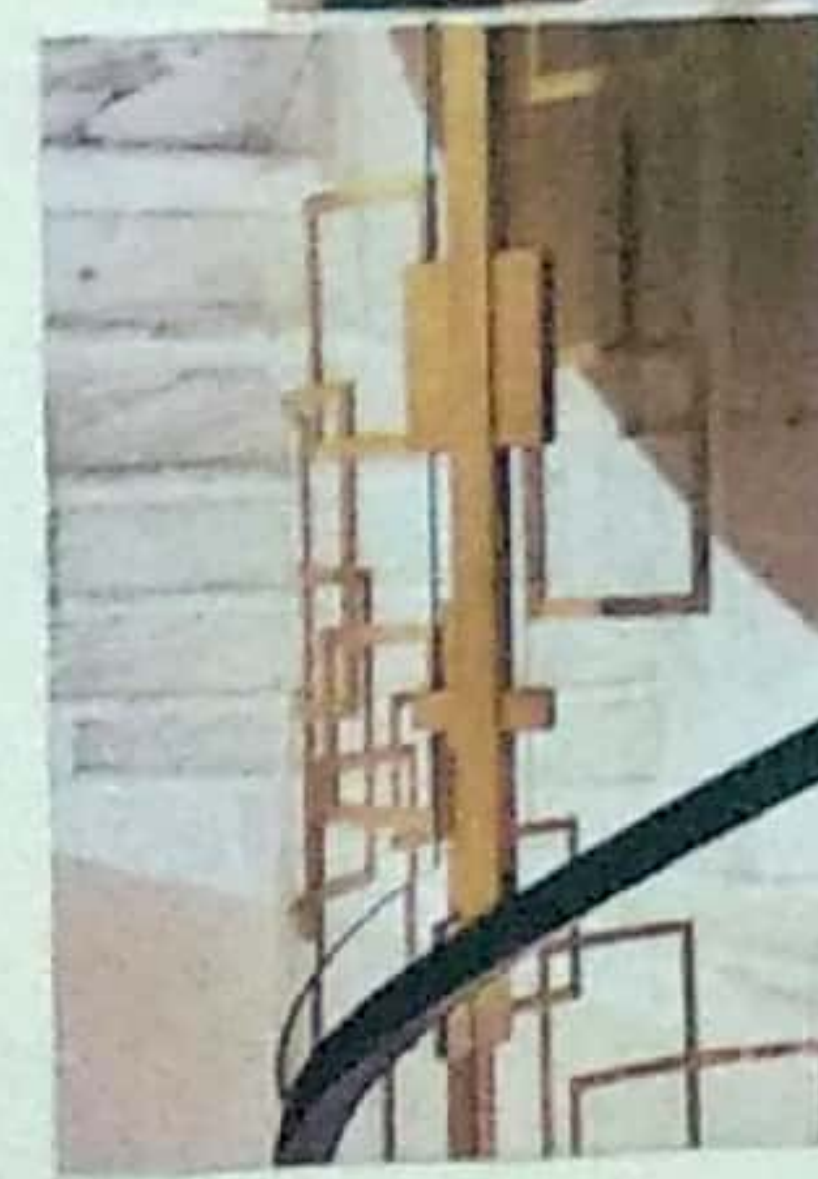
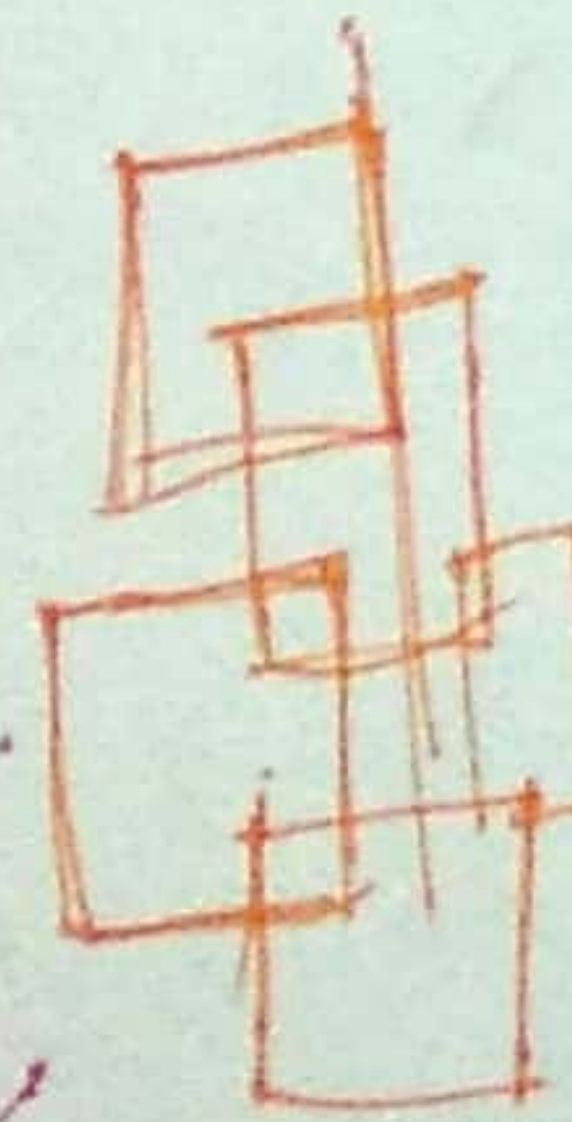
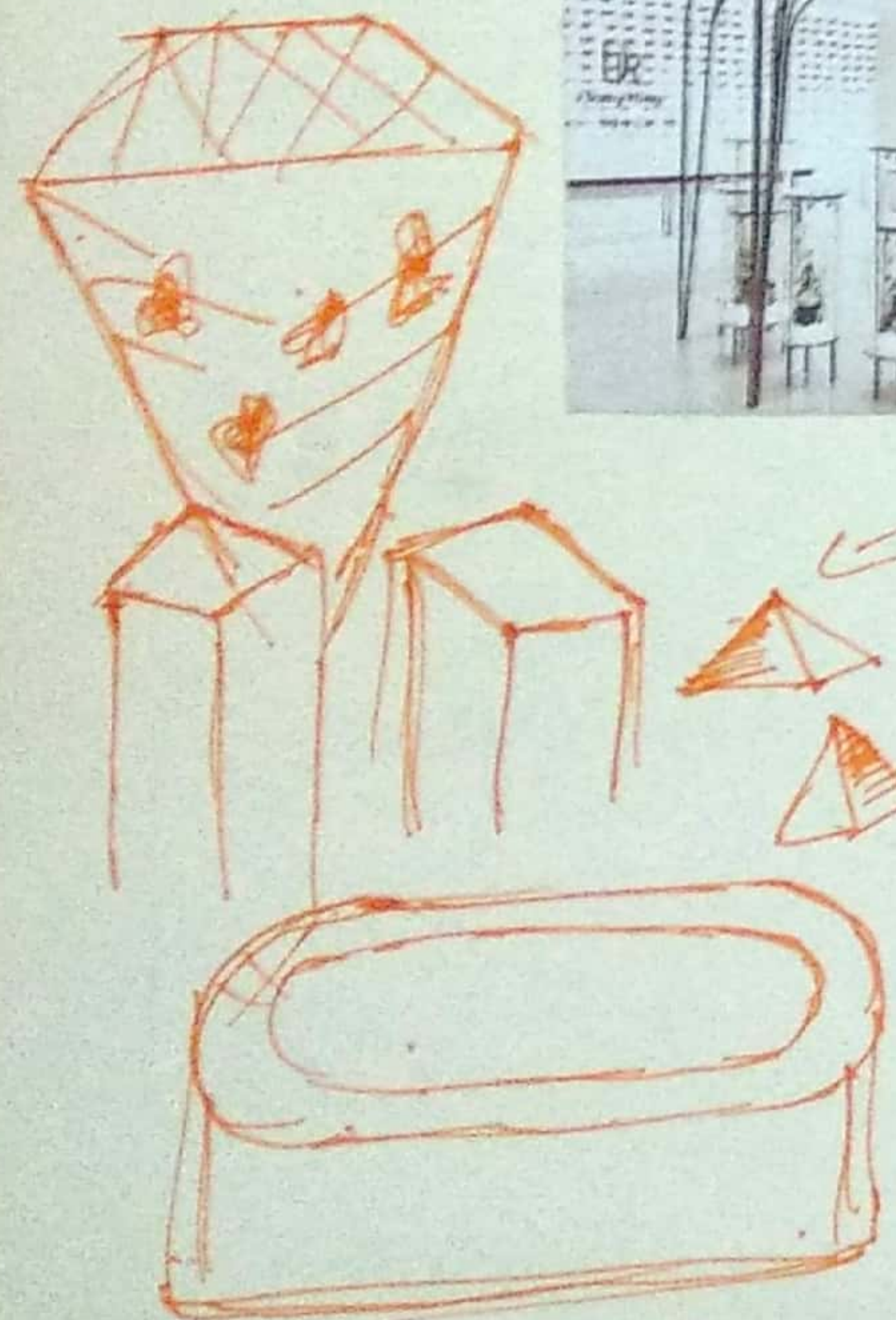


floating
lights



Concept Inspirations

mirrors
metallic

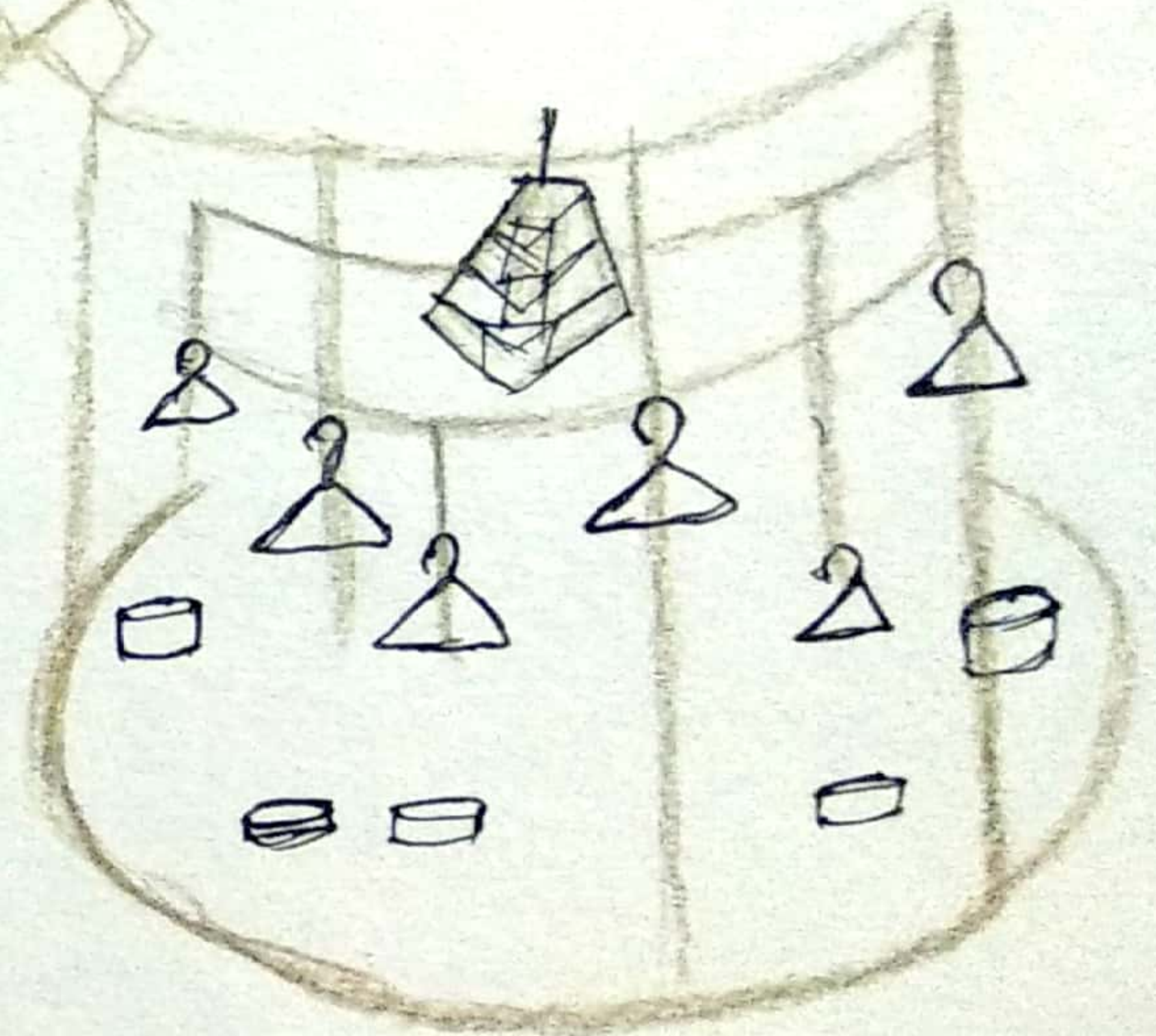
