

RETAIL

design



What is Retail?

Retail is a 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 a person or organisation who sells goods or services directly to consumer dealer or end-user.

Flagship Stores

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

Branding

Branding, by definition, is a marketing place in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services.

Types

- Speciality store
- Department store
- Supermarket
- Convenience store
- Discount store
- Off price retailer
- Hyper markets
- Wall marts
- E-commerce.



■ Moon Mart
■ Nilgiri's
■ Reliance



Apple



adidas



Christian Dior



Audi

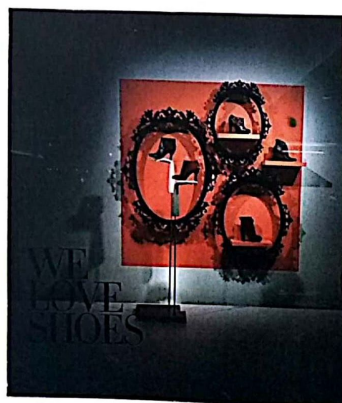
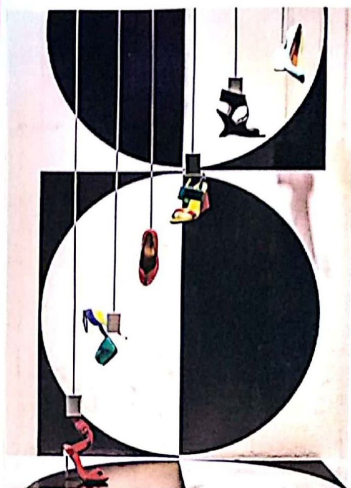
RETAIL DESIGN

1 Eye Catching Visual Merchandise

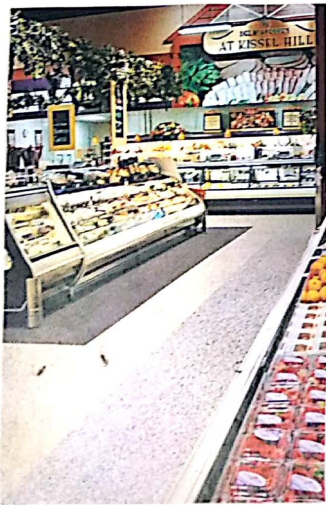
A striking piece of visual merchandising can capture shopper's attention, and encourage them to cross the threshold of the store. Shop windows are the eyes of a retail store and should tell a story that is carried through physical space.

KEY FACTORS

- Emphatic Colour scheme
- High and low lightings
- Star products to highlight
- Good graphic designs
- Friendly windows



2 Mark out the Customer's Pathway



Retailers will know the path they want customers to take around their store. They will have clear idea of which products should lead where, and how they want customers to end up at the till.

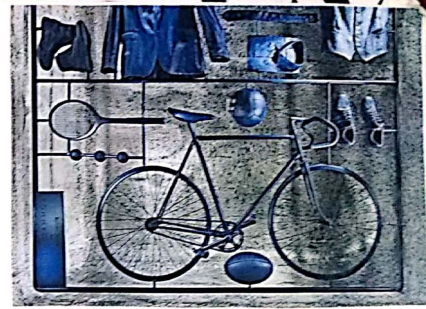
Use different flooring

Use strip lights on paths

Use floor graphics.



MAKE THE MOST OUT OF ANY SPACE



The floor space as well as the height of the retail store has to be equalized.

The displays should not hinder the circulation at the same point it should grab customer's attention.



Use recycling materials or things which can be reused in a different way.
Don't leave any space empty.

4 Slow the Customer down

Slowing down the Customer's journey is a challenging task to do to slow down your customer your shop has to be appealing from the entrance and till the Exit back. keep all the path clear and well interesting the whole shop should be welcoming and should pull the customer inside. keep seatings and relaxation spots. so that customers can sit and spend more time.



Aerate the Space

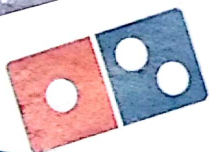
Aerating the space means creating freshness in your space. Add more natural elements in your eyes, store. keep all the paths clean so that the shoppers can move and shop without any obstruction.

High light all the important products and set the mannequins in a stylish way. so that people can see them and they may find that appealing enough to buy them.



NIKE BRAND SIGNAGE

lifestyle

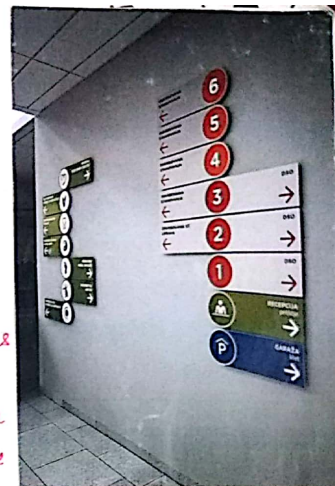


Domino's



A brand is an overall experience of a customer that distinguish an organization or product from its rival in eyes of the customer. Brands are used in business, marketing and advertising. Name brands are sometimes distinguished from generic or store brands.

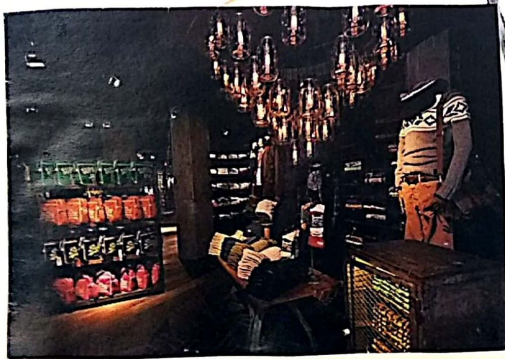
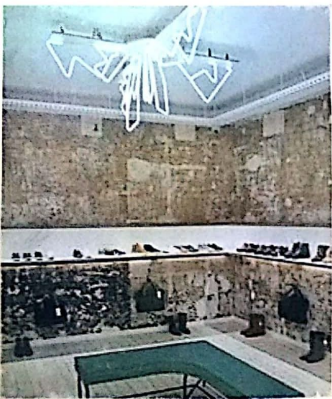
Signage is the design or use of signs and symbol to communicate a message to a specific group usually for the purpose of marketing or a kind of advocacy. A signage also means sign collectively or being considered as a group. The term signage is documented to have been popularize in 1975 to 1980.



LIGHTINGS

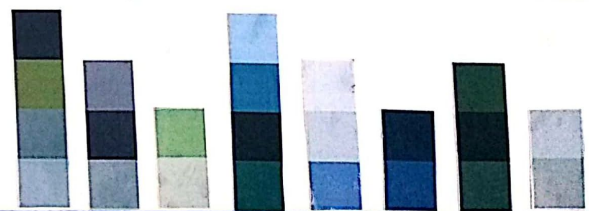


There are probably four main types of lightings used in retail settings :- Ambient, Task, Accent, Decorative. By effectively combining these four lightings you can make your store more effective at drawing customers and enticing them to purchase your products.



COLORS

- Pastel colors are great for children's store.
- If you have a logo try incorporating those colors in your store.
- Limit bright colors like yellow, oranges and red.
- For larger store paint the ceiling in dark colors to promote a more intimate feeling.
- Make sure your wall colors don't clash with the colors of the item you sell or display.

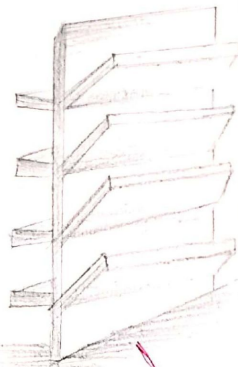


PLAY STORE

LAY OUT



TABLE DISPLAYS
You can create an inviting tableau of items to entice your customer to buy.

