

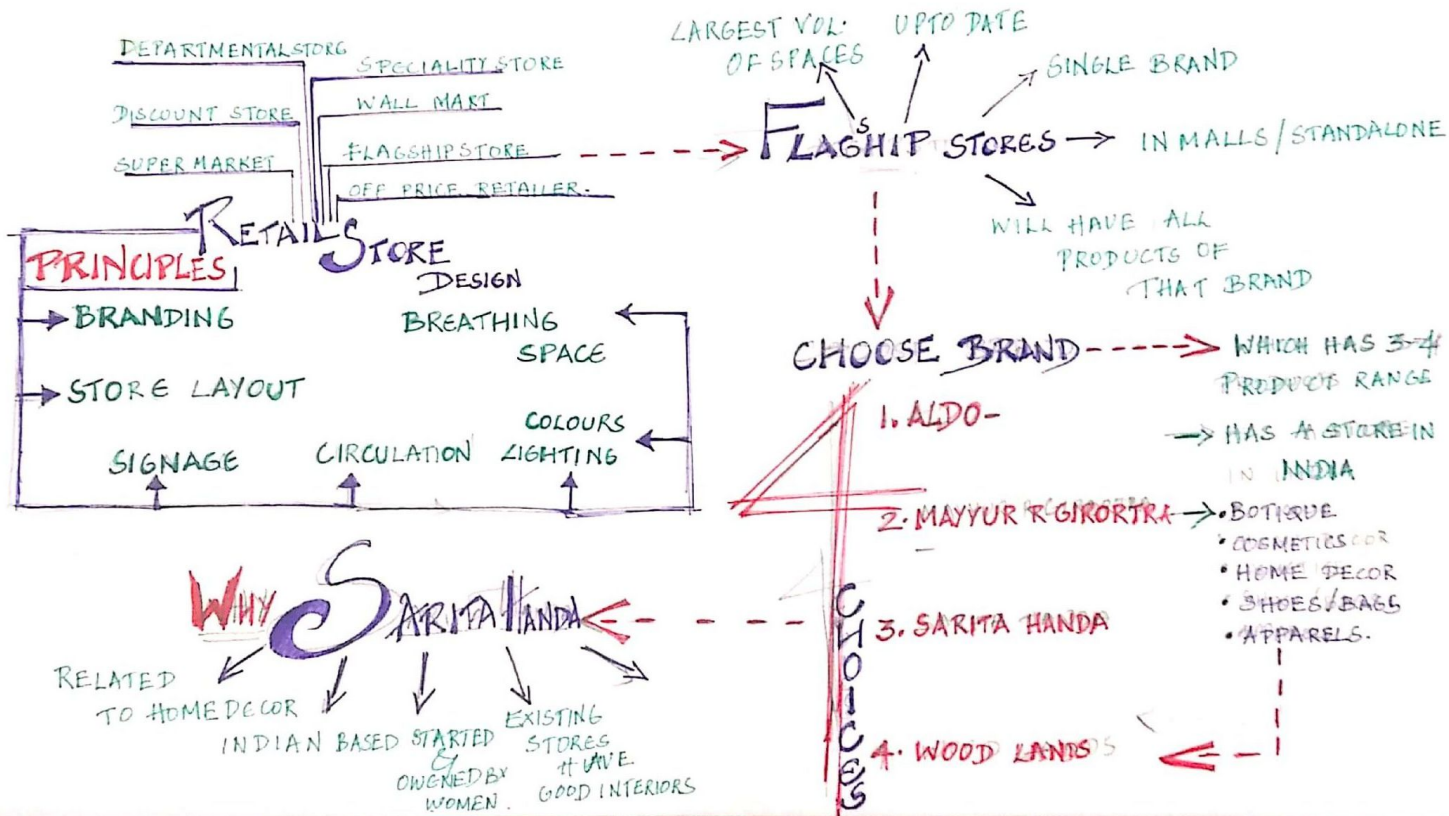
RETAIL



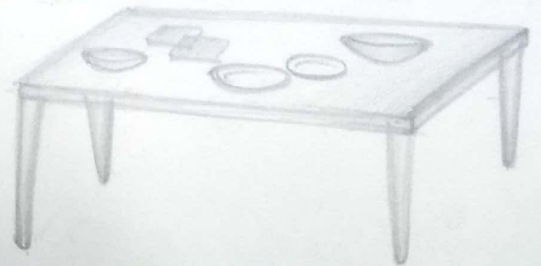
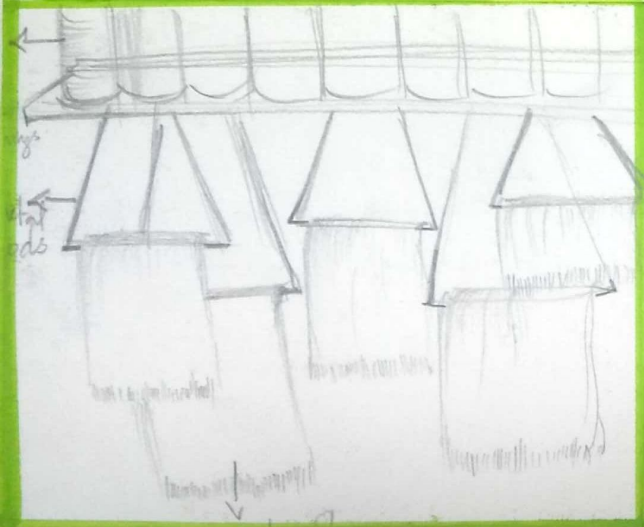
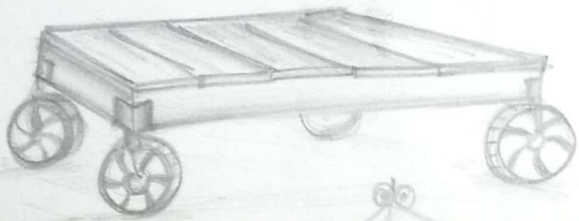
esign..

Retail Design

Retail refers to activity of reselling



IDEA GENERATION





→ Materials of curtains
can be displayed
on sliding



Products by Sarita Handa



Bedlinens & cushions



Intricate
needlework
→
Ivori
collections.



Mirrors on
decor wall.
Traditional pattern
wall.

