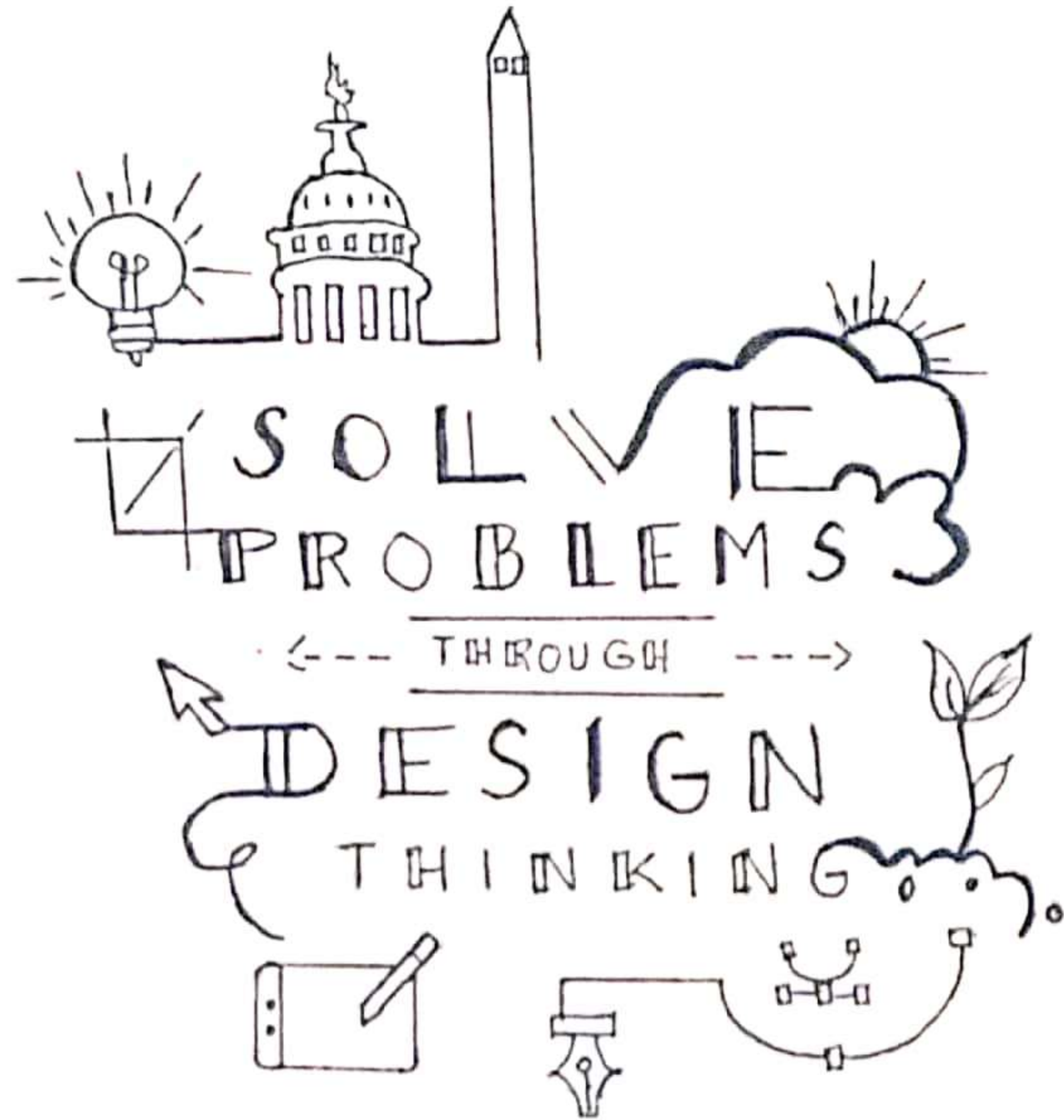




— Retail Design

R. Priyanka Kumari

L5-IDS



What is retail?

Retail is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit.

Retail refers to the activity of reselling. A retailer is any person or organization or a retailer who sells goods or services directly to consumers or end-users.

Type of Retail Store:

- * Speciality Store
- * Department Store
- * Supermarket
- * Convenience Store
- * Discount Store
- * Off-price retailer
- * Hypermarket
- * Wall market
- * E-commerce store.

Flagship store:

A flagship store is the most important store in a chain, often with the largest volume of sales, or the most up-to-date formats or layouts.



PRINCIPLES OF RETAIL DESIGN

EYE CATCHING VISUAL
MERCHANDISING

SLOW DOWN THE CUSTOMER
JOURNEY IN THE STORE

MARK OUT THE CUSTOMER
PATHWAY AROUND THE STORE

BE BOLD, CREATIVE AND
INNOVATIVE WITH STORE DESIGN

AERATE THE STORE DESIGN AND
LAYOUT

MAKE THE MOST OF ANY SHOP
SPACE

STANDARDS

Circulation

In architecture, circulation refers to the way people move through and entered the building.

Types of circulation:

- * **Horizontal** - allocated within the floor. Example: aisles.
- * **Vertical** - allocated to move from one floor level to another. Example: stairs, ramps.

Aisle width:

Clear aisle: Minimum width - 1'2"
2'0" to 2'3" - recommended.
3' - going store.

Public aisle: Main, minimum width - 4'6"
average - 5'6" to 4'0"
maximum - 11'0".

Secondary, minimum - 3'0"
recommended - 3'6"

Types of floor space:

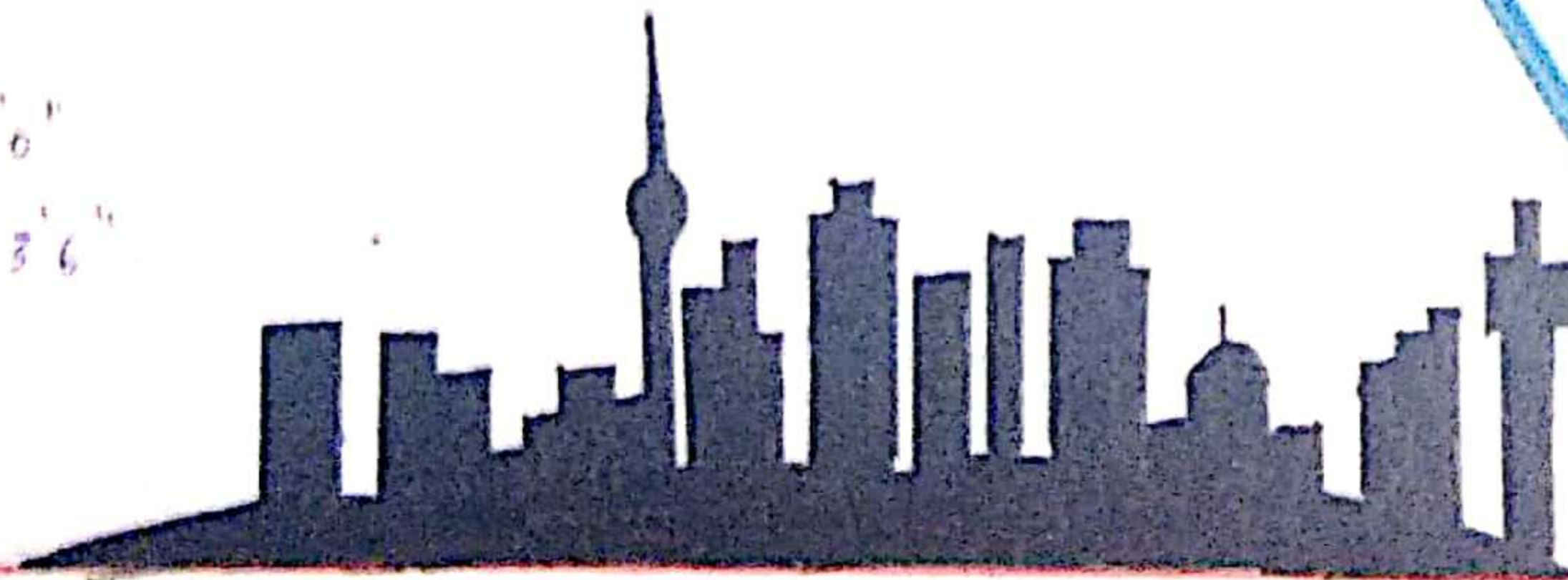
Back room: relieving area, stock room.

Office and other functional space: employee break room, store office, cash office, restrooms.

Aisles, service areas and other non selling areas: dressing rooms, layaway rooms, service desks, customer service facilities.

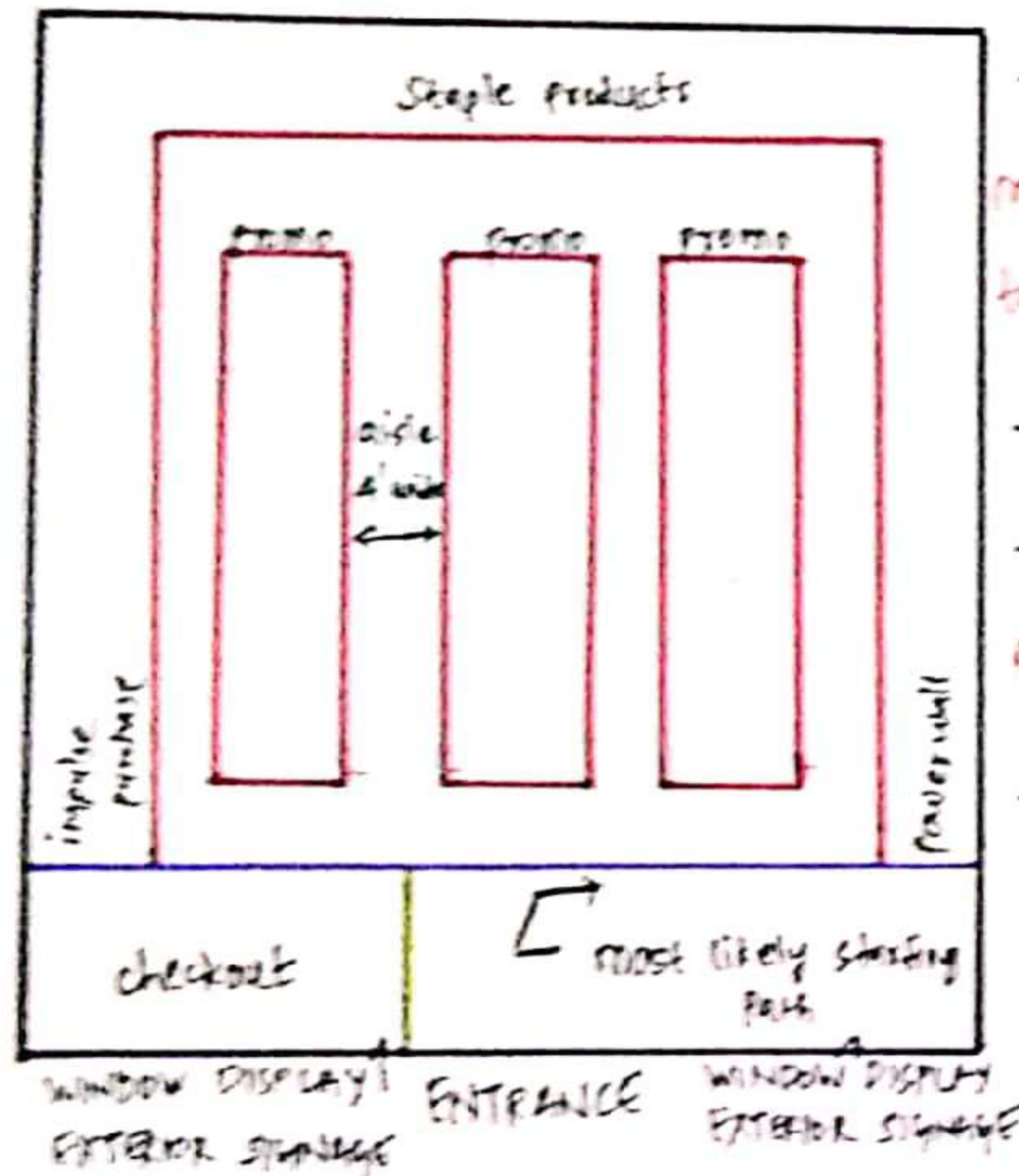
Types of store layout:

- * GRID LAYOUT
- * LOOP LAYOUT
- * HERRINGBONE LAYOUT
- * FREE-FLOW LAYOUT



TYPES OF STORE LAYOUT

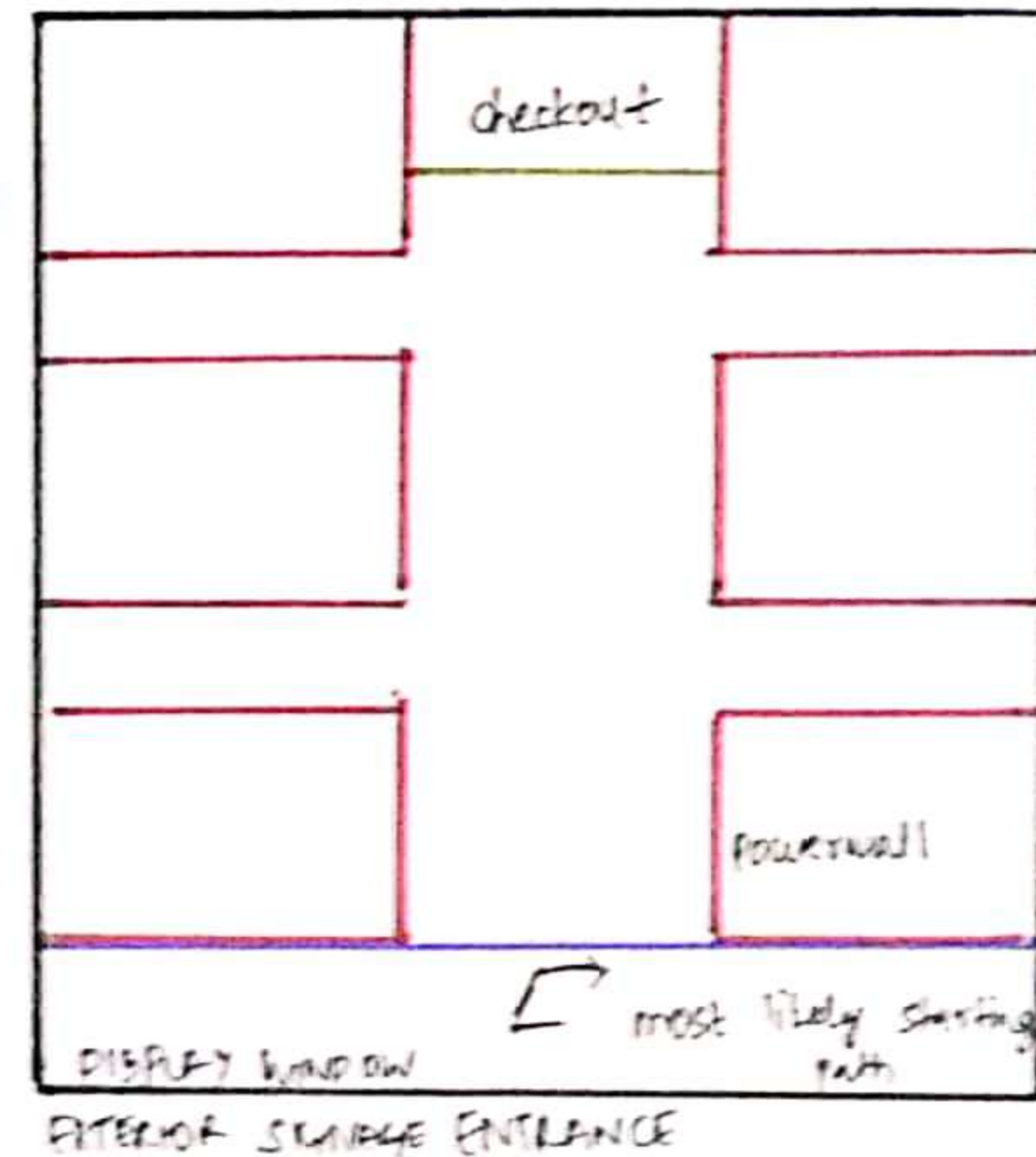
GRID LAYOUT



LOOP LAYOUT

- Customers are expected to be most merchandise this way, but the way they take is controlled.
- May waste customer's time.
- Not suited for shops that encourage high traffic turnover.
- Can't be experimental.