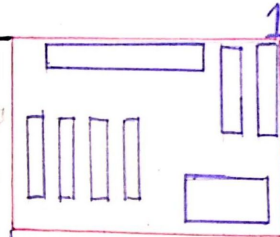


PEG BOARD
Peg boards are perfect for small items. You can move shelves, bins and books around to suit it.

GRID WALL
Grid walls are light and easily customizable. Move shelving around and attach hooks to suit your store. They are easy to clean.

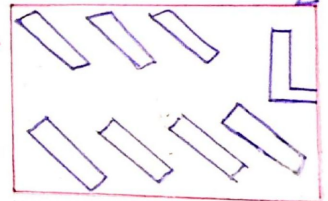
GONDOLA
A free standing fixture used by retailers to display merchandise. Gondolas typically consist of a flat base.

GARMENT RACKS
Garment racks are essential if you stock garments, but they are useful for ties, hats and scarves.

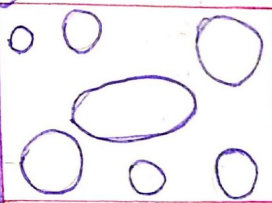


1
STRAIGHT FLOOR PLAN

2
DIAGONAL FLOOR PLAN

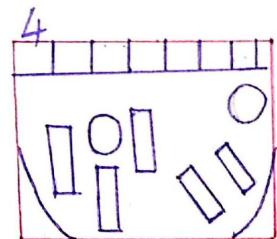


3



ANGULAR FLOOR PLAN

4
MIXED FLOOR PLAN



Company

ENSEMBLE

Ensemble encapsulate precisely what it means ... a collection of beautiful garments brought together. Ensemble has been a destination store for those in the know for over 25 years. Our DNA is not only made up of great fashion moments but also of many special occasions. To us clothes are not only for an occasion, they are an integral part of our lives.

Innovation, creative vision and quality determine which designers we chose to work with. They try to remain true to designer's vision while matching our sensibilities. Since its launch in December 1987 in Mumbai, Ensemble has been regarded as a pioneer. It became the first luxury multi-brand store providing talented Indian designers a platform to showcase their work.



ENSEMBLE DESIGN STUDIO

Collection

APPAREL

Ready to wear
Resort bridal
Bridal
Occasion wear.

Accessories

Shoes

Scarves

Bags

Jewellery

Design Studio

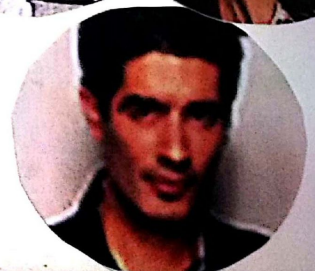
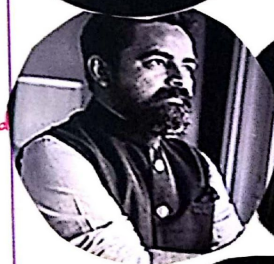
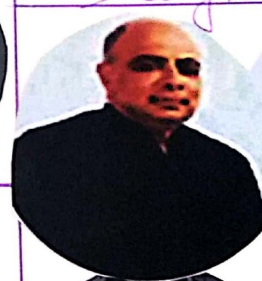
Launched in 1989, EDS or the Ensemble Design Studio's philosophy is to create and translate India's Extraordinary and ancient legacy in colour, print, Embroidery and weaves into a modern content. It is the core of Ensemble's philosophy. A revival of Indian Embroidery is something that Ensemble studio prides itself on using traditional hand-crafted techniques of India such as chikan, mukaish, badla, zardozi, nishida and many more. Launched in 1989 Tanya Tahirani was the studio's first designer with Angor design.



Director

Tina Tahirani Parikh is the executive director of Ensemble and the stylish visionary behind the brand. Tina has a bachelor's degree in Economics and a Master's in International policy studies from Stanford University California. Tina is a perfectionist with an impeccable eye for beautiful things. Her personal style and fashion flair has made her the perfect.

Designers



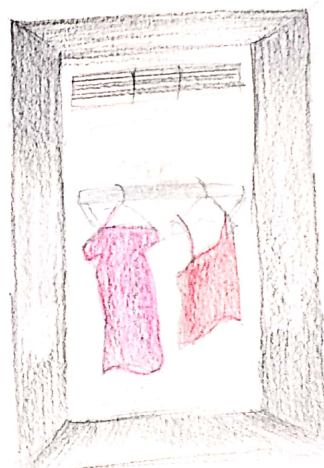
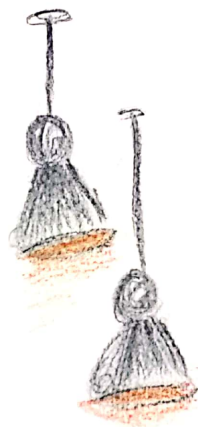
STORE LION GATE

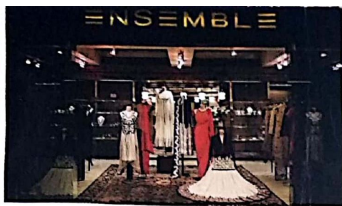
The flagship store, which is where the Ensemble story started in 1987, is aptly located in one of Mumbai's most historic buildings.

It is heritage building that used to be the Great Western hotel, with a grand staircase and a ballroom. Byoj Jain, the architect retained the original integrity of the building yet making it contemporary in design. Even they strike a balance between our legacy and the modern day. You can find everything here from Bridal, Black tie, Occasion wear, Resort wear to Ready to wear and Accessories.



LOCATION - MUMBAI





STORE EMPORIO



LOCATION- NEW DELHI



Sophisticated and impressive, Ensemble Emporio allows for the store in store format. From bridal wear, and occasion wear to contemporary Indian wear and western wear, each category has a dedicated section.

Much like the flagship store at lion's gate in Mumbai, the location at Emporio showcases the entire span of Ensemble's merchandise. One of Delhi's top fashion destinations, both for the city's residents and visitors, the store is open all seven days.

433-437 Third floor, Emporium mall, Vasant Kuryj Mall Area, Vasant Kuryj Phase II, New Delhi 11

Phone:- 91-11-460 407 45/460 407 46

Email:- emporio@ensembleindia.com

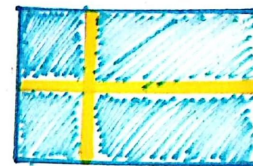
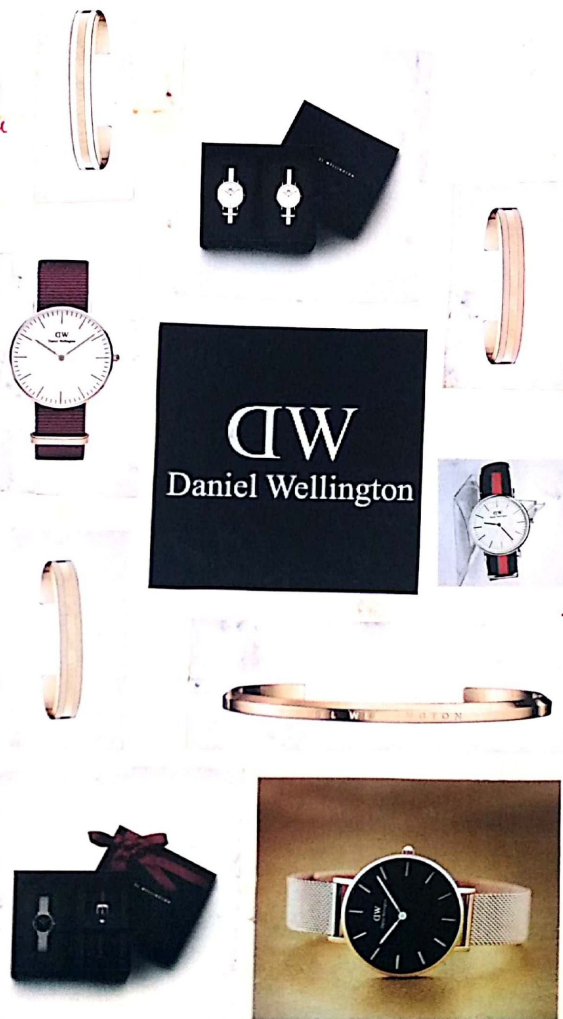
DANIEL WELLINGTON

Daniel Wellington is a Swedish watch company founded by Filip Tysander. Headquarters in Central Stockholm in Sweden.