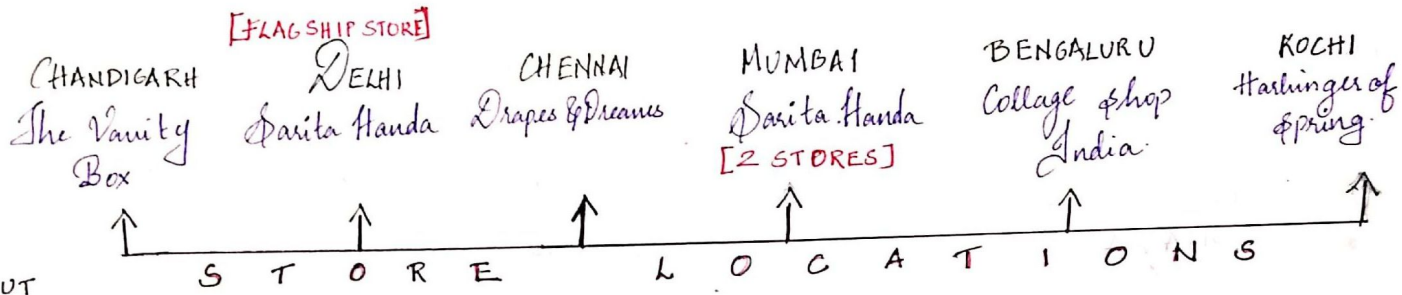


Floral & birds, wallpaper
designer.



Rugs, furnitures.

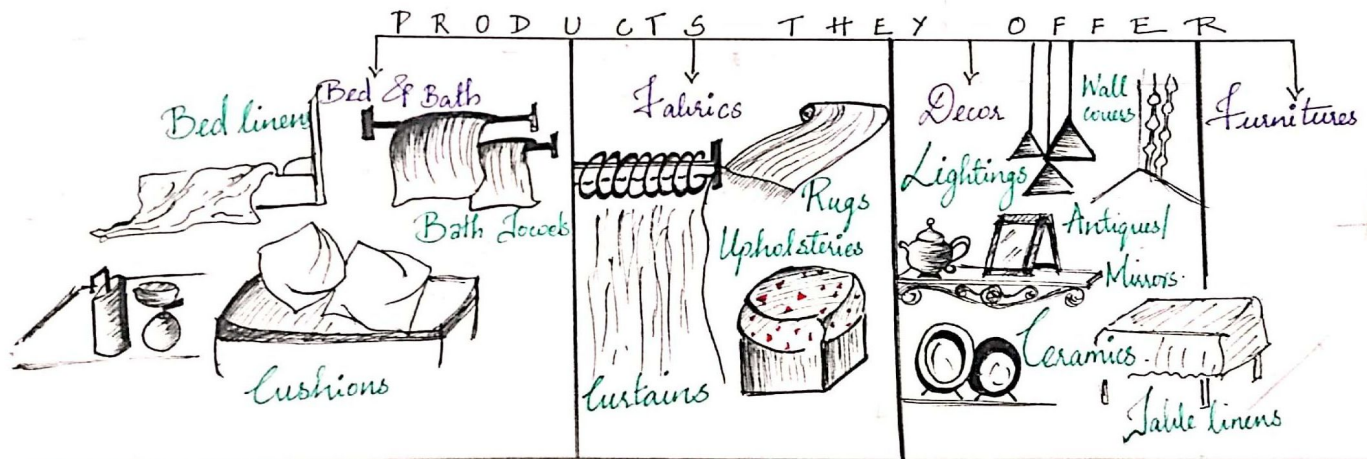
Products



ABOUT

Established in : 1992 ; Major luxury retail brand; CEO: Sarita Handa; How; Indian needle work translated into global styles.

NH SARITA HANDA





INTRICATE
NEEDLE WORK



Sarita
wood
people
inspire

- DECORAMA MUMBAI 2017
- SARITA HANDA 25 YEARS BEYOND
- SPRING SUMMER 2017
- INDIA DESIGN 2017
- BRICS GOA 2016
- DECORAMA MUMBAI 2016
- INDIA DESIGN 2016
- ID SATELLITE MUMBAI 2015
- BREAST CANCER AWARENESS CAMPAIGN 2015
- AD DESIGN SHOWCASE 2015
- INDIA DESIGN 2015
- SARITA HANDA & SATISH GUPTA COLLABORATION
- CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY 2014
- AD DESIGN SHOWCASE 2014

- EDIDA AWARDS 2014
- INDIA DESIGN 2014
- AD MAGICAL SPACES 2014
- SARITA HANDA FLAGSHIP STORE LAUNCH 2014
- AD DESIGN SHOWCASE 2013
- INDIA DESIGN 2013
- SARITA HANDA AUTUMN WINTER COLLECTION LAUNCH 2012
- SARITA HANDA SPRING SUMMER LAUNCH 2012
- SARITA HANDA RETAIL LAUNCH JAN 2012



Parita Handa FACT FILE:

Parita & Suparna: 66 & 41 years.

Company: Parita Handa

Headquarters: Manesar, Haryana

Seed Capital: 10 lakhs

Source of funds: Personal savings / bank loan

Current turnover: ₹ 100 crore.

Year wise improvements:

1992 → started

1993-94 → small workshop in Jughlukbad.

1994 → Expansion with bigger companies (BLOOMINGDALE)

2012 → First store in Delhi Khan market.

How did she chose Textiles?

→ married to army officer

→ Hence had chance to travel a lot.

→ Defence services & staff college, Nilgiris
Tamil nadu: Hand embroidery.

Workers →
Employees →

Signature Style:
intricate needlework

Inspirations:
global styles: french, moroccan & portuguese.

Brand emergence: collecting books.



RESEARCH ON CLIENT

Till 2000, they had 4 factories & office at Udyod vihar, in 2006 they moved to Manesar (Head office)

SARITA HANDA BANDRA STORE, MUMBAI

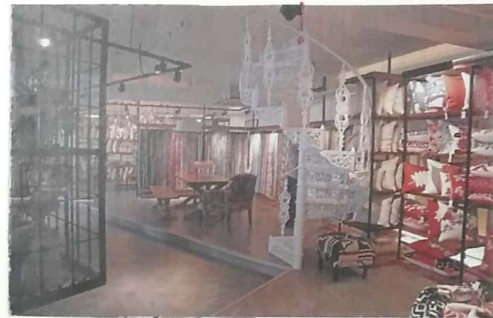
Her stores have
variety of design
elements.

Colour schemes - mostly
neutral



SARITA HANDA FLAGSHIP STORE, DELHI

spiral staircase



STAIRCASE

DISPLAY



Minors -
Island display
racks

Wooden racks - -





→ Casete AC

→ Landscaping.

→ Herringbone flooring

Experiential display



→ outdoor display
display of a dining room



Bath & body display.



OUTDOOR
DISPLAY



STORE
FRONT



CASH
WRAPS

→ grey rustic flooring

→ wood flooring



→ Track lights & pendant lights used much



PENDANT LIGHTS

GLASS
WALL



FURNITURE DISPLAY



→ Racks for shelving cushions & linens.

Efficiently built golden
arches.



NEST WALL



Products they offer:

- Home decor, accessories, dining, bed & bath, table linens.

