

# VM-RD

September 2015 | Volume: 10 | Issue: 12 | Rs 100

Visual Merchandising & Retail Design



**Bridal Shower**

Neelkanth Jewellers Bridal Lounge, Bangalore

Introducing  
**RETAIL  
YATRA**  
Page 50

# TRAINING



Mannequins | Display Dummies | Dress Forms | Jiffy Steamers | Wooden Hangers | Display Accessories | Any Customised Work

Courtesy:

**adidas**

**Mumbai Office** - Ph: 022 24378548, 24220295  
Mobile: +91 9819739853 Email: mumbai@clonemannequins.com  
**Kolkata Office** - Ph: 033 40086955  
Mobile: -91 9831033844 Email: kolkata@clonemannequins.com

The mannequins shown above are protected worldwide under IPR Laws in the name of above principles.  
Any unauthorised use of the same is an offence under the law.

**CLONE  
MANNEQUINS  
INC.**

A Unit of Modern Artistic Handicrafts

D-9/4, Okhla Industrial Area,  
Phase-II, New Delhi - 110020

E-mail: clone@clonemannequins.com  
Tel: +91-11-40664000

Fax: +91-11-40664001

# VM-RD

Visual Merchandising & Retail Design

Volume 10 Issue 12 September 2015



**EDITOR & PUBLISHER**  
**ADVISORY EDITOR**  
**DESK EDITOR**  
**SR. REPORTER**  
**ASSOCIATE EDITOR (East)**  
**REPORTER**  
**DESIGNER**

Vasant Jante  
Surender Gnanaolivu  
Chanda P Kumar  
Mansi Lavsi  
Nabamita Chatterjee  
Revati Krishna  
Madhukar P

## CIRCULATION / EDITORIAL OFFICE

#1019/2, 1st Cross, Geetanjali Layout, New Thippasandra, Bangalore-560 075.  
Tel : 91-80-40522777 / 25294933  
Email: info@vjmediaworks.com www.vjmediaworks.com

## Mumbai Office

201, 2nd Floor, Krishna Commercial Centre, 6 Udyog Nagar,  
Nr. Kamat Club S.V.Road, Goregaon (W), Mumbai - 400 062.  
Tel: 022-40230272

## Delhi Office

E-24,2nd floor, Naraina Vihar, New Delhi-110 028, India.  
Tel: 011-4241 5179

## Kolkata Office

Mobile: 96743 21579  
Email: nabamita@vjmediaworks.com

## Business Head

Nimisha Shah 99671 11587

Subscription: mamatha@vjmediaworks.com

VM-RD Visual Merchandising & Retail Design is a monthly Owned, published and edited by Vasant Jante, printed by B S Suresh Pai, published from 1019/2, 1st Main, 1st Cross, Geetanjali Layout, New Thippasandara, Bangalore-560 075 and printed at Sri Sudhindra Offset Process, #97-98, D.T. Street, 8th Cross, Malleswaram, Bangalore - 560 003.

The opinions expressed by authors and contributors to VM-RD are not necessarily those of the editor's or publishers. VM-RD may not be reproduced in whole or in part without permission of the publisher.

## Print Copy

Subscription for one year Rs: 1,000/-  
For Nepal Rs 5,000/-  
For overseas US \$ 190

## Digital Copy

Subscription for one year Rs: 400/-

All subscriptions are to be pre-paid. The claims and statements made in the advertisements in VM-RD are those of the Advertisers and are in no way endorsed or verified by VM-RD

# At The Centre of Creativity

Hi Friends!

One side of the retail world is rapidly progressing into the innovative use of technology and data for delivering personalized experience for every customer and the other is moving in a completely different route of creating experience through the use of creative arts.

In this issue, we bring you design initiatives that have used art as their main design strategy. The



cover story illustrates how Neelkanth Jewellers used bold ethnic art inspired design to offer a specially crafted bridal lounge at its flagship. The Coast Café offers an honest peace and calm coastal ambience to experience an eclectic menu of coastal cuisines and

design plays a key role in this. In the Wishing Chair, arty design played a significant part in in the product design and its quirky style of presentation to deliver a signature brand experience.

In the international section, French DIY Hypermarket Leroy Merlin reimagines its concept from being a promotion driven retailer using visual merchandising and ateliers. Also read about Maruhiro from Japan which uses creative architectural with the innovative use of imperfect ceramic pierces with spectacular effect.

Art takes center stage at the Kanoria Centre for Arts, Ahmedabad, where various artists showcase their talents using the unique medium of furniture. Lot more stories on the use of art in the design inspirations section for lighting and mannequins, finally topped off with some retail humour. Hope you enjoy this collection of inspirational stories, trends, news and innovations in design in the retail industry. We hope this trend continues to keep good old manual art and creativity alive!

We would greatly appreciate your feedback on marketing@vjmediaworks.com.

Also we would love you to like and join us in our new Facebook page at <https://www.facebook.com/vmrdInstore>

Cheers!

Surender Gnanaolivu



# Contents

- RETAIL TRENDS**
- 06 Tim Radley
  
- INDIAN DESIGN**
- 10 Neelkanth
- 14 The Wishing Chair
- 18 Coast Café
  
- INTERNATIONAL DESIGN**
- 22 Maruhiro
- 26 Leroy Merlin
  
- INDIAN VISUAL MERCHANDISING**
- 30 Hamleys
- 31 Latin Quarters
- 32 Shoppers Stop
  
- INTERNATIONAL VISUAL MERCHANDISING**
- 33 CadENZA
  
- DESIGN INSPIRATIONS**
- 34 Kanoria furniture project
- 36 Ralph Pucci
  
- NEW STORE IDEAS**
- 38 RLT
- 40 Genesis mannequins
  
- NEWS**
- 50 The RETAIL YATRA
- 57 FOR THE FUN OF RETAIL
- 58 RESOURCES





**India's largest**  
Manufacturer & Exporter  
of retail fixtures  
Library of 80,000  
standard designs

It's **proven**  
It's **European**



## Fixtures and accessories for smart, elegant and convenient retail stores

- ✦ European know-how, designs and machinery
- ✦ Proven and preferred solutions across the world
- ✦ Pan-India network and large installation base
- ✦ One-stop-shop for all requirements of modern day retail stores
- ✦ Shelvings, gondolas, checkout counters, trolleys, dump bins
- ✦ Optimised designs to suit Indian retailing
- ✦ Several options to choose from and easy customisation
- ✦ Capability for metal, wood, stainless steel and plastic fixtures

# The Store Experience – “Visual Merchandising: A Return to Selling!”

Ironically e-commerce has been one of the main catalysts to realizing the development of stores which now strive to offer theatre and engagement to drive sales and profit through visual inspiration.



Tim Radley, MD & Founder, VM-unleashed

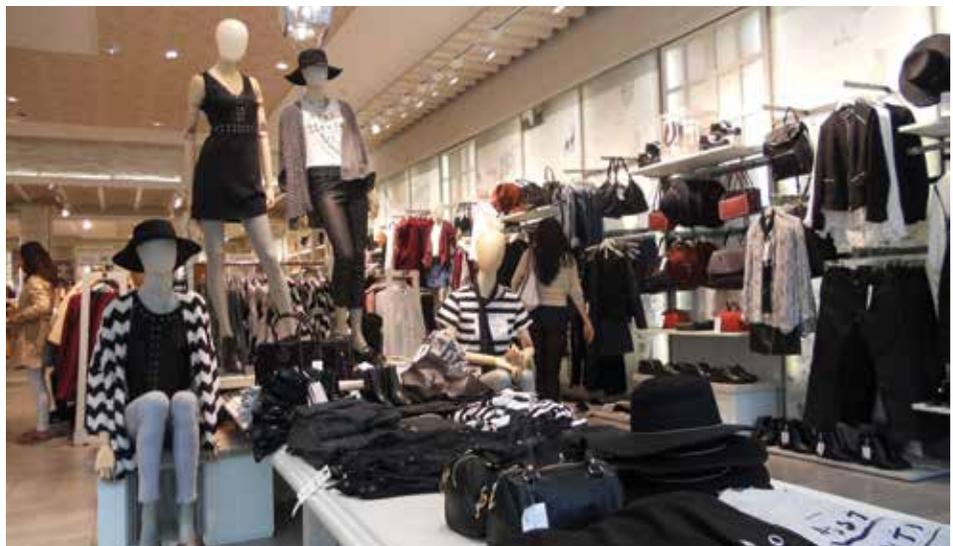
It is a fact that for many years, many retailers were not fully focused on developing their stores into “selling machines.” In markets where competitor numbers and customer expectations were lower than at present a level of complacency stifled the opportunities to maximize customer engagement and drive sales productivity.

Ironically e-commerce has been one of the main catalysts to realizing the development of stores which now strive to offer theatre and engagement to drive sales and profit through visual inspiration. The ever growing intensity of competition both physical and online has also stimulated this drive to achieve potential sales performance, and have evolved it into a necessary obsession for retailers, and not just a whim restricted to brand marketing.

In a further irony and twist of history, international retail chains must now operate their stores with the mentality and instinct of the traditional market trader, engaging



A stunning store entrance filled with fashion silhouettes announces TopShop to its market.



Stradivarius introduces its stores with dramatic tables and mannequin combinations gaining maximum fashion impact from just a few essential looks.



**Hero products such as stretch jeggings are also commercial best sellers within American Eagle but are also used to create fashion silhouettes with complementary products.**



**A high fashion perception is communicated by Topshop through the display of strong fashion looks and the communication of individual fashion heroes.**



**Boldness and repetition add huge authority and value to the simplicity of the Uniqlo message.**

customers with personality, showing off their most attractive merchandise, being in the right place at the same time, pushing sales of best-selling products whilst selling off the poor sellers to generate cash. The days of the “easy-sale” are largely over with all departments and functions now integrated and focused on making that “next sale” the priority.

Whilst the powerhouses of retail businesses – buying, merchandising, sourcing & logistics – are learning to embrace and deliver the new commerciality, many emerging Initiatives are also impacting the strategies and disciplines of store layout, the display of the assortment, visual merchandising principles and operations and decisively the creation of the store experience for the customer.

A reduction in the total number of options in the store assortment and the resulting option density is a tangible necessity for commerciality. Reduced buying budgets, a focus on best sellers, extended online assortments, customers demand for “ease-of-shop,” and time starved shoppers demanding less choice and more authority from their retailers all contribute to stores with lower option densities. Whilst a relief for many visual merchandisers lower density stores demand higher quality displays, product show-casing, imaginative focal points and constant vigilance of best seller and high margin product placement to drive sales & profit.