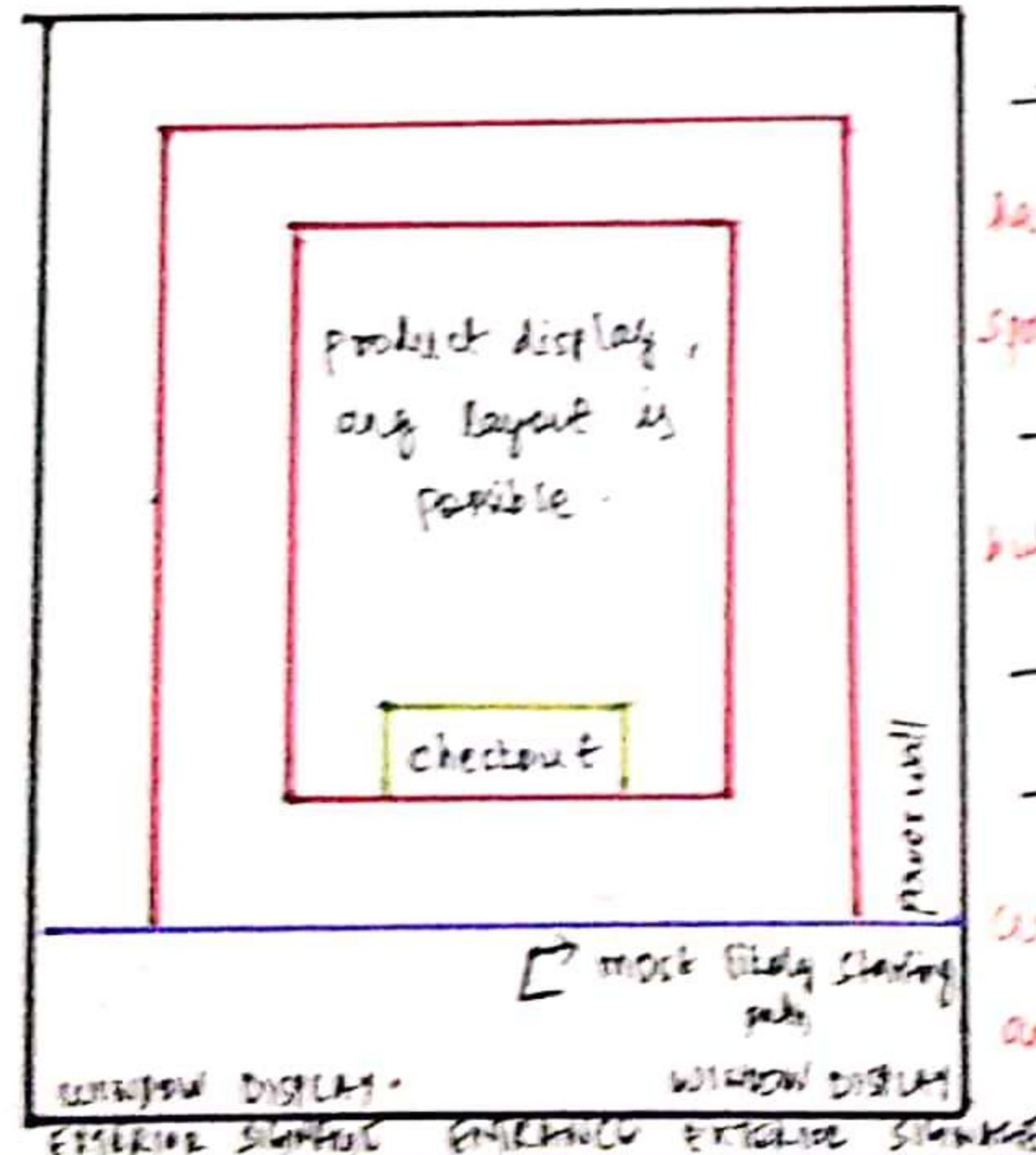
HEERINGBONE LAYOUT



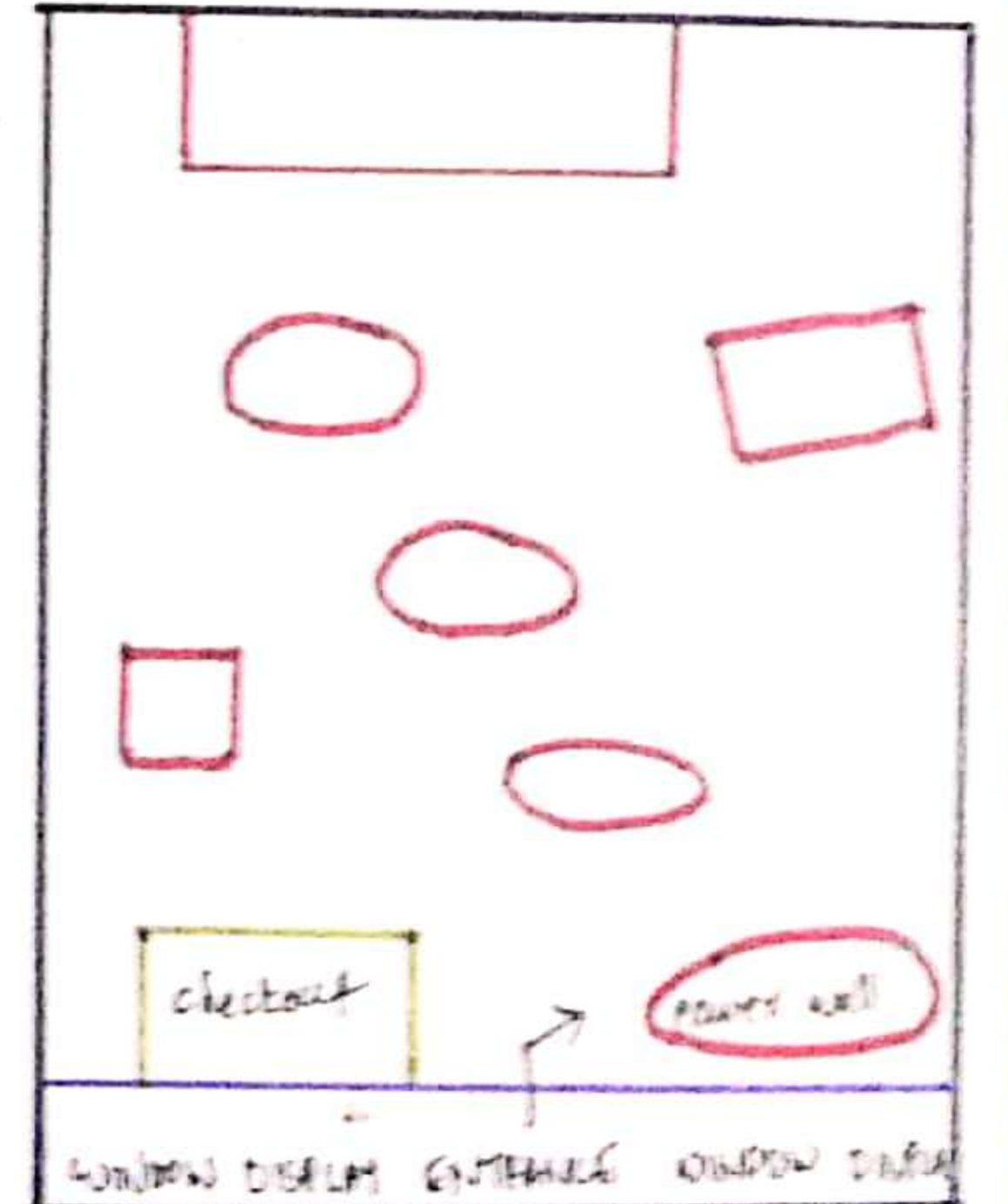
FREE-FLOW LAYOUT

- With free-flow layout, there is no deliberate attempt to force customers through predictable traffic patterns.
- It is a creative layout to work within.
- There is no defined pattern, but arguably that's what makes it the most complex.

- Every convenience store, pharmacy and grocery store utilizes this familiar layout.
- Maximizes product display and minimizes aisle space.
- Aisled aisle often lead to customers buying into aisle.
- Predictable traffic flows means you can put products.



- Similar to grid layout - if you have a very long, narrow retail space.
- Suited for lots of product, but minimal space.
- Limited visibility.
- Can feel cramped, and customers easily bump into one another.



OPTIONS FOR CLIENT

BALLY

Bally is one of the most famous brand of luxury in the world of fashion, footwear and manufacture of quality accessories.

Founded in Switzerland in 1851.

Specialise in the production of high quality leather goods.

RITU KUMAR

Ritu Kumar is a Indian Designer.

Kumar's brand is of two divisions - ethnic (RT) and Western (Label).

RT (Ritu Kumar) is exclusively for bridal and the collections are based on natural fabrics, traditional printing and weaving techniques.

FOSSIL

Fossil Group Inc. is an American fashion designer and manufacturer founded in 1984 by Tom Kortholt.

The products in "Fossil" is watches, sportswear, bags, wallets, jewellery and gifts.

There are three no. there is no word.





RI • RITU KUMAR

Ritu Kumar is the largest and most respected designer wear brand in India today. It has developed a unique style of its own, reflecting the ancient traditions of Indian craftsmanship in a contemporary vocabulary.

Master of Fashion in India.

Born in Amritsar, Punjab.

DOB: 11 November 1944 (age 74)

35 high-end stores, across 14 cities.

Background in art, history and archaeology.

AWARDS:

- * Padma Shri award.
- * L'Oréal Paris Femina Women's award.
- * Indira Gandhi Pragatishakti Award.
- * 'Chevalier des arts et des lettres' by government of French.

Kumar's design focus on natural fabrics and traditional printing and weaving techniques. She has also included western elements in her work - but has not borrowed beyond traditional saree designs.

PRODUCTS

- SARIS
- KURTIS
- SUITS, LEHENGAS
- ACCESSORIES



RITU KUMAR, BHUBANESHWAR

Ritu Kumar is the largest and most respected designer west based in India, today. Since 1969, it has developed a unique style of its own, reflecting the ancient traditions of Indian craftsmanship in a contemporary vocabulary. Her Kumar understanding of ancient designs and her innovative use of traditional crafts has created a new dimension. Today the company is renowned for its distinctive use of colors, quality of fabrics, intricate embroideries and a gloriously rich Indian aesthetic. Since the company was built on patronage of aristocrats. It has made a significant impact in create employment in underdeveloped areas.

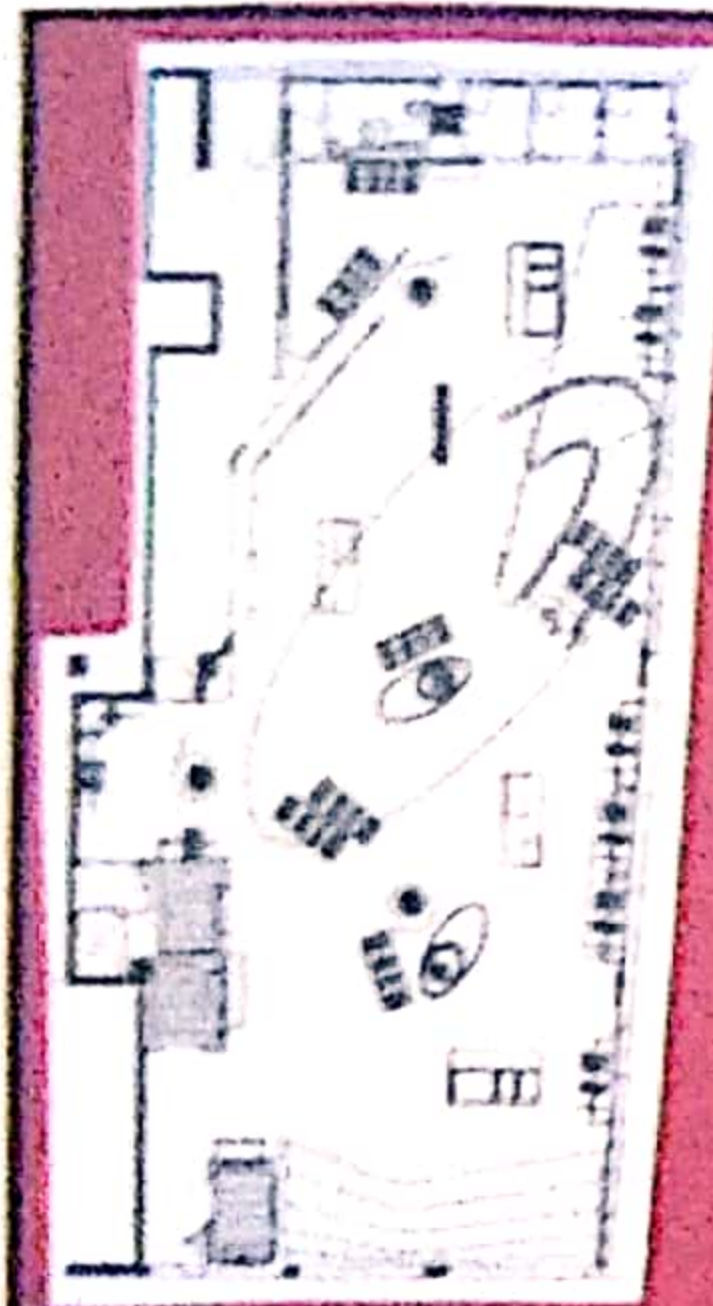
Ritu Kumar's outfits are known in their richness, elegance and intricacy of embroidery.

Her bridal collection is considered a show stopper on the runway and features alot of zari, zardozi and other forms of embroidery that make use of precious metal.

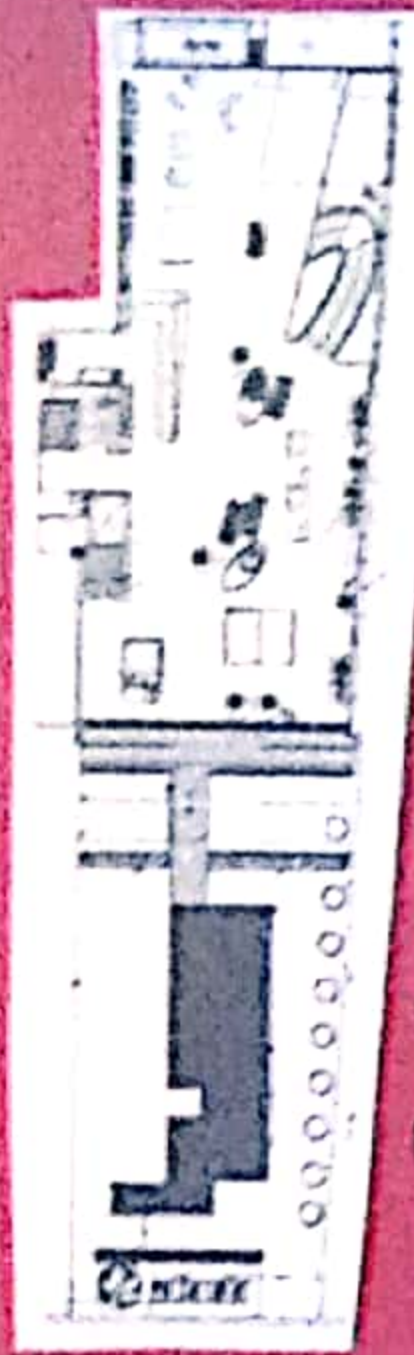


NET CASE STUDY - I

ENSAYAR



GROUND FLOOR



FIRST FLOOR

PLAN

All furniture and objects are specially designed for this project and are not stuck on walls but moveable. This gives the option to transform the space in no time and give another meaning to the in-store merchandise.



The stair connects the two levels in a way that makes going downstairs a natural next step.

STAIRCASE

Architect: Adrianopoulos
Location: Athens, Greece.

Creating a unique space, but harmonious and relaxing was the main goal in the procedure of creating 'ENSAYAR'.



The fitting room is not typically designed as room. They have used curtains which serves as a door. It is more like within the store.

FITTING ROOM



The mannequin is placed in a different location and looks attractive.

PROFESSIONAL MOVE



Thousands of ropes hanging from the ceiling and the reflections of light between them is the first impression of a space that is the ideal background for the merchandise.

HIGHLIGHT OF THE STORE



COLOR

Proper color temperature for lighting, although there have been separate different rooms. Neutral grey color is used. The temperature is properly maintained.

TEMPERATURE



The use of the backyard as a garden helped in creating a relaxing point in the noisy part of the city.

GARDEN IN STORE



LIGHTING

Light focused only where needed.

Right use of daylight in the front and back space.

No glare at all, in any point of space.