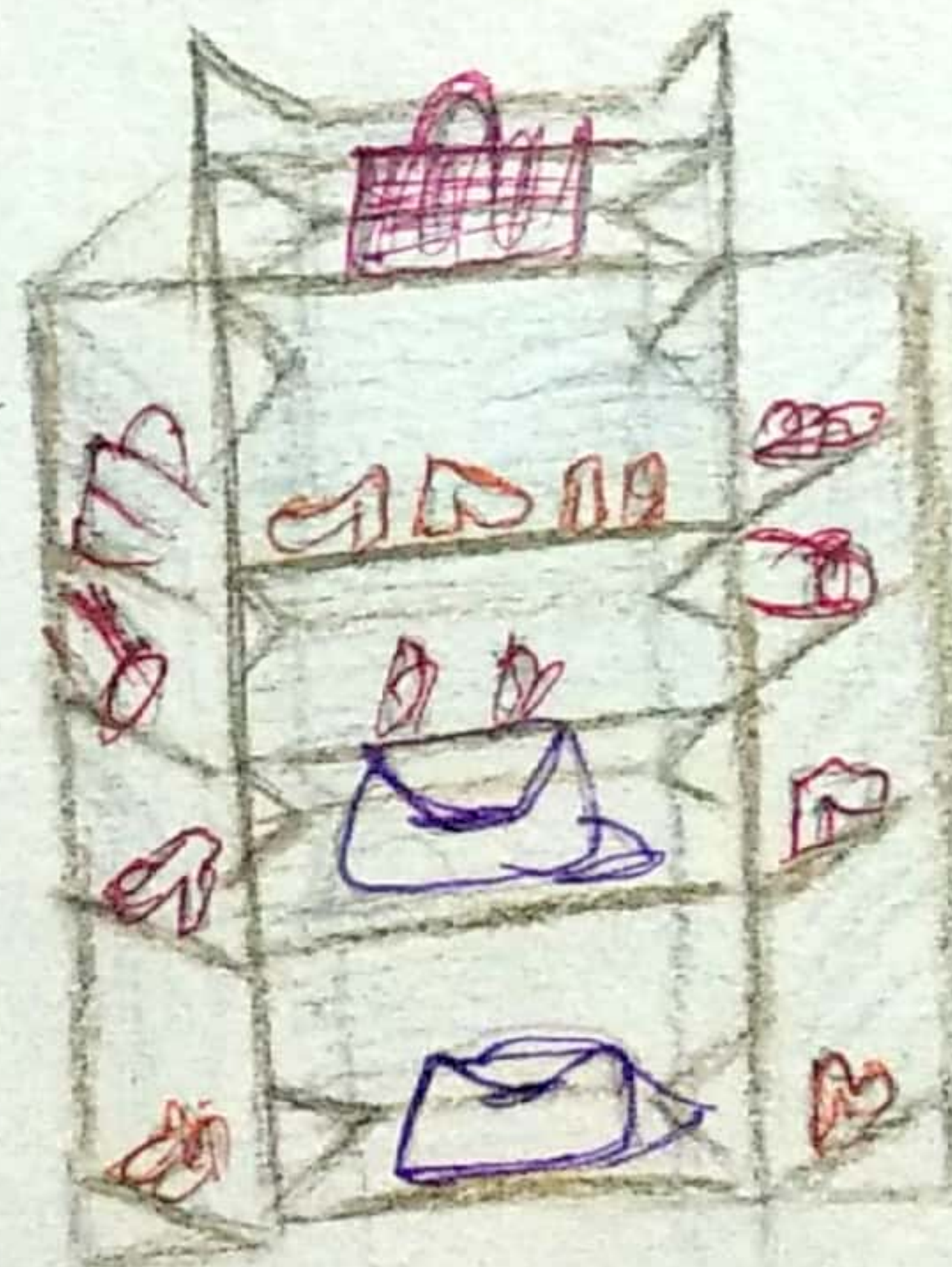
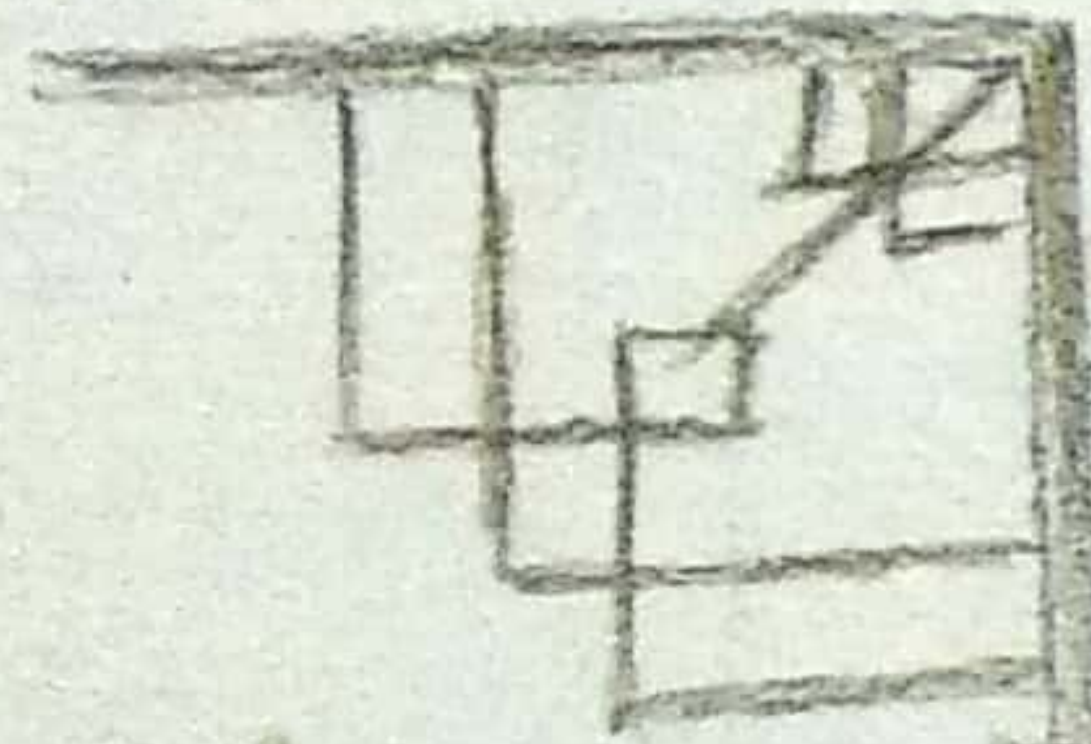
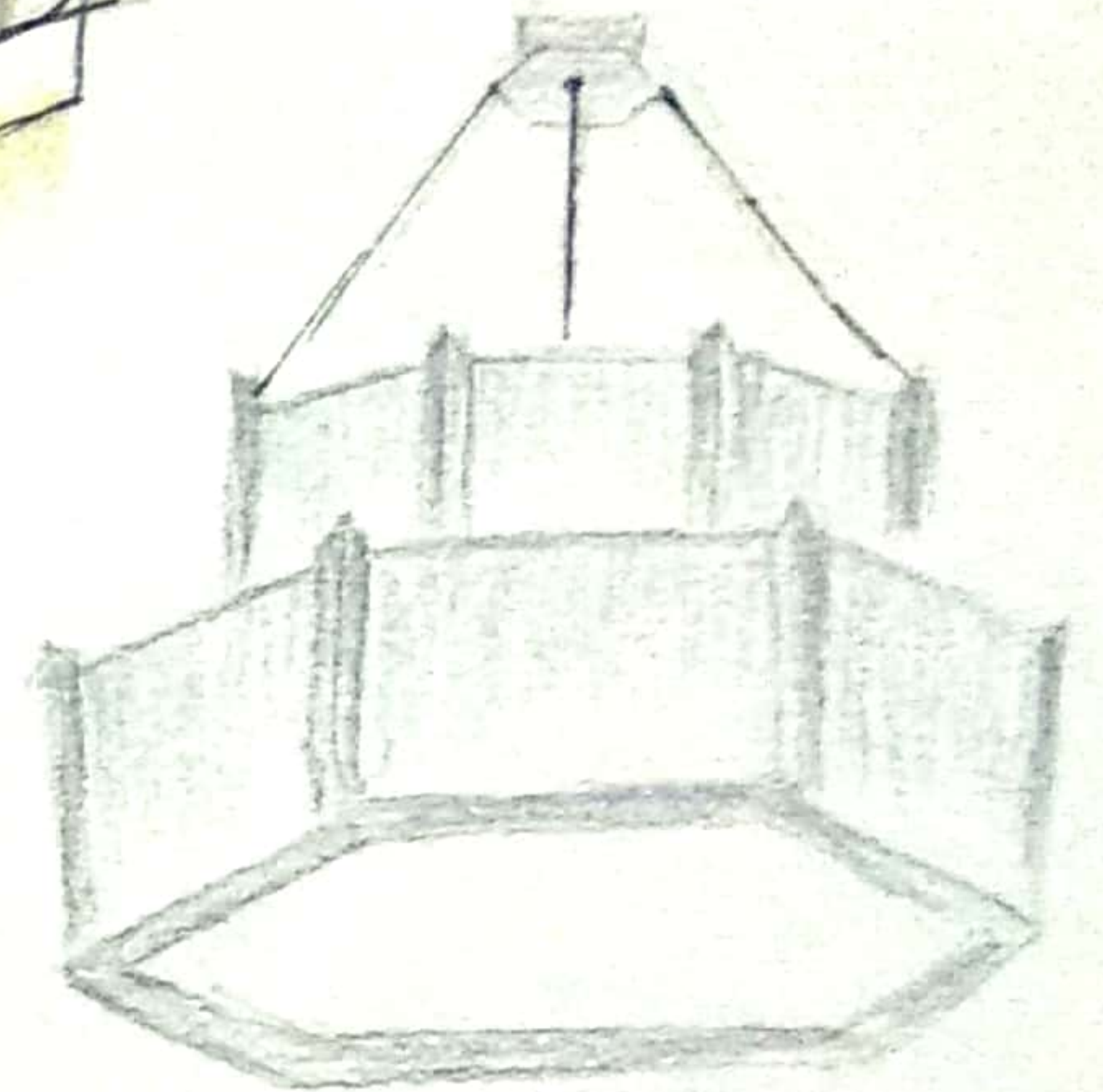
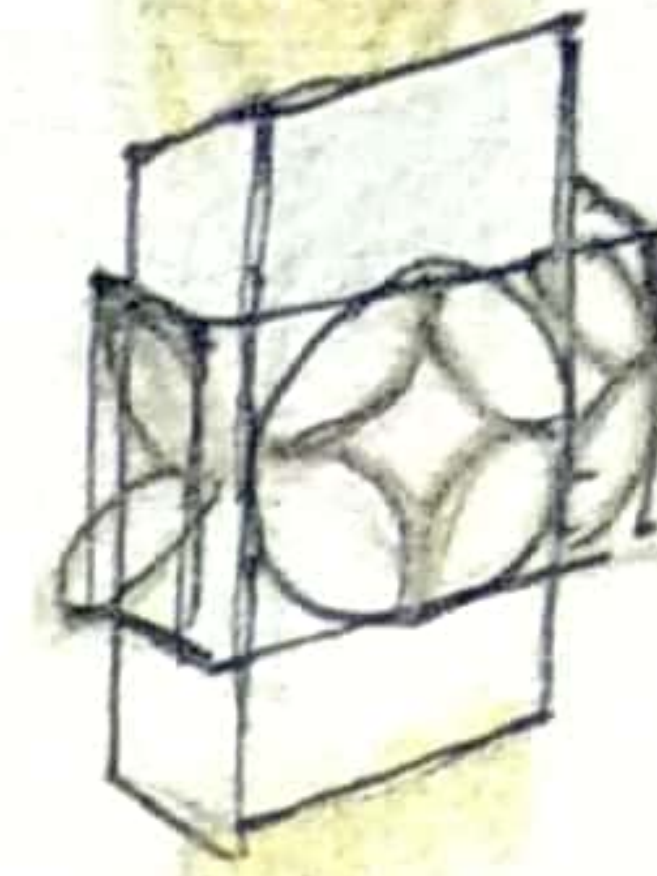
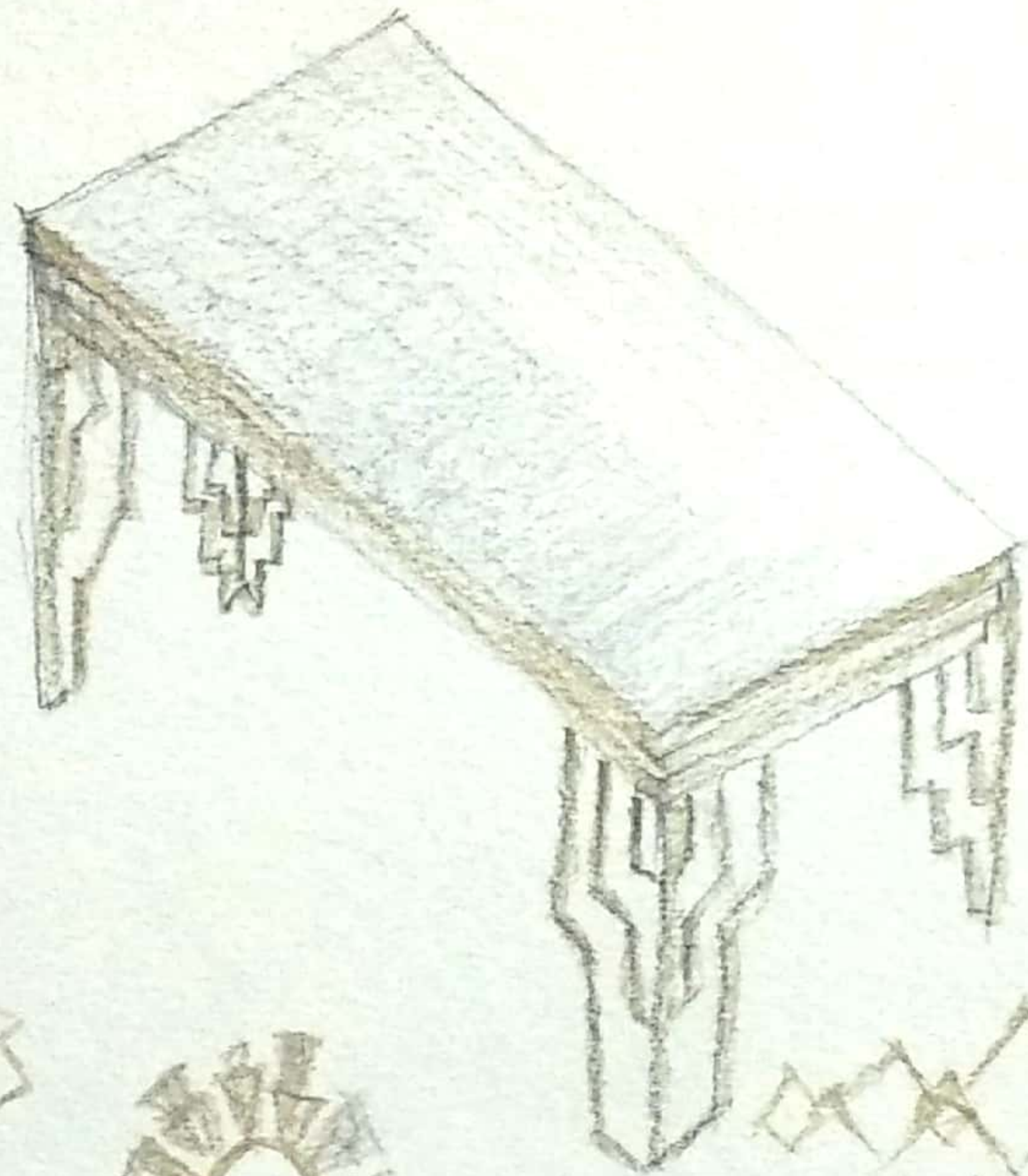