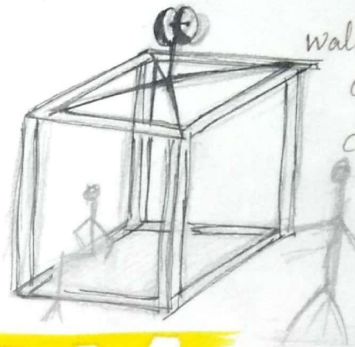
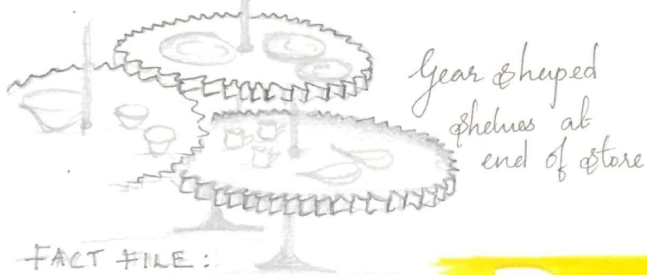


Bullet
shaped cash
counter

Store front → glass was used for
store front, there were no
window display.

NET CASE STUDIES

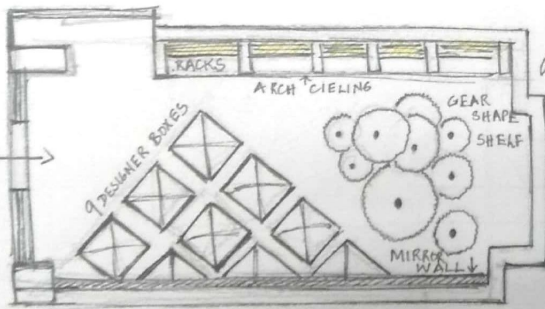
FOLLOWS A THEME: INDUSTRIAL / FACTORY



FACT FILE:
Location: Thailand.
Architect: Mainstream
Store: Room Factory.

ROOM

CONCEPT STORE



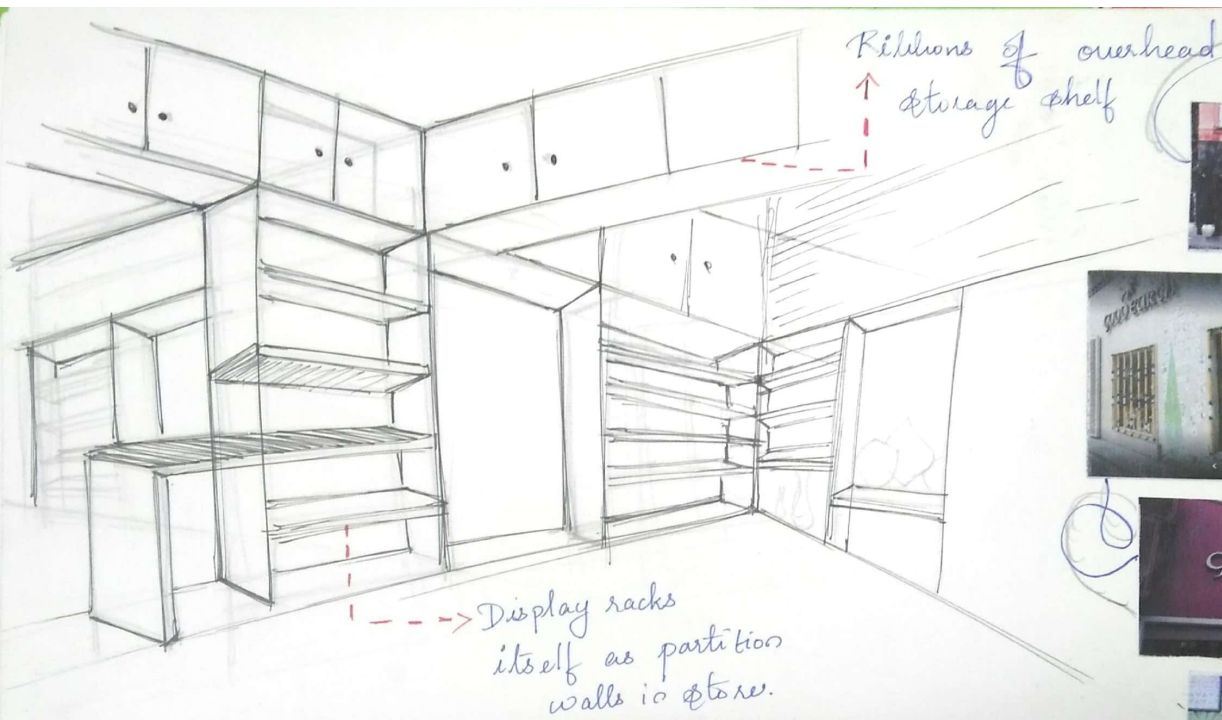
Layout divided into 2 spaces, one with designer's boxes & other with gear shaped shelves.

Pendant lights along corridor.

Racks along the walls.

Arched ceiling.



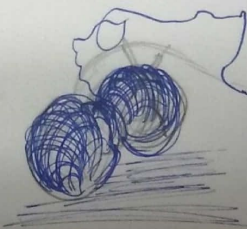


ceiling

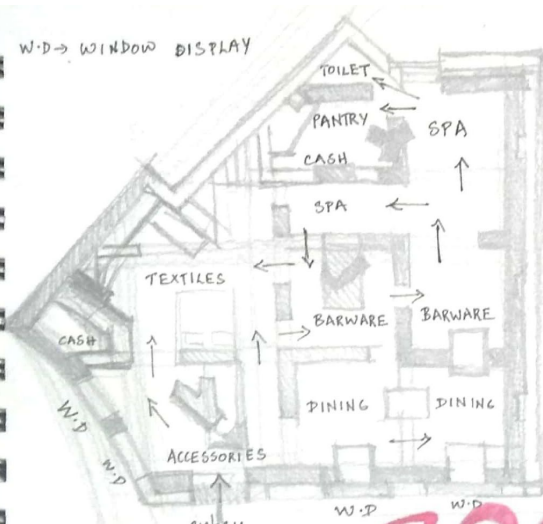
grey ceiling with gold foil.



Chandelier hung gave max lighting



W.D → WINDOW DISPLAY



FACT FILE

Completed in 2008
Area - 1200 sq. feet
Location - Khan market,
Delhi

SECTION:



LEAD BY:

Anita Lal.

MAJOR PRODUCT:

Earthen / Clay
pots & crockery.

Layout is a
trapezoidal space.

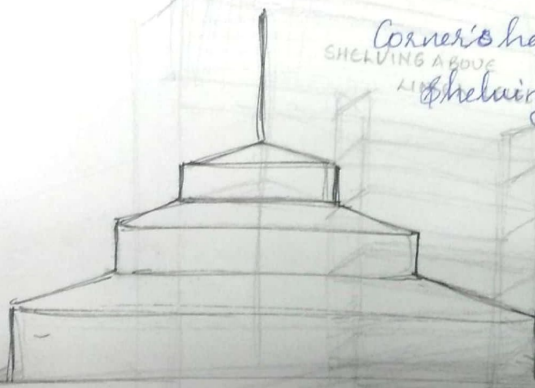
Organised wisely
using grids.