The company has different networks in over 25 countries. The watches are designed in China, designed in Sweden and quartz movement in Japan.

ITEMS SOLD

- WATCHES for men and women. Especially for anniversary of couples.
- HAND BRACELETS! - Complimentary thin and sleek band bracelets.



LOCATION - SWEDEN
MANUFACTURED - CHINA
DESIGNED - SWEDEN
SOLD - 25 countries

STORES IN CHENNAI

- VR Mall
- PHENIX MARKET CITY

DESIGN OF STORE

- ELEGANT
- MINIMAL
- SIMPLE

COLOR TONES





Spanish
Flag

CALONGE



Originated in a small beautiful place called Palma De Mallorca city in Spain.



Speciality
Hand woven
products such as bags
clutches, wallets and foot-
wear



STORES IN
CHENNAI

- Isphani Centre
- Thoenin
- Nugalbakkam high road.



COLOR TONES

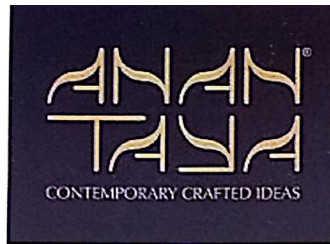


PRODUCTS:-

- Bags
- Clutches
- Back packs
- Shoes
- Wallets
- High heels

PRODUCTS:-

- Home Decor
- Furniture
- Wall hangings
- Stationery
- Fabrics



Originated - INDIA,
JAIPUR - RAJASTHAN

COLOR TONES

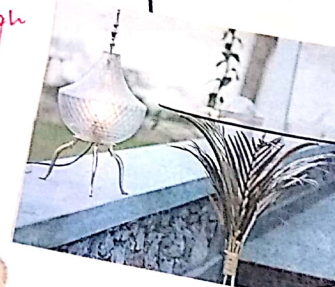
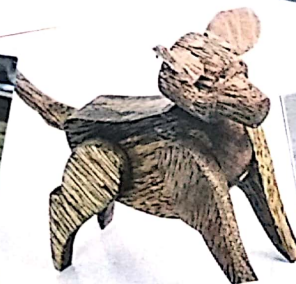
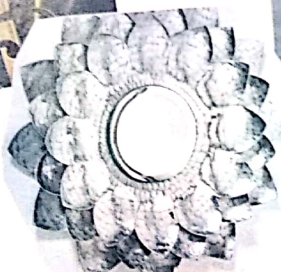


CORE VALUES

- INTEGRITY
- INNOVATION
- QUALITY
- EXCELLENCE
- PASSION

FLAGSHIP - STORE

The Kanota, Narain
Niwas Palace, Opp
city Pulse Mall,
Narayan, Singh
RD, Jaipur
Rajasthan
302004



ROUTIQUE LAS CHICAS

CATEGORY - STORE

LOCATION - BRAZIL

AREA - 130.
sqm

STORE FRONT



COLOR-TONES



→ flooring



→ walls



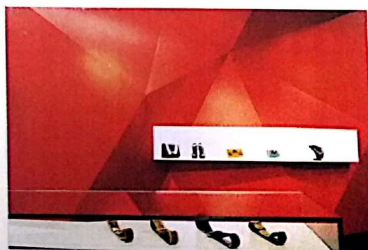
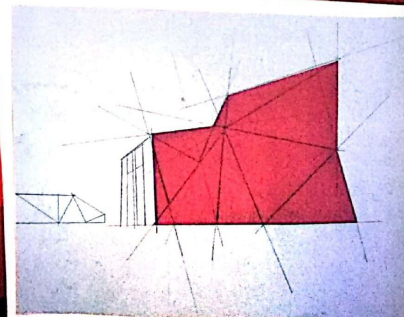
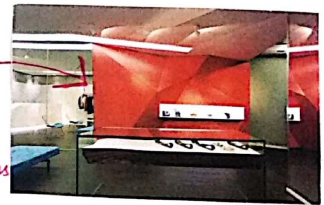
→ panels

CONCEPT:

The process of lapping
and polishing gems

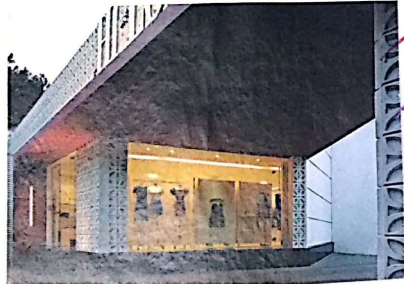
faceted panels
is the key piece
of the store made
triangular polygons

Clear ambient
aesthetically
interesting view.



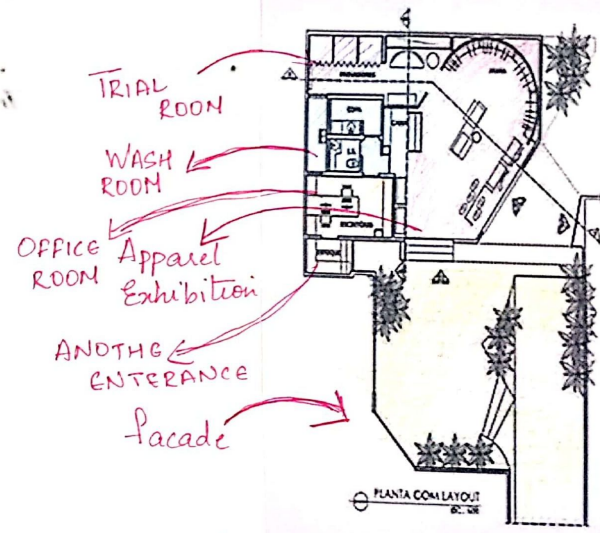
HU = LO STORE

LOCATION - BRAZIL
AREA - 110m²
PROJECT YEAR - 2011



FRONT-WINDOW

COLOR-TONES



CONCEPT
mixing opposite,
contrast in color materials
and sensation.