- Colours
- gold.
 - pastel.
 - Rose gold
 - Pink
 - purple
 - Magenta.



- Sharp edged furniture.
- Geometric patterns
- Patterns in flooring

STEPPED GEOMETRY



Modernism turned
into fashion

ART DECO

↓

fine characteristics.

- * Geometric shapes.
- * Bold colours
- * Visual drama. (Room Drama)
- * Mirrors.
- * Metal finishes.

Colours.

Bright deep Yellow.
red, green, blue

Pink.
mix of silver +
gold.

- Style moderne
- movement in decorative art
- describe a design style
- Impression through artism.
- Visual drama

Design characteristics.

- * rich colours
- * bold geometry
- * decant detail work.
- * heightening luminosity.
- * glamour luxury.
- * linear decoration

Lighting:-

- * made of glass + chrome.
- * white glass
- * colored Tiffany - style glass.

Materials

Stucco, concrete, smooth
faced stone, Terra cotta

Steel aluminium.

glass blocks

Steel, mirror, chrome.

furniture.

* Strong +

* Streamlined shapes, no fills.

* mirrored pieces.

Fabrics.

* florals

* solid colours

* geometric designs.

* solid contrasting.

flooring.

* Linoleum

* abstract

* black + white

* Lacquered floor

* polished
parquet

* large rugs

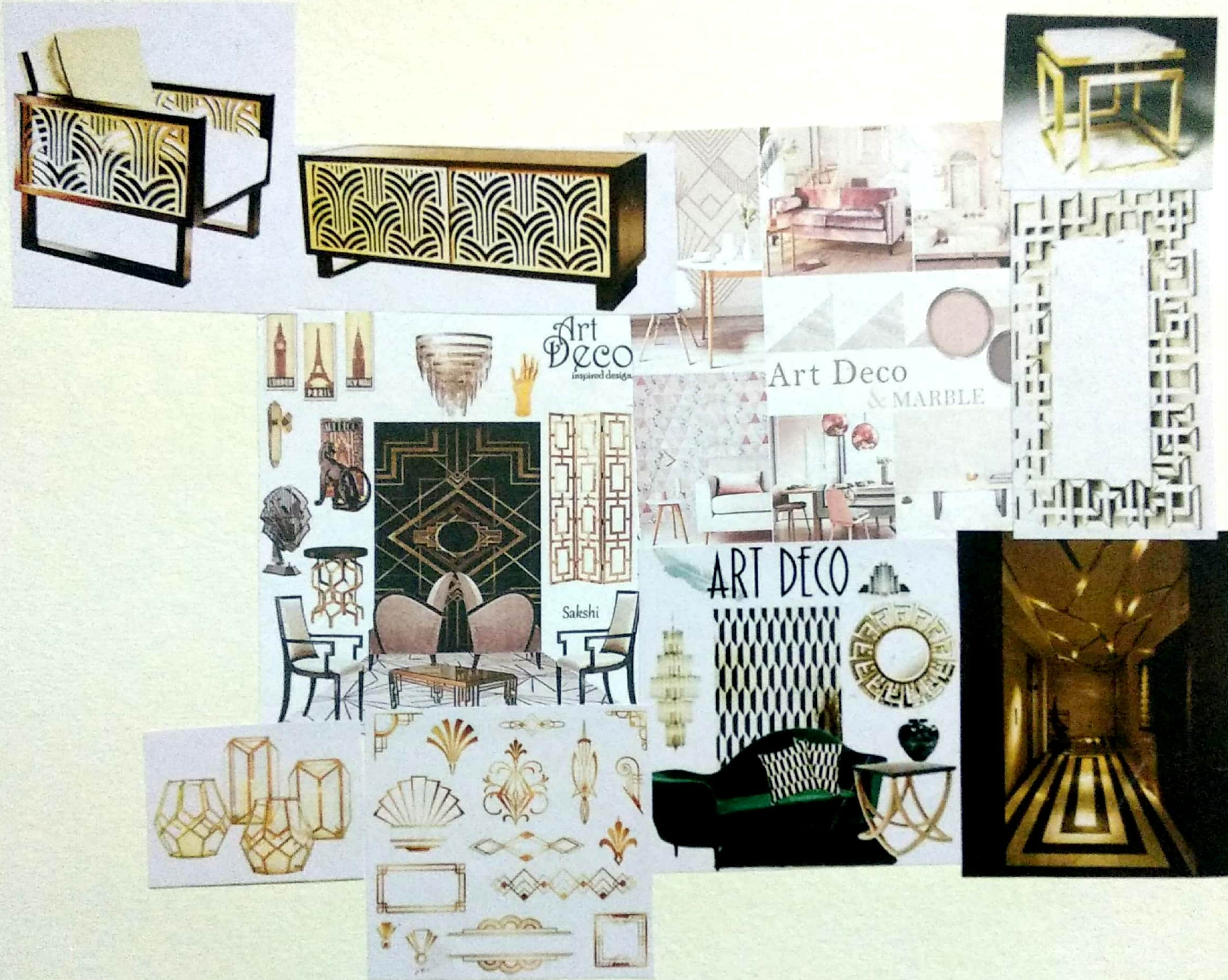
→ OPULENT MATERIALS

→ ART DECO THEMES

→ USE OF COLOUR

→ FABULOUS FABRICS

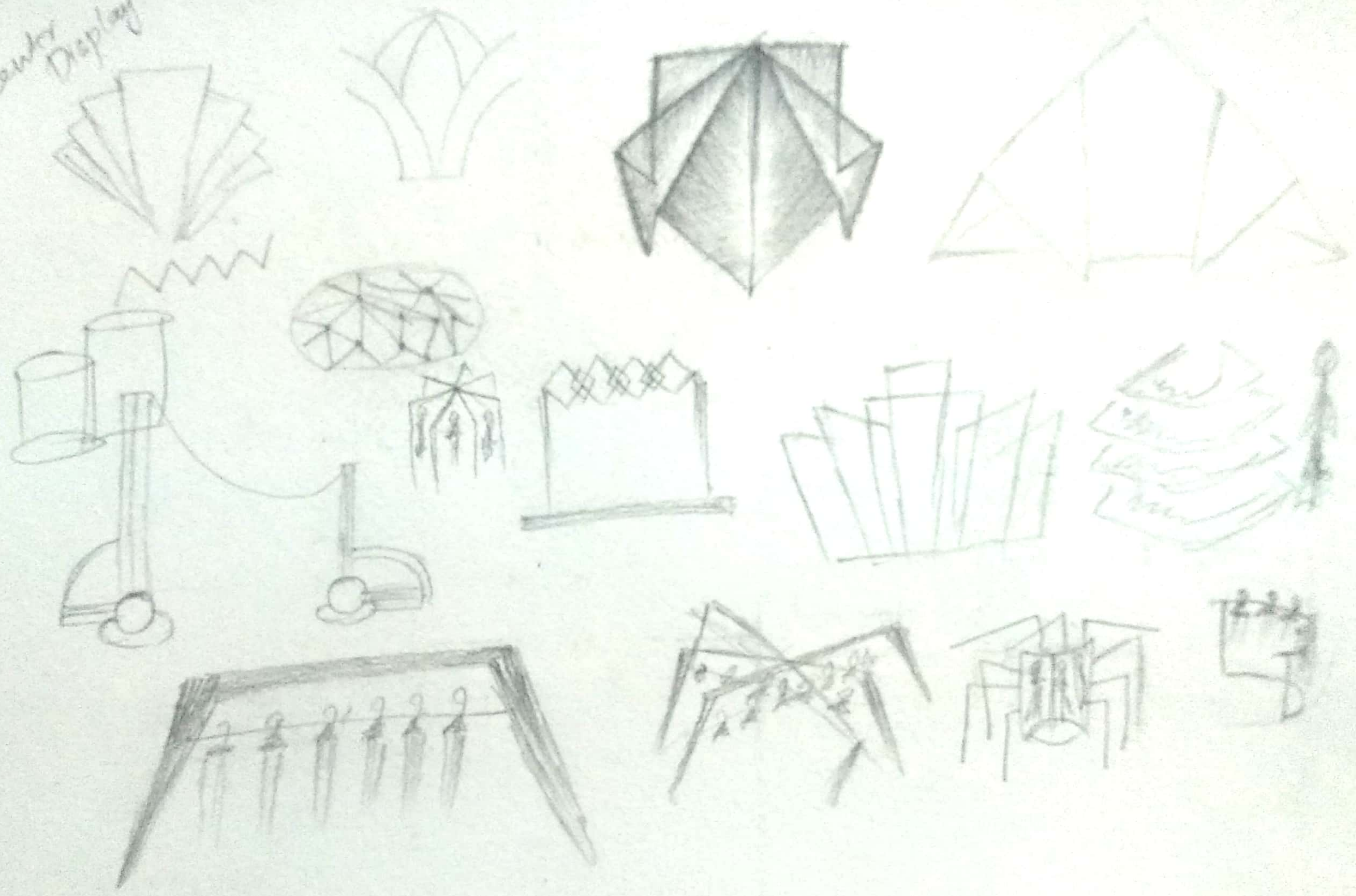
→ BOLD FURNITURE



Mood Board

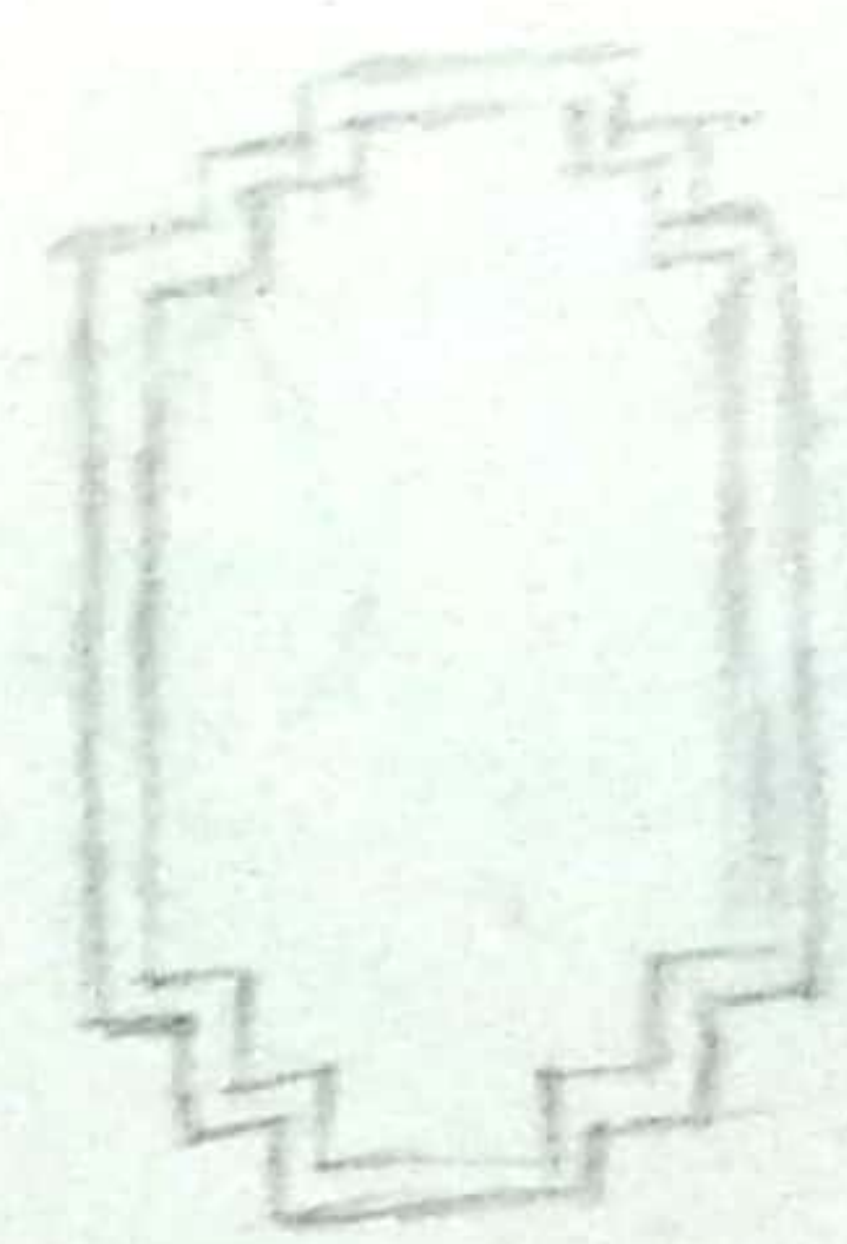
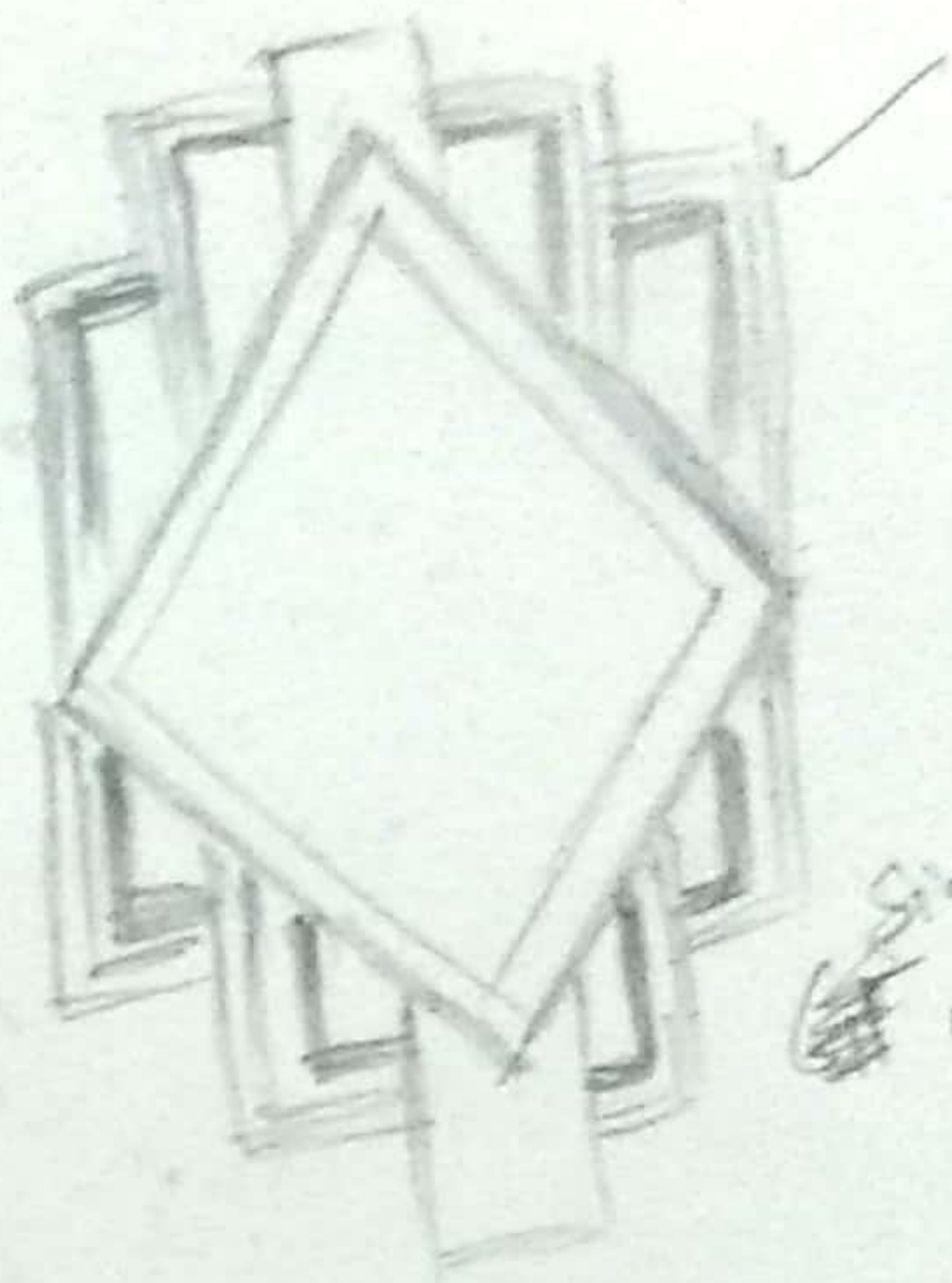
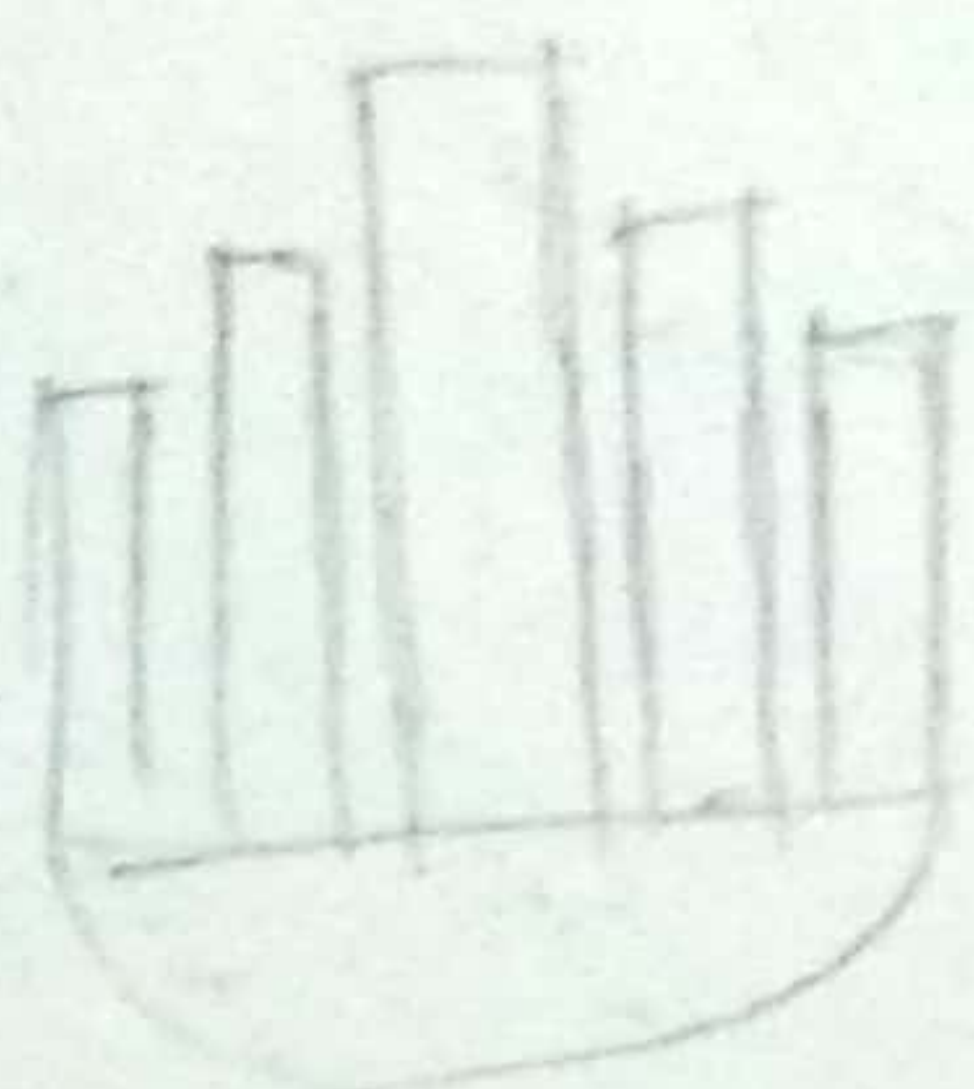
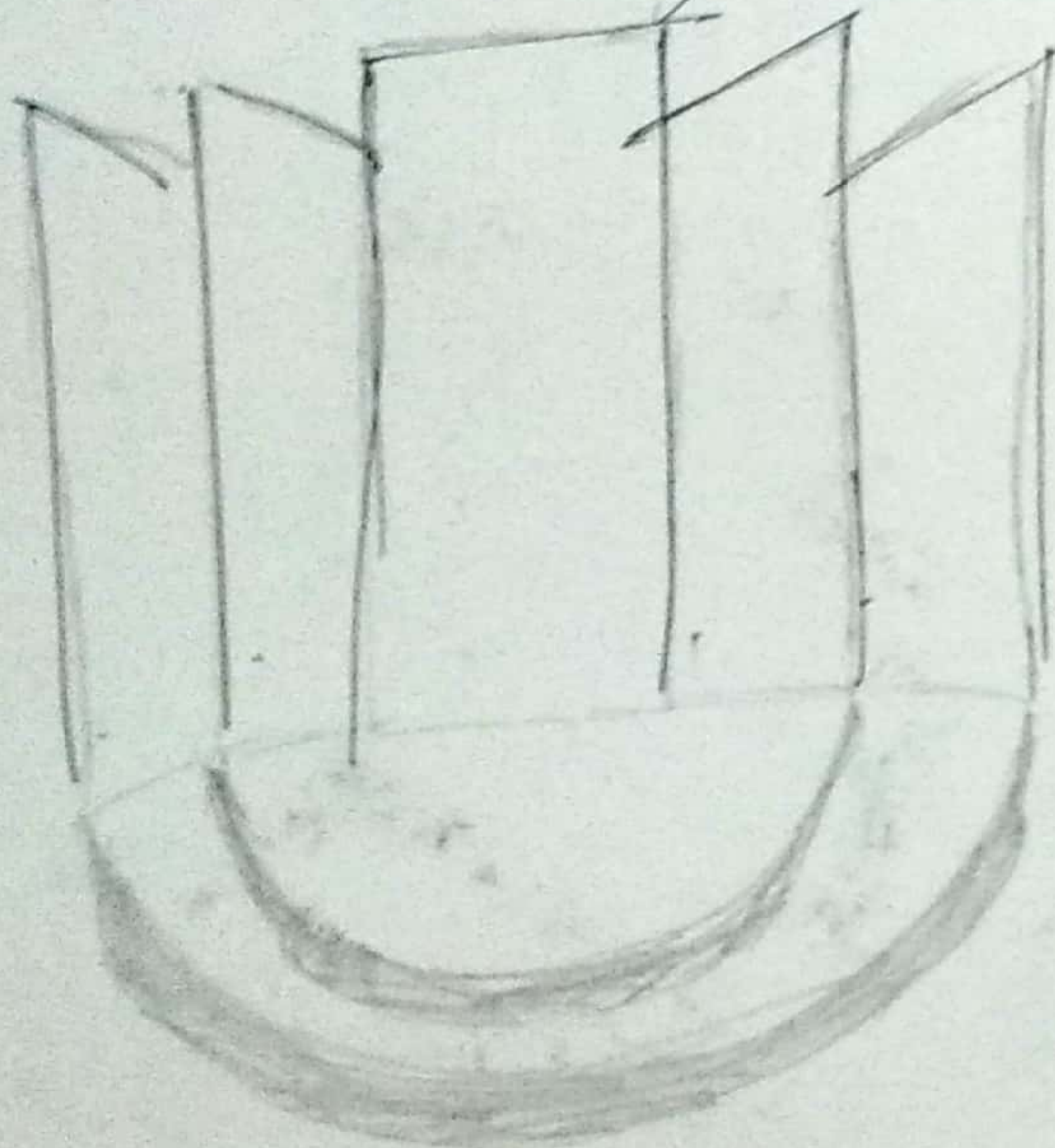


Center Display

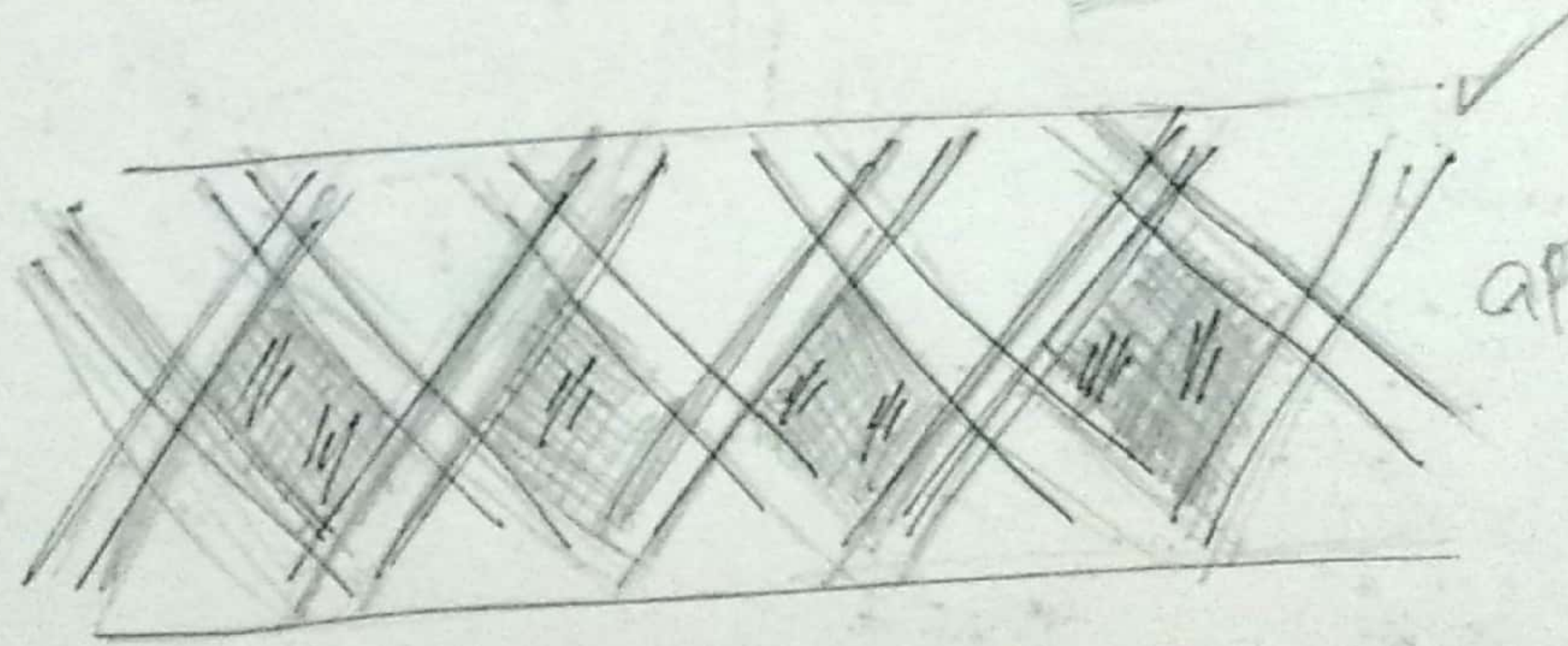


Manor.