Selling “more of less” has become the objective of the retail industry and in-turn the visual merchandising function.

“The retail edit” now so commonly desired by customers has forced stores to be bold and confident with smaller displays, communicating with new “authority” what customers “will love” rather than falling back on the democracy of a sprawling display simply allowing the customer to browse and decide for themselves.

The result for visual merchandising is the opportunity to work with smaller, bolder assortment groupings supported with visual display tools, mannequins, busts, props and graphics that shout loudly, but always brand appropriately, about “the new” “the exclusive” “the fashion” “the favourite” “the current” and the perennial “best-seller.”

The 40 option colour coordinated theme has become the 10 to 15 option fashion silhouette.

Lifestyle energy not a static colour spectrum has become the new glue for coordinating

looks and stories. Fashion positions & end-uses dictate shapes, fabrics, product enhancements, attributes and adornments giving freedom and liberation to the consumer to create and experiment within their taste and preference.

No longer are consumers bound by the strict dictate of the retail buyer, brands are learning to balance less choice with more freedom. Against this setting of increased customer confidence and freedom of choice, a looser coordination has had to develop

Equally the new commercial undertones of the assortment have served to revitalize the category as an ever more important presentation mechanism. Working to present categories in store, the imagination of visual merchandisers increasingly communicates not only authority through repetition but visual impact, inspiration and choice. "Killer" category displays, combined categories and coordinated categories are all delivering boosts to sales through a timely focus on the historical sales trends of each category.

A new world of "heroes" is also emerging, this time from the best seller re-focus. Primary store locations, bold displays and engaging visual communication of these "hero products" is creating a brand "halo" which flows out from the displays themselves to energise the wider assortment and proposition.

The selection of the correct products and the creation of theatre around them can help any retail store to project a stronger perception of fashion, price, quality, tradition, newness or whatever is the most important facet of any brand, at any particular time.

"Making room for heroes," in the space opportunities of lower density stores, is a priority opportunity for space planners, merchandisers and display artists.

So, if selling "more of less" is the commercial objective of retail businesses then "creating more from less" should be the mantra of visual merchandising.

Set against a long history of fighting against "too much stuff" this should sound like music to the creative's ears, and so it should. However the creative and commercial pressure is on to deliver imaginative, distinctive and compelling visual displays and windows, within a tight budget, which also drive best seller performance and higher margin and profit, against the market cycle of lower prices and insidious price promotions.



**Technical and unique product attributes are communicated strongly by American Eagle to add value and differentiation in a competitive market.**



**The whole Apple proposition is built around a few absolute hero products. The latest Selfridges windows are focused entirely on the new I-watch.**



**Next takes maximum fashion and commercial impact from the simple communication of in-trend products inserted within its coordinated themes**

More than ever, adding value and margin is the task for visual merchandising.

Ultimately, the commercial success of less product, displayed more beautifully, more attractively, with more excitement, more authority, with impulse and urgency, will determine the success, the worth and the future of visual merchandising.

But isn't this what visual merchandisers have always strived for? Free from the burden and oppression of too much product, the opportunity to shine as creators of brand environments and beautiful product displays, engaging customers and driving sales and profit performance.

For you as a retailer the questions begin. Are you trying to sell too many things to the customer? Are you lacking authority and

confidence in your buying & selling? Are you lacking commercial categories and best-seller heroes?

And if the answers to all of these questions is yes, then are you using visual merchandising to "create more from less" and ultimately to generate "more sales from less?"

# WE BELIEVE...



Retail Experience is not just about a store -  
it's an integrated story across all offline & online touch  
points best written in the language of...

## ..Experiential Design

Design &  
Delivered  
700+ stores,  
1.04 million sft  
of retail space in  
2014 - 2015



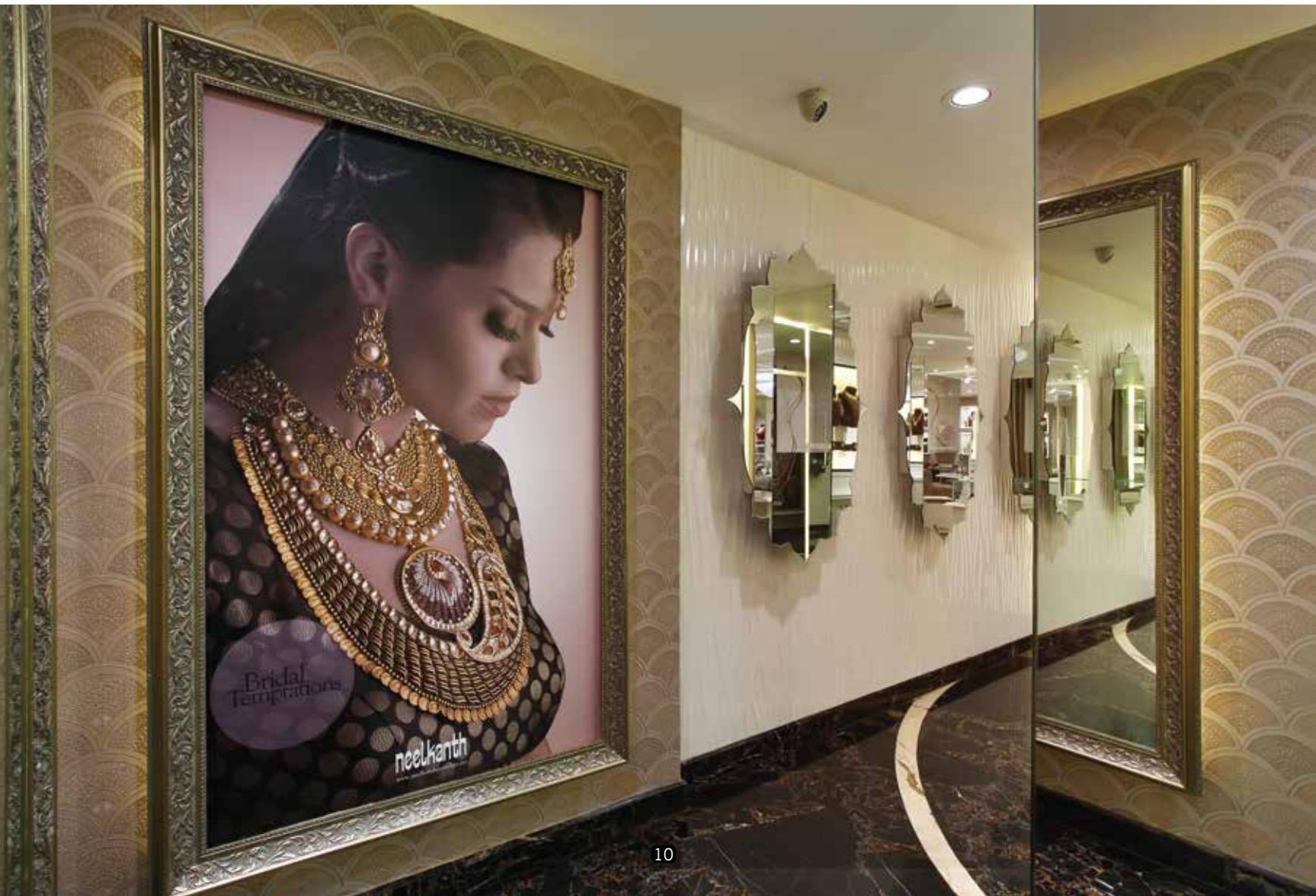
### WE LOVE TO SCRIPT

RETAIL EXPERIENCE DESIGN | RETAIL BRAND IDENTITY | IN STORE  
GRAPHIC SIGNATURE | VISUAL MERCHANDISING | DIGITAL INTEGRATION

Four Dimensions Retail Design (I) Pvt Ltd,  
#15, 1st Floor, Saraswathi Complex, 5th Cross,  
Mallechwaram, Bangalore - 560 003, India

✉ [nagaraja@4dimensions.co.in](mailto:nagaraja@4dimensions.co.in) | [shyam@4dimensions.co.in](mailto:shyam@4dimensions.co.in)  
[www.4dimensions.co.in](http://www.4dimensions.co.in)





# Bridal Shower

Neelkanth Jewellers, specialist in wedding jewellery for over 35 years, extended their flagship store in Bangalore with a stunning bridal lounge that added an experiential luxury to its existing opulent flagship store.



Neelkanth Jewellers have built their differentiation in the precious segment with their design ethos of adding contemporary culture to the rich heritage of the past, to keep up with the times. Overwhelming response from customers experiencing their opulent flagship store in Bangalore necessitated the addition of a specialty focussed service for their wedding occasion buyers- a Bridal Lounge.

4Dimensions Retail Design, the Bangalore-based experience design agency who was responsible for conceptualizing the mother store spread over 8500 sq ft, was commissioned for designing and realizing

the new Bridal Lounge with an additional space of 1300 square feet. The added space was conceptualized as a space where aspirations of grand weddings could be brought to life in a luxurious setting through a regal environment, product presentation and personalised service.

The store design was conceptualized and rendered in an opulent palette inspired from regal forms, materials and patterns. The store entrance brought the customer right in front of a stunning view that makes a strong ethnic design statement. The 'dark emperado' Italian marble flooring with inlays reflected on the ceiling with soft designer coves embellished with a crystal chandelier creates a stunning



setting for drawing attention to the exquisite heavy gold and diamond jewellery presented in specially designed museum case counters 'bejewelled' with laser cut back lit patterns and gold plated brass trimmings.

The store is designed to visually flow in the physical settings of the furniture and also the interior design through the sweeping cove lighting embellished with strung glass beads. Inspired from ethnic Indian motifs, the walls have highlights created with special backlit scooped acrylic patterns. Ornate mirrors are placed on the walls very selectively to glamorously add convenience in the interaction and selection of the jewellery by customers. Special embossed wall papers add luxurious texture to the wall to highlight display cases and brand imagery.

The store lighting concept is very boutique and rich with warm in-lit mood windows and accent lighting over counters that complement the store's precious offerings and makes the store environment very special. Lighting is also used in counters to highlight patterns and accentuate the ethnic design essence of the environment. The entire lighting has been planned with LEDs that render the overall ambience soft with sharp accent punches to draw attention to special merchandise and store design features.