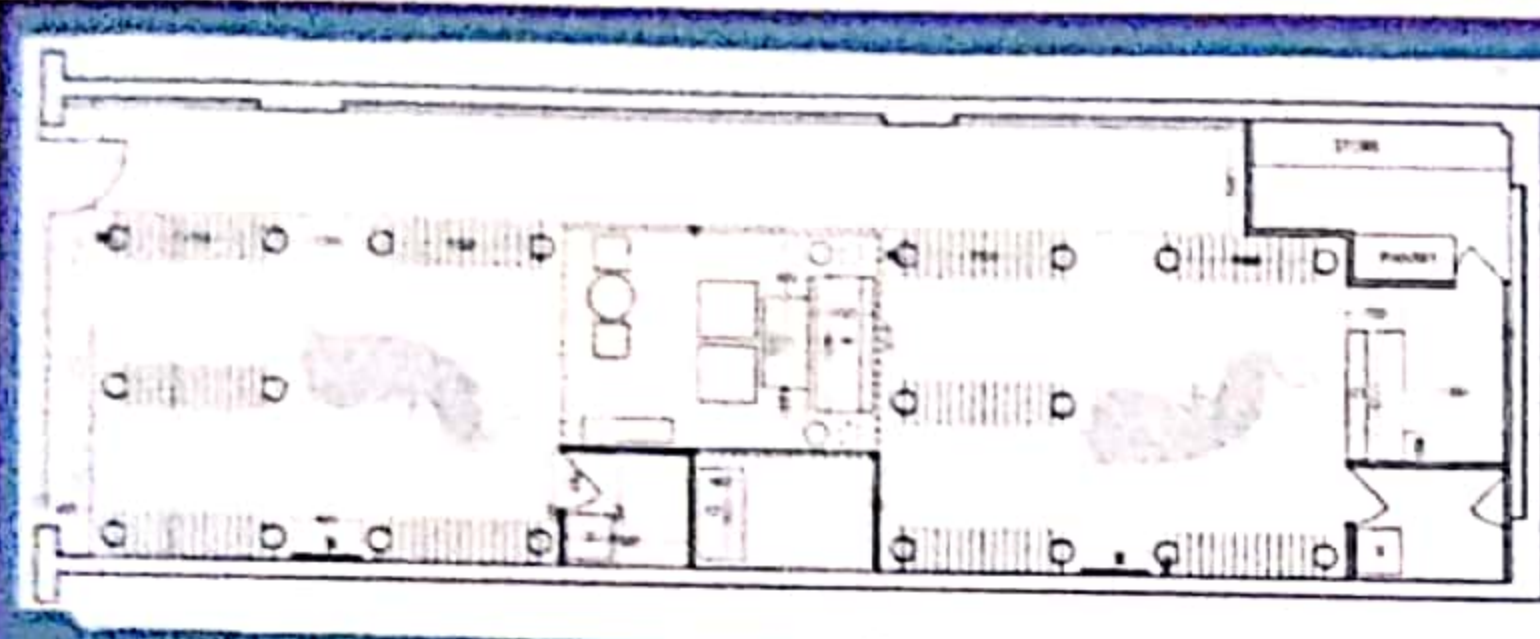
Lights under the handrail is an interesting feature.

INFERENCE

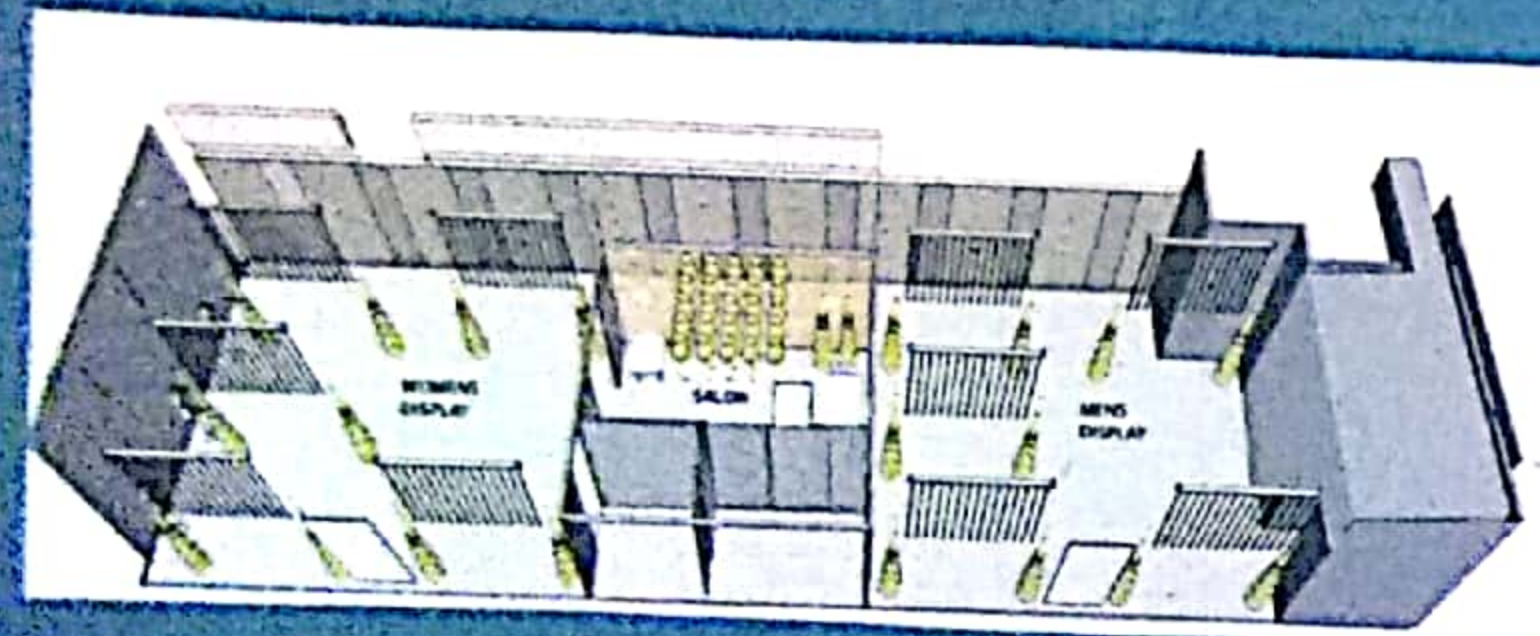
- ✓ Eye-catching visual merchandising.
- ✗ Slow down the customer journey in the store.
- ✓ Mark out the customer pathway around the store.
- ✓ Be bold, creative and innovative with store design.
- ✓ Amake the store design and layout.
- ✗ Make the most of any shop space.

NET CASE STUDY - II

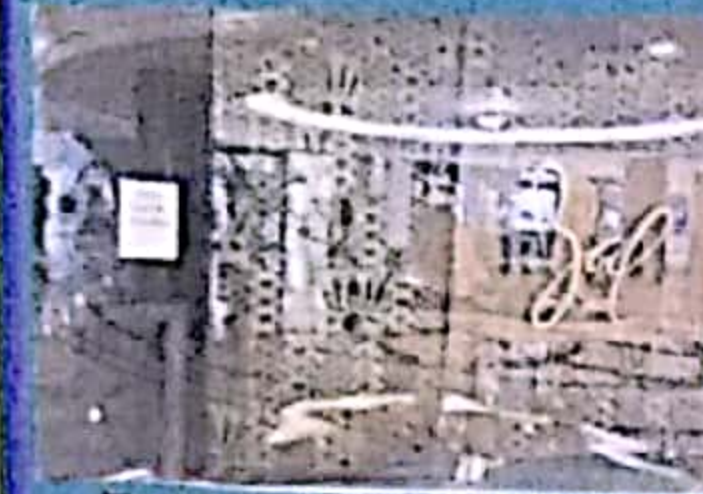
ROHIT BAL
PRIVE



PLAN



The retail space is structured around two segregated sections for the women's wear and men's wear in the store. This is achieved by placing the salon in the center of the rectangular space.



ENTRANCE

The signage for the store had patterns behind upon which the name of the store name was written.



The 'lotus' motif developed and used extensively in their garments by Rohit Bal's studio have been interpreted in various forms in the store.

PARTITION WALL



The central structure and the facade is detailed with suspended one cut lotus motifs jalis in twisted metal. The jalis provide an enclosure for the salon.

FAÇADE

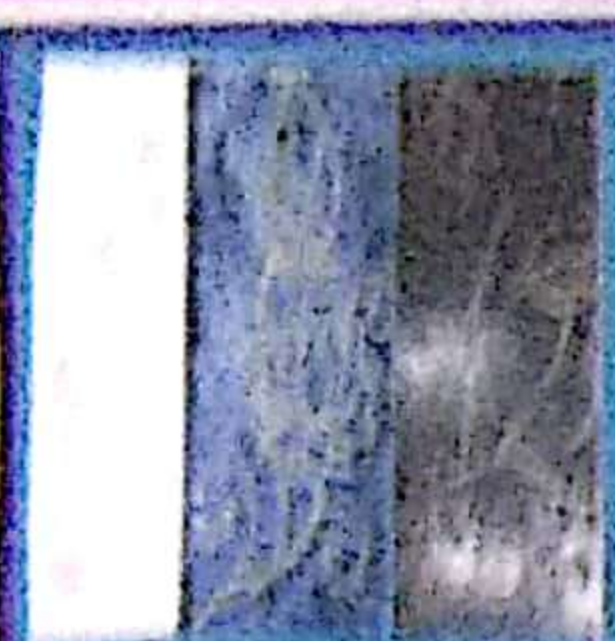
Location: New Delhi
Area: 1,100 sq ft

The brand Rohit Bal signature luxury and elegance this masterpiece consists of a variety of exquisite crafted garments.



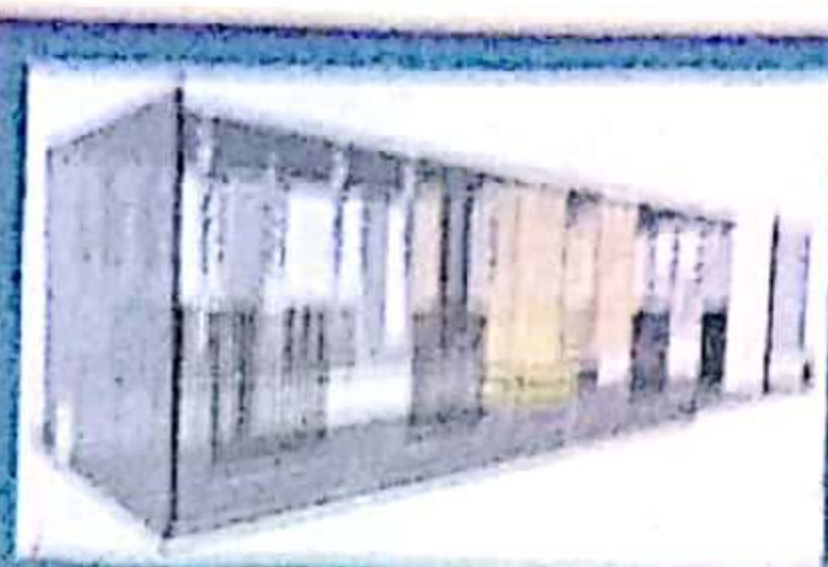
BRASS PILLARS

These pillars provide support for the ceiling and also add to the overall aesthetic of the store.

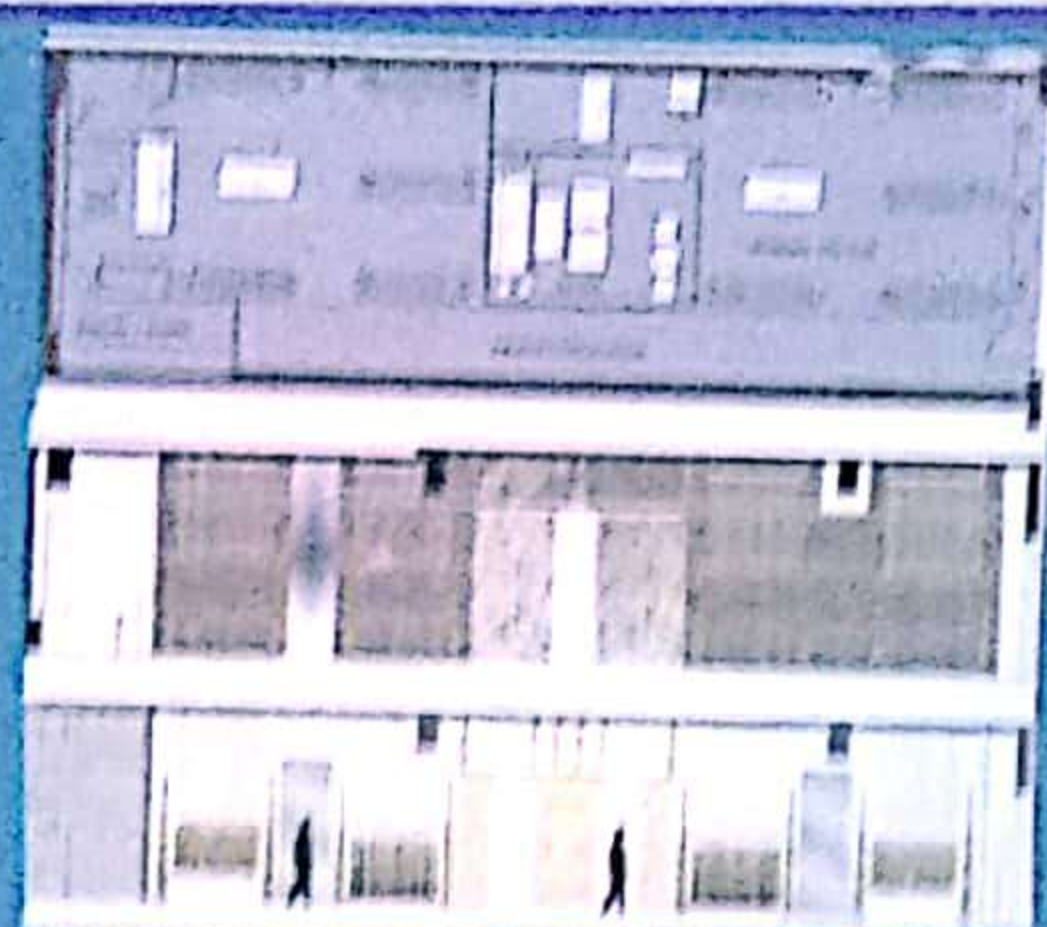


The flooring is
provided in a way
to prevent contact
with the ceiling
instead of a wall
or floor

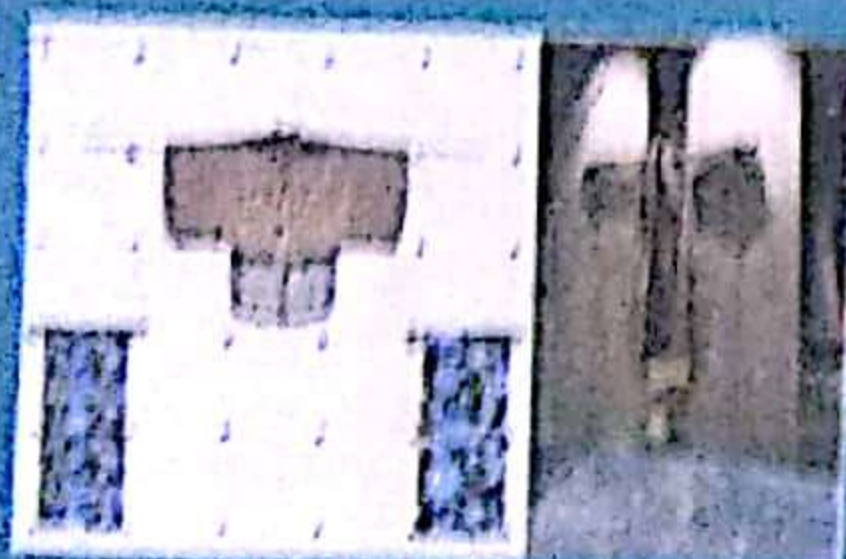
FLOORING



ISOMETRIC VIEW



ELEVATION



The garments have been
hung from the ceiling
with a mild steel
sculptural detail which
allows the garments to
be opened out completely

HANGING CLOTHES

INFERENCE

- ✓ Eye catching visual merchandising
- ✓ Show down the customer journey
- ✓ in the store
- ✓ Make up the customer journey
- ✓ around the store
- ✓ Be bold, creative and innovative
- ✓ with store design
- ✓ Make the store design and layout
- ✗ Make the most of any shop space

NET CASE STUDY - III

Design objective

Designed for an experience which a bride experiences first time in her life and journey of emotions with her family; the design is like an Indian traditions fused with modern setting. an experience of pure bliss before her marriage and her selection for dress which she dreams.



The signage is clear and highlighted with lights. window display is not big enough just one mannequin is placed. And instead digital display is used on the other side of the wall which is attractive.



WINDOW DISPLAY

NEERU'S BRIDAL BOUTIQUE

Location: Bangalore

Neeru's Bridal wear Boutique is an ode to Elegance through Indian arts and crafts.

Concept evolves around collection and selection behavior of a to be bride in India. Flanked by her family members, a to be bride comes in with lot of emotion and ideas in mind. she wants to look the best and the store design makes her feel that.

CONCEPT



Central round feature is an inspiration from 'Indian wedding' theme of Vans that bride takes while marriage around fire.

CENTRAL FEATURE



Sets of table with formal seating help selection and discussion with family members.

SET OF TABLE



Traditional metal chains used in temples as hanging dresses.

METAL CHAINS



Stone carvings outside, Stone finish inside with hexagon patterns.



A private collection of dresses in circular form she naturally gets involved very privately in this area.