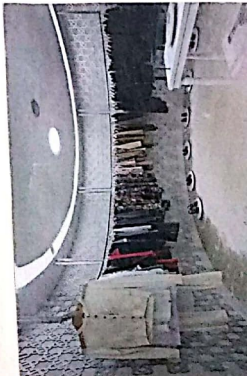
Floral vintage
cubboards

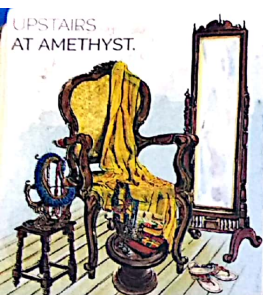


taney
trial
rooms



curved
apparel





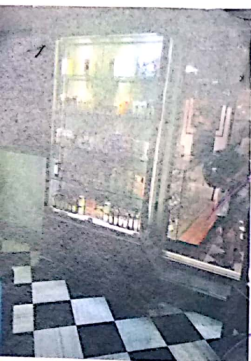
LOCATION: INDIA, Chennai
Roypettah, white road



→ Restoration of
old haveli / palace
By Kuan Rao

AREAS:-

- Cafeteria
- Wild garden room
- Boutique - Amethyst
- Garden
- Patio seating
- Party area



→ Boutique
Entrance

→ Checkered
tile



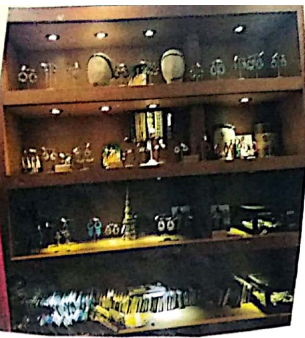
→ Shoes, ethnic, Exhibition

→ Upstairs
Boutique

AMET

PRODUCTS:-

- Apparel, Indian inspired
- Ethnic shoes, chappals
- Bags, clutches
- home decor



ECLECTIC CHANDELIER

Apparel exhibit

OLD FURNITURE

The furniture used is very old and restored

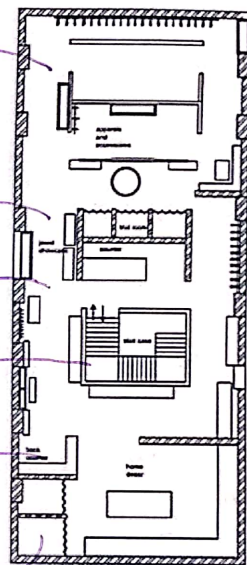
Trial room

counter

Stair case

Book store

Home decor



PLAN

It is a very rectangular plan with pillar on distance of 2'6".

Neatly arranged furniture with proper distance

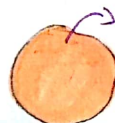
FLOORING

Reclaimed wood dark brown floor

COLOR TONES

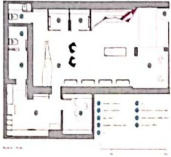
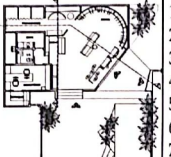
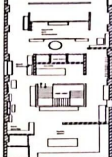
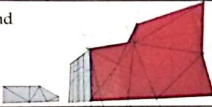
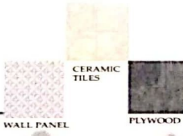
light shades on wall

flooring



ceiling

HYST

DESCRIPTION	CASE STUDY 1 LA CHICAS STORE	CASE STUDY 2 HI LO STORE	CASE STUDY 3 THE AMETHYST	INFERENCE
LOCATION	Brazil	Brazil	chennai, roypettah	
ARCHITECT	Guilherme de Vasconcelos	david guerra and architects	kiran rao	
AREA	130.0 sqm	110.0 m2		
PROJECT YEAR	2013	2011		
TPOLOGY	formerly: store currently: store	formerly: store currently: store	formerly: haveli/palace currently: boutique	
SPACES AND PLAN	1. entrance 2. storefront 3. store 4. dressing room 5. wc 6. technical area 7. office 	1. entrance 2. apparel area 3. out door space 4. dressing room 5. wc 6. office area 7. outdoor area 	1. entrance 2. apparel area 3. book area 4. trial room 5. counter 6. home decor 7. stitching area 	1. entrance 2. apparel area 3. seating lounge 4. trial room 5. counter 6. home decor 7. stitching area 8. outdoor space 9. office space 10. co workers space 11. wc
PLAN FORM	rectangular with one side elongation	semi square plan with one side angle	perfect rectangle plan	sensible form with emergency exits and easy access
ACCESS	one access, entry and exit is same	two access, one main and other private	one access, entry and exit is same	
CONCEPT	lapping and polishing gem 	showing contrast and variation in interiors 	showing eclectic style and indian taste in boutique 	concept should be applied in both interiors and exterior with for and function and not just for aesthetic purpose.
STYLE	contemporary architecture	modern type	eclectic type	depends on when and how its built.
SUSTAINABLE	no such elements are used	no such elements are used	engineered flooring, preserved furniture	energy efficient design is a must to construct
LIGHTINGS	LED lights, recessed lights, strip lights, track lights	LED lights, focus lights, strip lighting, recessed and track lights	recessed lights, eclectic chandelier, fabric chandelier, natural lighting	natural lighting and energy saving lights should be predominant in use.
PRINCIPLE OF DESIGN	emphasis, contrast, alignment	emphasis, contrast, balance	proportion, alignment	the design should be mainly kept balanced
APPAREL EXHIBITION	wall mounted hangers for apparels and minimal display of accessoires with mirrors on one side and glass packed with geomtric wallpapers as background.	wall mounted curved apparel exhibition and accessoires displayed on vintage racks with large mirror to view.	wooden rectangular space created which has apparels and accessories for full dressing and jewelry exhibition on the walls.	apparels should be mainly kept is focus the merchandise should be highlighted in almost all views and perspective in a unique way.
COLOUR SCHEME				colors should not disturb the human attention.
MATERIALS	GLASS PLYWOOD STAINLESS STEEL CERAMIC TILES UPHOLSTER 	CERAMIC TILES WALL PANEL FLYWOOD 	WOOD FLOOR BRICK WALL CERAMIC TILES 	sustainable and mostly engineered materials should be used which is easy to maintain clean and also looks appealing

SITE ANALYSIS

LOCATION



The place is located in Chennai, Tamil Nadu, Roypettah, White's Road

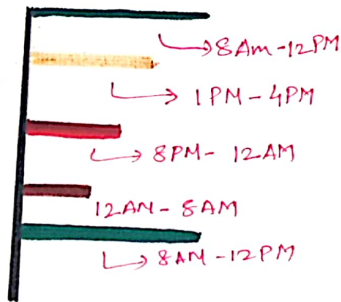


Near by Amenities
Higgin Botham
Sathyam Cinema

Citi Bank
Spencer plaza
MA chidambaram stadium
Apollo hospital
Government museum
Amie Mahal
Axis Bank

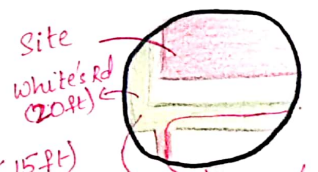
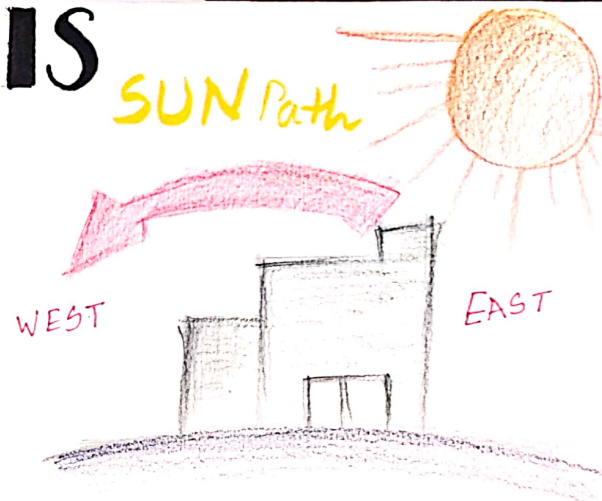
CONDITIONS

TRAFFIC

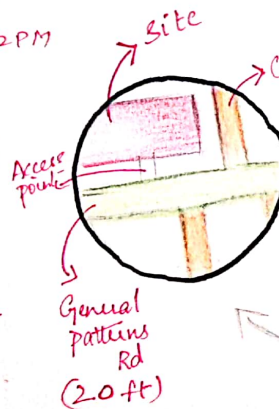


The traffic is well maintained until peak hours. The commercial place is located in the heart of the city