The store's visual merchandising is very minimalistic and understated. Heavy designer gold jewellery is presented against dark fabric wrapped neck forms, full busts clothed in celebrative silk garments and trays that display the products in a glamorous fashion.

Plush comfortable seating in richly upholstered armchairs and sofas complement the design language in the bridal lounge by creating a royal setting for wedding shoppers.●

### Store Design & Visual Merchandising

4Dimensions Design (India) Pvt Ltd

### Lighting

Light Zone

### Photography

Roshan



We are a leading Retail Solution provider generating unique ideas that provide the customer with memorable spaces & experiences. We specialize in creation of complete Branded Stores, Renovation & Enhancement of stores, Store Fixtures, POP Displays & Outdoor/Indoor Signages. Our dedicated team operates PAN India facilitated by complete in house production & cost effective strategies.



*Retail Fixture Solutions in Metal, Wooden & Acrylic Solid Surface*



Digital Printing & Signage, Inshop Branding projects are undertaken by our group company Rana Advertising.



*Infrastructure for Retail Solutions*

Amada CNC Turret Punching Press | Amada Press Break Bending Machine  
 Effluent Treatment Plant-7 Tank Process | Automatic Conveyorised Powder Coating Plant  
 Multi Boring Machine | Hindustan Hydraulic Press Break Bending Machine  
 Electric Welding Machine | Trimmer Buffer & Cutting Machine | Salt Spray Test Chamber  
 Felder Wood Working Machine through edge bending | Panel Saw

*Infrastructure for Signage Solutions*

HP Latex 300 | Vutek 3360 | HP XLJET 1500 | Mutoh Valuejet | HP Designjet 5500  
 Mutoh Toucan | Flexicam CNC Router | Spirit Laser Pro | Roland Cutting Plotter

**Concept & Solutions Metfab Pvt. Ltd.**

Plot No. 77, Sector-57, Phase-IV, Kundli, Sonapat, Haryana Ph: 0130-2100177

Contact : Mr. Arun Rana (Director) +91-9999059992

email : [admin@conceptandsolutions.com](mailto:admin@conceptandsolutions.com)



# Wishing For The Whimsical

Home décor stores offer a plethora of options today that suit an assortment of tastes. Amidst all the seriousness of innovative curated designer home décor, The Wishing Chair in Gurgaon pops out with its quirky style to deliver a signature brand experience.



**D**elving into the details of what the brand stands for, The Wishing Chair offers product concepts inspired from whims and fancies of childhood and evoking nostalgic emotions among customers when experiencing the brand. Every product offered is designed to put a smile on the customer's face and helps the

brand's whimsical story come true.

The store environment was conceptualized to deliver the brand's values and 'whimsical' positioning through store design and visual merchandising. Designed by Rishu Anand led Design Radiance, the store interiors design helps create a very eclectic English setting

for presenting their different innovative curated designer home décor product lines and collections.

The storefront is inspired from a typical 'Enid Blyton era' English façade with a recessed door, wooden cornices and molding in a distinctive sunset purple, as its brand

### Why the name

The Wishing Chair is based on a book series by Enid Blyton, the world's best-selling children's author. The chair in the Wishing-chair stories transports you to wherever your heart desires. The brand imagines having that effect on people, which takes them on a magical journey to a special place of their childhood – where magic and fairy dust collide.

signature. Windows are the first point of contact with the customer and have been given due attention in the store design. A raised closed back window dominates the façade and helps showcase a preview of what it holds within.

The interiors design palette is a clean and soft blend of materials, colours and textures of with subtle impressions of the English style of the brand ethos. Soft pastels dictate the colour palette with powdery coral, sea-washed mint and muted lilac.

A sense of discovery flows through the store aided by the choice of layout where customers tend to walk around clusters of product concepts created. A very distinct English touch is given to the store environment with little installations like the Victorian style chandelier, mock-up versions of English windows and doors, curtains, furniture, adding credibility to the whimsical drama in the environment.

Through the journey within the store, one encounters different sections created exclusively for the product line on display. For e.g.: A large canopied wrought iron bed, alongside a house-built shelf was designed to create a warm, soft ambience – in line with displaying soft fabrics, from cushion covers to quilts. As a part of its collection, The Wishing Chair has a wide collection of lovely artificial flowers displayed on a feature power wall that steals the show!

The boutique lighting concept designed with a combination of recessed and track mounted accent lighting help draw attention to the special products settings and design features in the store.

The quaint 'English Café' complements the store experience quite significantly with its wooden raftered ceiling, furniture and wall installations clearly segregated from the store in a patio like setting.

Visual Merchandising plays a very important role in the store to present its quirky product design concepts. Various focal points with 'English lifestyle inspired' props are used to draw attention to and dramatize groups



of coordinated products across the store. Unlike in a conventional store, the products are presented in a balanced combination of shelving, wall and flooring installations creating a great shopping environment of magical engagement and discovery. Speaking on techniques for maximized sales, Avneet Mann, one of the owners at The Wishing Chair says, "One of the techniques we use to maximize sales is to feature an installation of products that we would like to showcase for the season, in the front, suspended from the ceiling. Lots of the same product displayed along running shelves is another. Usually, using a product and displaying it in various ways works for sale maximization."

### Interior Design & Build

Design Radiance  
Store design headed by Rishu Anand

### Graphic Courtesy

The Wishing Chair

### Flooring

Kajaria & decowood

### Lighting

Plus light tech

### Paint

Asian Paints

### Mansi Lavsi

# Lighting

that will make store stand out  
from competition...



**RLT** Retail Light  
Techniques



Suspended Light



Accent Light



Down Light



Spot Light

talk to **RLT...**

Corporate Office :

RETAIL LIGHT TECHNIQUES INDIA LTD. | 247 Park, Tower 'C', 8th Floor, L.B.S Marg, Vikhroli (West), Mumbai - 400 083.

Office : 022-3269 2495, Email : [info@retailight.com](mailto:info@retailight.com), [Web : www.retailight.com](http://www.retailight.com)



# A Piece of Peaceful Coast

The buzzing, quaint and bohemian market place - Hauz Khas village in South Delhi, gets a whole new food hangout. Contrary to the market's bustling character, Coast café comes with an eclectic menu of coastal cuisines and offers a space that is calm and peaceful for its customers.



As an extension of designer Kavita Bhartia's designer store Ogaan, Coast Café's clean calm space is a surprising change, if you consider the market place it is nestled in. We are talking of Hauz Khas market in Delhi, which, in a short stretch of area, houses quite a few numbers of boutiques, stores, pubs and cafes that collectively contribute to the loud bohemian character of the marketplace mostly frequented by young people.

Designed by Delhi-based Studio Lotus, it is situated on the top floor of Ogaan which was recently renovated by Lotus itself. Elaborating on concept and design of the café, Ankur Choksi, Design Principle,

Lotus studio, explained, "We were handed a decrepit rooftop with a brief to create a simple, coastal cuisine restaurant and bar as a value addition to the renovation they had been commissioned to do for one of India's pioneering multi brand fashion stores, Ogaan. Hence our focus was primarily on creating a Zen-like space that serves a wide array of coastal cuisine from all over the country and world."

Keeping the brief in mind, Lotus has used elements like white in situ terrazzo floors, and the modernist furniture in oil finished teak, cane and marble are offset by the fluted marble bar, mild steel window frames and cast glass lamps. "All these amount

to the timeless lightness of the coast." The walls of the café are also nailed with artworks by young unknown artists, specially commissioned by the owner Aashti Bhartia, which add colour and narrative to the otherwise neutral palette.

Carrying forward the philosophy of the renovation of Ogaan that revolved around simplicity, modernity and attention to detail with a focus on a handcrafted material palette, the restaurant was conceived in the same line. Choksi added, "As an insert over two floors, with the ground floor serving as a bar and the first floor as a restaurant, an enclosed veranda is designed to open up to the outdoors in good weather."

Architecturally a courtyard was opened up in the middle of the building to bring light into the dark central bay and create lines of sight amongst various floors. The facade of the building was revamped through a series of painted brick arched openings which carry on to the upper floors as arches in painted metal mesh that will eventually get covered with creepers that have been planted on the terraces.

On the design aspiration, Aashti Bhartia, owner, Coast Cafe, explains, "With pubs and bars mushrooming in the vicinity quite regularly, we wanted our space to be different. We knew we didn't want a bar or club but a clean space where people could eat, talk and drink. We were looking at a contemporary space with art, plants and great materials. We are satisfied that elements like big windows and greeneries are part of the cafe. The gourmet experience that we are offering is not fully from one particular region but uses fresh ingredients and recipes from different parts of the world. I think the space reflects that."

The interiors of the cafe primarily consist of white painted stripped brick walls and some wall accents in pastel shades of aqua and white in situ cement terrazzo floors. Both floors of the café are connected by a compact staircase inspired by the form of a sea shell, built in milled iron and teak. "The end result is a building and an interior that in its repurposing uses restrained simplicity to stand out amongst the visual clutter noise of the neighbourhood," Choksi concluded.●

**Satarupa Chakraborty**

### Design

Studio Lotus





ANKUR XRL LED E8R



ANKUR XTR LED 3916



ANKUR XRL LED IP4333



ANKUR XTR LED 3804



ANKUR LED 8001/28



LEADING PROVIDER OF ALL LIGHTING SOLUTIONS. SINCE 1979.



NIKE, Brigade Road, Bangalore (Asia's Largest Store) powered by ANKUR Lighting.



New Delhi



Ludhiana

LIGHTING LIVES, BRIGHTENING SPACES!



ANKUR LIGHTING, AN ISO 9001:2008 CERTIFIED COMPANY, IS ONE OF INDIA'S LARGEST MANUFACTURER, DISTRIBUTOR, WHOLESALER AND RETAILER IN THE WORLD OF LIGHTING. SPECIALIZING IN COMMERCIAL, DECORATIVE, INDOOR/OUTDOOR AND UTILITY LIGHTING, AND RELATED PROFESSIONAL SERVICES.

35+ YEARS | 6 SHOWROOMS | 75+ DEALERS | ISO CERTIFIED



Delhi - Khan Market • East of Kailash • Gagan Vihar • Chandigarh - Industrial Area Phase II  
 +91-11-47220000 / 47270000 • sales@ankurlighting.com • www.ankurlighting.com





# Imperfectly Perfect

Hasami ceramics from the Japanese land of Nagasaki have been around since the 17th century. For its new flagship store, Maruhiro, a leading producer of Hasami ceramics, offers an ode to the artisanal know-how of the region through creative architectural knowledge and the innovative use of imperfect ceramic pieces with spectacular effect.