SPACES:

Accessories, Dining,
barware, Textile, & spa,
Cash wrap, pantry, toilet.

GOOD EARTH

Corner's had
SHELVING ABOVE
shelving.



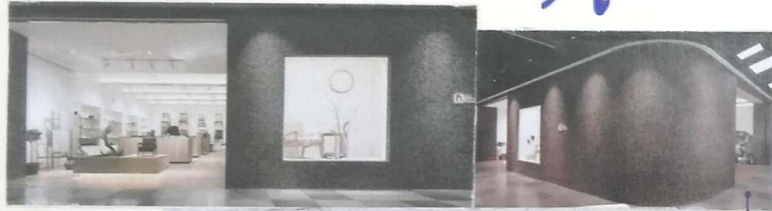
WALLS:

Exposed brick walls
Racks along wall.

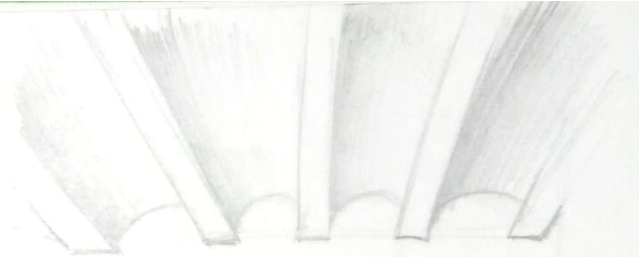
Flooring Wooden flooring was provided to enhance the elegance of store.

Store front was luxurious & elegant, had stone-washed walls with a shadow box window display.

Storefront

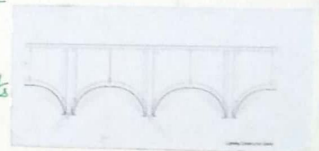


Entrances:
They gave 2 entrances.



Lighting & Ceiling

There were cone light & track lights on ceiling & pendant lights to highlight furniture.



They had provided arched ceiling, which reflected light which fell on it & gave the store bright look.

Products They offer:

Furniture, bed & bath, crockery, bed linens & table linens.

Location: Beijing, China.

The store is located inside the 2nd basement floor of mall.

About: First flagship store, of an online store.

RACKS

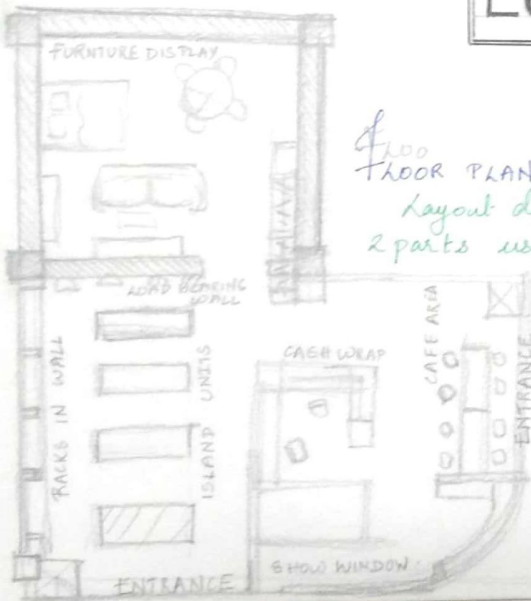
Display

The main attraction was the display of hanging chairs. Then crockery displayed in shelves & island units.



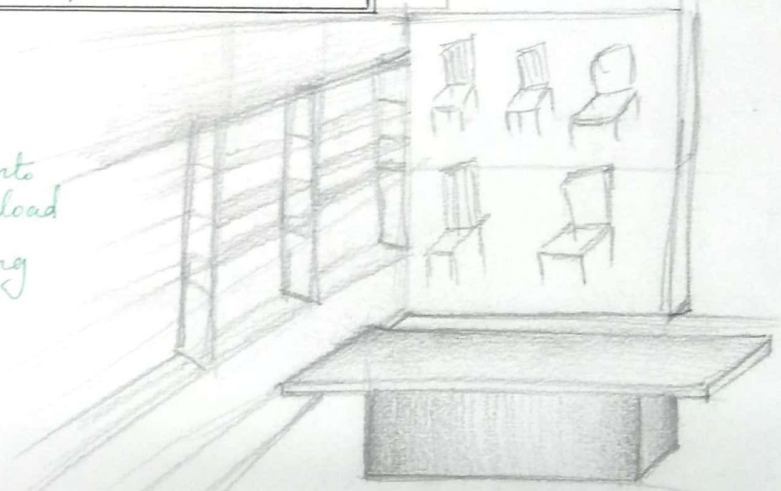
→ ISLAND UNITS

LOST & FOUND


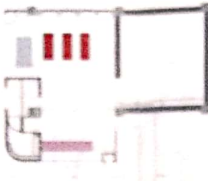

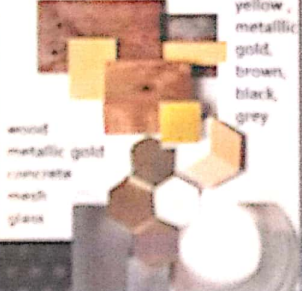
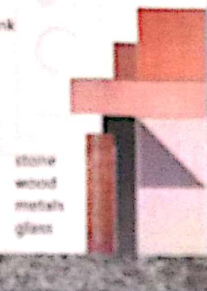
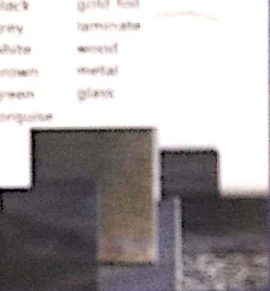


2nd FLOOR PLAN:

Layout divided into 2 parts using a load bearing wall.