SUN Path

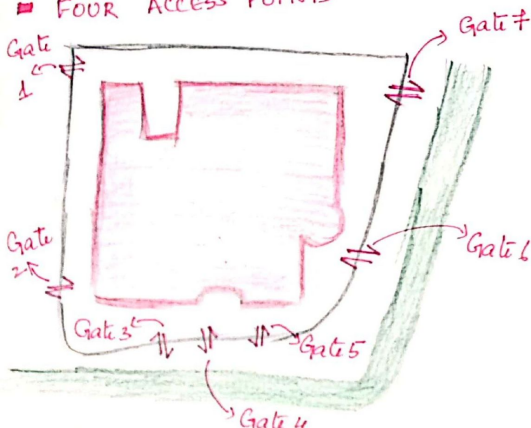


ROAD WIDTH
Clubhouse Rd (15ft)
Pattabhi's Rd



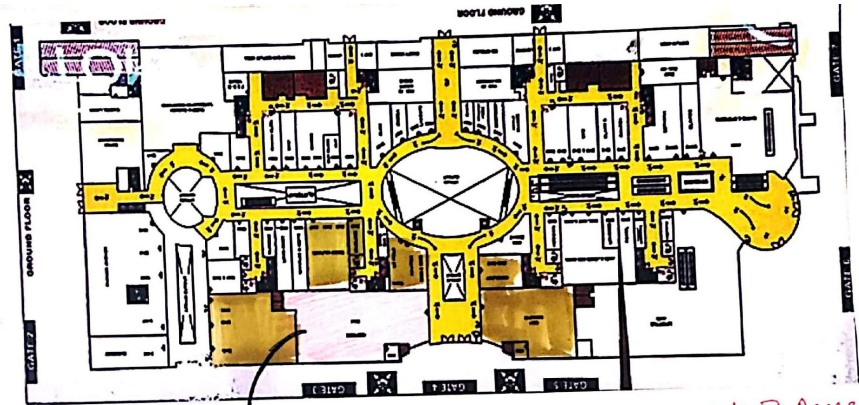


FRONT - ELEVATION
FOUR ACCESS POINTS



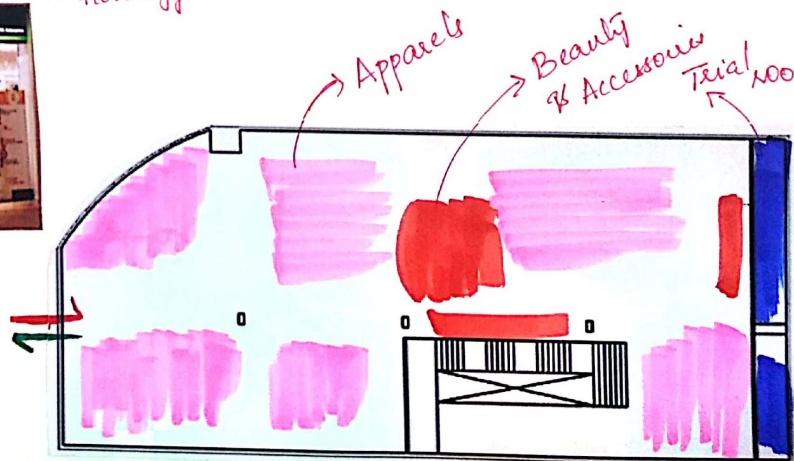
entry > entry from 2 wheeler
Pattala Rd

exit > entry from white road > 2 wheeler
> entry from woody > 4 wheelers Rd



WEST SIDE
neighbouring places
- Hamley's
- Parcos
- Horology

point of Access Gate 4



CONCEPT-MIND MAP

CONCEPT:- CHARKHA

STYLE:- CONTEMPORARY

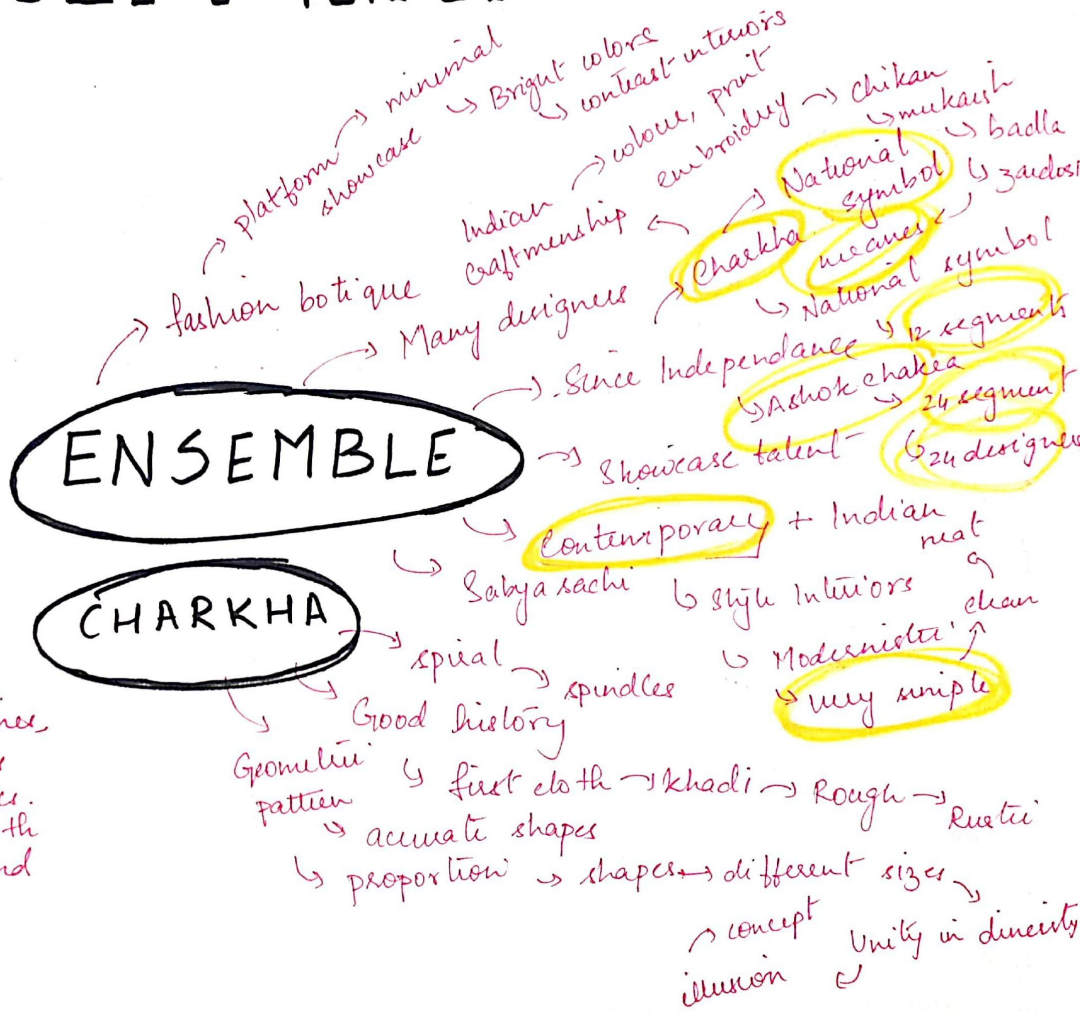
JUSTIFICATION

Charkha is the freedom symbol of independence. Charkha has 12 spindles and its replaced by ashoka charkha which has 24 symbols, Ensemble has 24 designers altogether.