PRIVATE DISPLAY

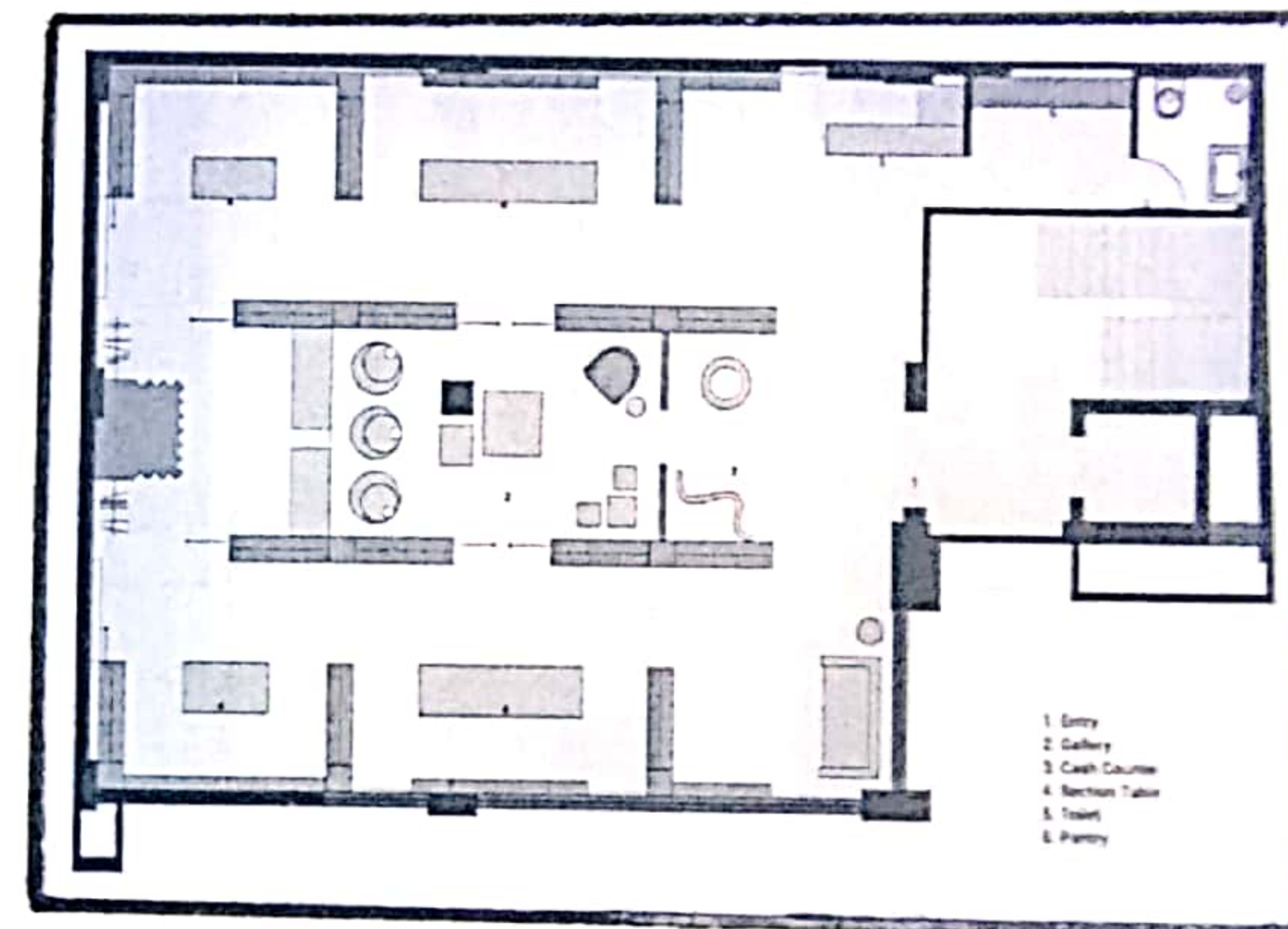
INFERENCE

- X Eye catching visual merchandising.
- ✓ Slow down the customer journey in the store.
- ✓ Hook out the customer walking around the store.
- X Be bold, creative and innovative with store design.
- X Private the store design and layout.
- ✓ Make the most of any shop space.



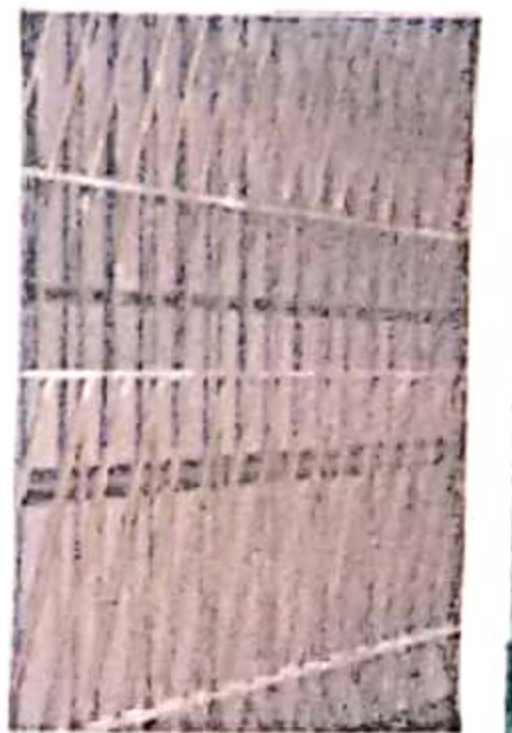
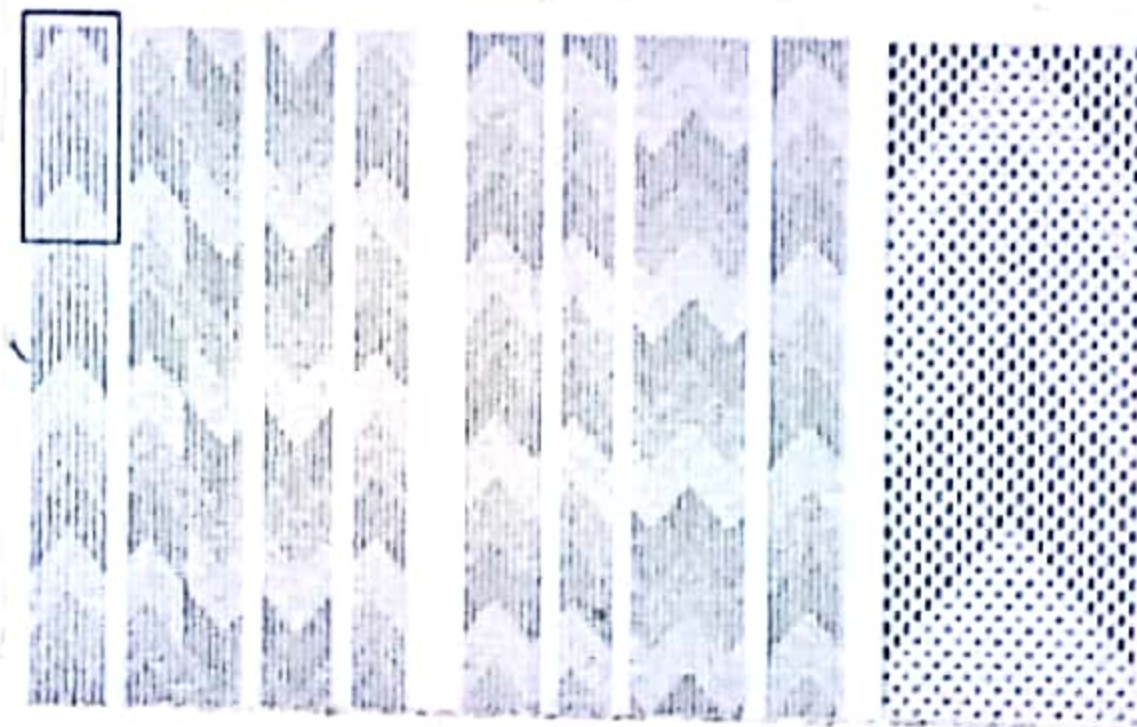
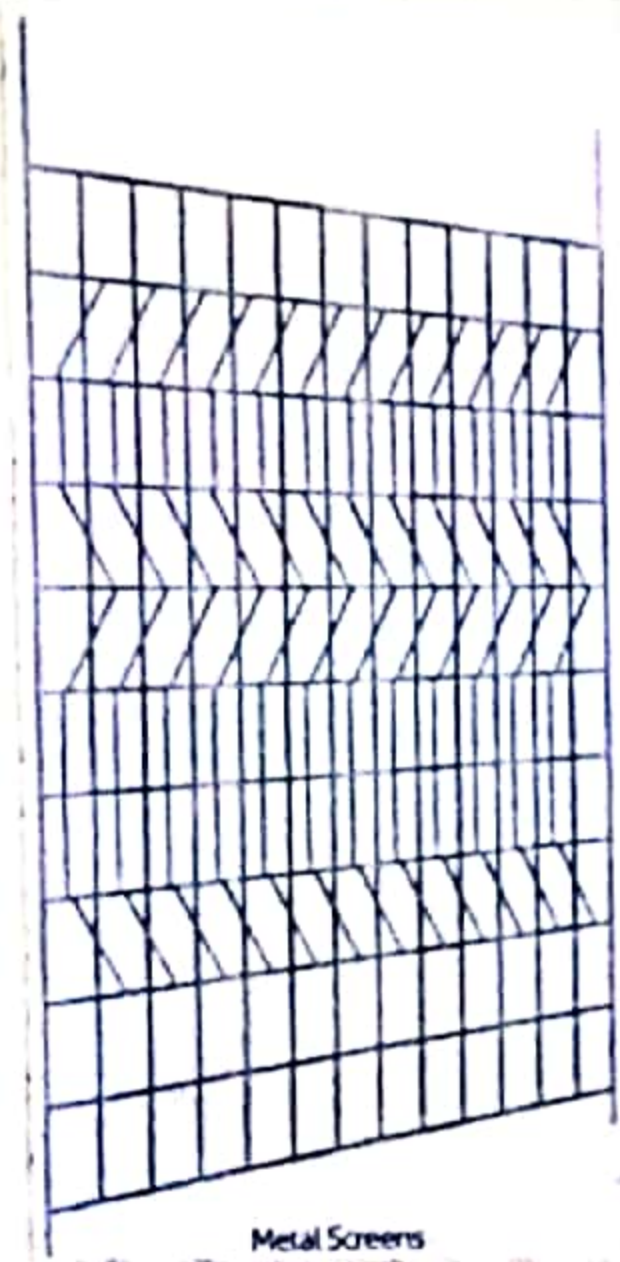
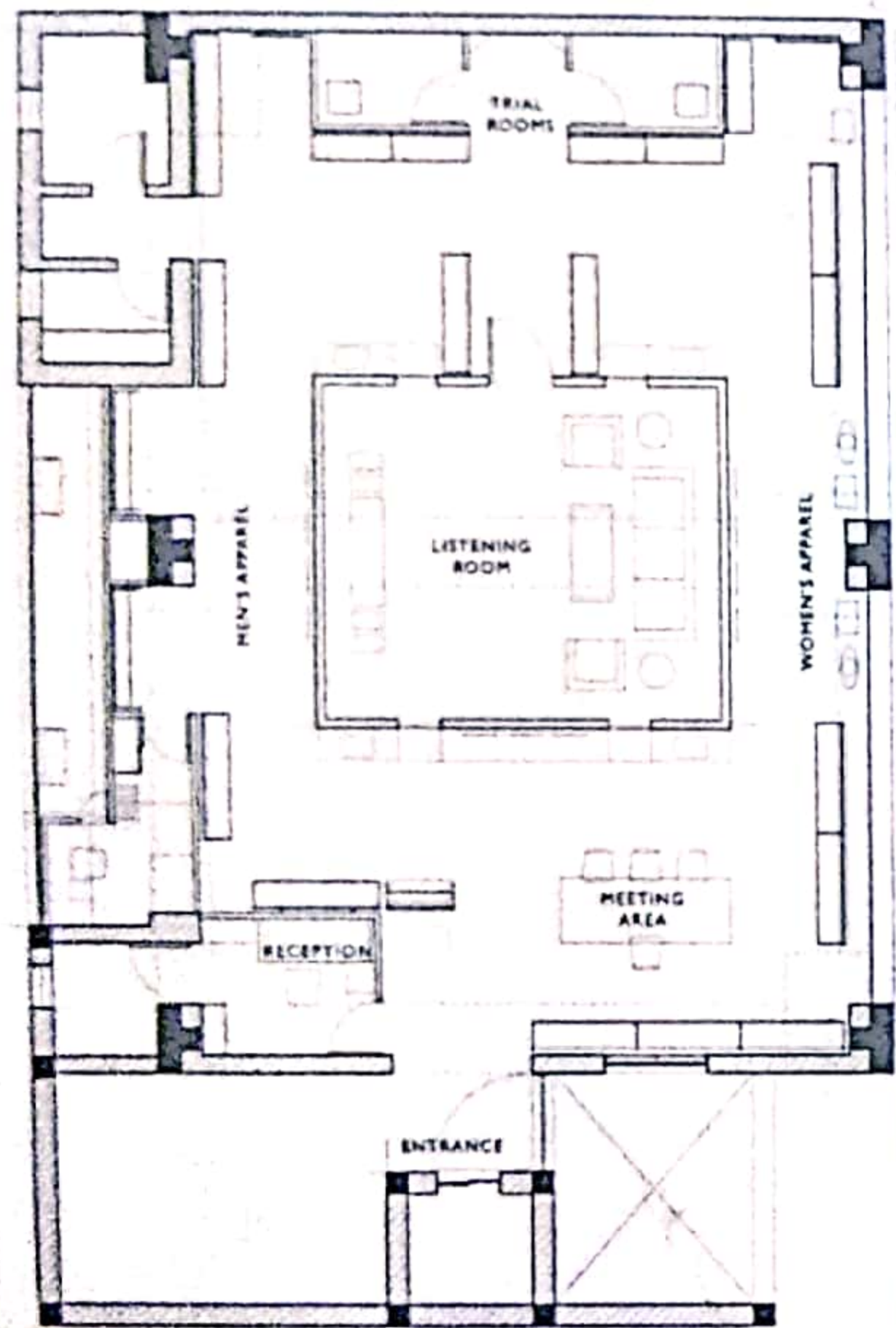
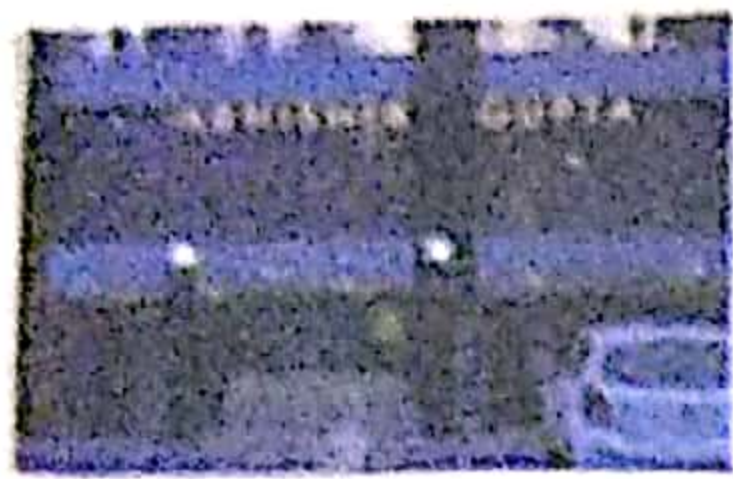
Thaan by Ekaya space showcasing
the core product of the brand is the
most recent extension of the brand's
 ethos. Breaking the regular layout of the
fabric store, they have attempted to
celebrate each piece of textile in
the light of
their own intricacies.

THAAN BY EKAYA



The space focuses on the interaction
experience with the product in terms of ease of
browsing and visual delight as well as the brand's
focus on exhibiting their collaborations with
eminent designers.