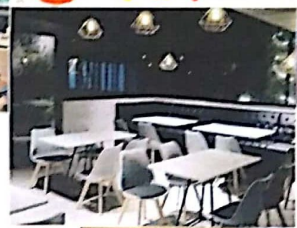
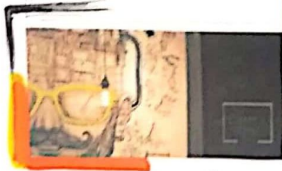


COMPARITIVE ANALYSYS

DESCRIPTION	ROOM CONCEPT	LOST & FOUND	GOOD EARTH	INFERENCE
LOCATION AREA	Thailand	Beijing china 205 sq m	Delhi. Khan market 1200 sq ft	
LAYOUT & CIRCULATION				There should be ample free circulation space. Better if a particular customer path is being provided.
CONCEPT/THEME	Rustic and industrial look	Use of washed stone wall	Change of theme annually	Theme / concept can build a store better
STORE FRONT/ SHOW WINDOWS / ACCESS	No show windows. Clear glass used store visible from outside single entry	Shadow box were used for show windows. Two entrances were there	2 shadow box were used for show windows. 2 store fronts were there but only one entrance.	Stores with show windows were more appealing. Two entrances is preferable only if we can provide interesting elements on both the sides.
PRODUCTS THEY OFFER	Home decor products, bed and bath products, table lines & dining, etc.	Dining & dinnerware, furnishings, furnitures, rugs, bed and bath products	Home decor wall decor, cushions, lighting, dining, barware, bed & bath, spa products	Home decor wall decor cushions, lighting, dining, barware, bed and bath, curtains, rug.
BRANDING / SIGNAGE	They did their branding efficiently by giving the logos on their display units but lack of signages	Lack of branding, only place logo being given is on the store front, but lack of signages	Branding done efficiently signages also given properly	Branding should done efficiently signages also given properly
DISPLAY TECHNIQUES/ ORGANISATION	Area divided into 2. Mechanical gear shaped tables used for display. 9 large rotatable boxes used for each designers display	Area divided into 2, chairs were hung on the partition wall, inbuilt wall shelving provided, island units	Trapezoidal space, shelving along walls, overhead shelf provided, corner shelves widely used.	Use maximum space. If space is large try dividing the space. Island units, stacked shelf not used widely.
MATERIALS USED / COLOUR SCHEME FOLLOWED	 wood metallic gold concrete mesh glass	 stone wood metals glass	 black gold white brown green turquoise	Material and colour scheme must be chosen according to the theme or the concept. The colours must attract people towards the merchandise. Materials used must be easily maintainable. Glass stone metal frequent renovated look.

SITE ANALYSIS

EXISTING SITE



LOCATION - 5B, Ramachandra Avenue,
Sectammal colony, Adambakkam
Alwarpet, Chennai.

PRESENTLY USED AS - Restaurant.

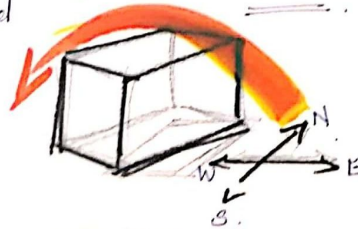
WHY THIS SITE - Located in
prime area like ALWARPET.

- Already has many
other retail stores around

↓
The glass
wall.

↓
Access
to outdoor
seating

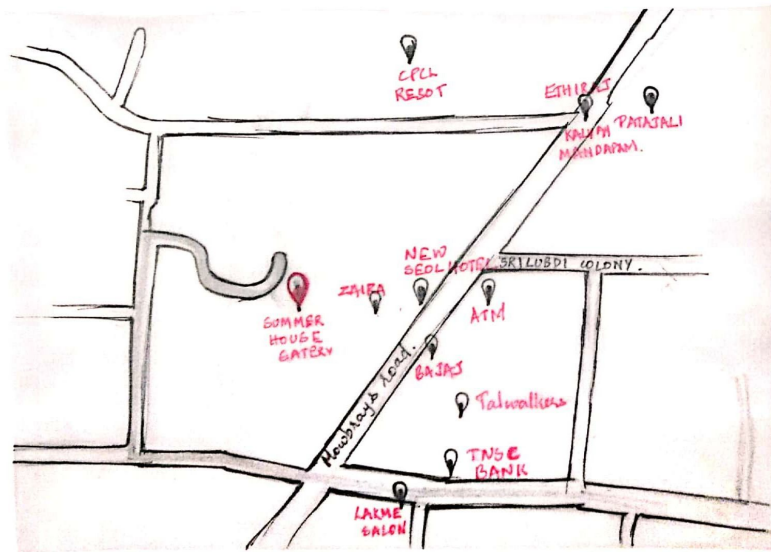
SUN PATH



Neighbourhood Analysis....>

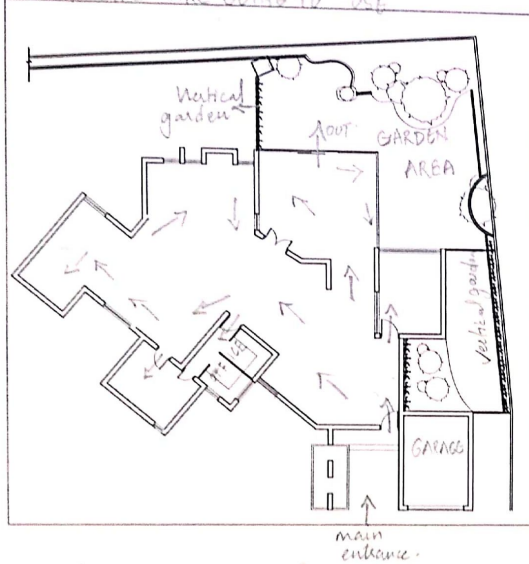


Route Map.....

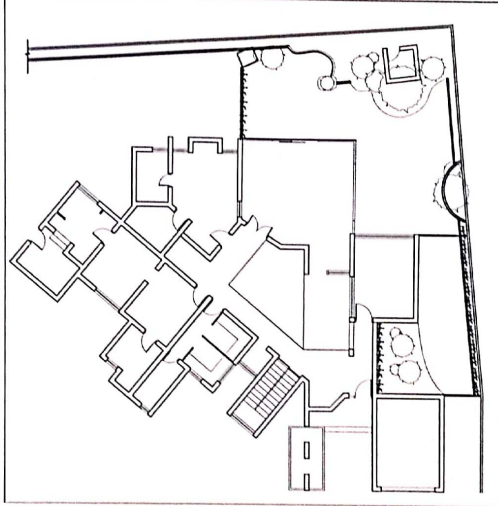


SITE PLAN

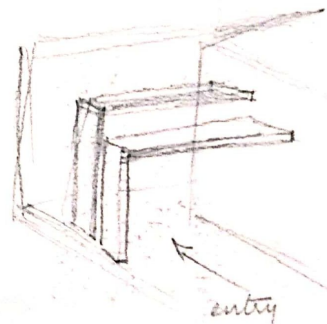
PLAN WE ARE GOING TO USE



EXISTING PLAN



Existing places which can be used:
 Entrance/Foyer
 Garage
 Office
 Garden/Vertical garden



- Shop Front
- Window display
- Cash counter
- Wrapping area
- Storage.
- Display area:
 - Bed & Bath (Bed linens/Bath towels)
 - Decor (
 - Lighting
 - Fabrics (rugs/upholsteries/curtains)

B E D S H E E T S



Blue.