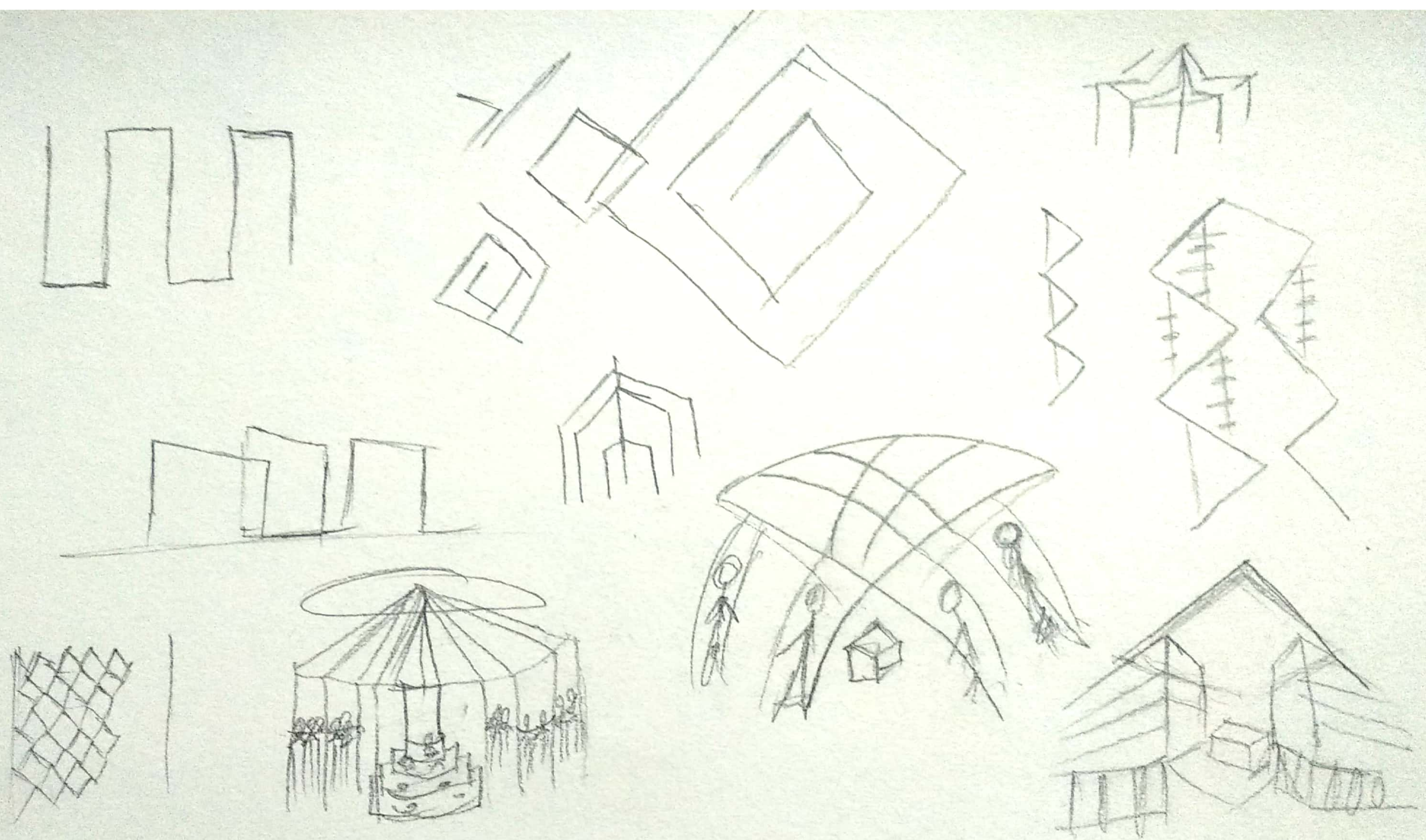
Shedding space

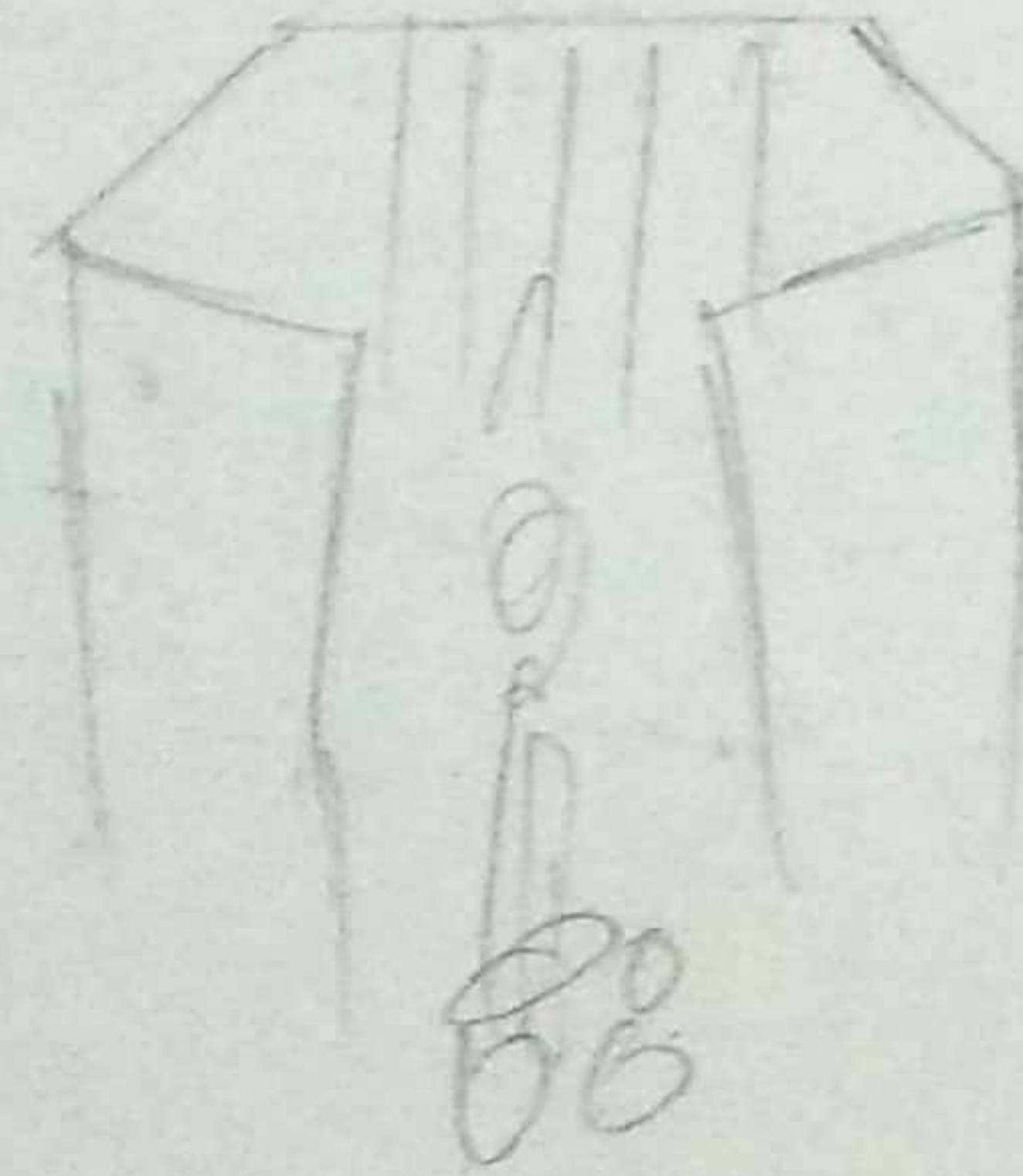
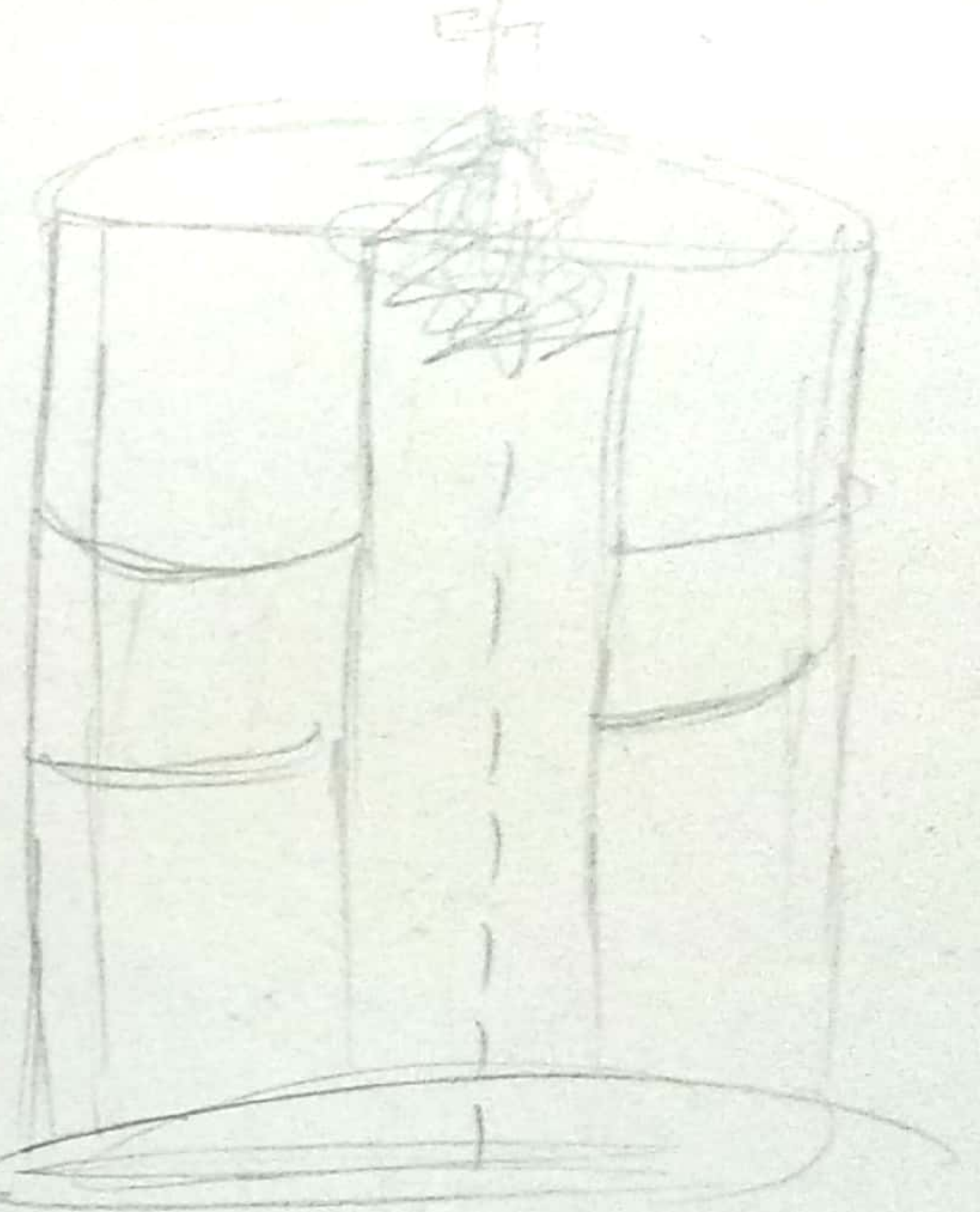
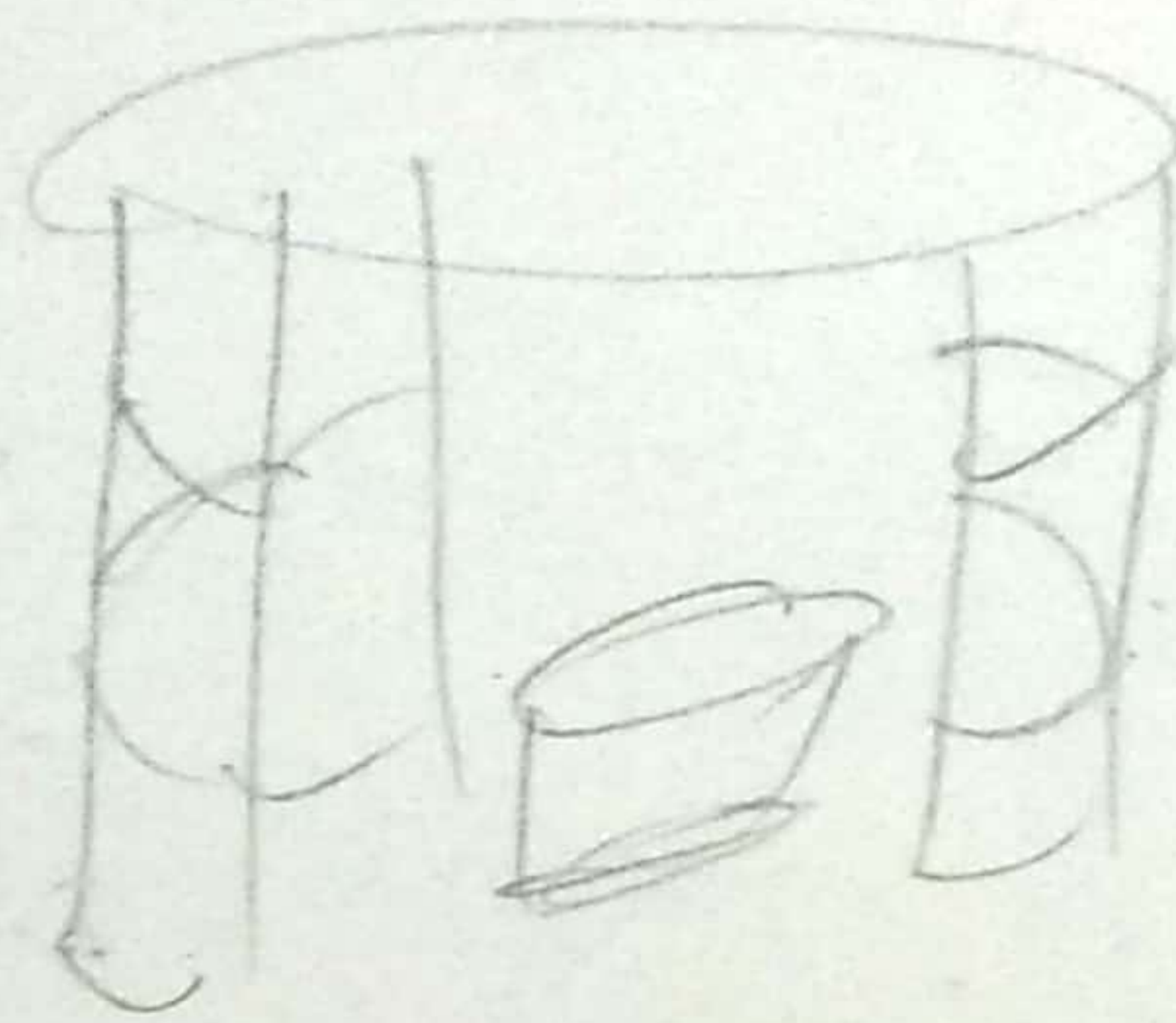


side mirror



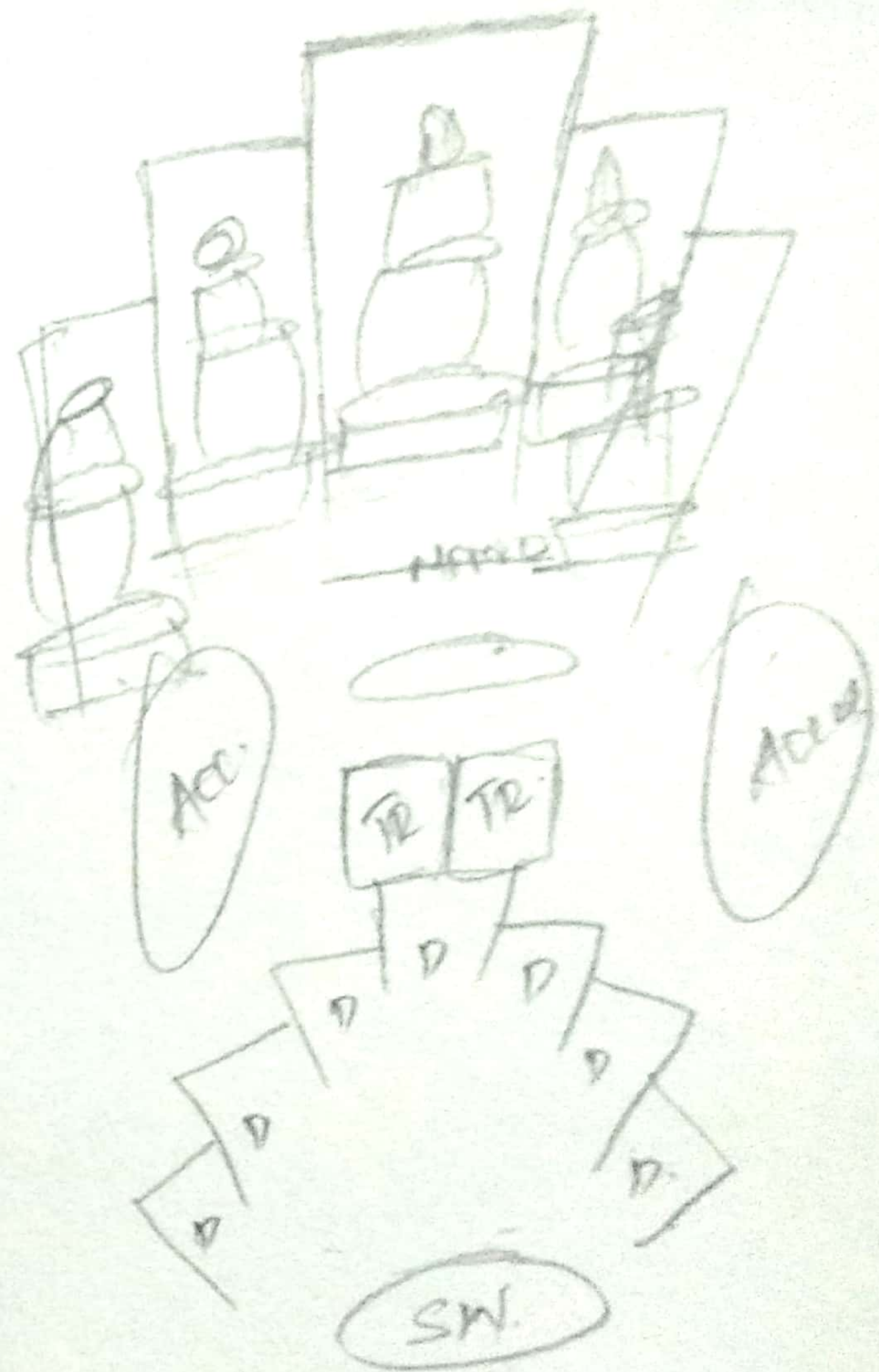
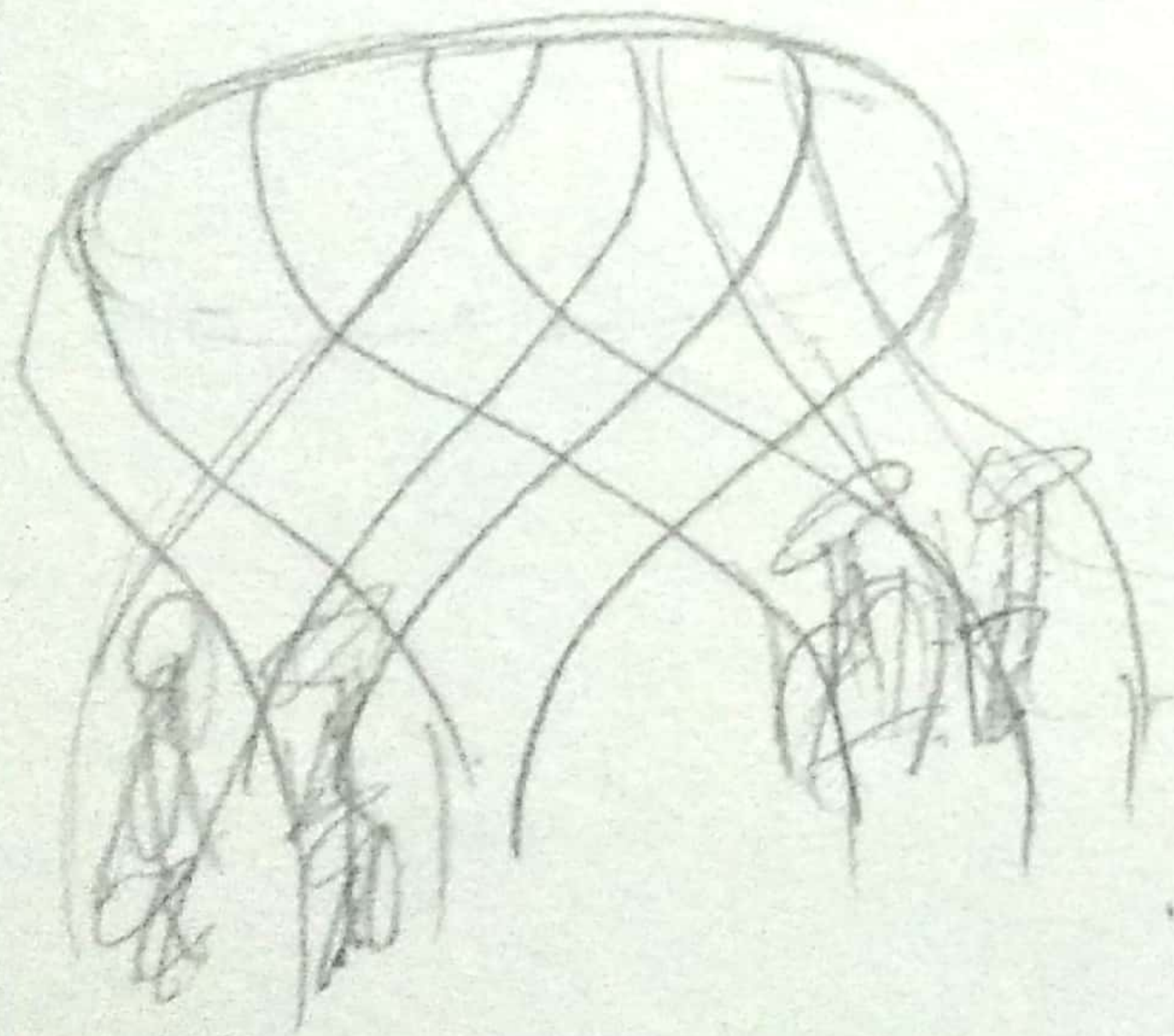
ap mirror