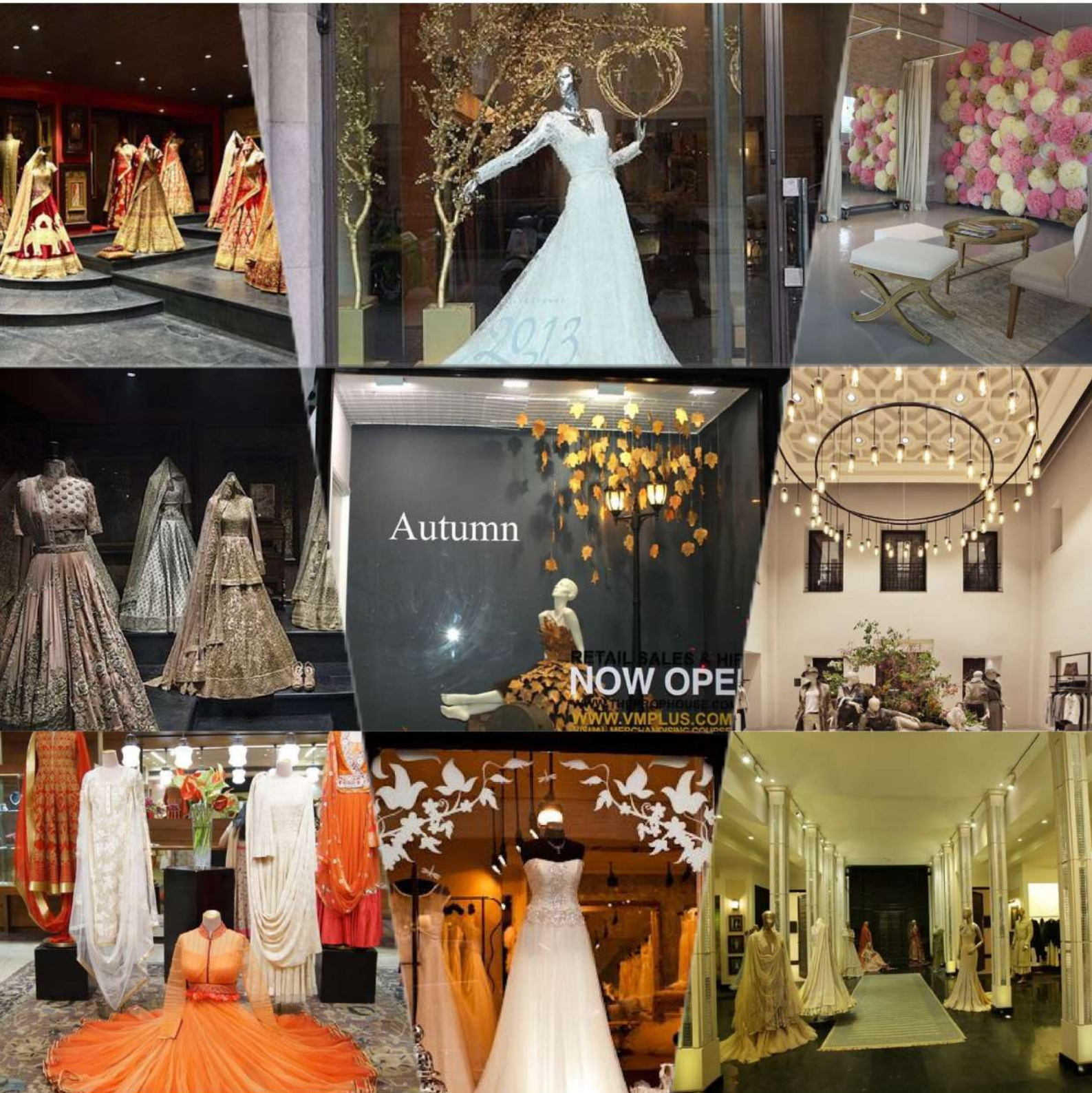


ABISHEK GUPTA

INSPIRATION BOARD



INSPIRATION BOARD

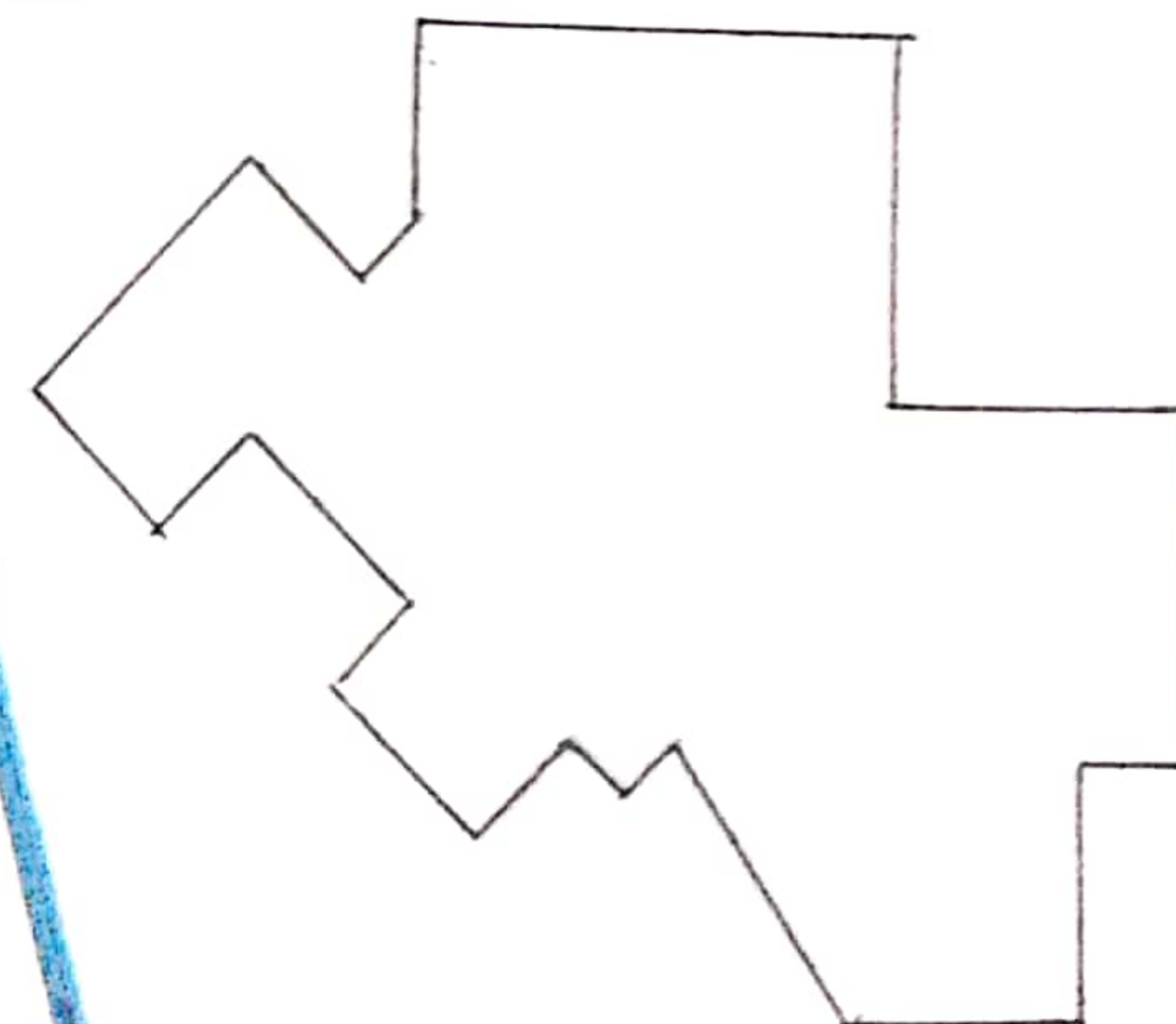


SITE ANALYSIS

LOCATION: 5B, Ramakrishna Avenue,
Sectanmal colony, Kuddli
colony, Alwarpet, Chennai
TamilNadu - 600018.

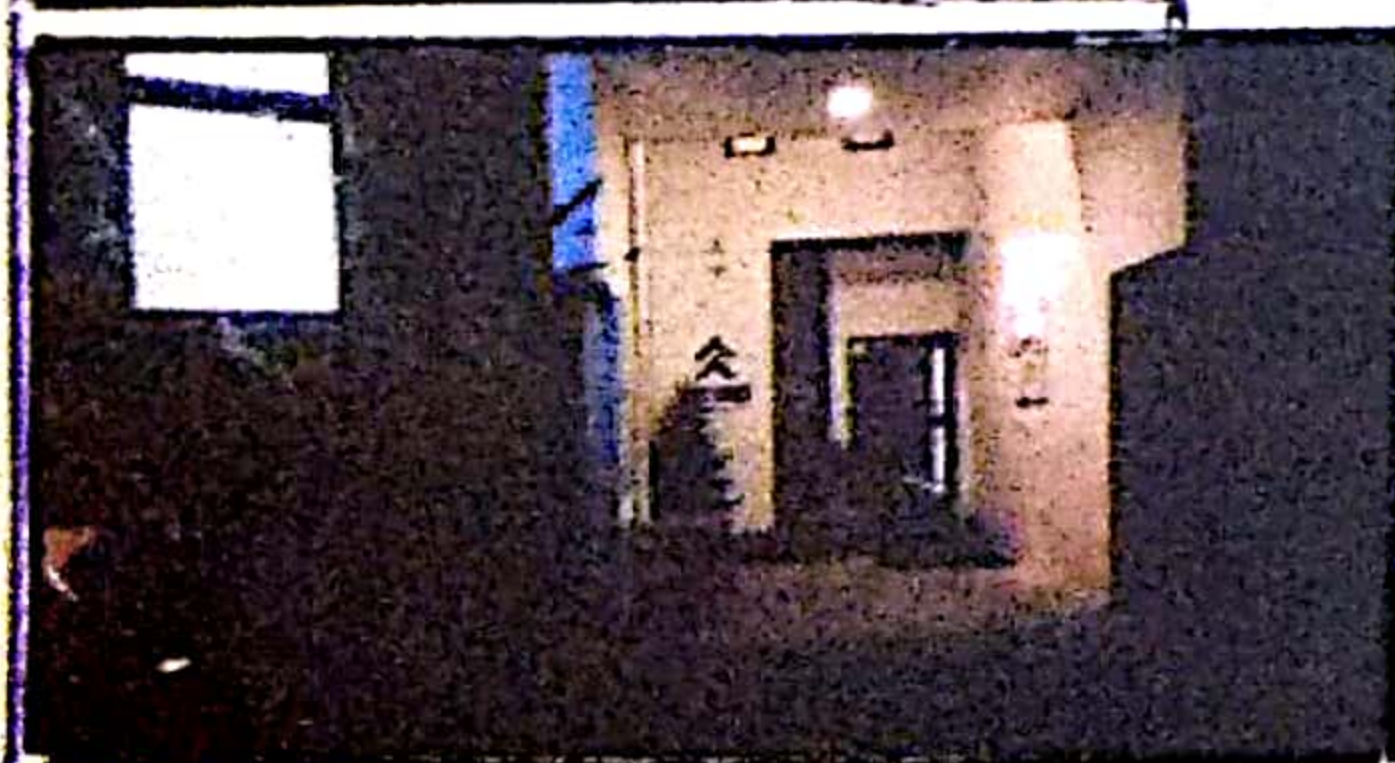
SIZE: Total area: 7424.45 sq.ft
Builtup area: 2759.03 sq.ft.

SHAPE:

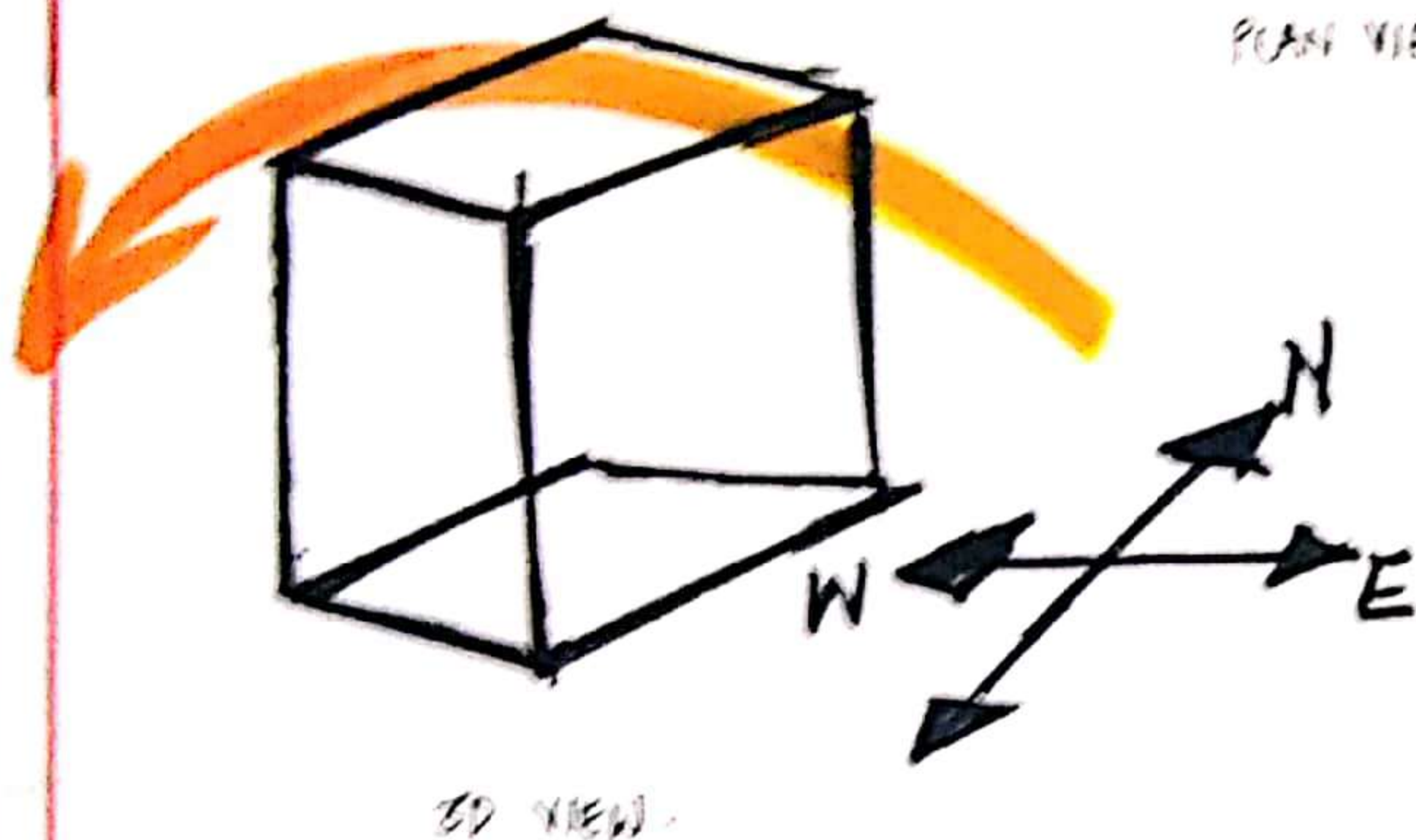


EXISTING LAND

SUMMER HOUSE
EATERY



SUN PATH



NEIGHBORHOOD ANALYSIS



WHY ALWARPET?

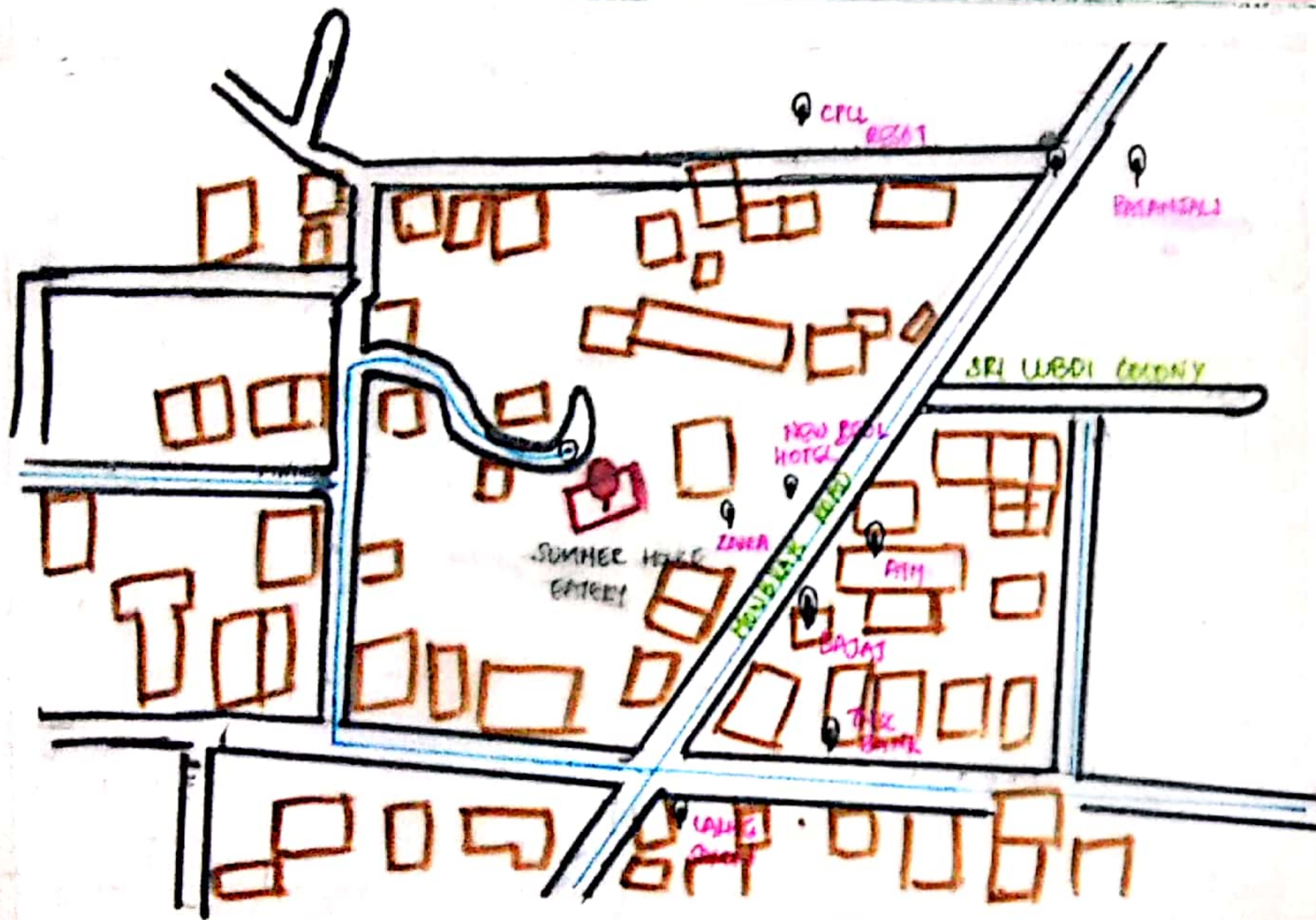
It is located in prime area in Chennai, where already lot of retail stores are present. Alwarpet is a mixed residential zone in central.