Chevron

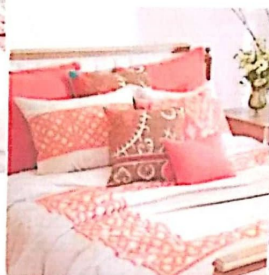


Stripes





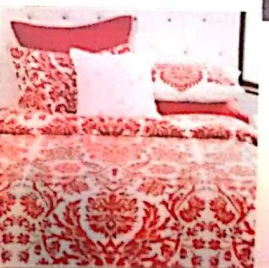
Valentine



Suzani



Birds



Wallpapers



Cushions

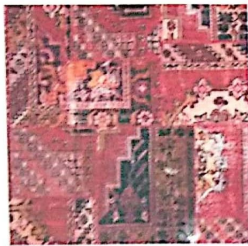


PRODUCTS

ceramics



Curtains



Rugs



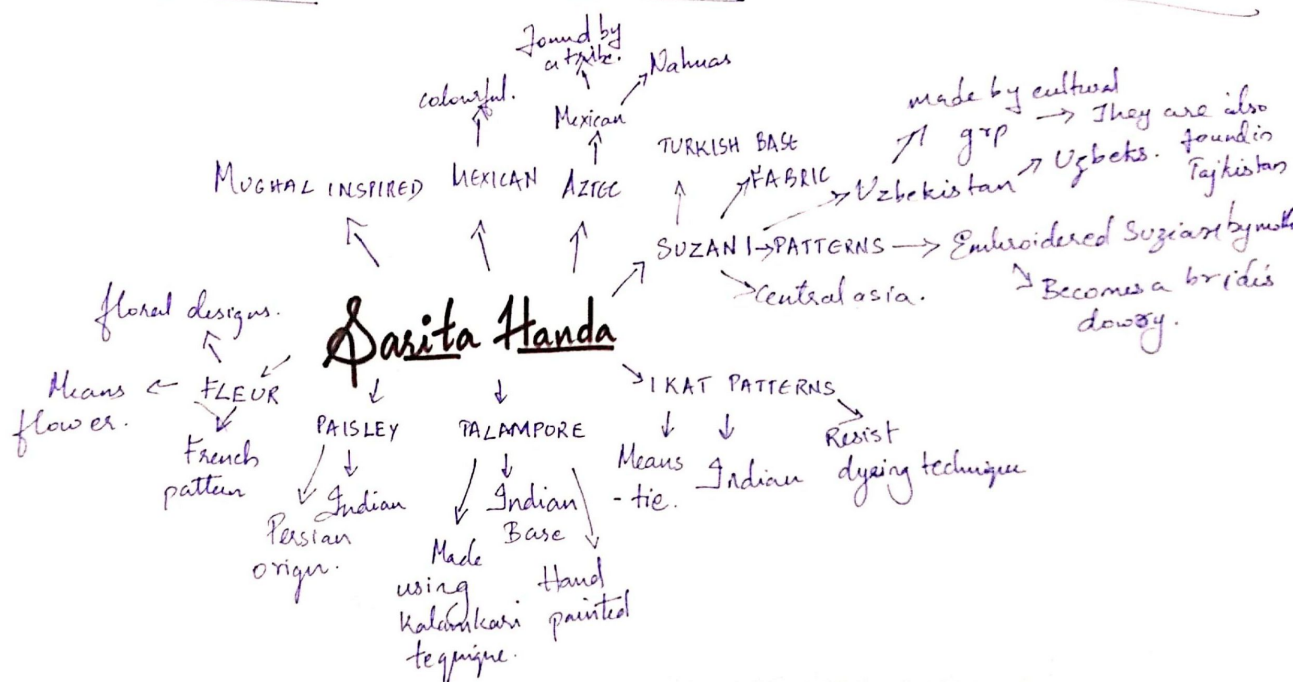
Sahle Linens



Lightings.



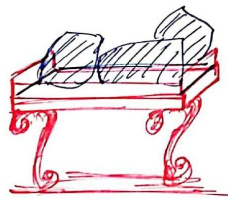
SARITA HANDA'S EMBROIDERY PATTERNS



Concept generation:

1. Combining global style interiors with Parit's globally inspired products.

Eg: French style console furniture
+
Suzani patterned merchandise.



2 → complementing furnitures with the merchandise

→ Enhances the product

→ contrasting detailing.

Turkish chairs + IKAT upholsteries (indian).

Mughal inspired furnitures
+
French inspired merchandise.

Mexican chest table
+
Table linens display.

2. Embroidery → needle work

↓
Embossing the surface

Contrasting
fact of embossing.

→ ENGRAVING

↓
Creating
grooves

→ carving.

How has your journey in this industry been so far?

I started 25 years ago with nothing but just a list of customers and a whole lot of zeal to create a company with a heart. Today, driven by this passion for arts, textiles and the finer things in life, I have established Santa Honda Exports, that manufactures for private labels like Pottery Barn, Macy's, Ethan Allen and Bloomingdales to name a few.

As an expert what would you say are the latest trends in soft furnishings for Indian homes?

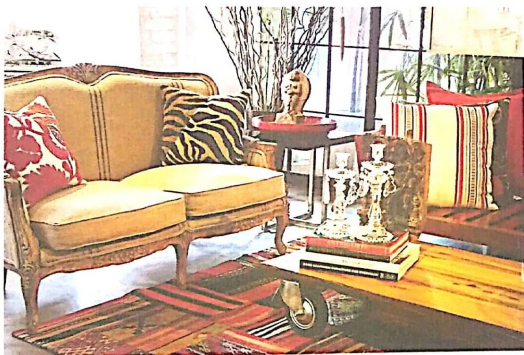
Use of indigo and mediterranean blue upholstery are apt for living rooms. Colourful geometric and graphic patterns can be seen in all home decor products. Accent colours like yellow, coral and red are livening up homes.

What are the colours trending this season?

Indigo, marsala, yellow and grey are this year's favourite hues. It can be seen all over in soft furnishings, furniture and many home decor products. Yellow can be seen as an accent complemented with grey hues to make an elegant style statement. Indigo is trending and this classic rich colour while being warm and inviting gives a truly beautiful edge to the decor. The colour has traditional, global and tribal influences and is evergreen. It can be paired with ivory, creams and bright corals. Marsala shade is the pantone shade of the year and can be seen on walls and decor accessories.

What are the patterns and designs in vogue?

Geometric patterns like the chevron, ogee and Aztec can be seen in many home decor products, soft goods and hard goods both. Tribal and traditional influences from different cultures and countries can be seen in the patterns everywhere.



What kind of fabrics are trending this season?

The patterns and motifs trending this year can also be seen in the fabrics for drapes and upholstery. Chevron, ikats and graphic styles are seen in textiles. The chevron inspired textiles in print and embroidery patterns are also a new addition.

Cushions are an important element of a home. What kind of cushion's are ruling the space?

We keep working on creating many new themes and use many motifs and patterns for inspirations. The range will have ikats, paisley, polka, floral, abstract and graphic patterns, textures and detailed stitching techniques, kilims, suzani and many other global influences. The look and synergy of the brand is maintained by following its style of embroidery (old world needlework) and the use of colours which are aesthetically balanced to create newness and freshness for our homes.