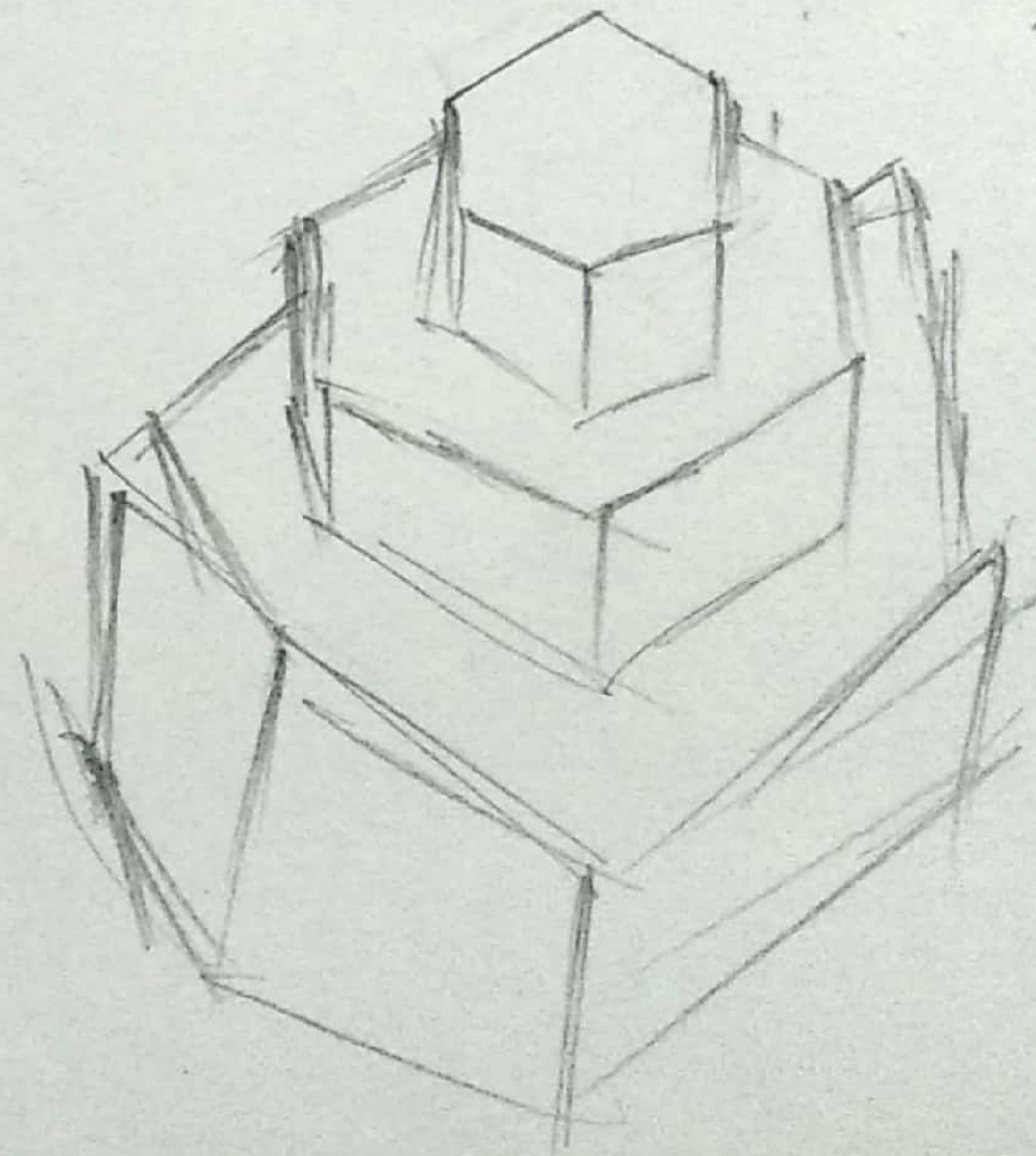
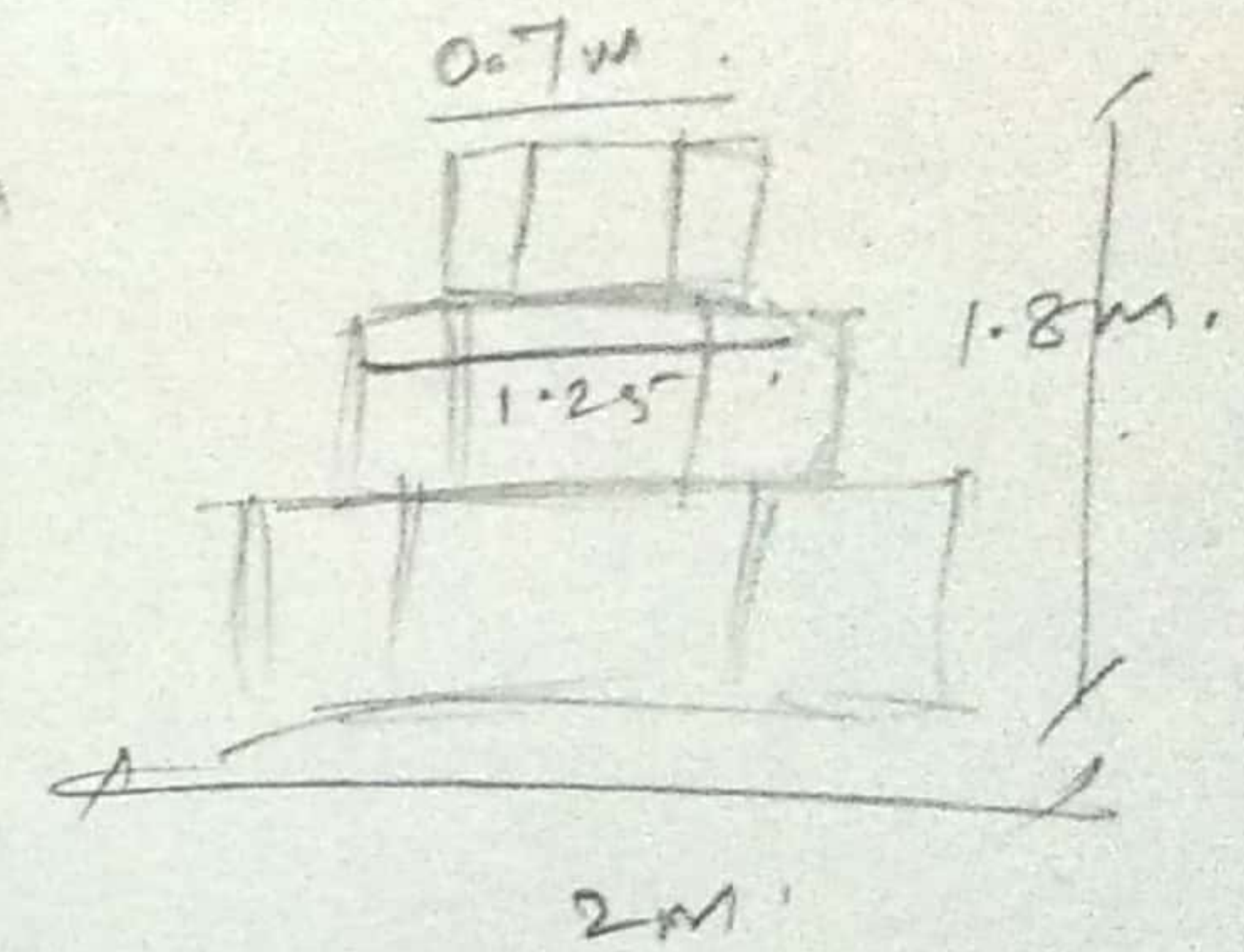
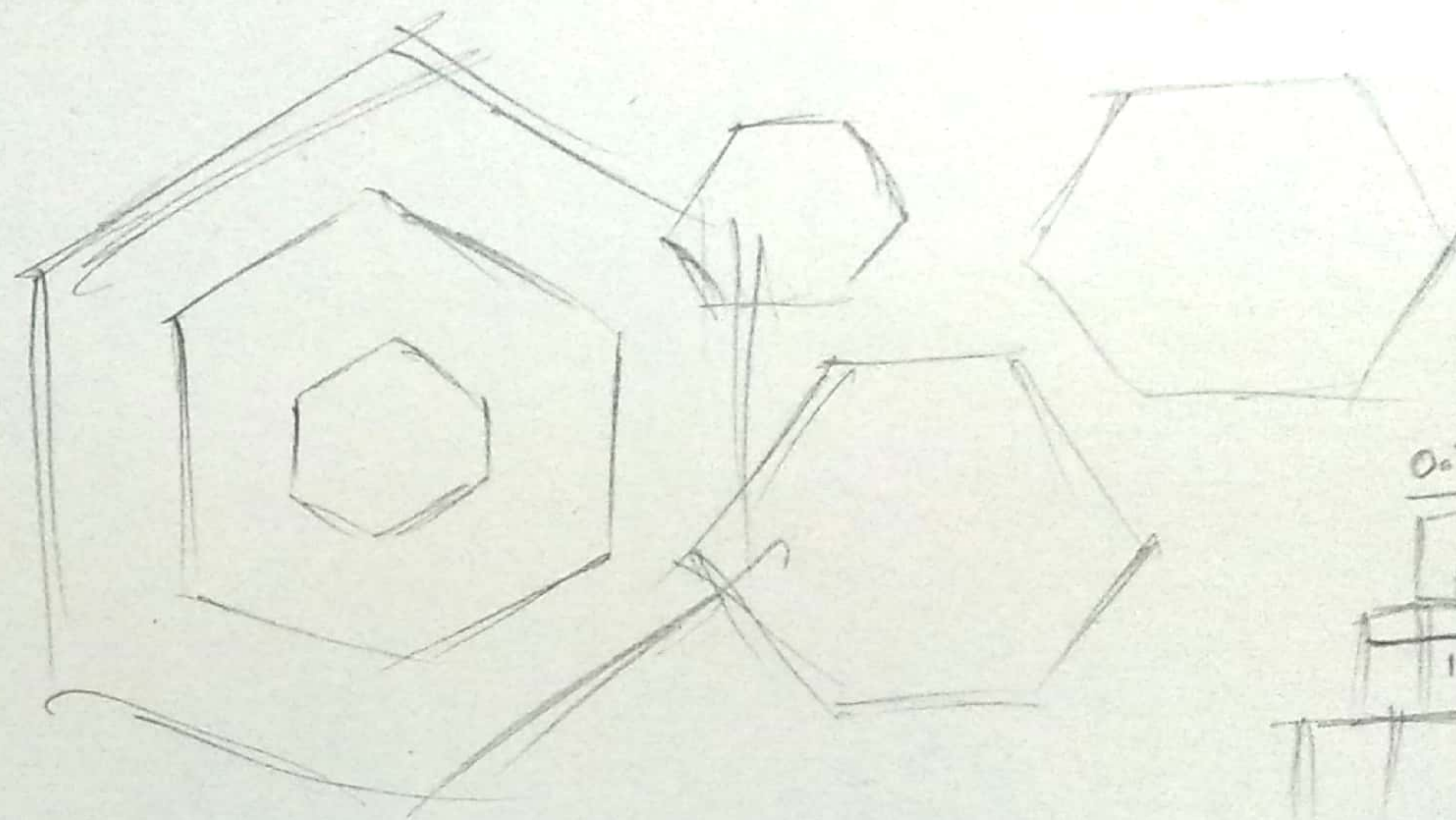
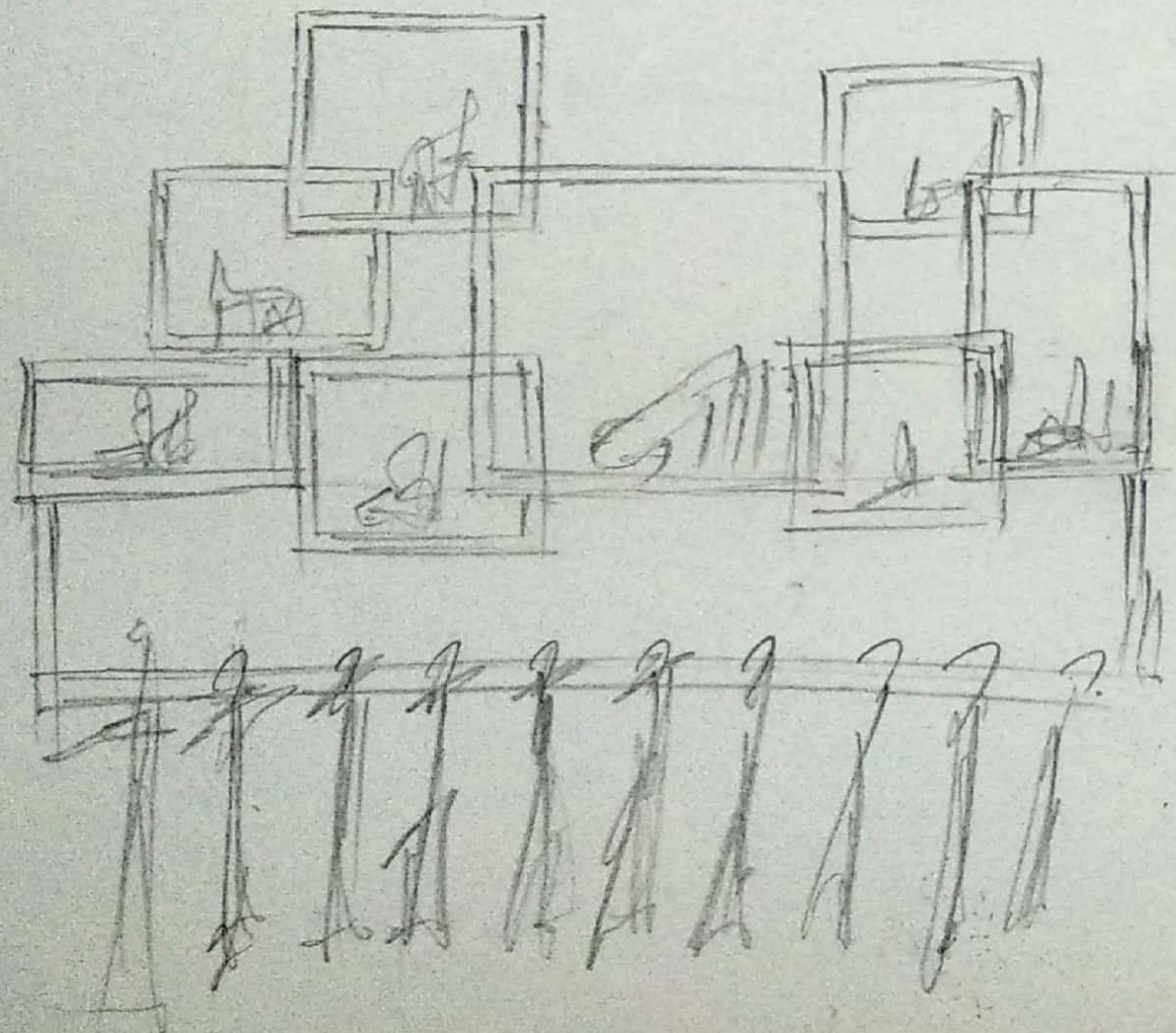
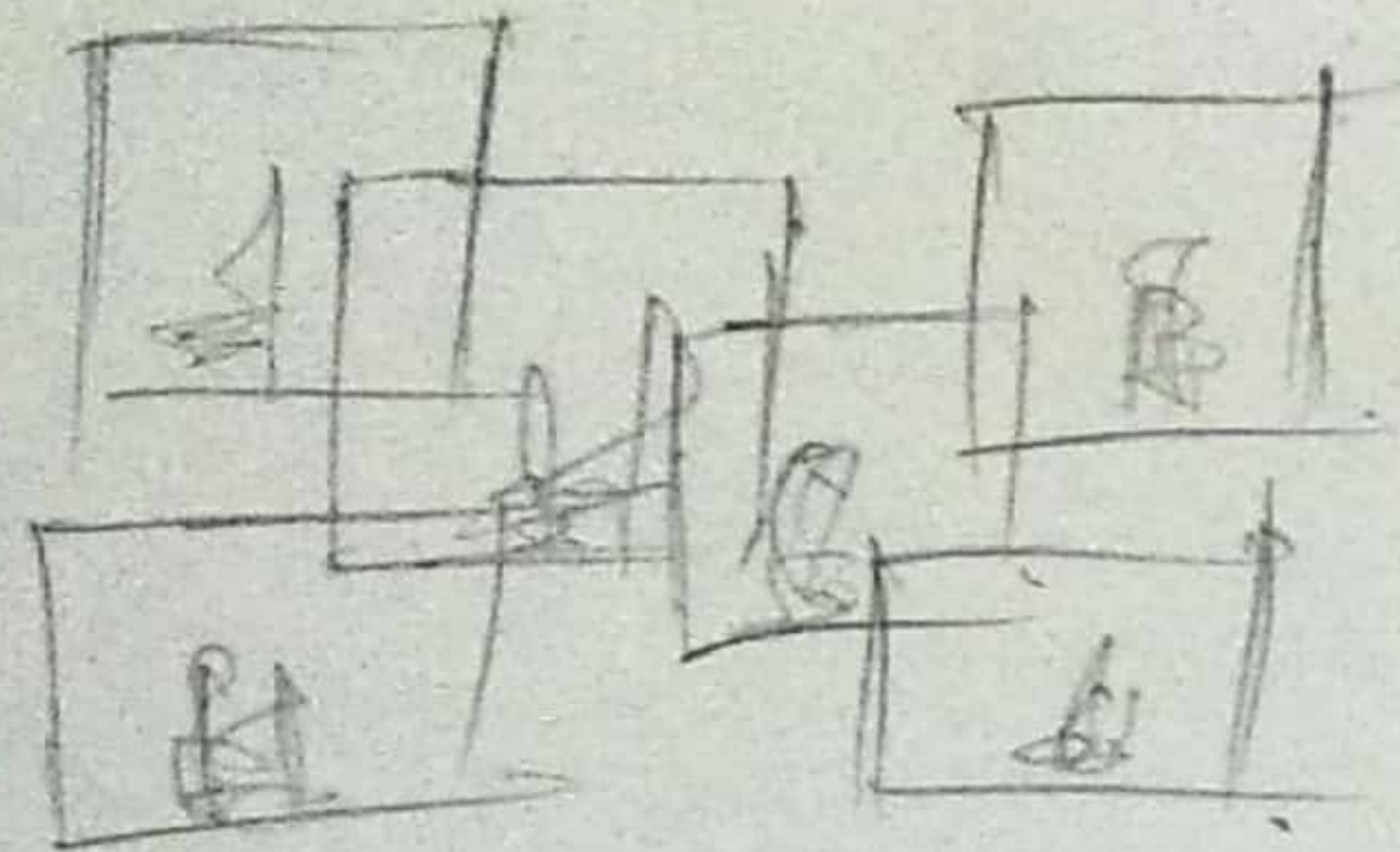
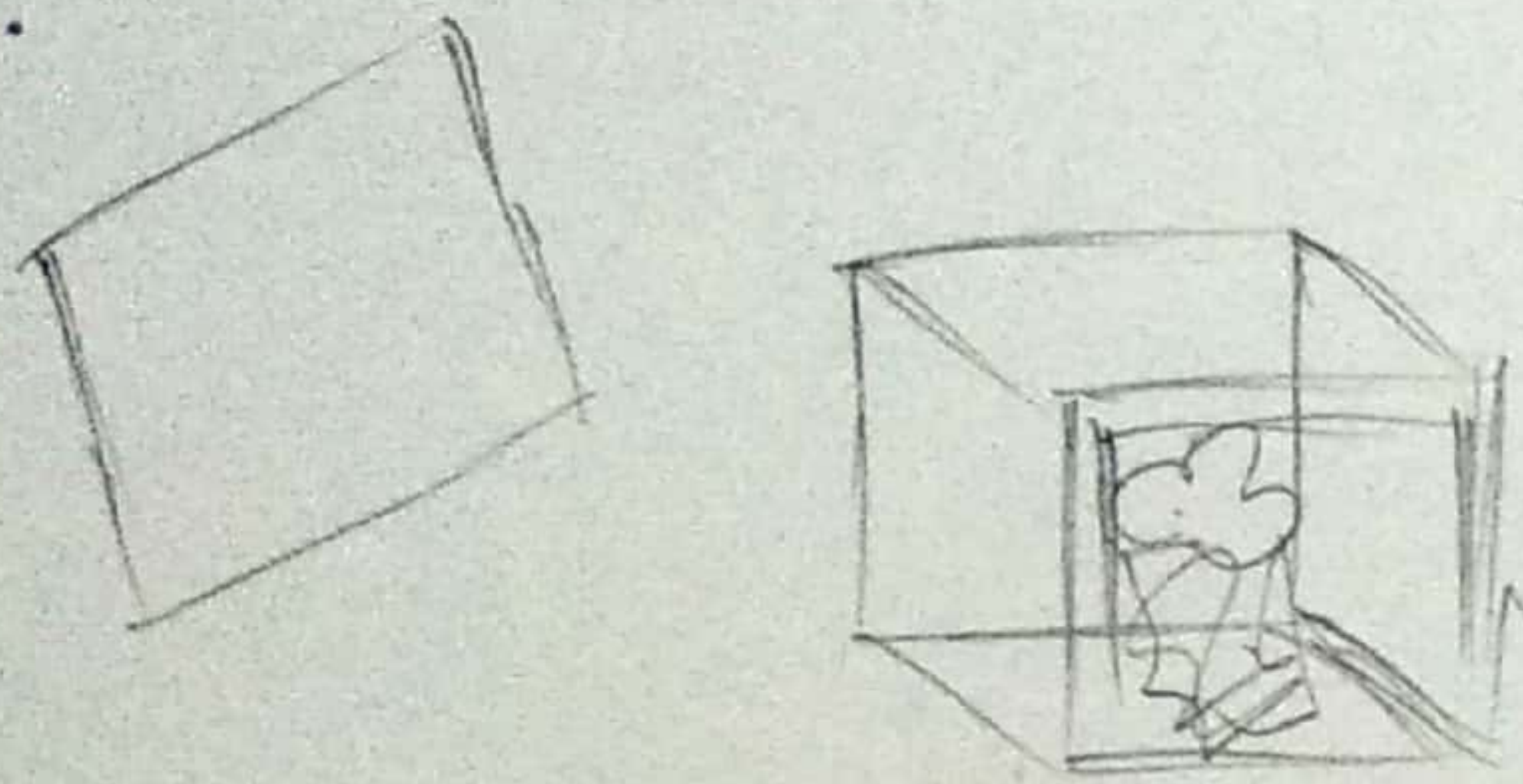