STYLE JUSTIFICATION:-

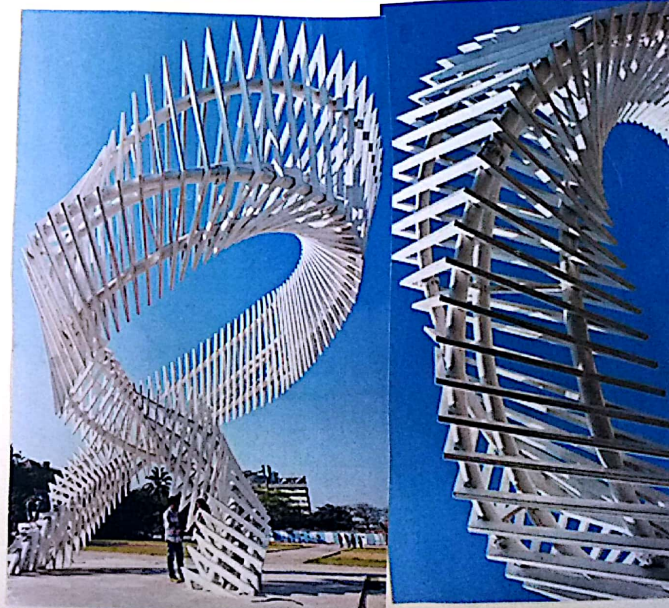
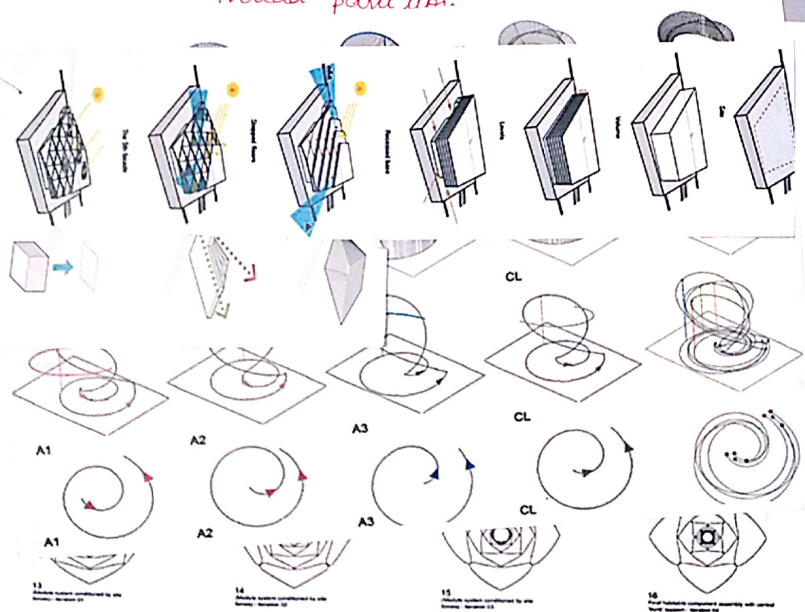
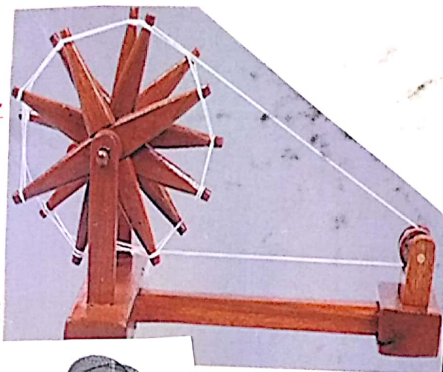
CONTEMPORARY

- Smooth interiors, clean lines,
- Bare flooring, no patterns
- Ottoman and clean fabrics.
- They marry their styles with ~~interiors~~ indian heritage and modern culture.

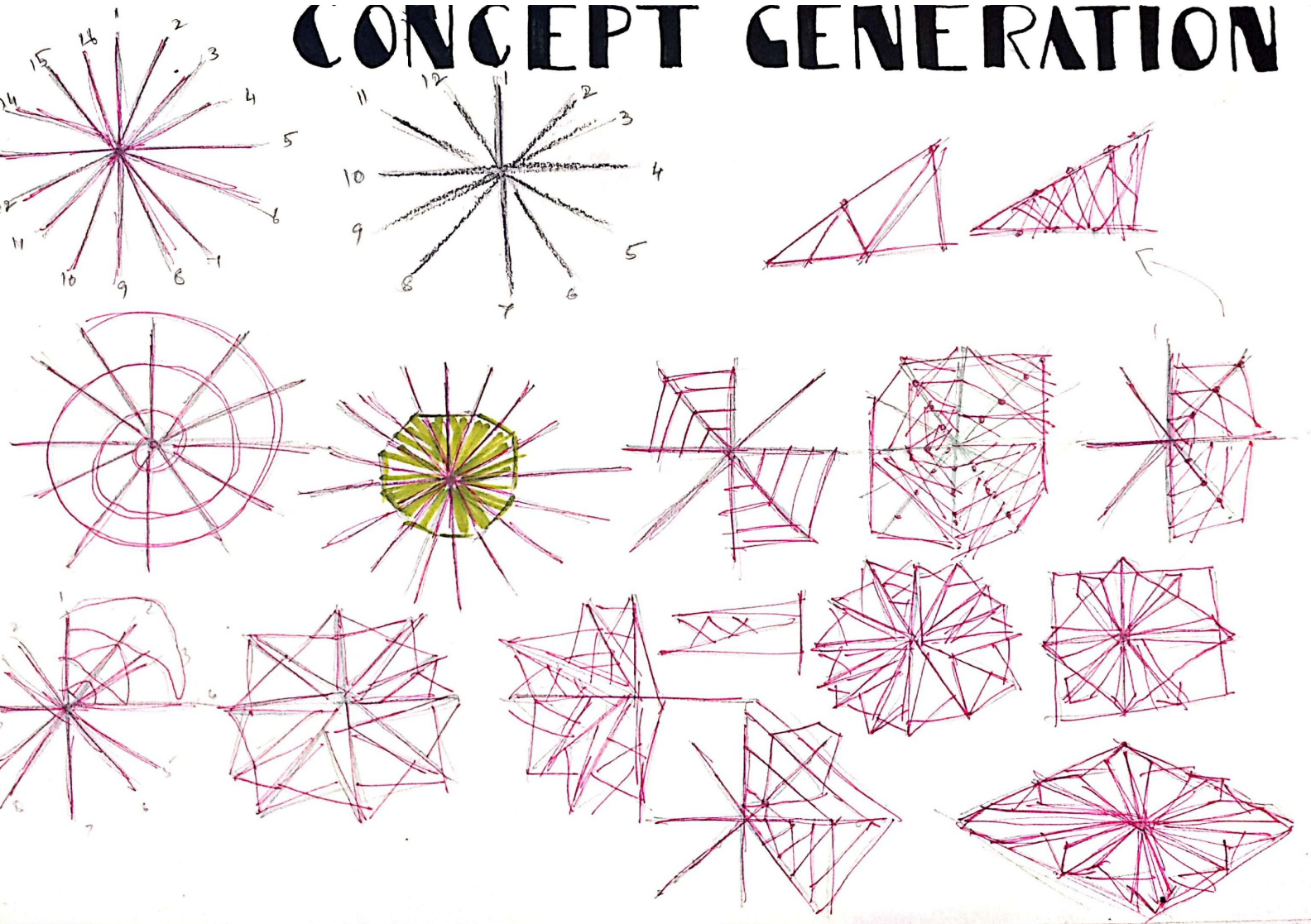


INSPIRATION

Nuru Karim is an Indian Architect who has built a great 11m memorial outside the Rose maiden garaheritage ground which was open after a long time. The memorial there is truly inspired from the charakha. He has won prize for building of this great memorial. His other inspiration is woven thread pavilion.