What are the primary colours/designs/motifs ruling the quilts?

Our colour palette has primarily been ivory, natural, grey, coral and burnt orange, indigo and new blue, sky, yellow and butter-yellow. Seasonal introductions can be seen with black, amber, turquoise and leaf green. Quilts have mostly been done in ivory, indigo, blue, coral, natural and greys. The designs and motifs are global inspirations which are updated and translated with signature SH embroidery and old world needlework techniques. They could be French aesthetics and designs like Fleur pattern, the Moroccan or the much loved Turkish Suzani motif. The traditional Indian Paisley, ikats and Polka patterns can be found in most of our soft furnishings. Mughal inspirations can be seen and are updated to suit bedding and cushion collections and the same holds true for the Mexican and Aztec inspirations too.

Do you believe that the Indian consumer's preference has changed over the years?

The Indian customer is not only well-travelled but also has the sensibility to appreciate finer details in all aspects of life, including art. Our new line caters to newer demands. Excellence in innovative design and uncompromising quality are the two things that we strive to make synonymous to our brand. The Indian customer deserves and wants the best the world has to offer and I want my brand to be there to fill their need. □



THE LUXE CAFÉ, DATE:14/02/2019

SaritaHanda is another name for lifestyle luxury brand in textiles and hand embroidery. From art to dhurries, she jazzes up homes top to bottom. The company is named after its founder & creative head. Her collections include some of the best and the rarest antiques. The Luxe Café brings you some exclusive tips from SaritaHanda herself on home decor. Excerpts:

The Luxe Café: What inspires you to create beautiful fabrics?

My love for nature is the trigger for the creative process for our designs. Inspiration comes during my extensive travels. It was initially the French inspired vintage patterns. The love for flowers is evident in our fabrics. Our USP is the detailing of embroideries, which is mostly done by hand. It is a dying art which we have been trying to revive painstakingly to produce flawless, textured and embossed patterns. I love craftsmanship that is unique and makes people stop and admire the exquisite needlework. Each fabric tells a story through its beautifully created, bold and aesthetically balanced colours. Tulips, cherry blossoms, roses and gardens, our fabrics have them all.

You also deal with some beautiful sculptures, what draws you to that? Your favorite?

Yes, we personally source antiques from across India. I love travelling and have been collecting items for long, which is why we have started retailing them too. We have some amazing buyers who appreciate our collection.

My personal favourite is a wooden sculpture depicting Lord Shiva going back almost a 1,000 years. I found it during one of my trips to south India.

What is that one thing that draws your attention immediately when you enter a home?

Textile.

SaritaHanda has a mix of everything – upholstery, furniture, carpets, dhurries, Art. Tell us more about it? Your favorite item from the collection.

My favorite is the rare Persian rug collection. Rugs from Tabriz, Bidjar and Beshir tribes of Iran and Turkmenistan with centuries of legacy, excellent weaves and intricate plush designs add to the resplendence of our first antique carpet collection.

Any tips on how to give good life to the upholstery?

It is actually quite simple. Just keep the following in mind:

1) Regular day-to-day cleaning is best for a bright clean look.

If you remove loose dirt and debris on a regular basis there is less chance it will work its way into the fibre of your fabric upholstery. A sticky lint roller is great for cleaning up hair, crumbs and dust. A lint roller offers the added advantage of lifting the nap of the fabric rather than flattening it and pushing dirt deeper into the weave, which a brush may.

"Sunlight is another enemy of your upholstered fabric, especially silks. Don't leave the upholstery in the sun for long periods of time."

2) Check the label before washing.

Many a times home linen is marked "dry clean only" and washing it at home will ruin it. You'll have to get it cleaned professionally.

3) Remember, water is not always the best cleaning agent.

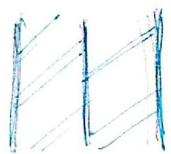
Upholstery may get defaced by marks left behind by water. So you must make minimal use of water for cleaning it.

4) Sunlight is another enemy of your upholstered fabric, especially silks.

It can cause the upholstery fabric to fade and even fray. Don't leave the upholstery in the sun for long periods of time.

Best Flea market to pick items for decor?

Interview of Clients



Bringing together varied materials - wood / glass / metal /

Less pattern
More solid. ← TEXTURE - TEXTURE

Use of indigenous craftsman materials.

← DESIGN IS THE DETAILS.



Indigenous crafts
Embroidery / Beading Techniques.



Bringing greens in



↑ floral motifs & patterns

↑ flora & fauna.

BRINGING OUTDOORS IN

Modern-Traditional

old-new

MIX AND MATCH → simple - intricate

Not predictable.

2019 DESIGN TRENDS

FOR SHOP/STORE & PRODUCTS.

Muted tones

↑ EARTHY COLOURS

Browns / ocean blues / earthy greens.

← ART INSPIRED

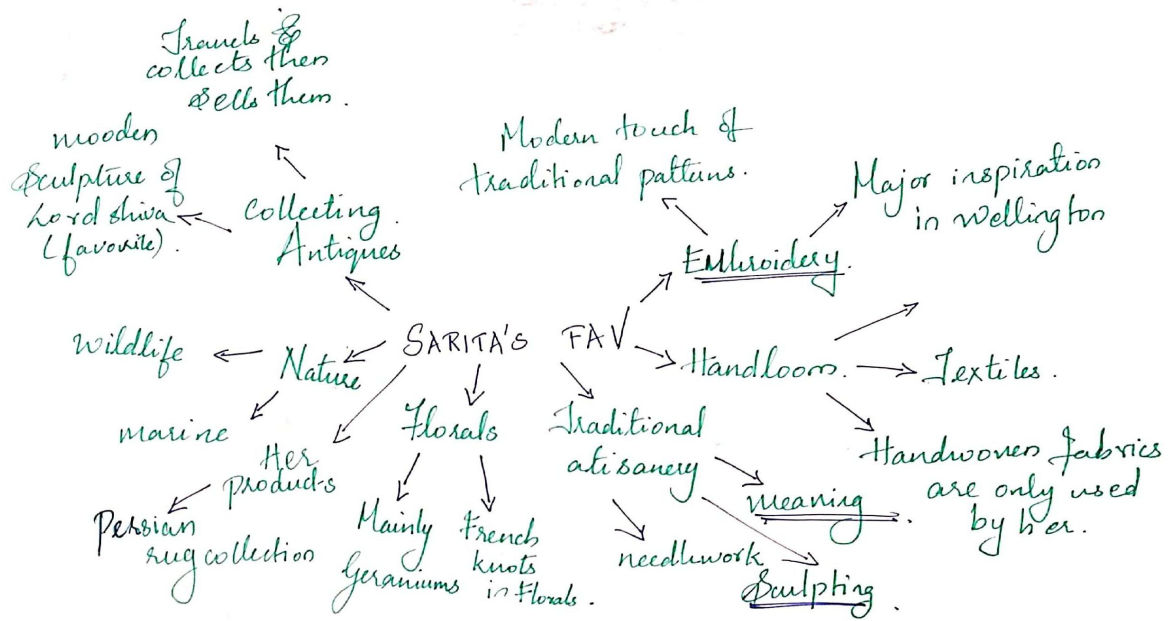
sculpting / embroidery / needle work

Handicrafts

WEAVING



Central focus - neutrals.