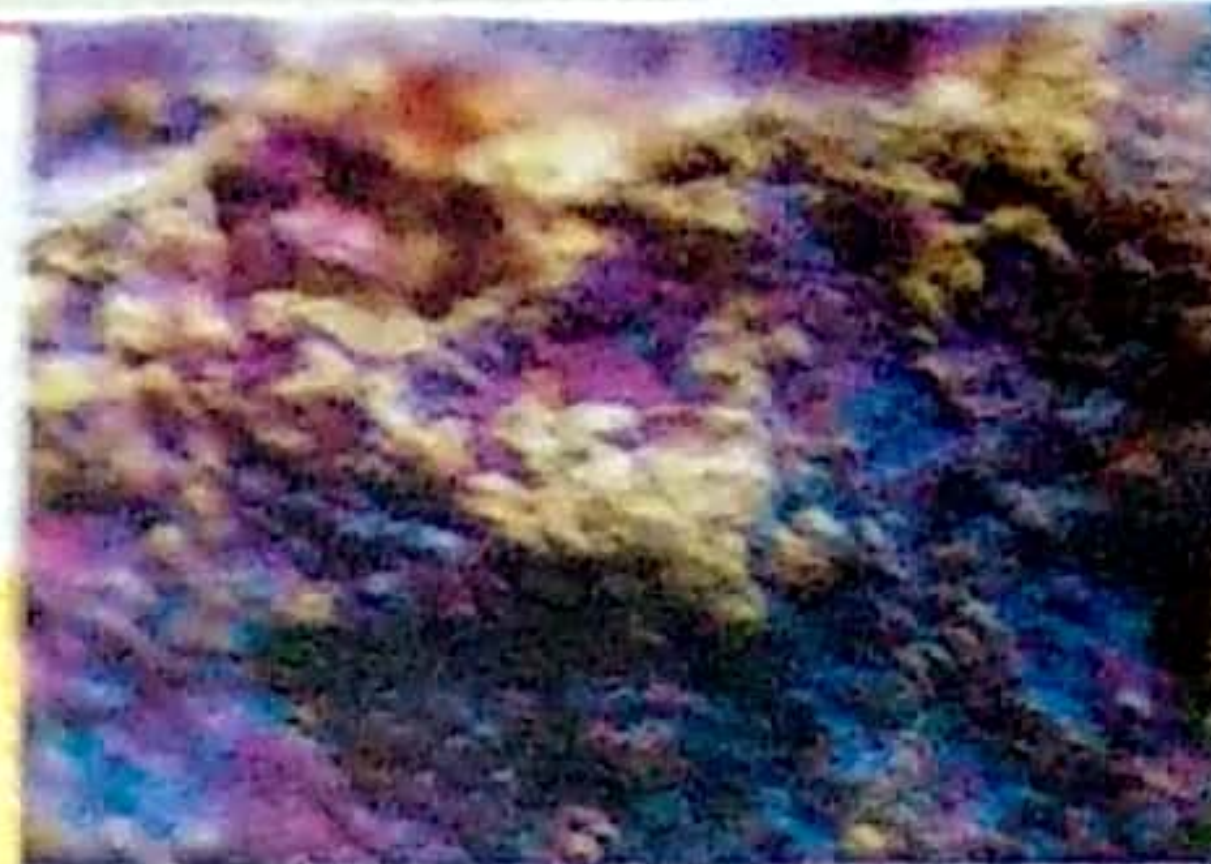


2.5'

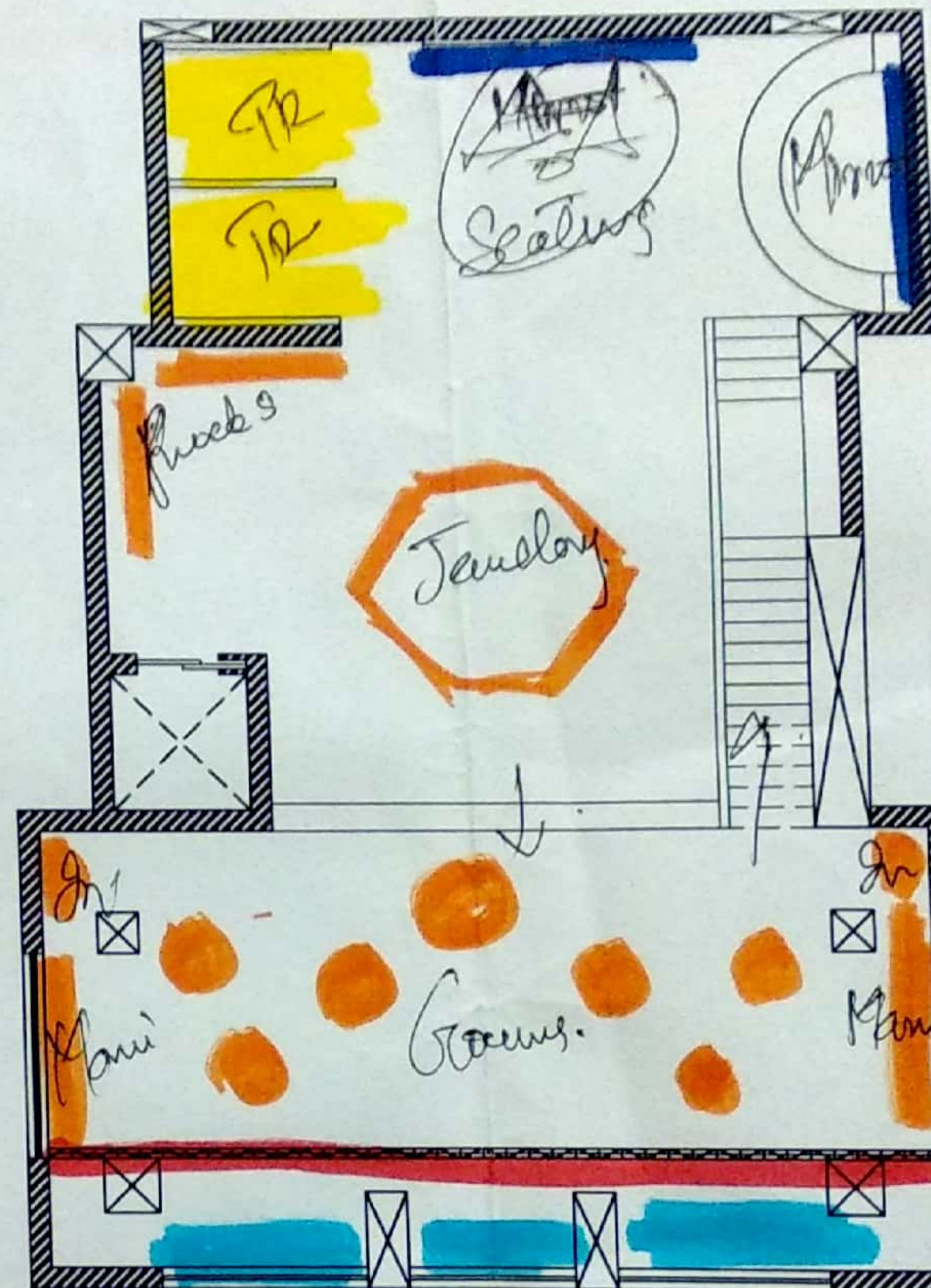
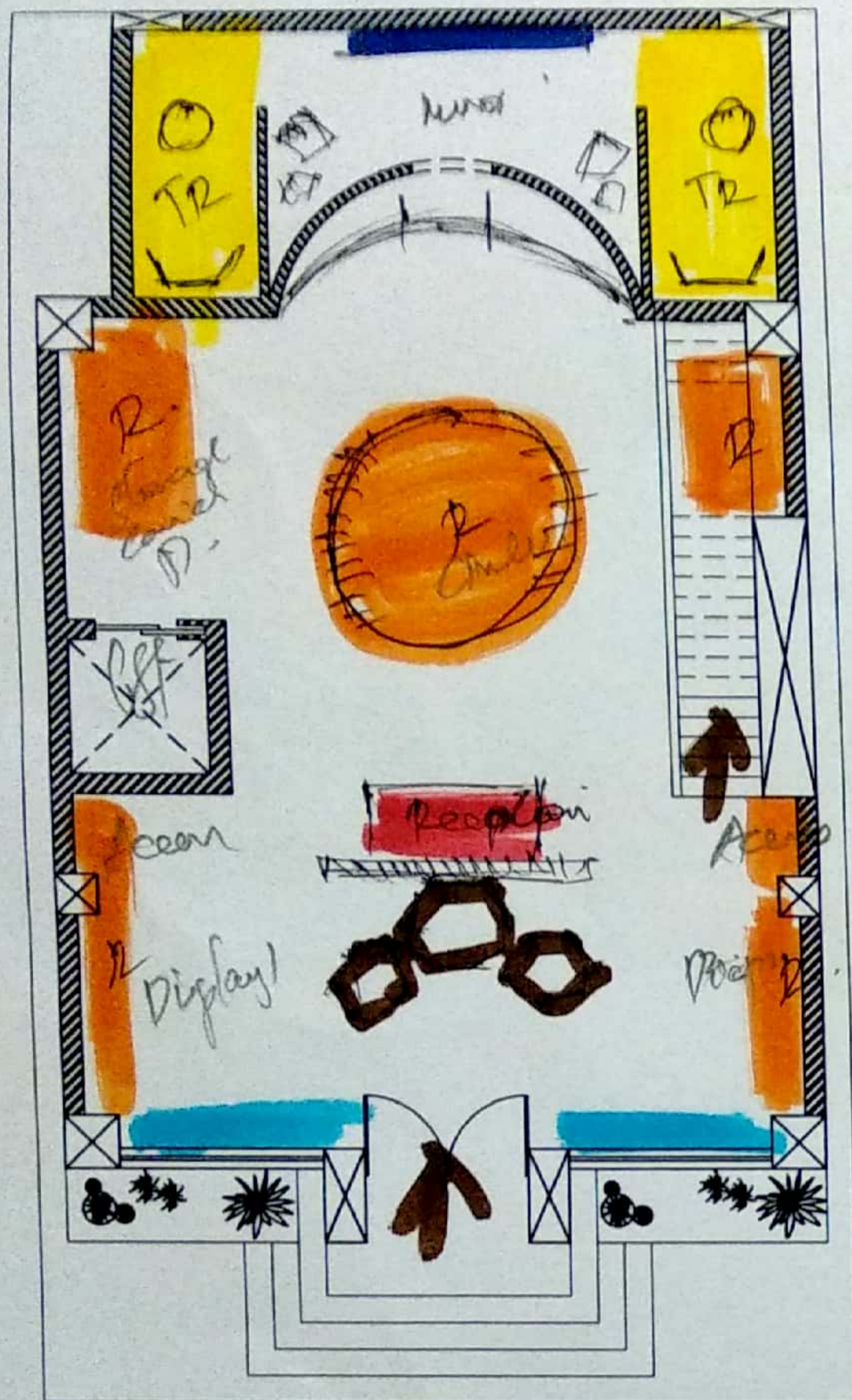
3m