Designer Yusuke Seki brings a simplistic yet exclusively creative charm to the store with its renovation of the pre-existing flagship. This store goes much beyond being just an aesthetically appealing retail design venture. Hasami holds close to itself, rich artisanal traditions and a heritage very intrinsic to the region. This art prides in possessing a regional virtue, which holds quite important for the design of the store. The translation of this factor into the physical being of the store is where Seki's expertise reflects. The resultant design is completely a

location and situation oriented experience. The Hasami art is something the local people relate so closely that its reflection in the design of the store touches an emotive chord in them, which nurtures a relationship which has proved to be the most effective loyalty bonding factor in retail. Essences of familiarity, local environment and the simplicity in design amplify the Hasami heritage. Minimal design interference, a modification in the level of the floor, not only utilizes the pre-existing space to alter the perspective and experiences held by the

users until the present, but also gives birth to an entirely new sense of flow within.

The stacked central platform marks the core highlight of the store. The innovation in technique sheds light on the fact at how differently a simple material can be alternatively used for an architectural advantage.

The use of these imperfect pieces to their full potential and engineering a way to make them stable architectural brick substitutes,



#### Did you know?

'Monohara' is the name given to the kiln-side specific areas where broken pieces of firing process are disposed. Existing solely in Nagasaki, these imperfect pieces have accrued for approximately 400 years—an archaeological proof of the long industrial history of this region.

is a subtle reverence accorded to the legacy of the art spoken of here. Hasami has earned a well-deserved respect owing to its heritage. One may call it an act of respect or a thoughtful design decision, but the rest of the store is left raw and basic which escalates the importance of the platform. Also, it is on this platform that the ceramics up for sale are displayed. One can interpret an indirect intent behind having an elevated platform for display as a sign of respect to the art form. A muted colour palette, ample natural light pouring through and a minimal display attitude join hands to render the sophistication a store of this stature demands.●

**Mansi Lavsi**

#### Art Direction & Total Design:

Yusuke Seki

#### Photos:

Takumi Ota



#### Fun Fact

25,000 pieces of imperfect tableware sourced locally from numerous pottery factories of the Hasami area came together with poured concrete to form the layered platform. Each of these pieces called "Shinikiji" in Japanese, were found to be flawed after the initial bisque firing by their respective local production facilities. As part of his re-evaluative design process, Seki revived these pieces, using them to make bricks, and transforming them to a new architectural material for this occasion.





# Let your brand standout from the crowd

...with India's  
Leading **Digital  
Fabric Printing  
Professionals**

**go** Green  
Fabric

End-to-End Services  
Retail Branding  
Events & Exhibitions  
Sports & Merchandising  
Interior Concepts

☎ 080-22541000 / 9538878931  
✉ sales@mermaiddigital.com  
🌐 www.mermaiddigital.com  
📍 # 88/4,Chikka Begur Village, Kudlu Gate,  
Hosur Main Road, Bangalore-5600 68.

*mermaid*<sup>®</sup>

MERMAID PRINT CONCEPTS (P) LTD

Bangalore · Mumbai · Kochi · Chennai · Dubai



# Just Do It Yourself!

French hypermarket Leroy Merlin redefined its retail concept from being a promotion-led brand to an experiential one, by using ideas that blend visual merchandising, educative demonstration, communication, product trial, navigation and brand imagery. This assertively repositions the brand as a solution provider in this domain.



Leroy Merlin, a Do-It-Yourself French hypermarket founded in 1923 and now operating in 12 countries is known to be a destination where everyone can find products and advice on their DIY projects whatever their level of expertise may be.

Dalziel & Pow, a London based leading integrated retail design agency, was commissioned to create a brand new concept for Leroy Merlin that offered customers a complete 'store of solutions' for all their DIY projects at its 100,000 sq ft store in Le Havre, France.

The objective of the store design was to deliver a warm home feel to the deco section

whilst retaining the credibility of the fixing and maintenance department by offering customers a lot more than just materials. It also worked towards highlighting their offerings of services, information and education to make DIY dreams a reality.

A large scale deconstructed house and garden at the front of the store makes a bold introduction by showcasing a different solution idea in each room.

A lot of emphasis has been laid upon visual merchandising and concept explanation to enhance customers' experience in trying and testing the DIY solutions in the store. To educate the customer comprehensively; they

offer classes on how to plaster a wall or install a deck. The store also holds classes specially crafted for children, while workbenches are available to hire for those who already have the skill and materials. Visitors can browse through various topics related to DIY for their project in the newly designed library and refuel in the homely-style café.

Deliberately deviating from their previous promotional-driven format, the new Leroy stores infuse a renewed sense of personality with aesthetic changes in the palette of materials, restyling the environment experience with re-conceptualized navigation, pricing, photography and illustration styles.



A combination of ateliers, an artist's workroom, and boutiques are used to present various DIY product solutions. The former is run as practical workshops operated by artisans and the latter is distinctive in their themed appearance. For instance, an atelier is allotted to conduct glass cutting or picture framing and a boutique is used to showcase wallpapers and fabrics. The store concept strongly encourages customers to touch, try and test things for themselves and make informed and educated decisions.

In addition to the launch in Le Havre, Leroy has taken this concept to other store locations across other markets including Paris. ●



**Revati Krishna**

### **Design and Execution**

Dalziel & Pow





Services/facilities:  
**STORE FIXTURES**  
**TURNKEY PROJECTS**  
**PAN INDIA SERVICE**  
**COMPLETE IN HOUSE PRODUCTION**  
**SKILLED EXECUTION TEAM**

Clientele:  
**LOUIS PHILIPPE | ARROW | ROYAL ENFEILD | ICONIC**  
**STORES | IZOD | NAUTICA | GANT | VOI JEANS**

For design inquiries contact:  
**Headlight Design**  
 D109, Ambedkar Colony  
 Near Andheria Mod, Chattarpur  
 New Delhi 110074  
**Rohit Sharma:** 8375966706  
**Email:** r@headlightdesign.com  
 s@headlightdesign.com

For all inquiries contact:  
**SFI Storefit Projects Pvt Ltd**  
 RZ 50 G, G/F, Vashisht Park  
 Pankha Road, Near Kalimata Mandir  
 New Delhi 110046  
**Sohan Lal Sharma:** 9911088222.  
**VSSK Prasad:** 9911088333, 9910088333  
**Email:** Prasad@storefitindia.com  
 storefitindia@gmail.com  
**Website:** www.storefitindia.com



 **STOREFITINDIA**  
 LEADING RETAIL SERVICE PROVIDER

## 4 Indian Visual Merchandising



### Fun Guns

Hamley's is a wonder world for kids of all ages. The renowned toy store recently came up with a new range of toy guns for grown-up boys, which was promoted through a captivating window display.

Clearly targeting the older boys, the Hamley's window used visual and form cues from a macho detective storyline. More than the gun itself, the idea of being in a make-believe world, is sold here. The toy guns are shown upfront in a larger than life blown-up installation made of ply and sunboard. The idea was to connote a first person video game setup.

Green LED lights outline the gun cutouts and create a sharp contrast to optimize visibility and visual impact. The imagery of a jagged glass edge opening created with torn vinyl and the crime scene police barricade tapes dramatizes the setting to promote the product. The words 'In Store Now' on the

barricade tapes complete the objective of a call to action from the promotional window. At a few flagship stores, green moving laser lights were setup in the windows to indicating the gun target in the game that created additional impact and excitement for the kids. ●

**Mansi Lavsi**

**Design and Execution**  
Hamleys VM team



## Autumn Onset

It's almost time for the leaves to shed and usher in the new season. Latin Quarters, the clothing brand, draws inspiration from the season for its window display to showcase its latest collection.

With this window display Latin Quarters takes its first step into the world of visual merchandising. Fictive Clan, the design agency behind the display could sense their anxiety of being a first timer and decided to do a simple yet chic window which pleases their customer as well the onlookers. The entire window narrates a brief story with the life-size leaves and mannequins reveling in each other's company.

The natural shade of maple leaves create a colour palette for the window. Their composition gives a depth to the display and the idea on board enunciates with the sheer

size of the leaves. The leaves are intricately hung from the ceiling to give a floating effect. To retain the nature of the leaves, polysheet was used to give them the flimsy structure originally possessed by leaves. The leaves with their texture intact were printed on textured vinyl and stuck on the polysheet to give a realistic feel. The positioning of the mannequins was also in accordance with the composition of the leaves.

All in all a low cost window! Who says good windows don't happen in strict budgets?●

**Design and Development**  
Fictive Clan

**Mansi Lavsi**

## Recycle Record

India produces approximately 12-15 million tonnes of waste paper every year, out of which only 26% gets recycled. Recycled paper helps reduce environmental impacts and has indirect benefits, which can boost the economy in simpler ways. Shoppers Stop takes this crucial environmental issue quite seriously, which reflects through their recent window display campaign.



Widest mannequin, Andheri



EOSS paper mannequin, Andheri



EOSS paper mannequin, Andheri



Tallest mannequin, Noida

When sale time rings, we know what to expect at Shoppers Stop windows. The environment conscious brand creates displays out of waste with newspapers being their signature material.

“Our belief is that recycling should be promoted actively. We have not just used paper in the last year but reused various old materials. Since we have started this concept we have used recycled materials including wood, plastic, metals, etc. This is our give back to being socially responsible,” says Arden D’souza, VM Head, Shoppers Stop.

But this time they took it a notch up and

came up with creations, which were well recognized by Limca Records as well. The undertaking was credible and to dramatise the belief they stand by the widest and the tallest mannequins resulted.

A 35 ft tall mannequin made completely from recyclable materials was constructed at their Noida store. The numbers itself leave you mesmerized. The mannequin is made of 35 kg of newspaper and embellished with 10 kg color paper and 5 kg decorative beads & strings.

The other impressive installation was a 34 ft wide mannequin at their Andheri store made using 25 kg of newspaper and 5 kg of

coloured paper. The backdrop itself used 10 kg of newspaper. Both these mannequins were built by their in-house VM team.●

Mansi Lavsi

### Visual Merchandising

Arden D’souza, VM Head, Shoppers Stop  
Shoppers Stop VM Team

## Crystal Couture

Jedermann, Salzburg festival's most famous play since 1920, premiered once again this July attracting more than 280,000 spectators to Salzburg, Austria. CadENZA, Swarovski's multibrand jewellery shop, extended the excitement of this performance into its window in a spectacular installation.