CONCEPT GENERATION:

WEAVING → WHY (Based on client's view)

Sarita's store:
She wants an art
inspired store
in 2019

Weaving one
of major industry
of Tamil Nadu where
Sarita's entrepreneur
life begins.

Sarita's favorite
& wants to
include more of hand-
woven products.

→ Handicraft /
Handloom fabrics
associated with weaving.

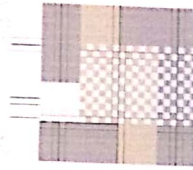
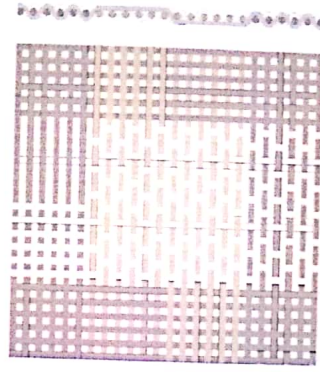
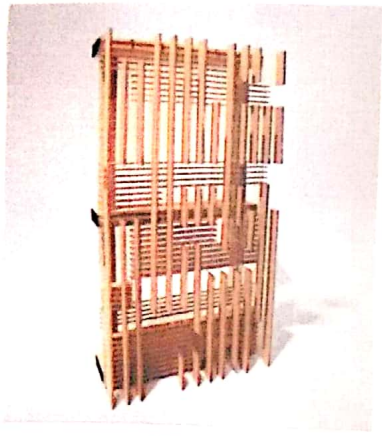
→ Sarita's Handloom
introduced in 2017 /

→ All the embroidery
work done on
hand woven fabrics
only

→ Sarita's prime
focus.

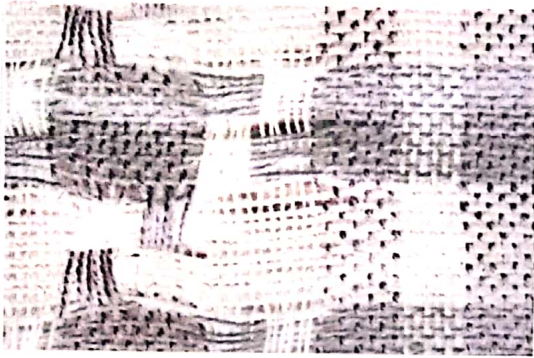
→ Sarita's prime
focus.

→ overlapping
→ cross cross
→

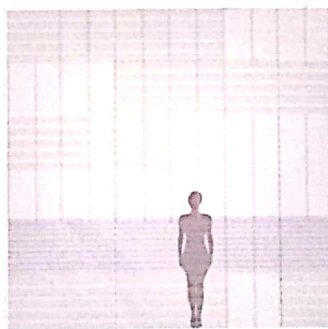
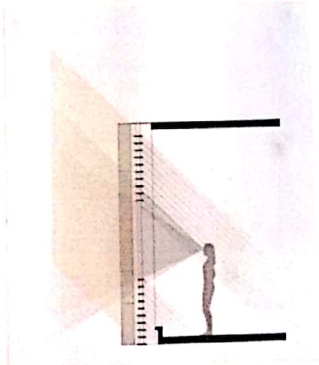
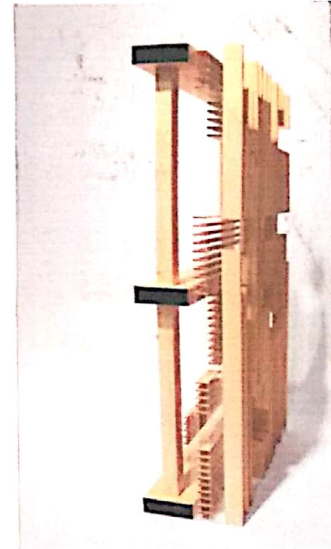


FACADE design

INSPIRATION

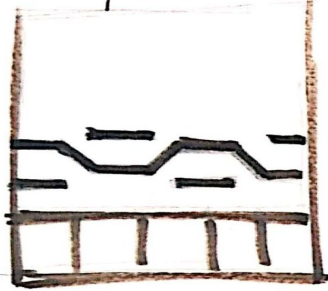


CONCEPT



APPLICATION of weaving

Conceptual Furniture Design



"Trying to create
furnitures in
relation with the
concept."



Shelving units.



REQUIREMENTS & SPACE ALLOTMENT.

GROUND FLOOR

Entrance + Foyer space $\rightarrow 24.7 \text{ m}^2$

Door (main) + Breathing space $\rightarrow 24 \text{ m}^2$

Window display 1 $\rightarrow 11.9 \text{ m}^2$

Window display 2 $\rightarrow 4.4 \text{ m}^2$

Window display 3 $\rightarrow 4.4 \text{ m}^2$

Cash counter + Wrapping area \rightarrow

Toilets $\rightarrow 2.4 \times 3.1$

Office + pantry $\rightarrow 16.9 \text{ m}^2$

Dining + Ceramics \rightarrow

Upholstery + wallpapers +
curtains + rugs \rightarrow

Cushions

1ST FLOOR

Bed & Bath

Mix and Match area.

Theme Display

1 \rightarrow with sofa + rug + curtains + wallpaper

2 \rightarrow furniture (upholstery) + rug + mirrors +
wallpapers.

3 \rightarrow Bed & Bath theme display.

1 \rightarrow Flora fauna / marine / etc

2 \rightarrow Ikat / Palampore / etc

3 \rightarrow Global styles \rightarrow French / Syrian

* Display of lighting + antiques done during
theme display

Proximity Chart.

	ENTRY	CASH COUNTER	WRAPPING	STORE	ISLAND DISPLAY	BED & BATH	BED THEME	CUSHION	RUGS	UPHOLSTERY	CERAMICS
ENTRY	✓										
CASH COUNTER	✓	✓									
WRAPPING	✗	✓	✓	✓							
STORE	✗	✓	✗	✓							
GARAGE	✓	✗	✓	✓							
TOILETS	✗	✓	✓	✓	✗	✗	✗	✗			
ISLAND DISPLAY AT ENTRY	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓
BED & BATH	✗	✓	✗	✗	✓	✓	✓	✗	✓	✓	✗
BED THEME AREA	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✗
CUSHIONS } RUGS }	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓
UPHOLSTERY } CERAMICS }	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓
DINING }	✗	✗	✗	✗	✓						