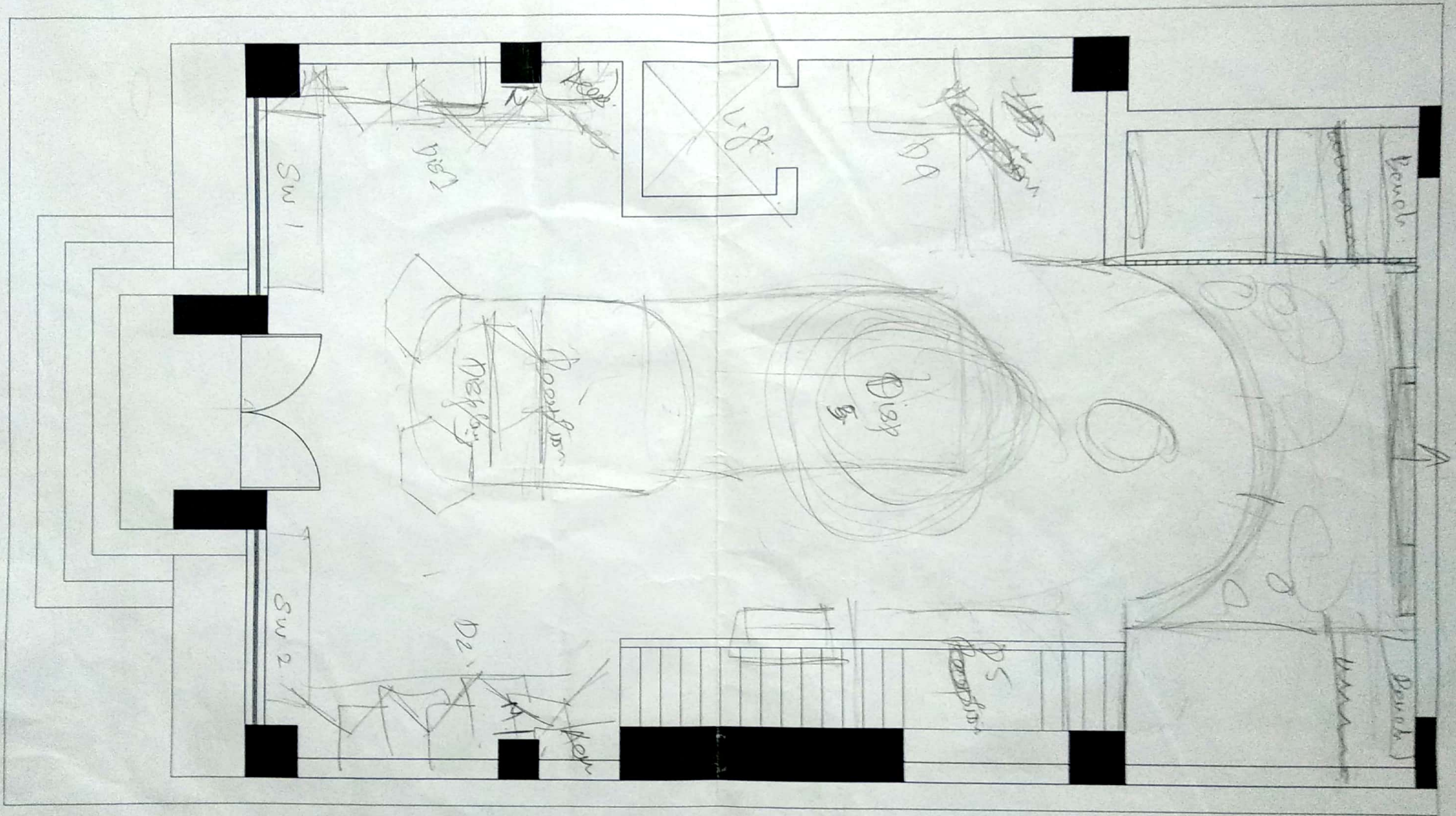


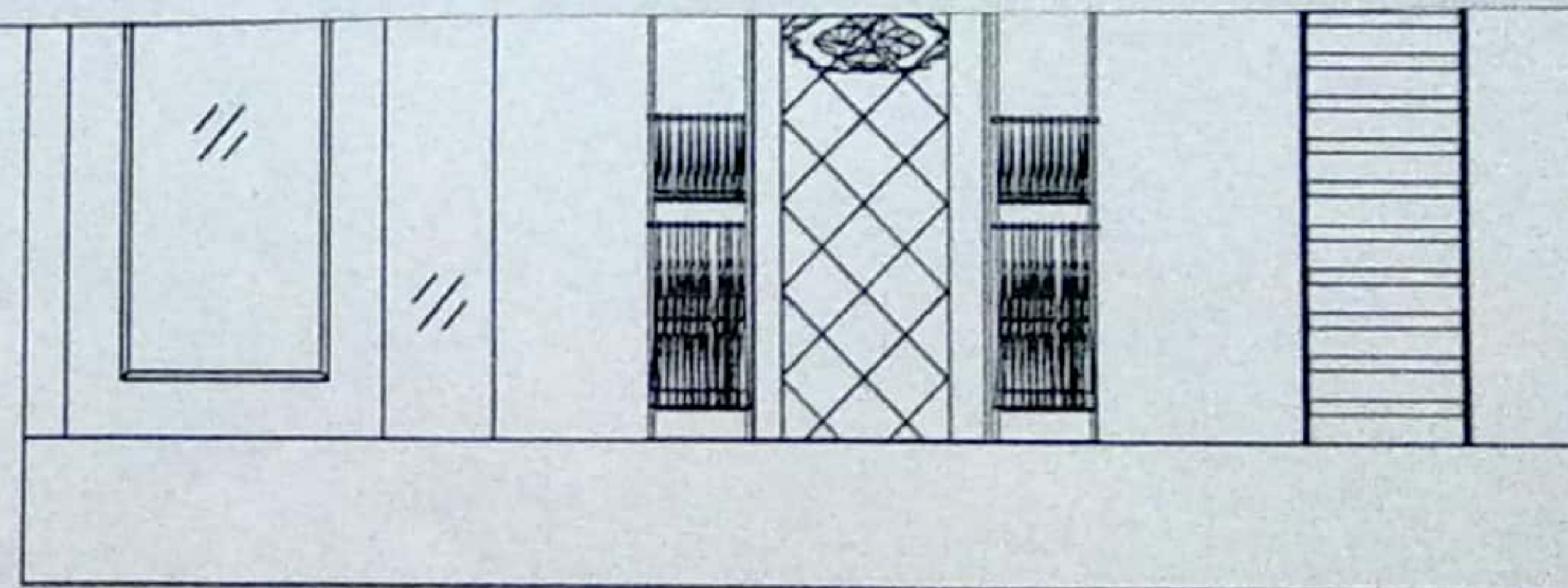
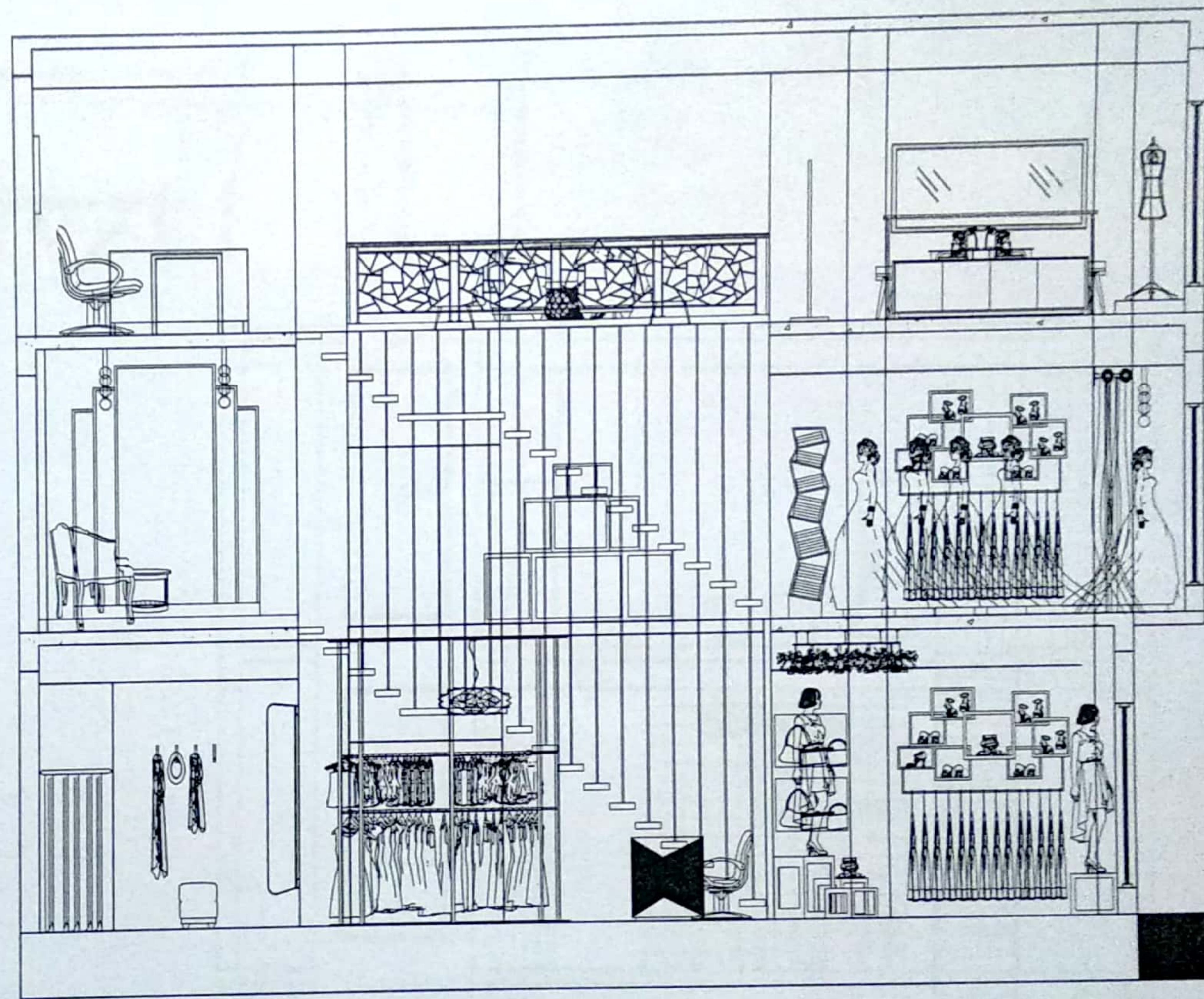
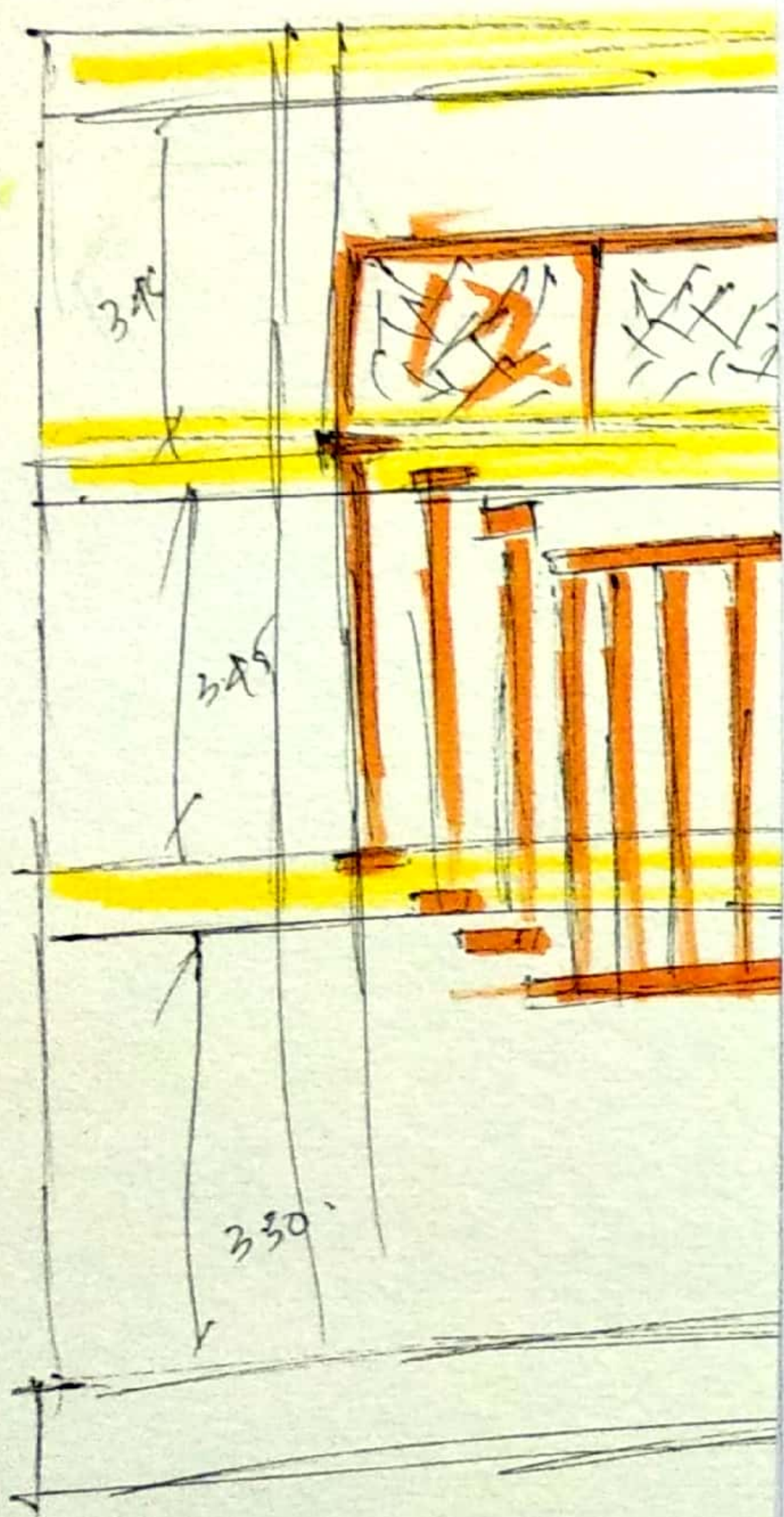


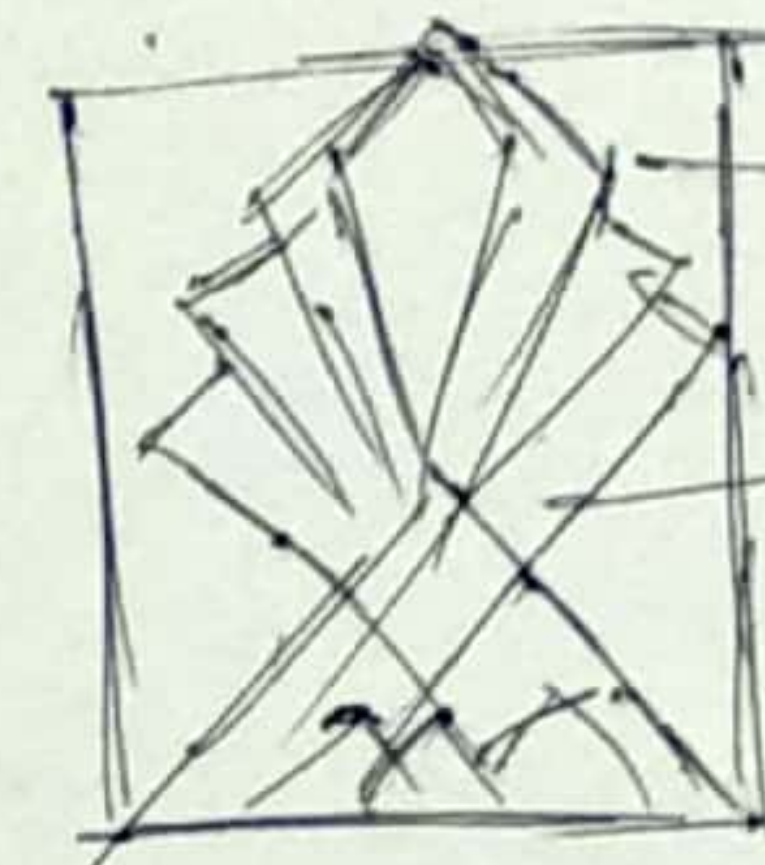
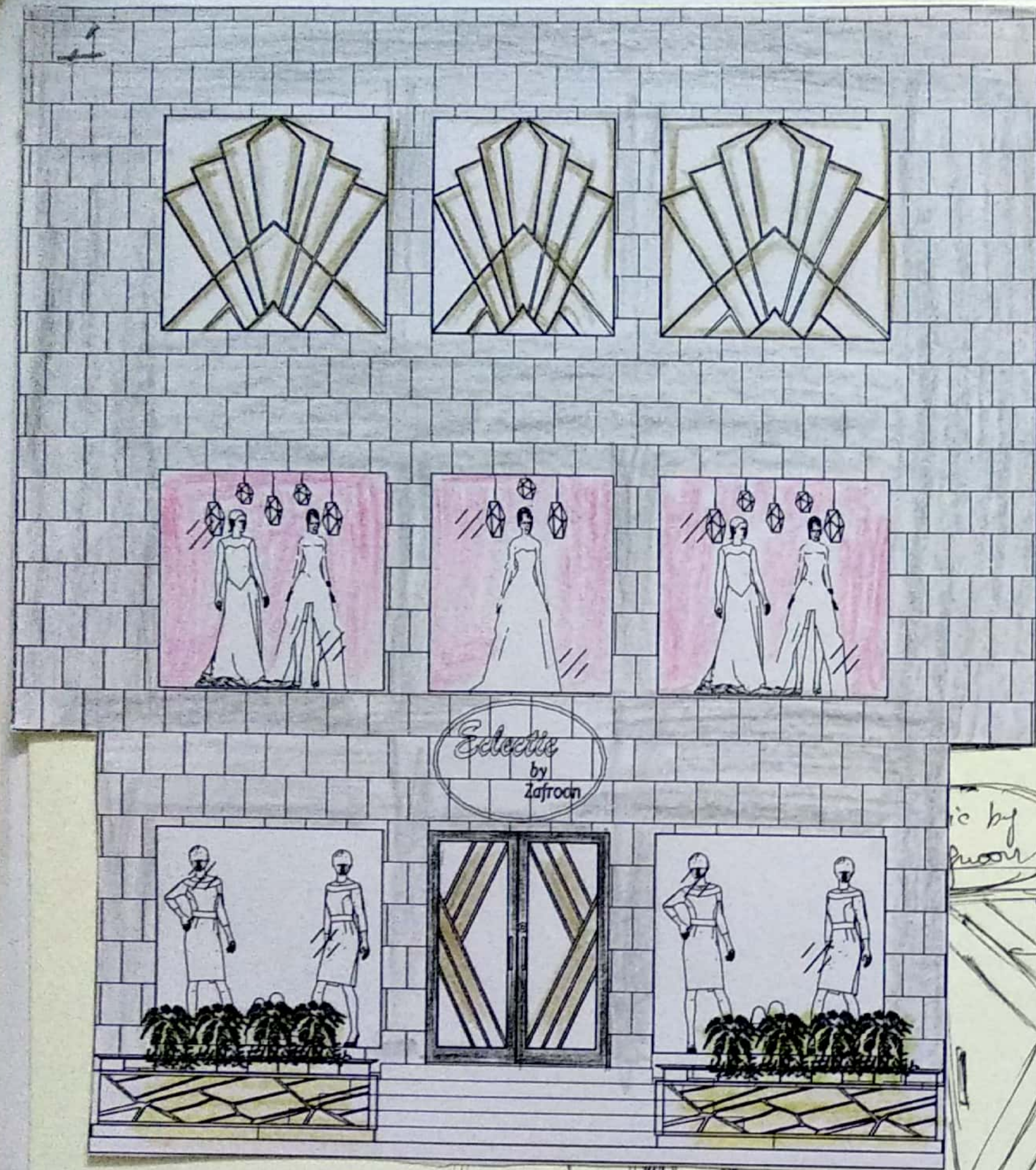


PASTEL PLUM
BRASS Gold FALL ...





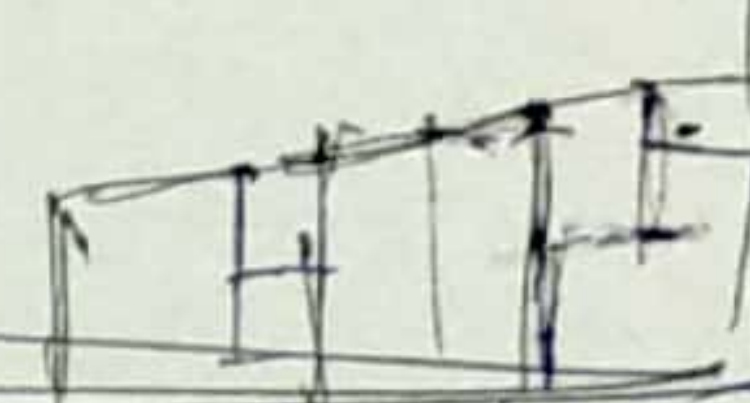




→ Translucent window.
→ Brass metal coating.



→ Pendant light.
→ Magenta Pink Velvet Screen
behind.
→ Glass.



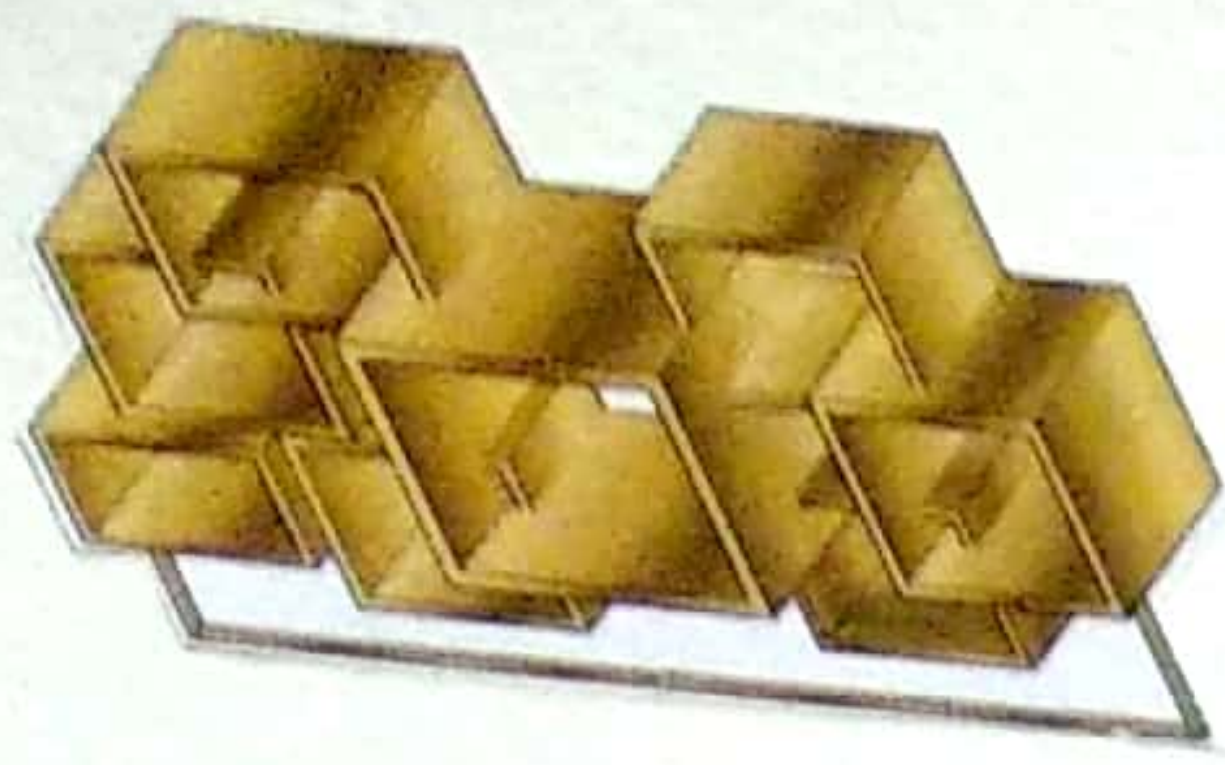
→ Dark Grey faux stone.

→ Lacquer wood bordered
Glass door 3' wide.