**D**FROST, the Stuttgart agency for retail identity, was commissioned by CadENZA to devise the concept and realize it with impressions from a scene from Jedermann in a three-dimensional installation in the designer window of the Swarovski brand at its Salzburg store. For a period of two weeks, the costume sketch of the Paramour's dress was impressively brought to life in the window through a concept that blends chic haute couture clothing and Swarovski's highly desirable gems.

The dress adorned by the Paramour was chosen for the window concept and Olivia Gajic, the designer behind the Paramour's

dress, had her own little contribution to make towards this window. A sketch by her was printed as a lightbox poster and placed in a frame in the size of the window, which served as a backdrop and main act. Like the original, the picture was also adorned with real Swarovski crystals, applied meticulously by hand over many hours.

The sketch by Olivia Gajic adds a class of authenticity to the window and the glitter of Swarovski crystals on the picture to bring the brand into limelight. The DFROST team sewed a magnificent red silk skirt directly onto the poster. Cleverly located ventilators helped create gentle stir to the dress, emphasising the three-dimensional

effect. Theatrical spotlights are placed at the side to create the feel of a real stage. Another eye-catching feature would be the additional light broken in every single crystal, producing a phenomenal glitter that displays the splendid dress in a manner that is both fascinating and unique. ●

**Mansi Lavsi**

**Design and Production**  
DFROST, Stuttgart, Germany

**Photography**  
Christof Lackner

# The Art Of Furniture

Art today is a very niche market, especially for the city of Ahmedabad. To highlight diverse art forms housed at Kanoria Centre for Arts, Ahmedabad, the centre came up with a furniture art project to give platform to various art forms to showcase their talents on the unique medium of furniture.

**D**ifferent artists used low cost old furniture to embellish them with their skill and talents, restoring them to desirable pieces of art. The artists have used this medium to showcase their individual painting techniques with spectacular effect. This also made the creations commercially viable, as art pieces which also gave the artists' an opportunity to think and create out of the box. Getting a sneak peek into the furniture collection, VM&RD highlights some of the creations.

**Artist: Nilesh Suthar**

**Product: High back chair**

**Original work technique: Theme paintings**

The piece of furniture on hand here itself oozed a magnanimous feel. The artist had to render his touch to give the chair its deserved demeanor. The minimal painting on the chair is directed to the concept of royalty. Hints of purple- the colour of royalty are seen on the lower end of the chair back and on the legs. The entire chair is wrapped in original silver foil to give it a shine like no other and give it the original touch of class intended. Looking closely, one can sense the form of a circle emerging in the central backrest. To the artist, it is indicative of a halo- a sign of something divine.

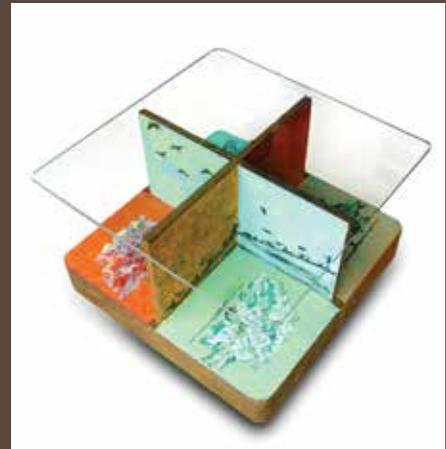


**Artist: Anil Majumdar**

**Product: Coffee table**

**Original work technique: Printmaking**

The furniture on hand was a coffee table with four apparent divisions. With this, the idea arose to represent the four seasons. Although in paint form, the approach taken towards printmaking, replicates in this work. Painting is an art form that allows freedom and flows with each stroke of the brush. Printmaking on the other hand has its set of limitations and is a technique, which is pre-planned and requires a logical and calculative approach. To add to the look, an impression of a textured mat was taken on the painting through a one-way film, which gives a textured look.



**Artist: Sandeep Suneriya**

**Product: Vanity Bureau**

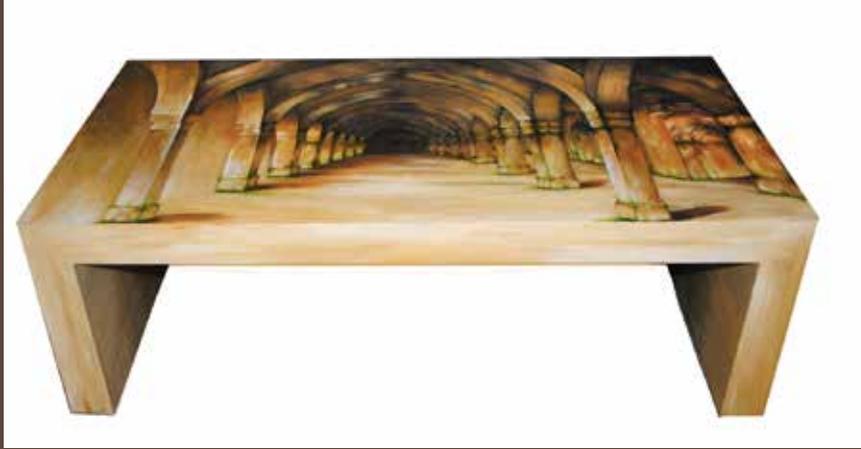
**Original work technique: Etching**

Etching involves using a chemically treated zinc plate, which is etched into with special tools and dipped in acid. Colour is then applied to the plate and wiped off so that it stays only in the crevices of the etched drawing. A print from this plate is then taken using the screen-printing process. The drawers of the vanity bureau are painted as if on a zinc plate. The concept for the entire painting was the game of chess. The table-top shows the king and queen on top with a crown in the centre. The background is also painted like a chess board.



**Artist: Neemaram**  
**Product: Centre table**  
**Original work technique: Stone sculpture**

With an expertise in stone sculpture making, the artist is a painter by education and has worked briefly in this field in his earlier days. With the furniture project, an opportunity came along- to work with paint again. The artist had earlier worked with the concept of depth for wall murals and decided to take up the same concept for this table represented through a colonnade of an old fort.



**Artist: Ashish Sarkar**  
**Product: Side table**  
**Original work technique: Canvas painting**

"It's not about the choice of furniture; but about creating concepts based on what you have to work with," says Sarkar. This artist well versed and well experienced with painting, decided to have a twist in the concept for this project. He wanted to bring in an element of surprise, the idea of a gift for the side table. His personal opinion is that food is more delightful than a present you may or may not like. He's chosen the representation of food as burgers, which are likely to be loved by most. To clarify his idea better, the words 'Many Happy Returns Of The Day' play in the background. This table had a small surface on the bottom as well and Sarkar decided to bring in a little humour with the painting of a rat smelling the burger. This table has been thought by him as a 3D canvas.



**GSB / ACP SIGNAGE**



**FIXTURE / DISPLAY STAND**



**POP / POSM**



**INSHOP / OUTSHOP DISPLAY**



**MERCHANDISING**



**FLEX / VINYL / PAPER PRINTING**

All solutions under one roof...



13-C, Brijpuri, Mahal Road, Opp. Union Bank of India,  
 Jagatpura, Jaipur, Rajasthan 302017  
 e-mail: yogeshpradhan@ad-ideafactory.com  
 ideafactory77@gmail.com  
 Ph: 0141-2755904  
 M +91 9782001144, +91 9828100488

# Beyond Mannequins



**Birdland**, 1988: Pucci's longtime collaborator Ruben Toledo created this half-bird, half-woman form. It was originally made for jewelry and stood twenty-four inches tall, but was reimagined by Pucci as a full-size form for handbags and other accessories.



**Swirley**, 2000: Kenny Scharf created Swirley and a whole cast of Scharf's iconic characters for Ralph Pucci –some with one eye, some with three, and others with cone heads—all presented in different colors. The series represents one of Pucci's most risk-taking collaborations.



**Ada**, 1994: Inspired by her imaginative drawings of eccentric New Yorkers, Pucci collaborated with illustrator and writer Maira Kalman to create the Tango series, which includes three male and three female mannequins, each with Kalman's signature primary colored hair and faces. At a time when minimalist clothing dominated store showrooms, the fashion industry embraced the light-hearted, whimsical mannequin line.

**M**annequins undergo an abstract and satirical transformation by pushing cultural trends of the past three decades with the new design exploration by Ralph Pucci, which was showcased at the MAD Museum, New York.

"This groundbreaking exhibition reveals the fascinating convergence of design, craftsmanship, art and fashion at the heart of Pucci's mannequins," says Glenn Adamson, MAD's Nanette L. Laitman Director. "Visitors get a unique behind-the-scenes understanding of the creative process involved in Pucci's multidisciplinary endeavors." Over 30 of Pucci's most important mannequins stand tall at the exhibition.

Back in the 1970's when the concept of 'supermodel' came into being, Pucci drew inspiration. The 'supermodel' was a living mannequin with a personality. Pucci saw this as an opportunity to build something and inspirations poured in from across the globe like the Greek and Roman statues, performance costumes of the New York

Dolls and varied others. These ideas which were merely concepts gained form in Pucci's work. Visions of physical beauty demarking the phase of the fashion industry at that particular point in time, manifested. These mannequins per say, led a new train of thought towards fashion and individual identity.

"Pucci has not been afraid to diversify, abstract, and satirize the human figure and generally to push 'the culture envelope' as he observed in a 2009," said MAD's Chief Curator Lowery Stokes Sims. "He has also cultivated collaborative relationships with designers, models, artists and illustrators that have had energizing and inspiring results."

Looking at the final forms, one's inquisitiveness arises towards their making. The exhibition is well aware of that and delves into the process which crafted the unusual concepts. A recreation of the Pucci Sculpting Studio features the idea boards that are used to create mannequin designs, the mannequin forms in various stages of

finish, and smaller maquettes revealing the traditional clay sculpting methods Michael Evert- Pucci's long-time collaborator- uses to create the Pucci mannequins. A time lapse video uncovers the start to finish cycle of the Pucci mannequin design and fabrication process, from the sculpting of the prototype by Evert to the final product ready for the marketplace.●

#### Courtesy:

The MAD Museum, New York

#### Photography:

Antoine Bootz

# HG

Brand Retail Solutions



## Retail Visual Communication

VM Shop Window

POS Advertising and Retail Display

In Store Communication



## Brand Communication

Signs and LED Signage

Events and Exhibitions

Mall Activations



## Print. Manufacturing. Logistics.

Rapid Prototyping

Printing- Eco Friendly and Large Format

Planning. Packaging. Installation.



roberto cavalli

Salvatore Ferragamo

Dior

MISSONI

SAMSUNG

Logitech

SONY

cromã

LG

HACKETT  
LONDON



TISSOT  
SWISS WATCHES SINCE 1854

HONDA

LIGANOVA  
The BrandRetail Company

THE COLLECTIVE

claire's

TWININGS  
OF LONDON

Radisson BLU

adidas



McCain

JUBILANT



Company Name: HG Graphics Pvt. Ltd.