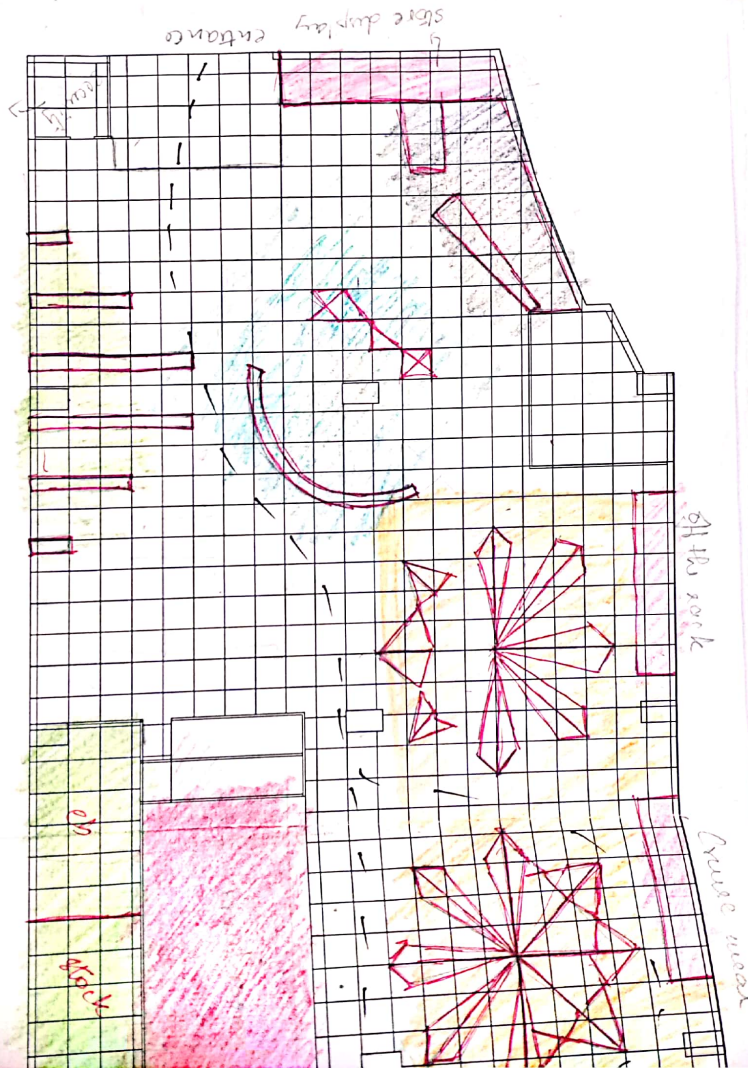
CONCEPT GENERATION





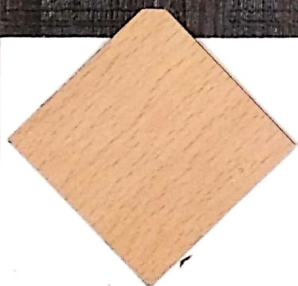
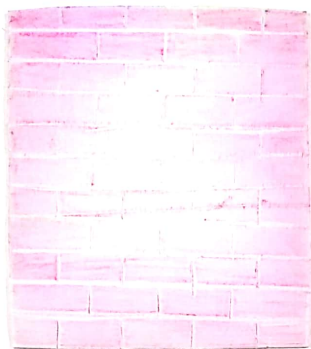
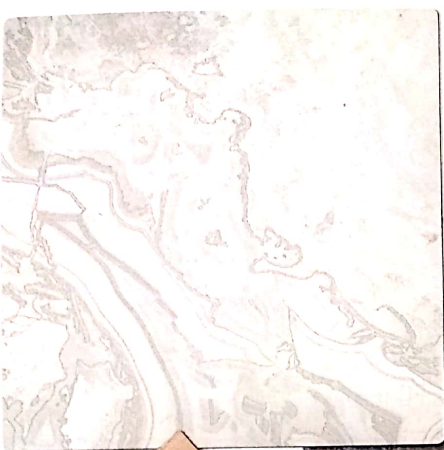
Entrance - 20m
 Threshold - 10m
 Store display - 60m
 Ready to wear - 70m
 Cruise wear - 70m
 Party style - 70m
 Timeless elegance - 70m
 Trial room - 60m
 Protagonist - 60m
 kiosk area - 25m
 Cash wrap - 25m
 Tailoring - 50m
 Customize area - 60m
 Storage - 50m

760/811



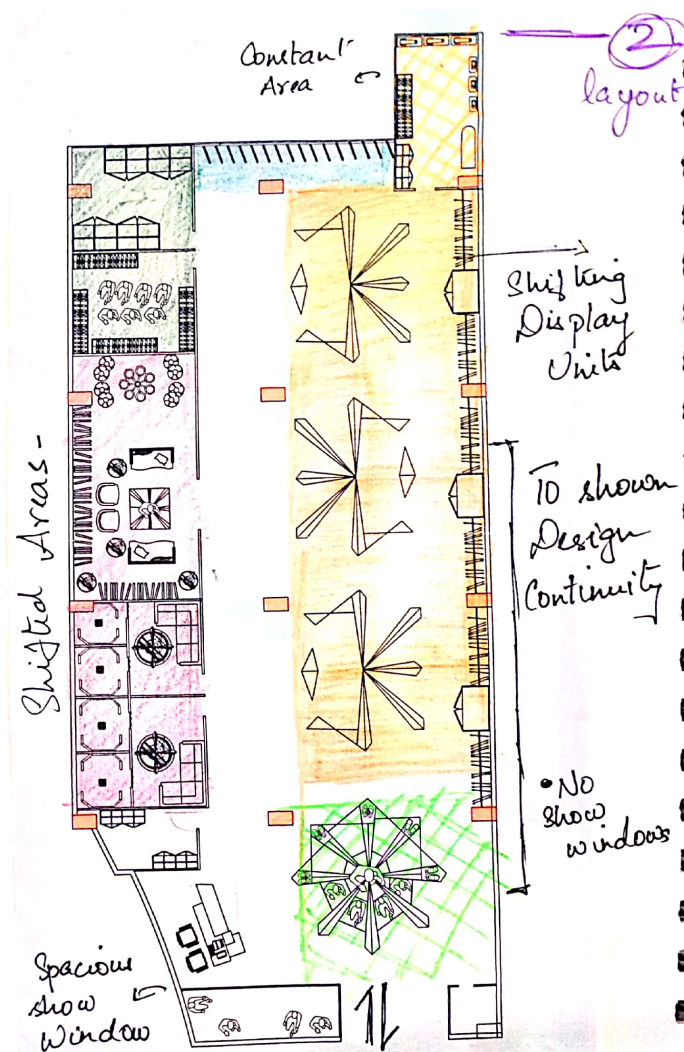
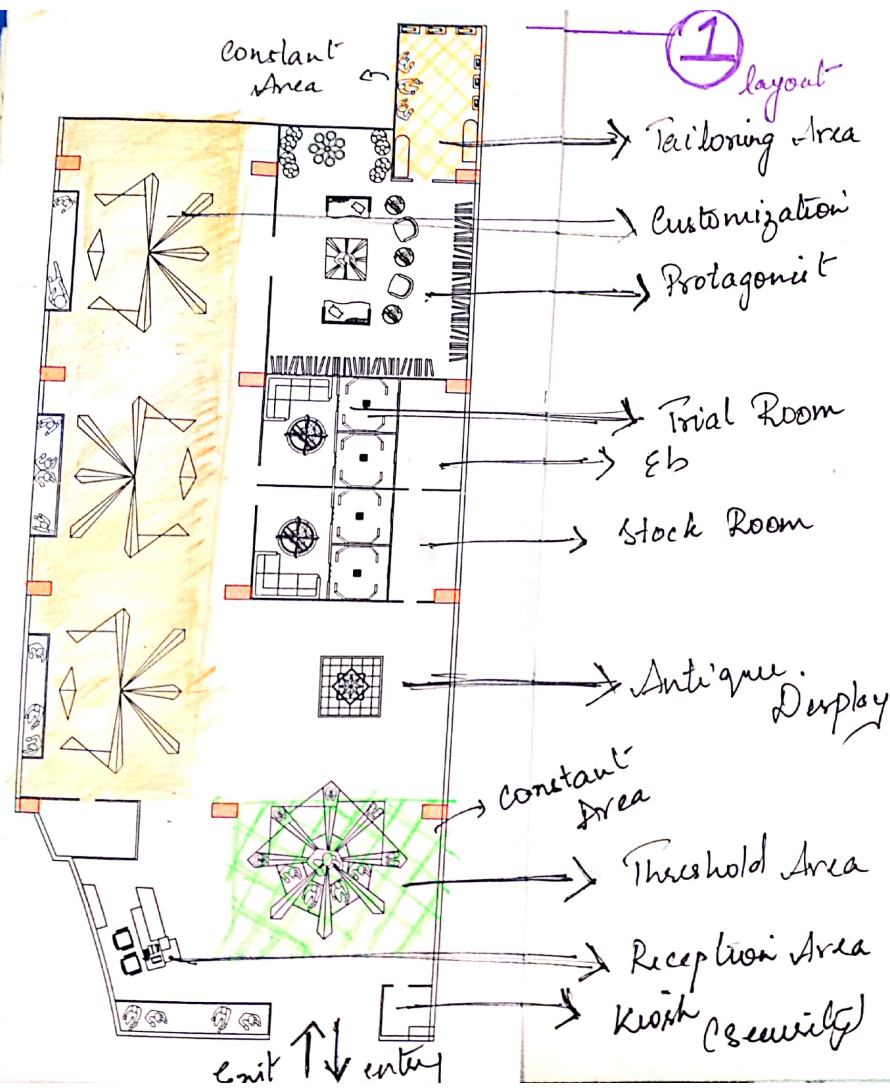
- Threshold Area
- Display Unit
- Reception (cash) wrap
- Show windows
- Trial Rooms
- Eb & stock room
- Antique display
- Protagonist
- Circulation