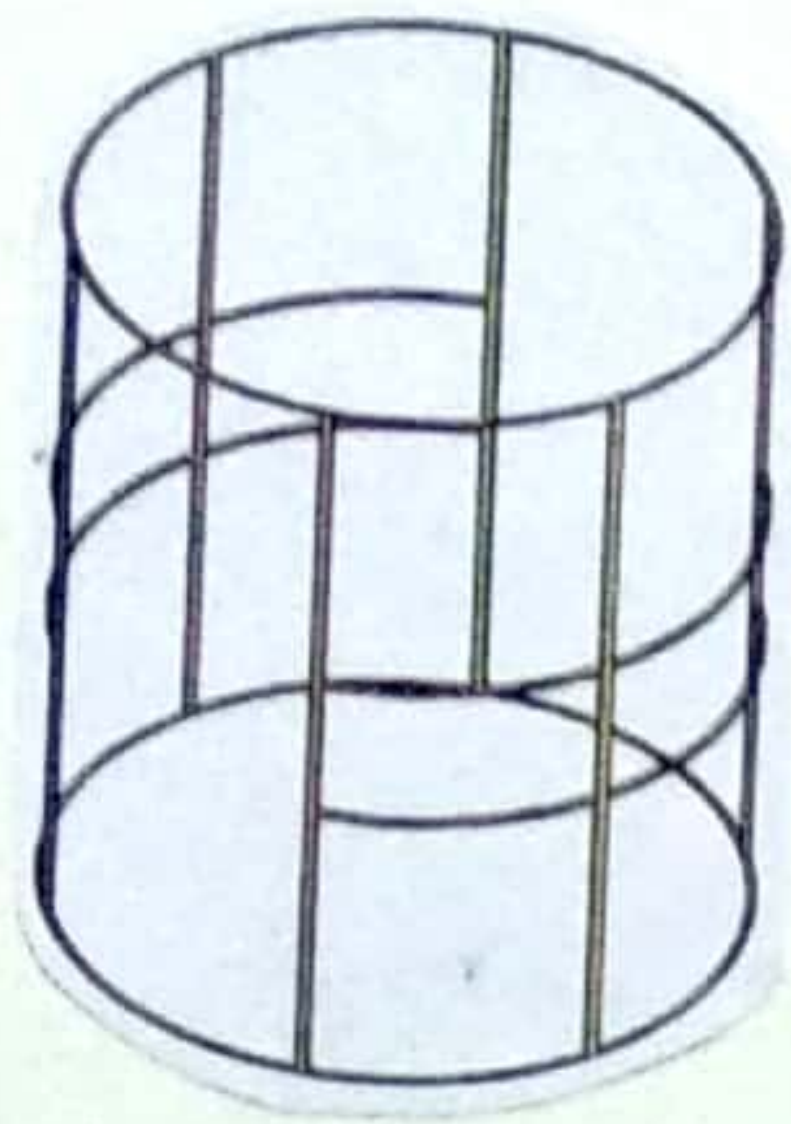
→ Glass
→ planter box.

→ Italian marble.



Material Board

Charcoal Wallpaper



Brass gold metal



Glass

Velvet fabric

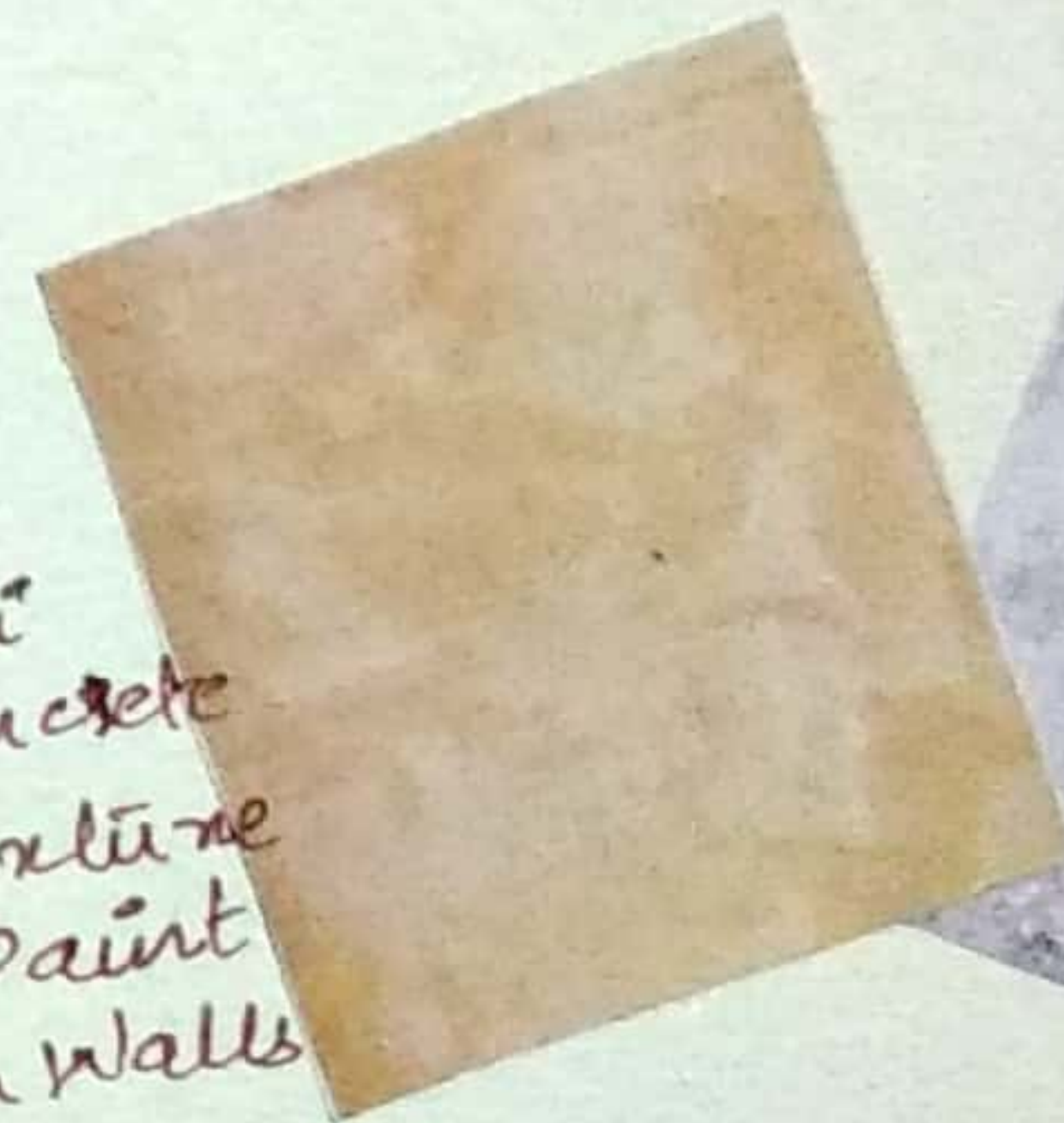


Lacquer finish wood

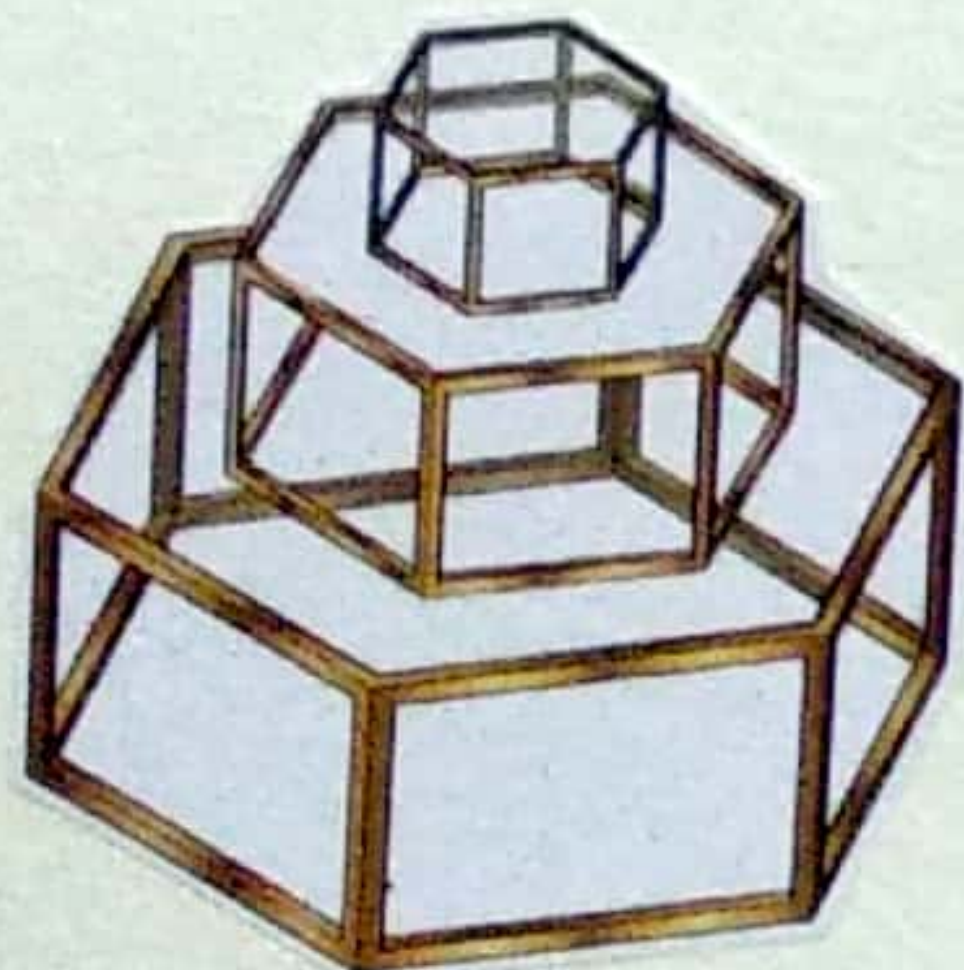
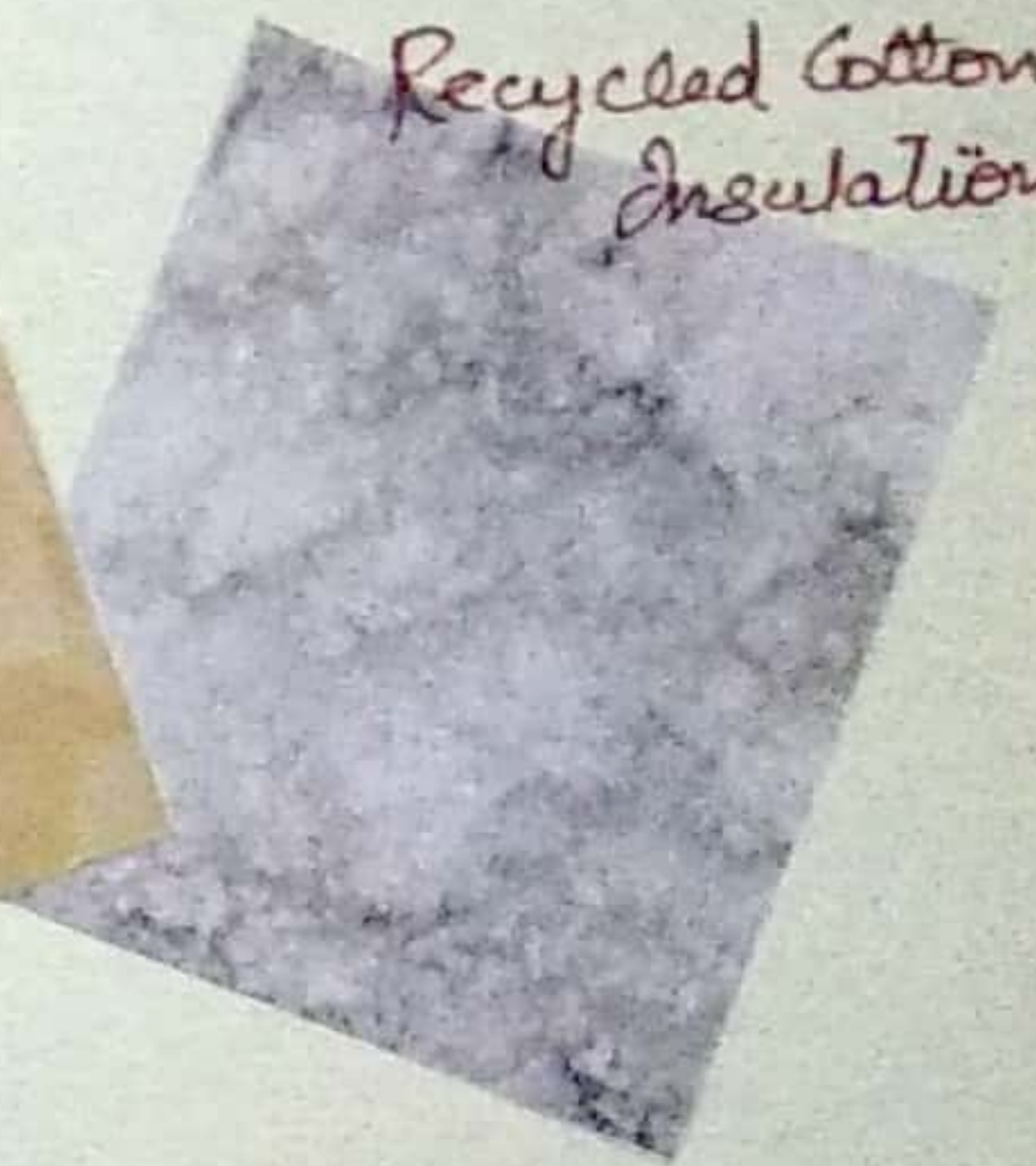


4x8' four stone panels on exterior walls

Archi concrete texture paint on walls



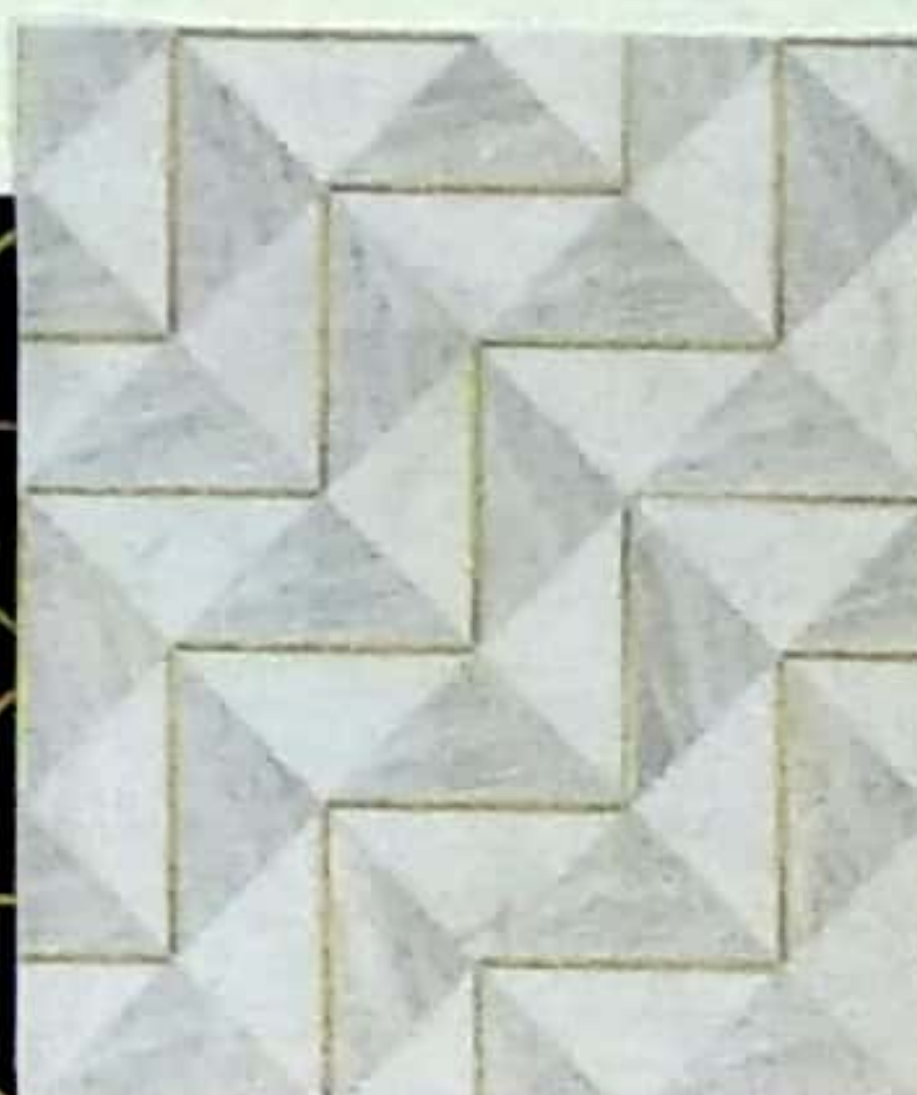
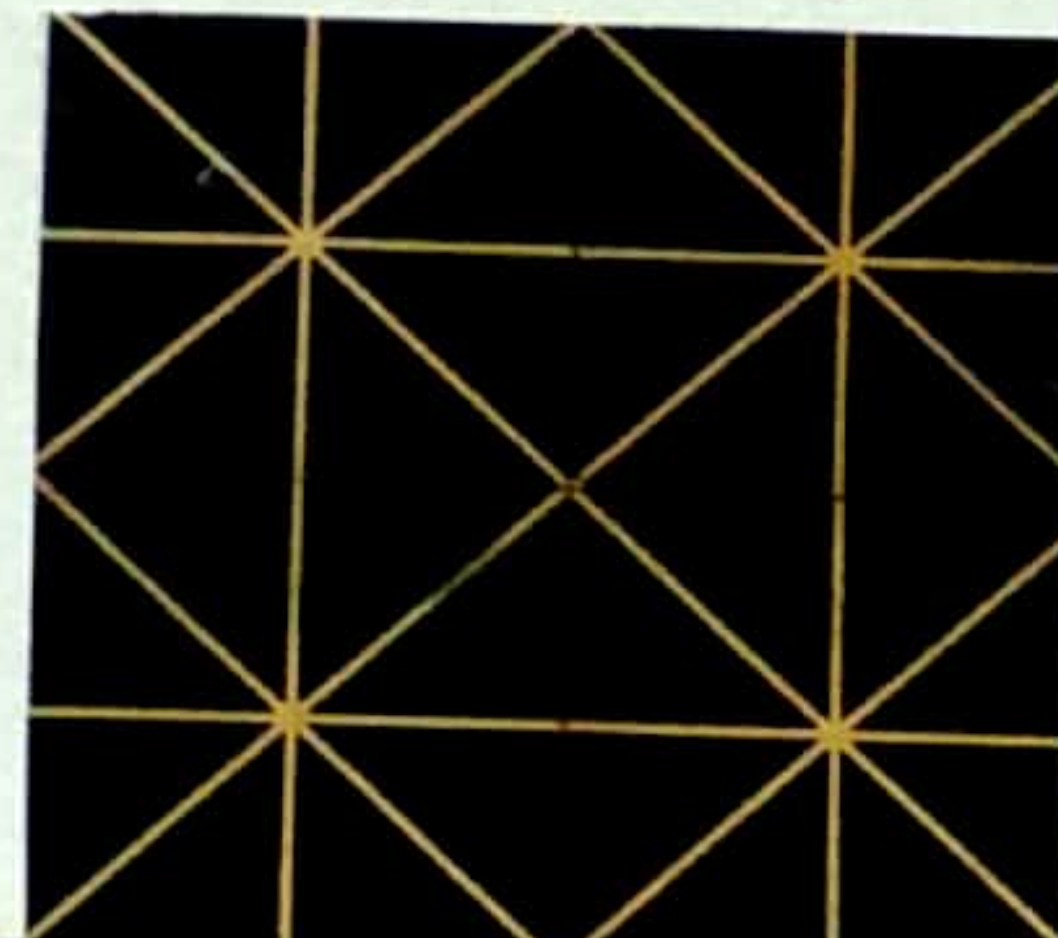
Recycled Cotton Insulation



Luxury Italian Marble



Brass inlay Marble flooring



Wooden flooring Carpet flooring