Website: [www.hggpl.com](http://www.hggpl.com)

Work: +91.11.4056 7440 / 49

Mobile: + 91.9810 280 168

Email: [info@hggpl.com](mailto:info@hggpl.com)



Authorized  
Converter



Authorized  
Converter



# The RLT Partnership Advantage



## SERELEC : Survey, Evaluation and Recommendation for Efficient Lighting and Energy Conservation

In this service, RLT takes up a comprehensive survey of your store in any area/location across the country, which requires efficient and energy-saving lighting, and provides you with a scientific and proper recommendation of Lighting.

Starting with a very detailed survey of the store for assessing the existing system, power/load consumption, lighting levels, etc. to recommending a suitable LED alternate that meets all parameters for a proper lighting of a store – this package has every element meticulously worked out. SERELEC, it is a total re-design of the lighting taking into account the lay-out, display areas, merchandize assortment, and what the store needs to have as ideal lighting. Proof of concept is given before roll-out so that the customer can validate every benefit appropriately.

In terms of the cost factor, the cost of the new system is paid back through the savings in power costs over the old lighting system. A buy-back/disposal of the old system completes the value proposition. The ROI is

With advancements and innovations happening over the years in the field of lighting, conventional lighting, although quite prevalent today due to its high luminance levels and lower initial costs prima facie, is slowly and surely getting phased out with LED technology gaining popularity.

LEDs today not only match the luminance levels that the conventional sources are known for, but have gone several notches higher by offering significant reduction in energy consumption, very long life, lowest maintenance, choice of color temperatures, high CRI — besides other points like sleeker housing, lesser heat generation, etc.

RLT, the pioneers in LED technology and applications, have an extensive range of LED fixtures that are suitable for a variety of formats - from Lifestyle/Fashion to Apparels & Accessories, Automobiles, Jewellery, CDIT, Telecom, Hypermarkets/Supermarkets, etc. To take their expertise beyond lighting design, products and R&D they have ventured into providing unique value proposition through their new offerings – **SERELEC** and **LASO** that positions them as 'Lighting Partners' with their clients. These are end-to-end total solution that addresses every single aspect that a store would need to look at while considering conversion to LED lighting.



## The SERELEC Advantage

### RLT offer

### The Benefit

"No tags attached" value proposition.	A complete check-up for existing conventional lighting system at "No Cost".
Comprehensive package.	Survey to Recommendation focused on efficiency and conservation (savings).
Proof of concept.	Every benefit is appropriately validated.
Complete design on applications.	Addresses the needs of right lighting levels, colour temperature and layout.
Customisation of fixtures.	Meets specific specs/standards.
Buy back options for existing conventional lighting systems.	Easy Disposal of old fixtures.
Options of finance leasing through accredited finance agency.	Convenience of acquiring energy efficient lighting system through savings in power. No Capex involved.



arrived at considering the type of fixtures used in the store presently, the power tariff prevalent in the respective cities/states, and the usage hours of lighting by the client. Going by a standard calculation, the investment pays back anywhere between 18 to 24 months. In turn, the clients get to have a technologically superior lighting system that has many advantages- lower power consumption, very long life, better colour characteristics (CRI), dimming options, lower maintenance costs, and even reduction of air-conditioning costs. All these come with a hassle-free package from RLT.

### LASO- Lighting As Service Option

This is a facility recommended by RLT to those customers who seek procurement of energy efficient LED lighting to replace their existing conventional lighting system. This is on OPEX (operational expenditure) model where the cost of the new system is paid through EMI for a specified tenure from the savings on power. The eligibility for this option is subject to certain evaluation and norms of the finance agency. It is a finance oriented service, where once the survey and recommendation is done, various finance option modules can be worked out that suit the client best.

This special proposition has generated a significant response from across the retail segment, with many top-notch clients making use of the offer for converting their conventional lighting into LED lighting.●

For details, please write to [info@retailight.com](mailto:info@retailight.com) or call Ms Tirumala at 022 – 3269 2495.



## 7 | New Store Ideas

# New Gen Mannequins



A reflection of style and current trends is what mannequins are perceived as. The new range of mannequins by Germany-based Genesis mannequins represents the youth of today. These mannequins which they quite literally call 'New Generation' are young looking, cool and dressed in casual street style. The poses chosen also showcase the behaviour and body language of the generic youth class today. These female and male mannequins were especially designed for Denim, Street Wear and Young Fashion and are available with realistic, abstract and semi abstract heads. Additionally, they can be adapted to the customer's design needs in various colours, finishes or heads.

With many brands reimagining their offerings and retail experiences to attract and appeal to more and more younger target segments, this collections help achieve these objectives by helping them to relate to the young, attitudinal and brand conscious target group. ●



# excellence

in shop fitting systems for all your  
Retail & Commercial  
requirements in  
Pop Work Modular Furniture Bespoke Fixtures

## form

unity  
balance  
scale  
similarity  
dominance  
hierarchy

## material

wood  
paint  
acrylic  
metal  
electrical  
print

## design

line  
shape  
size  
color  
texture

100,000 sq ft Factory  
+150 skilled Artisans  
State of the art machinery  
from Italy & Germany  
Metal Shearing and Bending  
Acrylic Bending Machine  
Acrylic Cutting Machine  
Acrylic Laser Machine

100 + Pneumatic Tools  
Italian Paint Booths  
Metal Laser Cutting  
In-House Paint Lab  
Thermo Forming  
CNC Routers  
Digital Printing  
Screen Printing  
Powder Coating  
Panel Saw

# elemental

...adding soul to your furniture

**Elemental Fixtures Private Limited**

Works: Plot No.29, | Veerasandra Industrial Area |Electronic City Post,  
Bangalore 560100 | Tel + 91 7760044404 | email : am@elementalfixtures.com



# What's new in VM&RD Awards 2016?

**V**M&RD Awards has brought out the best of design concepts and projects that have helped change the face of Indian retail markets in the past years. With the entry of many global players, the quality of experience of customers in retail environments has been seeing tremendous disruptive innovations, upgradations and globalization in the use of the art and science of retail design and presentation.

Retailers, brands, designers, design agencies, service providers and manufacturers have joined together to form a community that meets and shares on the In-store Asia platform to celebrate excellence in retail design and visual merchandising in the VM&RD Awards arena. We all know that retail formats and consumer behaviours have seen significant changes in the past year and that has made us relook at the VM&RD Awards categories and necessitated us to make some changes, knock off some not so popular categories, merge some and add some to make the competition more relevant, fun and fierce!

Here is a gist of the notable changes:

Visual merchandisers, we have split the window display category in two categories to showcase your design, composition, communication and styling talents:



**Best Window Display (Products & Collections)** - Featured on store fronts promoting specific merchandise or services of any category.

Hello display artist! Here's a new category for you to flaunt your artistic skill in creating spectacular artistic installation...



**Best VM installation** - For the one-off, not mass-produced, elaborate artistic installation in windows / store interiors / malls to achieve specific objectives.



**Best Window Display (Festivals and EOSS)** - Featured on store fronts that promote festivals, events and End of Season Sale.

Well, for those exponents of graphic creativity in the retail store environment we are happy to bring to you this new one...



**Best Retail Graphics** - Conceptualized as part of Store Experience Design as a package that is implemented in the window, store environment, promotional messaging, in-store communication and brand imagery.

Finally, we are happy to welcome the new age UX creators in the virtual space, designing innovative solutions that have enhanced customer experience in the physical, with this all new design domain addition...



**In-store Tech & Digital Experience** - Digital and Tech innovations integrated in the store design, store presentation and brand imagery to enhance customer experience in the store environment.

We hope with these exciting new changes and additions in award categories there will be more action in the arena, enabling a lot more new innovations and creativity in design to be showcased and celebrated in the coming VM&RD Awards in 2016. So get ready and be prepared for a lot more action. Cheers!

## Tanishq launches exclusive Mia store in Kolkata

Tanishq, recently opened an exclusive 'Mia by Tanishq' store in Kolkata, which also happens to be the first exclusive outlet in the entire eastern region of the country. Spread across 252 sq. ft., the store is located at Mani Square Mall in the northern part of the city.

On the launch, Rajeshwari Srinivasan—Associate Vice President & Regional Business Head-East, Titan Company Limited said, "We are delighted to launch this exclusive Mia store for the working women of Kolkata. Today's working women view jewellery as an extension of their personality and with this store, we aim to provide a unique jewellery shopping experience with the best-in-class designs. This is the first exclusive Mia store

for Kolkata residents and it reflects Tanishq's commitment towards providing customers an enjoyable jewellery purchasing experience."

Tanishq introduced jewellery exclusively for working women under the sub-brand Mia in 2011. The store houses over 400 unique designs comprising of light weight, and trendy jewellery crafted in 14K gold.

The Tanishq retail chain currently includes 169 exclusive boutiques in 90 cities, making it India's one of the largest jewellery retail store chain. ●



## Tailorman - the designer menswear label unveils its store in Kolkata

Tailorman, the designer menswear label, enters the East zone market with their first store in Kolkata. On the official launch of the store, Tailorman also unveiled their "Festive & Ceremonial Collection 2015" keeping in mind the upcoming celebration season.

Spread over an area of 700 sq. ft. approximately, the "Tailorman" flagship store is located at Rawdon Street, Kolkata, one of the most popular high-street of the city and the outlet showcases the work of a strong team of in-house designers who strictly focus on menswear with a range of collection. "Tailorman" offers classic and trendy suits, smart jackets, fitted trousers, crisp shirts and bundys (Modi jacket). "Tailorman" has also forayed into traditional wear such as sherwanis & bandhgalas with subtle designs and further provides the consumer the facility of designing their own clothes too.