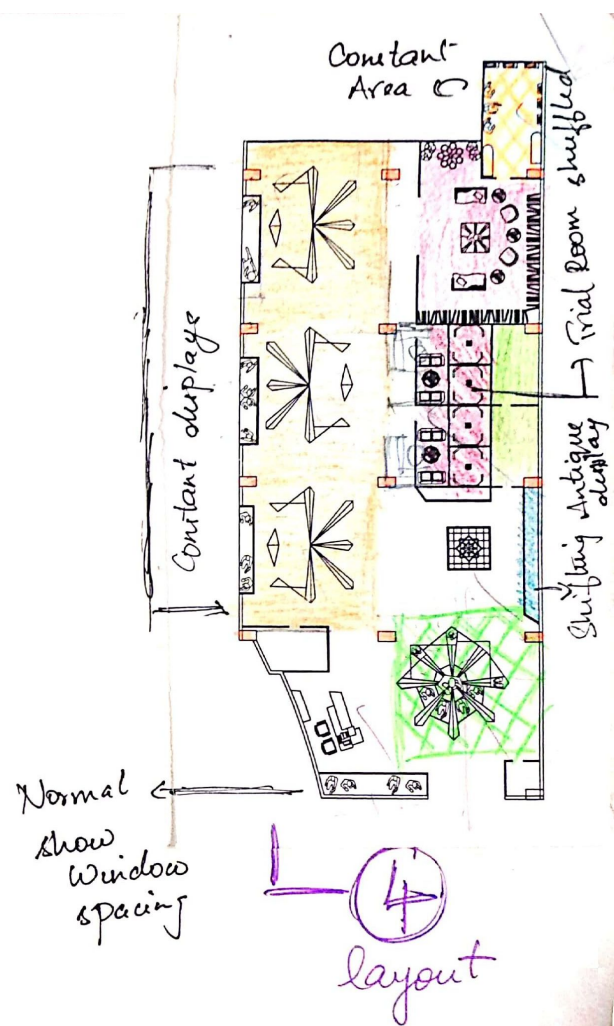
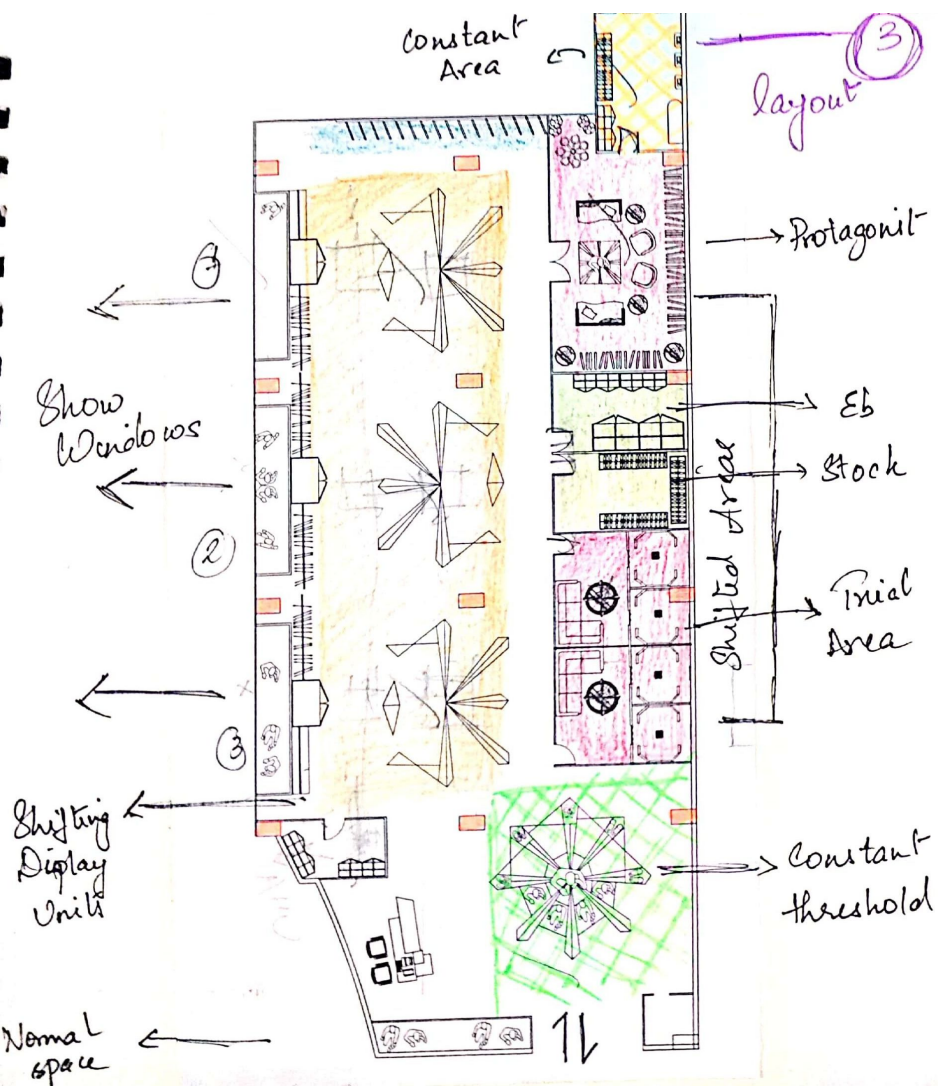




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FURNITURE