Chennai. It is an upscale neighborhood in Chennai.

It, this is a mixed-residential area, the site is surrounded by widens as well as commercial place.

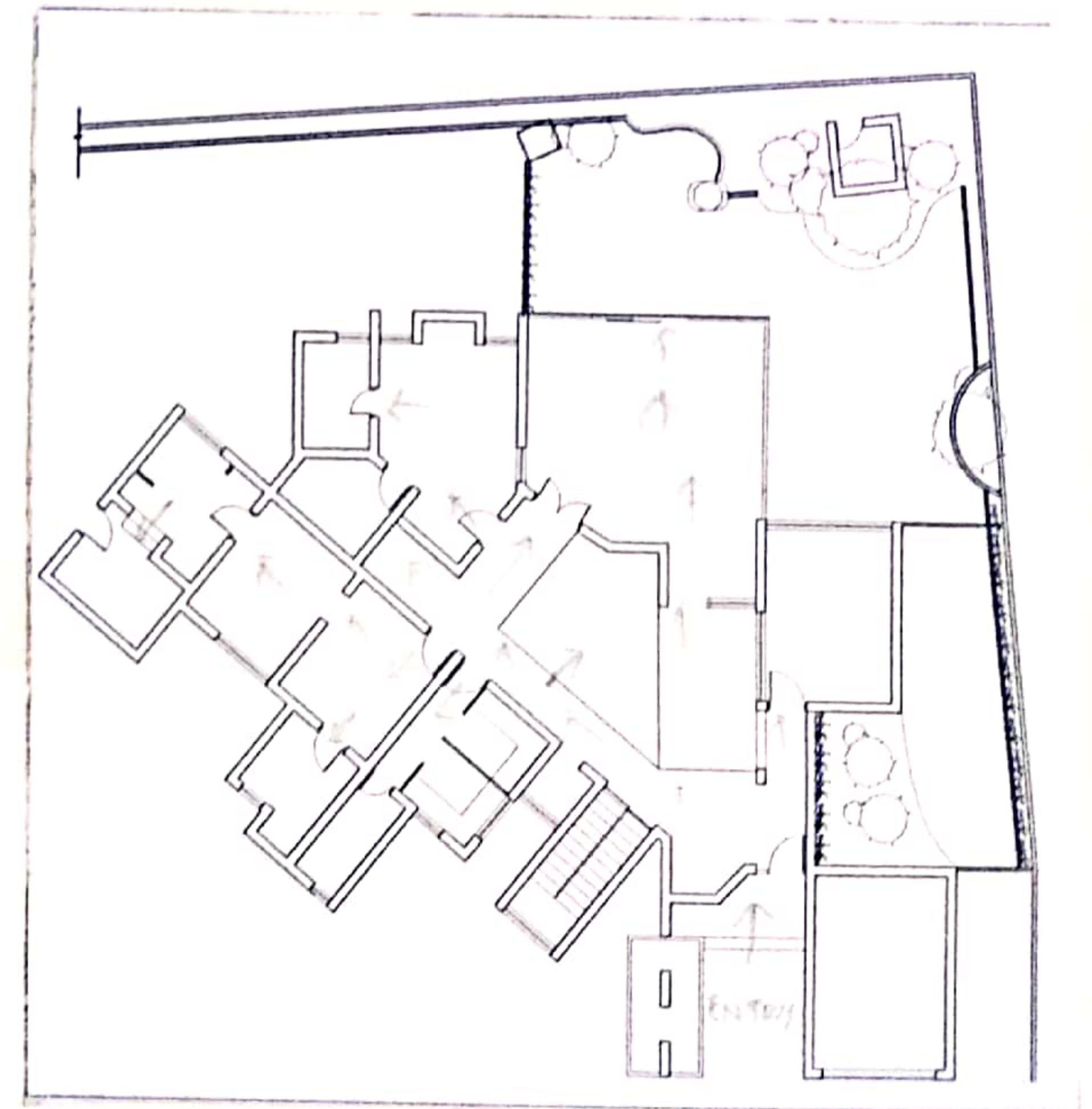
SUMMER HOUSE ENTRY DEOR: Electric flower, most elegant deck filled with the warmth of sunshine and cooler as high as the sun.

ROUTE MAP



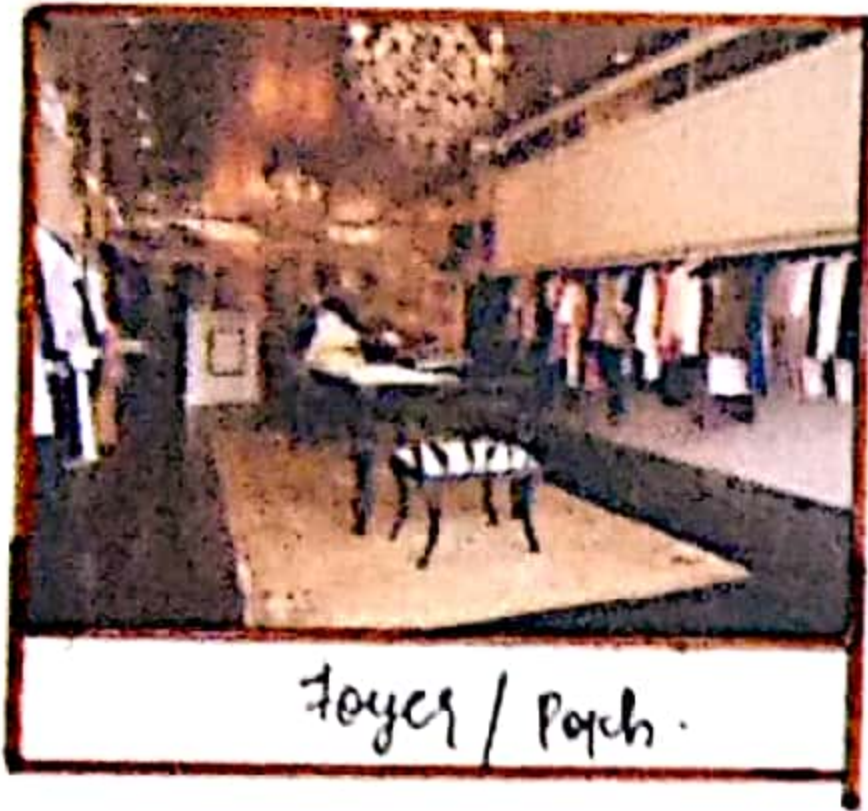
EXISTING PLAN

This is the plan of Summer House Entry. It has a cafe and a office together. All the inner walls are placed at 90°. It has a garden space as well as a garage.



- * The site can be accessed through two-wheeler, four wheeler as well.
- * Government transport buses are available that connects this place.
- * There is Ola and Uber service as well.

REQUIREMENTS



Foyer / Patch.



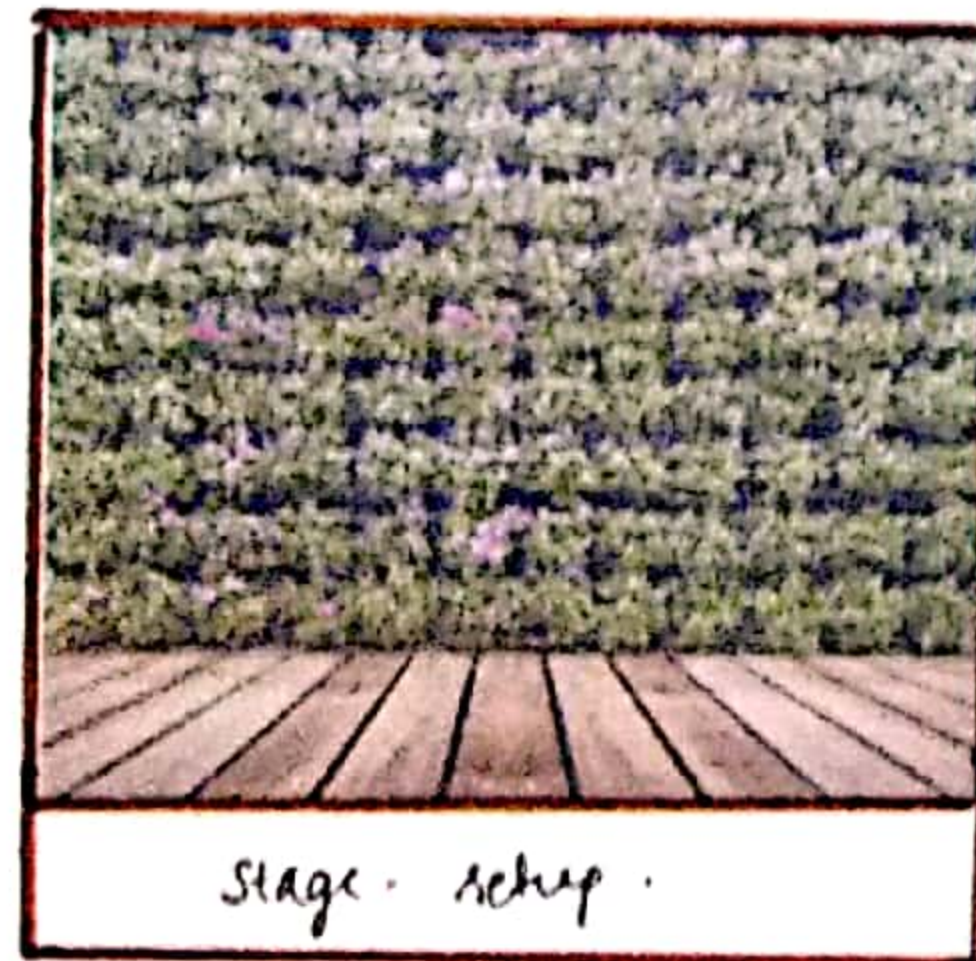
Discussion room



Fitting room



Toilets



Stage - setup.



Cash wrap.



Window display.



Display space



Pantry



Storage.

RITU KUMAR

SOURCES OF INSPIRATION:

- Background in art history and museology.
- Prefers to work with fabrics like silk, cotton and leather.
- Outfits are stunning in their richness, elegance and intricacy of embroidery.
- Reflects the rich embroidery heritage of India.
- Motifs type of stitching used in embroidery.

STYLE AND VARIETY

- Her contemporary spin on traditional designs have been ~~highly~~ incorporated.
- ~~Small~~ collection is slow-bopper and features a lot of zari, zardozi and other forms of embroidery that makes use of precious metal.

NEED OF THE STORE:

Neutral palette of white and shades of pale green and grey as a foreground for Kumar's colorful garments.

PALAMPORE:-



* Southern Indian Painting fabric
Panels Displaying a central theme
on motif bordered on all four
sides.

* Palampore are hand painted according
to the

* Central pattern depicts a variation of the
tree of life, either in a deer or
simple form with great detail, including
exotic flora and fauna.

* It generally depicts plants, flowers and
animals, including peacock, elephants,
and horses.

IDEA GENERATION

Muted florals - Motif of the season

Fabrics

Chintz - Produced by Southern India
Chintz was originally glazed calico textiles, specifically those imported from India printed with flower, and other patterns, on a light plain background.

The store requires neutral palette of white and shades of pale green and grey.

For this requirement, to satisfy I did a research on the fabrics and colors used by my client.

The depicts Ramayana and Mahabharata
It also depicts Buddha and Buddhist art.

Kalamkari is a type of hand-painted or block printed to the textile, produced in Indian style of Andhra Pradesh and Telangana only natural dyes are used.

Ritu Kumar used patterns of elements of history and translates that into her design.

* Palampore
* Kalamkari

Southern Indian Painted fabric panels displaying a central theme of motif bordered on all four sides.

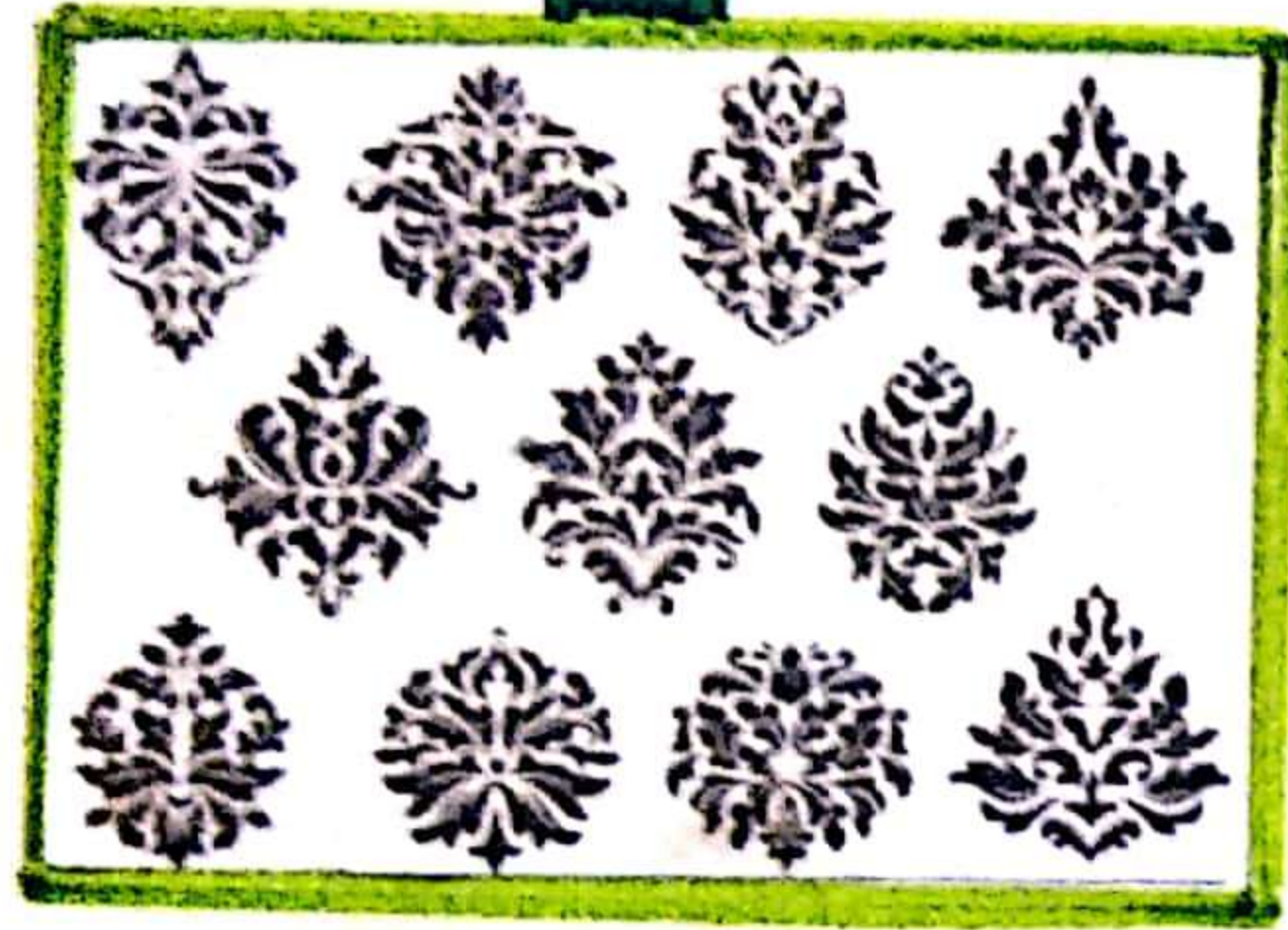
Motifs

A recurrent thematic element in an artistic or literary work.

A dominant theme or central idea

(Traditional Motifs)

Peacock Motif
Parrot Motif
Goose Motif
Lotus Motif
Pashu Motif
Mango Motif
Tree of Life Motif
Conch Shell Motif
Fish Motif
Elephant Motif



MOTIFS:-

- *A recurrent thematic element in an artistic or literary work. A dominating theme and central idea.
- *Damask patterns and florals are repeatedly used as motifs for her garments.
- *Muted florals are repeatedly the motif of the season for Ritu Kumar garments in the year 2017.



CHINTZ:-

- *Chintz was originally glazed calico textiles, specifically those imported from India, printed with designs featuring flowers and other patterns in different colours, typically on a light plain background.
- *chintz will be used as a highlight to the store.