Speaking on the launch, Vidya Nataraj, Co-Founder, Tailorman stated, "Since its inception in 2013, Tailorman has been a paradigm of high quality made to measure clothing. Our collection pays great emphasis on detailing, state-of-the-art cutting technology and elegant designs. Also we have a very clean and standard look and feel for all our stores, designed by our in-



house team. This particular Rawdon Street store perfectly fits the visibility quotient that we keep in mind while doing any retail expansion. Tailorman is a multi-channel brand and is present across both physical and online stores to give the customer a seamless experience. Tailorman is present across 7 stores in India at Bangalore, Chennai & Kolkata. Also with the menswear segment growing rapidly, we have further plans to open new stores in Delhi and Mumbai and

we will look at East with more stores after consolidating this one".

Gautam Golchha, Co-Founder, Tailorman further added, "Tailorman has made an indelible mark in contemporary clothing for men as our clientele vary from all walks of life. We have unlimited appeal amongst the techies, consultants, industrialists, expats and even celebrities, who have an eye for both style and fit." ●

## Swatch plans to launch company-owned brand stores across India

Swatch, the premium watch brand, shared its plans to open 30 to 40 company-owned mono-brand stores in the country, which will serve as a premium boutique for the world-class brand. After getting a heads up from the Ministry of Commerce and Industry, the Swatch group has finally announced its plan to launch its own-brand stores in India. The brand

mentioned that it will accomplish this plan in the coming three years and in the wake of the official green signal from the Indian ministry, the Swatch group has already started its hunt for the perfect location, keeping in mind their target group.

Swatch is looking to operate its mono-brand stores spread across nine of the most prime

swatch+

locations in the country and at the same time expecting an increase in the figure. The Swatch group is looking at this opportunity as a profitable departure towards operating their future stand-alone watch boutiques in the metropolitan cities of the country.

## Seven Designs unveil their 1st flagship home decor store in Kolkata

Seven Designs recently launched their first luxurious home décor showroom at the heart of South Kolkata, that is sprawled across an area of 4,500 sq. ft. and aims to deliver an array of home décor solutions to the citizens of 'City of Joy'. Showcasing the exquisite home décor products, the store is owned and conceptualized by Nikunj Kedia.

On the concept, owner Nikunj Kedia said, "Seven Designs has been inspired from the number seven which will signify the immense possibilities of the store. This is our first store Pan India and also it is the first retail outlet to introduce the concept of "Sleep Boutique" in Kolkata. It offers peaceful and private ambiance of a discreetly designed custom bedroom to "sleep test" the mattress before buying it. From bed, bath, wallpapers, mattresses, upholstery to curtains and wallpapers, this showroom covers every aspect of home space having comfy designs."

He also adds, "We wanted to bring forth a high-end international furnishing store which will be accessible to all in Kolkata, thus this location of A.J.C Bose Road is a perfect one for it. Seven Designs is a one-stop store that is designed to meet versatile interior design requirements depending on customers' home décor taste".

Further on the expansion Kedia mentions, "We plan to open one more store in North Kolkata and after consolidating the brand in this city, the other eastern capitals like Guwahati and Bhubaneshwar are on the



cards. After that we will extend the footprints in North Delhi and Mumbai. We will go with the franchise model and going to replicate

the concept of Sleep Boutique if they have an area of 3000 sq. ft. and if the space is more we will go for the entire range."

## Lighting Up Sports Zone



Tata group's family entertainment retail format, Landmark recently launched the Sports Zone in its store for the first time in India. Spread over 5,000 sq ft, the zone is a part of the larger 20,000 sq ft mother store. Bringing this action-inspired concept to life, which was on the lines of international trends, the lighting concept had to be scientific and state-of-the-art.

Mumbai-based Retail Light Techniques (RLT) was hired to design, engineer and commission the lighting in the Sports Zone environment. The highlight of the architecture in the zone was the brightly glowing rings, a powerful visual mnemonic of stadia tracks. The challenge was to design and conceptualise the lighting to complement the rings and the store design with carefully placed flood and ambient lighting to recreate the excitement in the sports arenas.

The lighting concept developed by the RLT Design team used a selective combination of products from the premium VERO Bridge range which boasts of 100 per cent color consistency for a life of 50,000 hrs. To create the dramatic environment with different lighting effects, a combination of 24 and 40 degree beam angles were used in the lighting-mix. The entire accent lighting system used was track mounted LED and



the interesting part was that instead of the usual vertical mounted gear, they were horizontally mounted so they looked sleeker on the ceiling. The 30 Watt LEDs bettered the performance of 70 Watts CDMTs and the power consumption was a meager 1.2 Watts per sq ft delivering a ROI period of less than 14 months of consumption! High efficiency reflectors helped deliver a powerful average

Lux level of about 1500 Lux with a colour temperature of 3000K with 90 CRI.

The lighting concept not only rendered great visual impact in the ambience but also complemented the visual merchandising and product presentation brilliantly without compromising on delivering great commercial benefit.●

## Toonz Retail opens 3 stores across India in a single day

Toonz Retail India Pvt. Ltd., the leading kid's retail firm, opened three more outlets at Patiala, Chennai and Solapur, thus achieving a total count of 70 stores across the country. The one-stop shop for all the needs and occasions of kids, aged from 0 months to 12 years, already has a strong presence in northern and southern parts of India and is rapidly expanding through the west and the east.

Apart from its own apparel brands, WOWMOM and SUPERYOUNG, Toonz store comprises of a whole range of kids' necessity items such as toys, strollers, walkers, car seats, baby care products, feeding accessories, nursery furniture, baby linen, premium party wear, ethnic wear, casual wear, footwear and accessories. Toonz also houses all leading mother-and-baby brands from across the world.

The company is now eying 100 stores by the end of this fiscal with more stores in Lucknow, Varanasi amongst others to further extend its footprint in Uttar Pradesh and other parts of northern India. Talking on the brand's profile and the expansion mode, Sharad Venkta, MD & CEO, Toonz Retail, said, "We have launched three stores on same day across various parts of India and we are calling it Toonz triplet



festival. This is a testimony of huge potential for growth of kid's retail in the Indian market. The next-generation kids want the best when it comes to fashion and lifestyle. We are in an expansion mode to meet this huge demand and keep up to this need."

The company also introduces a new concept under brick and mortar segment

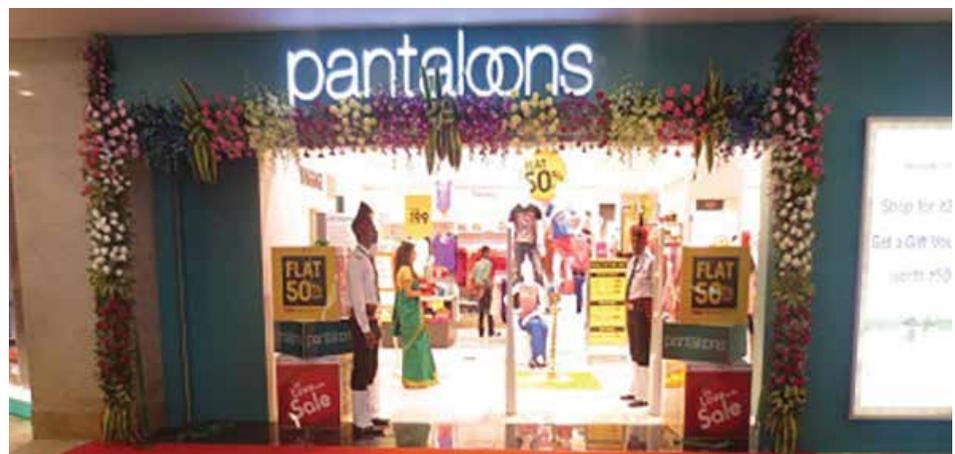
where consumers can now select and order unavailable products in the store itself and they will have the option to pick it from the store after checking out or they can also be delivered to their doorsteps with zero shipping charge.●

## Only, Pantaloons and Idezzerts open stores at Infinti Andheri

Infinti, one of the premier destinations for shopping, entertainment and food recently launched brands like 'Only', 'Pantaloons' and 'Idezzerts' at its Andheri Mall. The Danish brand Only, has opened its latest store on the ground floor of the mall, while Pantaloons has opened its departmental store on the second floor of the mall offering a wide variety of clothing and accessories for women, men and kids.

In addition to these, Idezzerts, the dessert parlour has opened in the food court. This brand offers a variety of desserts ranging from cupcakes, brownies, cakes and ice-cream to the customers.

Speaking on the launch of the new stores, Mukesh Kumar, VP, Infinti Malls said, "Infinti is the one-stop destination for all shoppers.



At Infinti, we continuously aim at offering the best brands across the globe, to our consumers. The new store additions are an effort to provide the consumers with a variety of brands, across various categories

under the same roof. We are certain that these new additions will not only attract customers, but will also provide them with a pleasurable shopping experience."●



## Innovation calling

For a client who showcases cutting edge communication technology every day, it's only fair to do so with state-of-the-art technology that throws light.

Our innovative lighting solution for a product display features a backlit pillar, breaking away from the conventional ceiling and wall illumination systems. Made from our proprietary seamless and translucent film, its inherent flexibility allows for a multitude of design possibilities in retail spaces. Shape and form factor are now, no more a hurdle when it comes to lighting solutions.

Thanks to our elegant, quick and easy-to-maintain lighting solution, eurocéil has been bestowed with enhancing customer experience with more such innovative installations at other Poorvika Mobile outlets, starting with Bangalore.

📞 +91 91769 22648

✉️ sales@euroceil.com

**Sinex Systems Private Limited**

No.24, Five Furlong Road, Maduvinkarai,  
Guindy, Chennai -600 032, India

T +91 44 2245 1822 W [www.euroceil.com](http://www.euroceil.com)

 **eurocéil**<sup>®</sup>  
STRETCH CEILINGS



## Bombay Shirt Company launches their second store in Bandra

After the successful first flagship store in Kala Ghoda last year, Bombay Shirt Company, the online made-to-measure shirt brand, recently launched their second store in Mumbai's Bandra (West).

Founded by Akshay Narvekar, Bombay Shirt Company's new Bandra store will offer an extensive variety of trendy designs as well as corporate staples for men and women, with a master tailor on hand to help with measurements and suggestions. Stocked with over 1,000 formal and casual fabrics that can be mixed and matched with different shirt elements (collars, cuffs, buttons, etc.), there are also special design features such as contrast fabrics, leather, suede and twill tapes.