PALAMPORE:-

- *Southern Indian painted fabrics panels displaying a central theme of Motif bordered on all four sides.

KALAMKARI:-

- *Kalamkari is a type of hand-painted or block printed on the textiles, produced in Indian style of Andhra Pradesh and Telangana and only natural dyes are used.

CONVERSION OF TRADITION INTO CONTEMPORARY

As Ritu Kumar's main attempt was to retain the tradition and history of Indian arts and craftsmanship, the design evolves around the use of traditional motifs and traditional materials in the store.

A lot of Kalamkari and Palampore techniques are used in the garments, a research says that chintz, a type of fabric complements the Kalamkari and Palampore designs.

As a tribute to the motif of the season, the application of Muted florals will be applied in the store. The attempt will be to retain the Indian tradition in the most contemporary form.



RI·RITU KUMAR

kalamkari



palampore



muted florals



chintz



paper white

pale avacado

cleveland green

black

super white

decorator's white

grant beige

classic grey

storm

MOOD BOARD

white dove

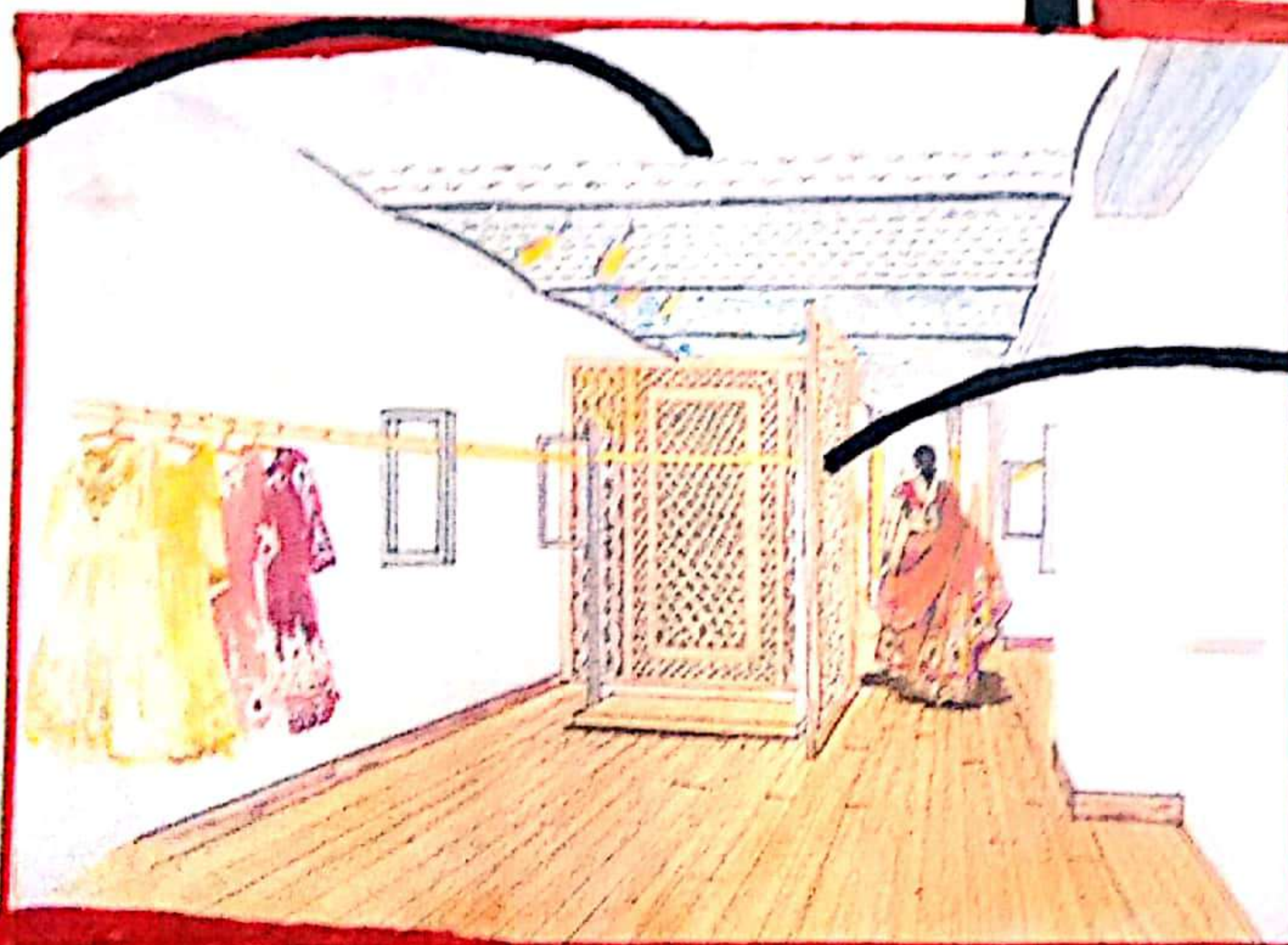
anchor grey

dior grey

COLOR PALETTE

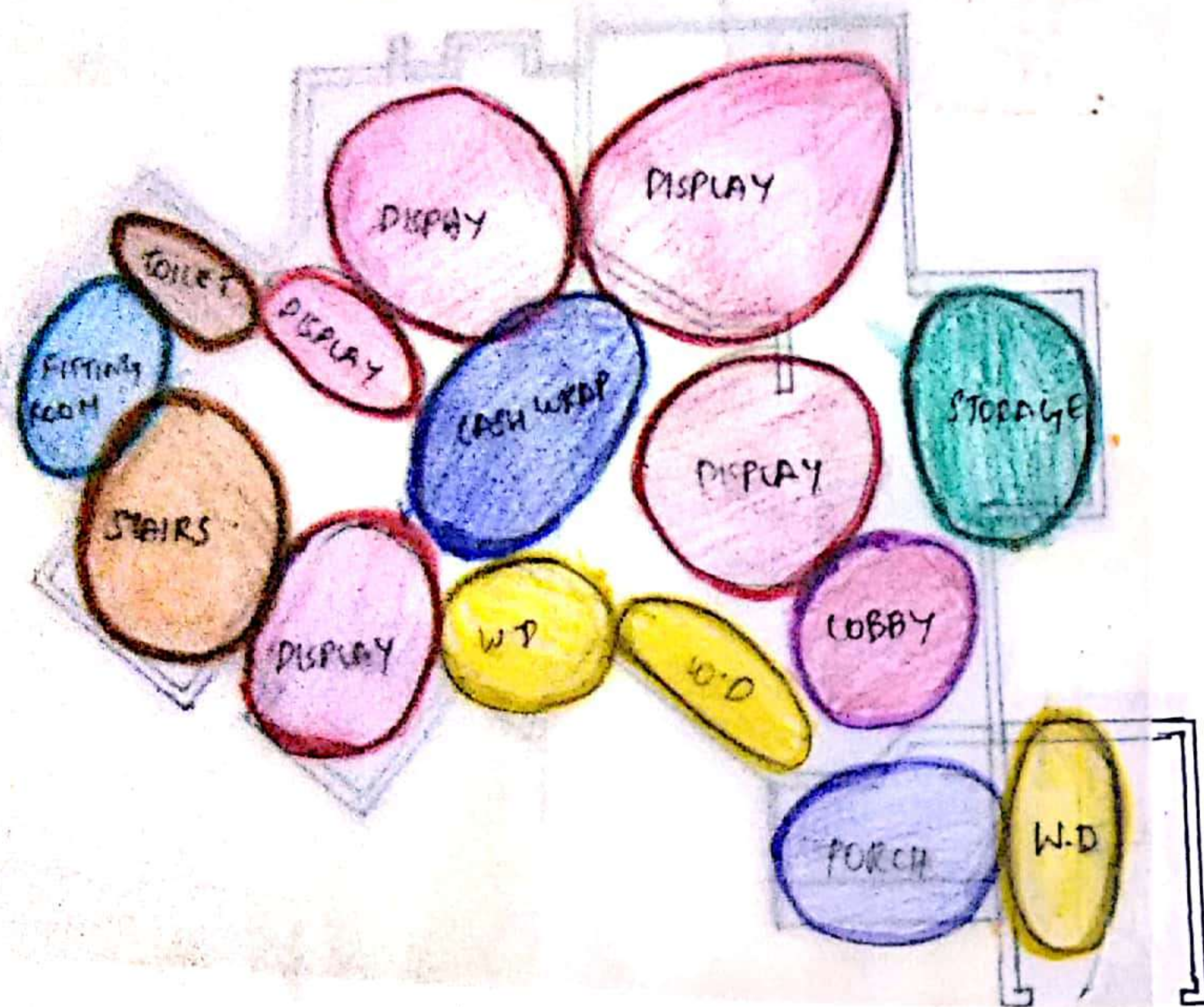


chintz can be
used in ceiling



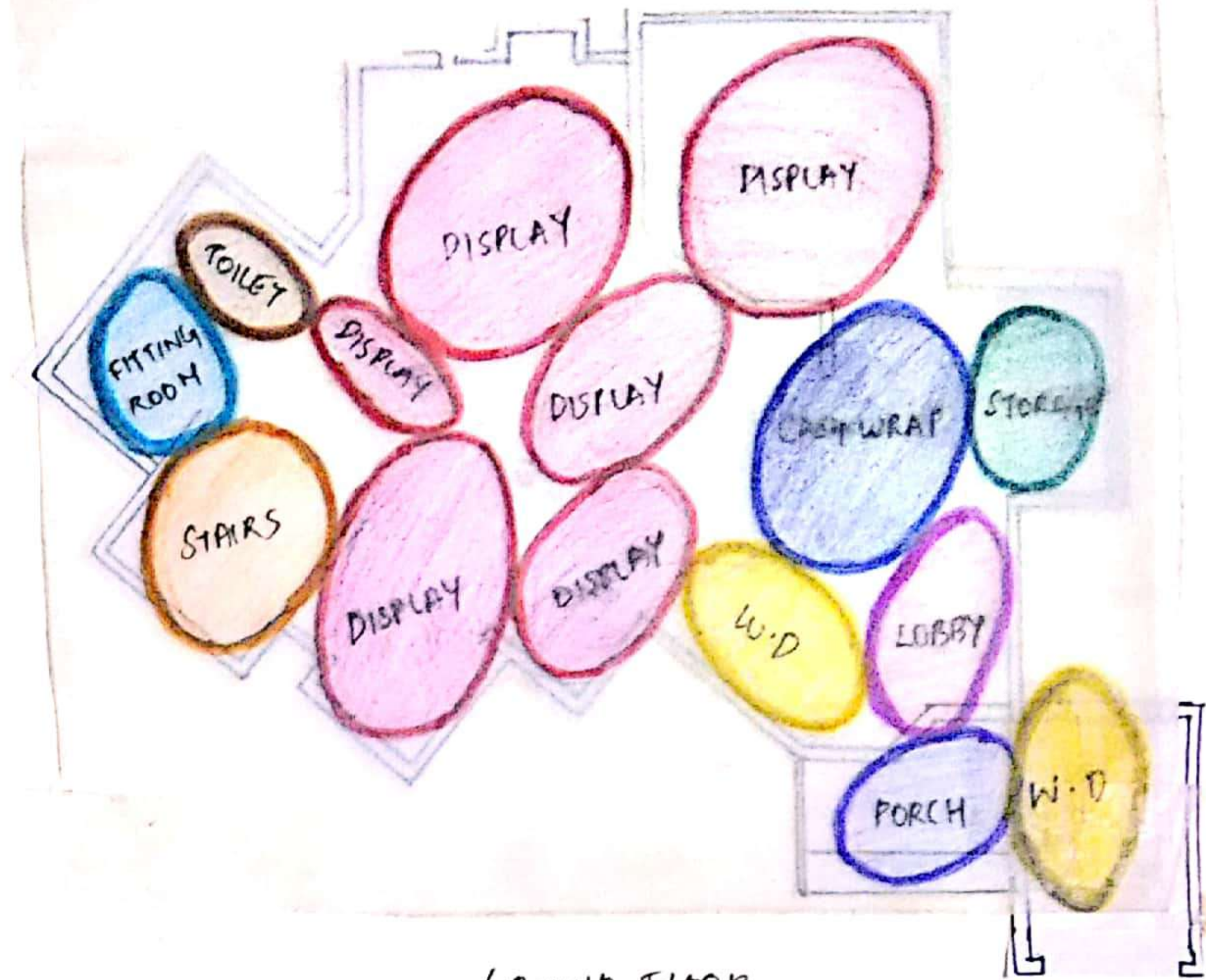
chintz can be
Used on Walls



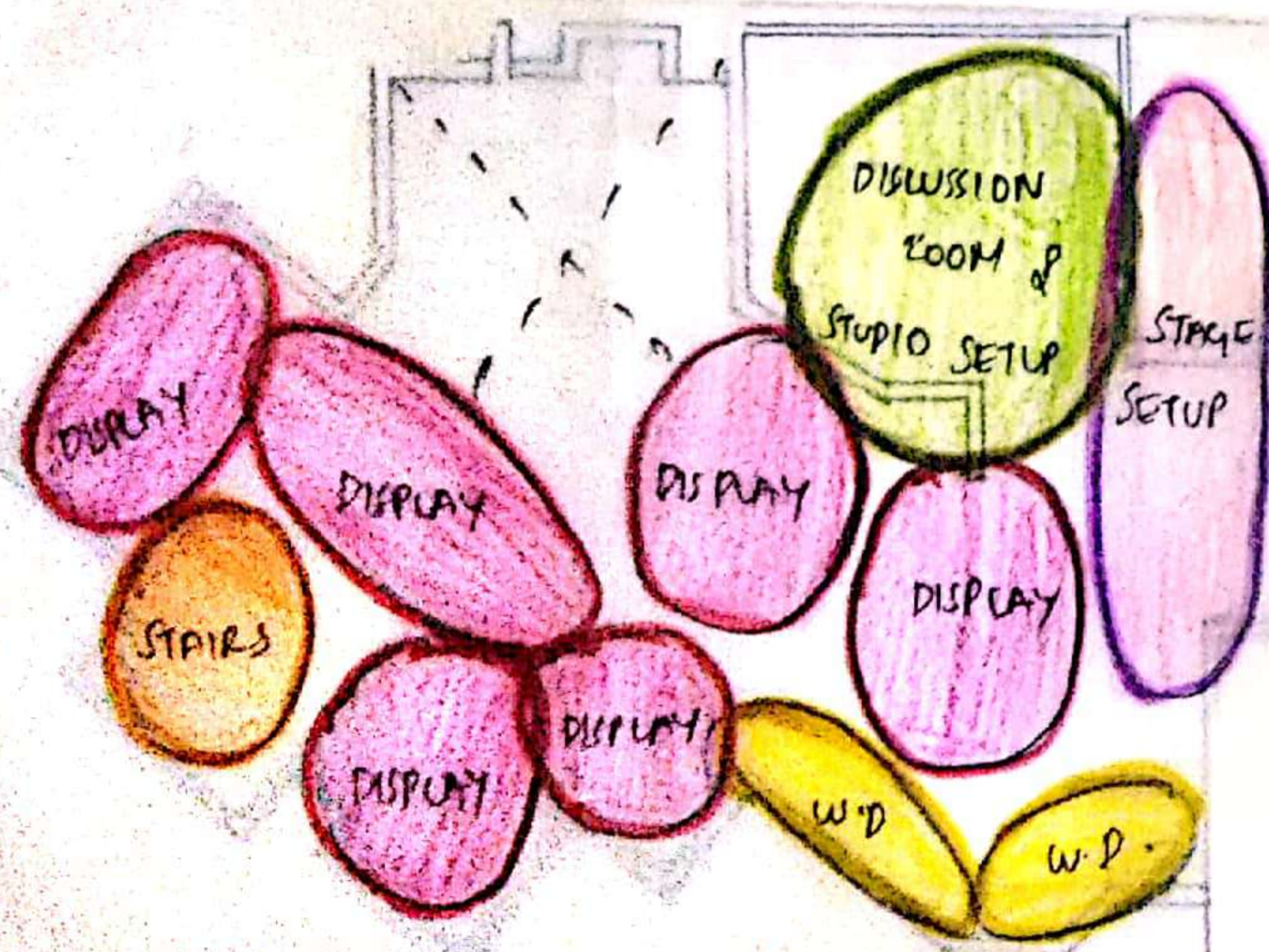


GROUND FLOOR

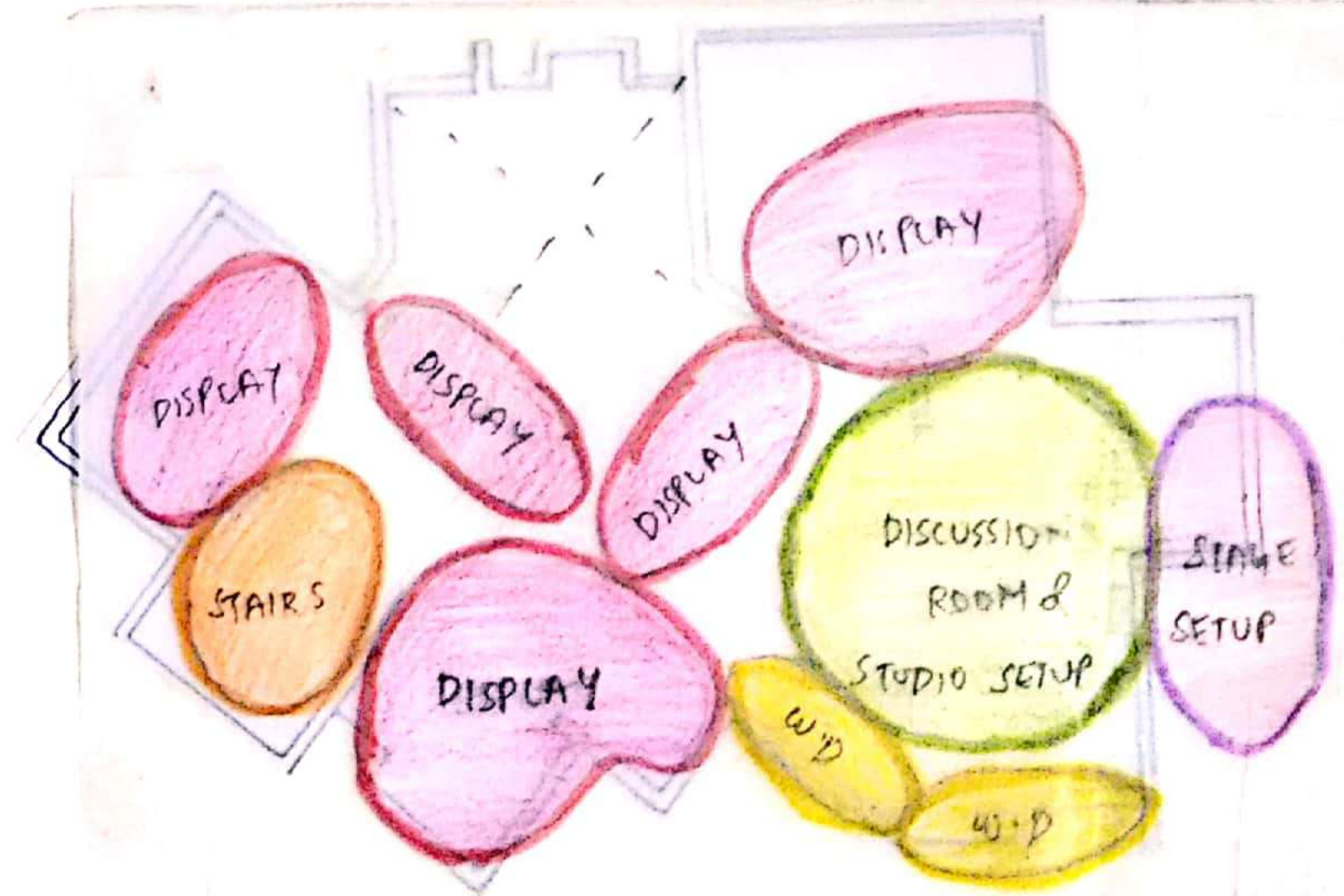
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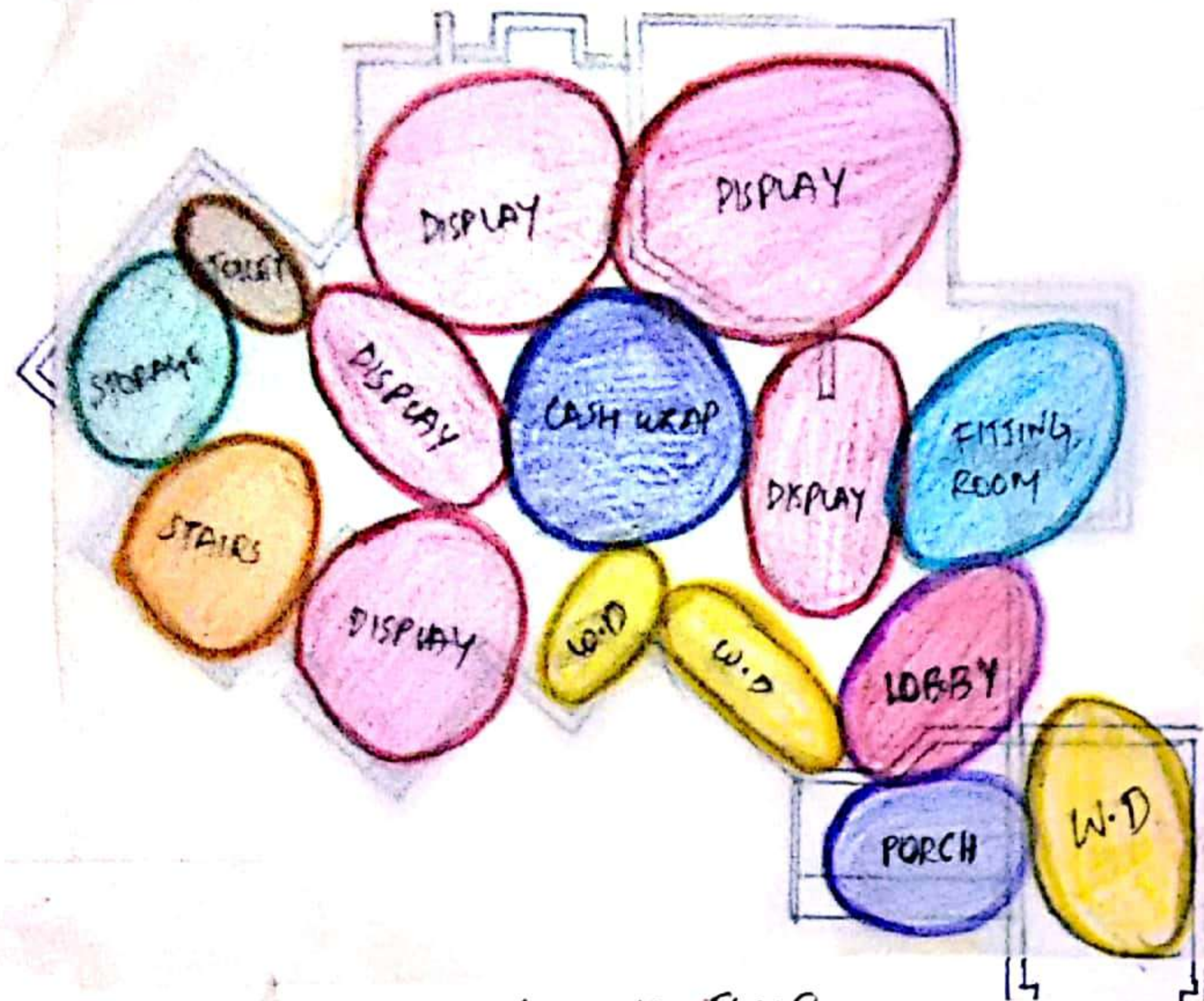
GROUND FLOOR



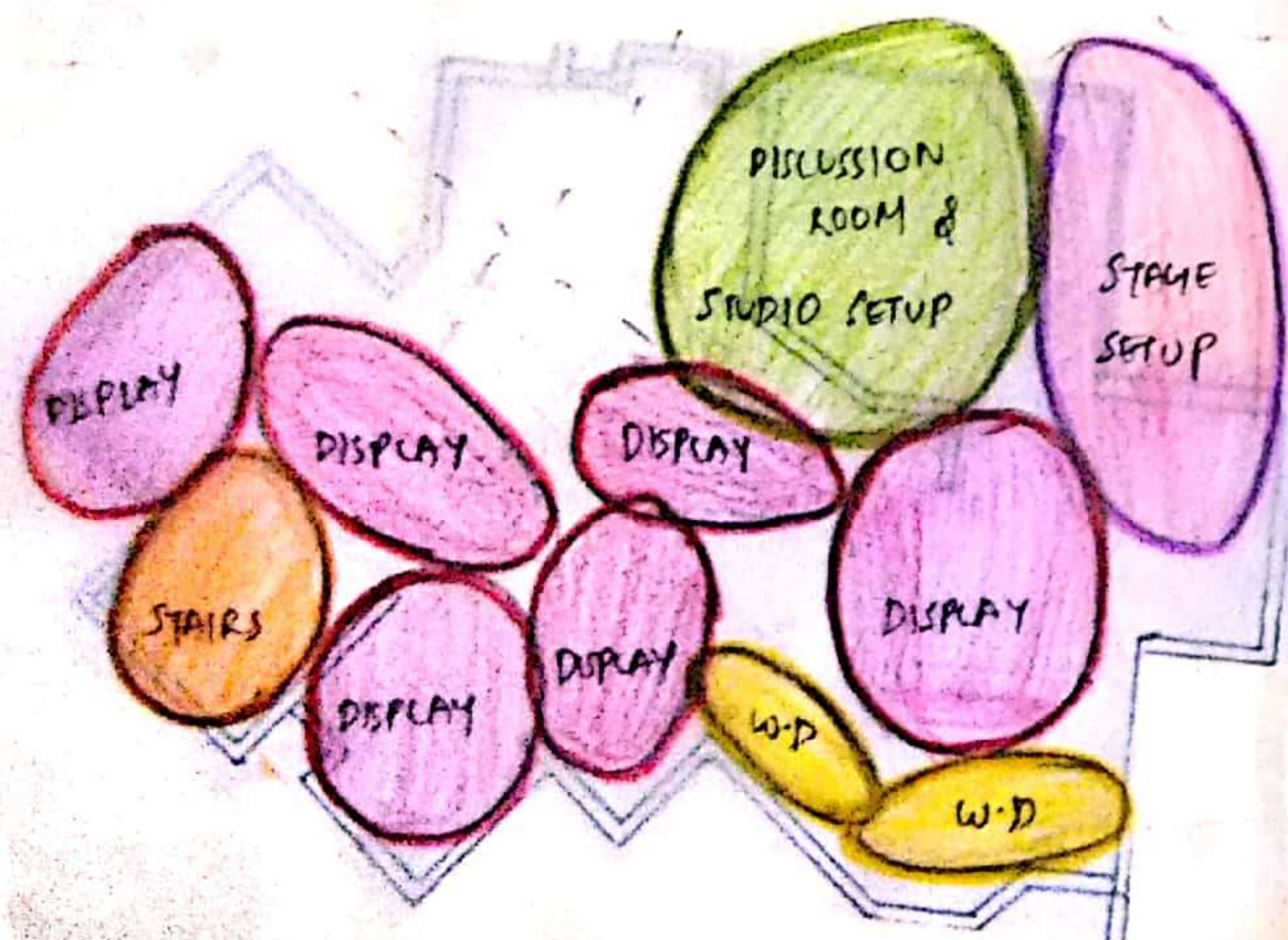
FIRST FLOOR



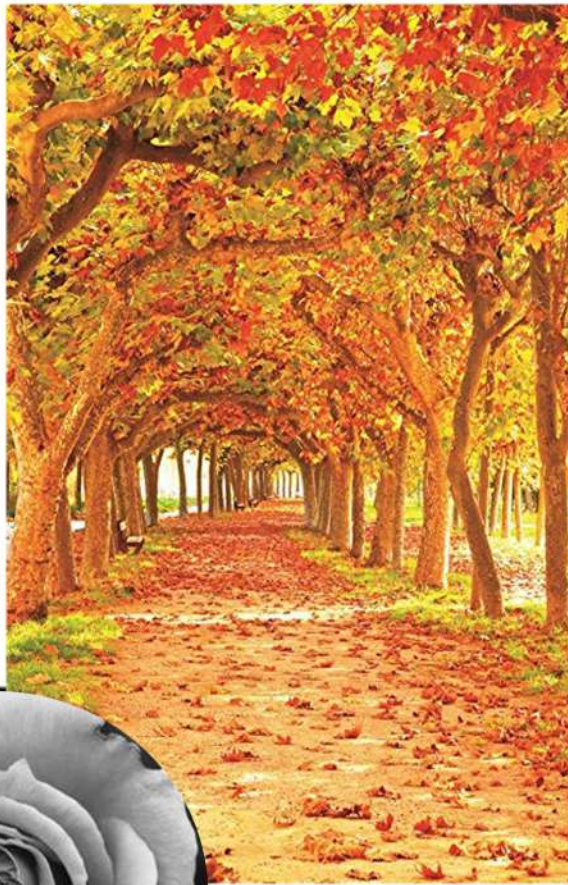
FIRST FLOOR



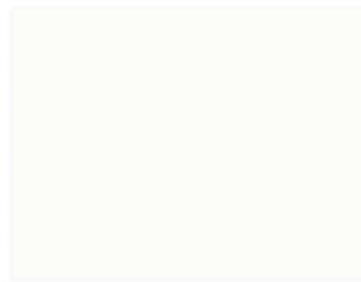
GROUND FLOOR

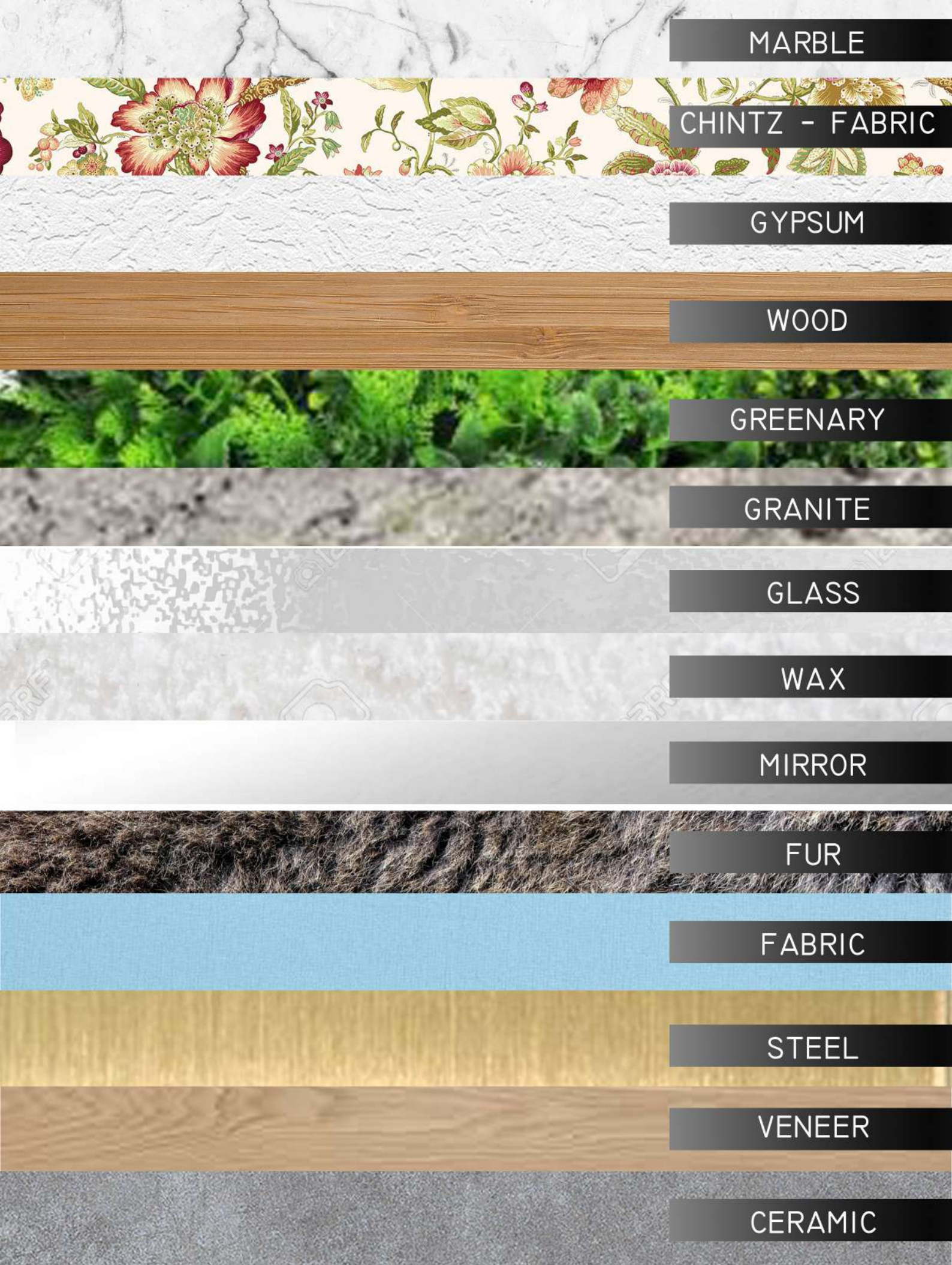


FIRST FLOOR



**BLACK/
WHITE/
GREY/
NUDE/
///// REPEAT**





MARBLE

CHINTZ - FABRIC

GYPSUM

WOOD

GREENARY

GRANITE

GLASS

WAX

MIRROR

FUR

FABRIC

STEEL

VENEER

CERAMIC

MATERIAL BOARD