Fashionistas have even more reason to rejoice – the Bandra store has a wider selection of fabrics for women, such as georgette and silk crêpe satin, among others.

Founder Akshay Narvekar says, "After Kala Ghoda, there was only one other place where we would open a stand-alone store, and it



was Bandra. Whilst scouting for a space, we were keen on a quiet, leafy street that was also close to the hustle and bustle of Bandra."

Designed by Mumbai-based designer Aurnab Biswas, the 450 sq. ft. store also has a charming al fresco area where customers can sip on coffee and people-watch while designing their shirts. As with the Kala Ghoda store, the new store also uses plenty

of natural light. The simplicity and clarity of the design were inspired by the company's ethos of demystifying the creation of a custom-made shirt. The idea was to provide a canvas for the variety of colorful fabrics and shirts, and, to that end, they have reprised from Kala Ghoda some favourite design elements, such as the communal design table for customers and stylists.

## Home Centre opens its fourth store in Bangalore

The leading retailer in furniture and home furnishing, Home Centre - a part of Lifestyle International Pvt Ltd, has extended its presence in Bangalore by opening its fourth exclusive store at Phoenix MarketCity, Whitefield.

The spacious 2500 sq ft store showcases the latest home décor designs and trends from across the globe. The customer-friendly and aesthetically appealing store will house a huge array of products of contemporary Indian home and living through various merchandise zones dedicated to different types of products. On extending their retail presence further in Bengaluru, Kabir Lumba, Managing Director, Lifestyle International Pvt. Ltd. said, "At Home Centre, we are committed to provide our customers not only the best home products but also an impeccable shopping experience. With the introduction of our new store, we intend to move a step closer to our customers by



providing them access to a rich selection of innovative home décor and furnishings right in their vicinity."

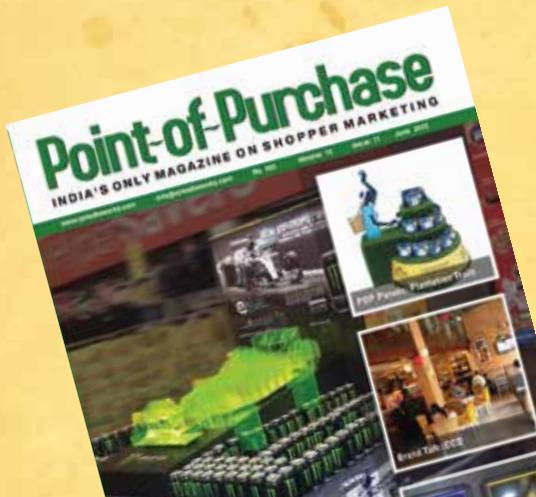
Concept rooms displaying the latest trends in home décor and the extensive furniture & furnishing range of Home Centre assist the shoppers in visualizing how a particular

furniture or home décor piece will look at their home. Ambient lighting, attractive colour cues and engaging merchandise displays extend the trend of the usual features of any other Home Centre store in terms of retail design concepts and visual merchandising.

# NOW read your favorite magazines anytime, anywhere!

Introducing the all new digital VM&RD, Point-of-Purchase and Outdoor Asia.

Bringing to you online the latest in business news, products and services innovations in Retail, Brand Marketing and Outdoor Advertising at attractive prices!



	Term	No. of Issues	Cover price	You pay	You save
<b>PRINT COPY</b>	5 Years	60	Rs. 6,000/-	Rs. 3,600/-	Rs. 2,400/-
	3 Years	36	Rs. 3,600/-	Rs. 2,700/-	Rs. 900/-
	1 Year	12	Rs. 1,200/-	Rs. 1,000/-	Rs. 200/-
<b>DIGITAL COPY</b>	1 Years	12		Rs. 400/-	
	1 Month	1		Rs. 40/-	

To subscribe to digital copy Log on to  
<http://www.media4growth.com/magazine/subscription-digital.html>

Yes, I want to subscribe to the Outdoor Asia  Point-Of-Purchase  VM&RD  magazine right now!  
 ( Tick whichever is applicable)

I want one year subscription  I want three years subscription  I want five years subscription

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Billing Address  Office

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Postal Pin \_\_\_\_\_

Designation \_\_\_\_\_ Company / Institution \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Phone (Please mention one number at least)

Residential number \_\_\_\_\_ Office number \_\_\_\_\_

Mobile number \_\_\_\_\_ Categories \_\_\_\_\_



I am enclosing a cheque / DD No. \_\_\_\_\_ Dated \_\_\_\_\_  
 drawn on \_\_\_\_\_ in favour of VJ Media Works Pvt. Ltd. For Rs. \_\_\_\_\_  
 Cheque / DD should be in favour of VJ Media Works Pvt. Ltd. and mailed to the following address:  
 VJ Media Works Pvt. Ltd. # 1019/2, 1st Main, 1st Cross, Geetanjali Layout, New Thippasandra,  
 Bangalore - 560 075. Karnataka, India. Tel: 91-80-4052 2716 Email: mamatha@vjmediaworks.com

# RETAIL YATRA

## WELCOMES YOU TO COIMBATORE

**Introducing RETAIL YATRA**, the newest initiative of VM&RD to travel the length and breadth of our vast country and bring to you every month successful leaders in the independent retail sector who give organized retail a run for their money!

We start this journey from the second largest city in the state of Tamil Nadu, Coimbatore, known to be one of the largest exporters of jewellery, wet grinders, poultry and auto components and also called the "Manchester of South India" due to its large textile industry.

VM&RD did a walk through the shopping streets in the region in the popular retail pockets of the city: RS Puram, Cross-Cut Road, Avinashi Road and Big Bazaar and met up with some of the successful retail business owners some of which we have featured in the following special focus.

Some key observations in the market on the demand side is that the typical Coimbatore customer is not driven by the 'Veblen Effect' of matching high-quality with high-price! From some of the quick bites that we got from the market visits what comes upfront is that customers are reluctant to spend extra if they are even a little sceptical about the quality of the product. A lot of retail is this independent owner driven retail is built on sentiments creating almost unshakeable loyalty -personal touch customer service, trust, familiarity and social endorsement handed down generations ..... something the organized retail sector uses extensive science and technology to gain!

# Sri Ganapathy Silks



**Muthuswamy, Managing Director,  
Sri Ganapathy Silks**

The inception of this locally appreciated brand- Sri Ganapathy Silks, dates back to 1959 when their first store was established in Sanakarankovil, Tirunelveli district, Southern Tamil Nadu. Looking at the 60 year old history of the brand, Sri Ganapathy Silks, it can be right asserted that Ganapathy Silks is a veteran dealer in Silk Sarees. Since the establishment of their first branch, the brand has created for itself, a very commanding presence in the Coimbatore retail market as well. Presently, Ganapathy Silks has two branches across Coimbatore: Oppanakarra Street, which was their first branch in Coimbatore established

in 2005 and the other branch is in Cross-cut Road.

Spread over a multi-storeyed building, the branch of Sri Ganapathy Silks, situated at Cross-cut Road, has a wide range of more than 2 lakh silk sarees with the support of 900 employees.

The brand concentrates majorly in the manufacturing of silk sarees among readymade garments and Indian men's and women's wear.

The USP of this brand is premium quality sarees at very reasonable prices. The price range of the products fall under mediocre brackets as the store primarily focuses on serving the needs of the middle class customers. The brand's products and their prices are crafted to cater to the needs of Tier-B and Tier-C customers and they rarely touch the Tier-A customers.

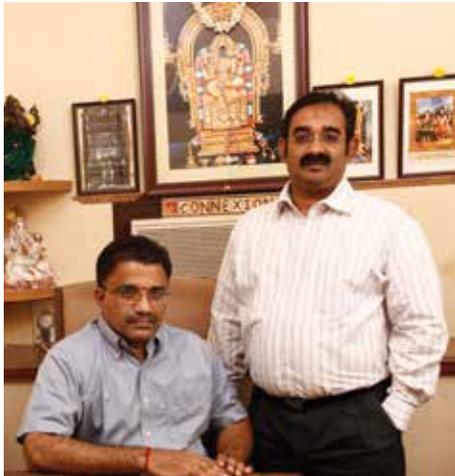
To keep their product line up-to-date with upcoming market expectations, Ganapathy Silks regularly conducts surveys and market research to analyse the market where they source their products from and also an extensive analysis is conducted to understand new waves in their procurement markets and the changing requirements of the customers.

VM&RD caught up with Mr. Muthuswamy, Managing Director, Sri Ganapathy Silks. On the importance of the link between the in-store design and the customer count, he said that what matters the most is the comfort of the customer and therefore the in-store ambience is fashioned accordingly. The store is designed, keeping in mind, that the customer can spend enough amount of time, in their store and go through a very hassle-free process of selection from the wide range of products. A clustered set-up fails to provide a wholesome experience to the customer. Specially, when it comes to a product like silk sarees, which is diversified in its type, design and price range, the entrepreneur should design the store very meticulously and refrain from causing inconvenience or confusion to the customer. Therefore, Sri Ganapathy Silks has categorised and placed all the products inside the spacious store, according to the varied design patterns and price range.

To the upcoming entrepreneurs, Mr. Muthuswamy advises that price strategy is the key objective behind the success of any store which indeed is the USP of Ganapathy Silks. Sri Ganapathy Silks promises to provide not only premium quality products but also an experience that they can remember by...



# Connexions



**T.S Ramachandran – CMD &  
T.V Swamenathan - Director**

Primarily based out of Chennai, Connexions is a lifestyle showroom dealing in books, toys, music, gifts, stationeries and other products on similar parallel lines. The notion of coming up with Connexions, in 1995, directly stems from the experience of the entrepreneurs T.S Ramachandran –CMD and T.V.Swamenathan-Director, which was gathered by initially distributing such products to retailers. The immediate and subsequent opinion of the retail market set the base for the conceptual framework of Connexions- which indeed is a lifestyle oriented showroom with an equally

strong customer-service motive. Thus from supplying products to retailers, to intending on receiving a first-hand view of the retail market, is a shift that forms the basis of the partners' purpose of entering the retail market.

What makes Connexions stand out in the market, is the ability of the store to serve the local needs of the local market and filling the necessary gap in the retail landscape of the city. The flexibility instilled in the business model enables the necessary and unexpected expansions in the business with a rise in the profitability or any other unforeseen circumstances. Growth in market conditions and relaxation of economic situations have always been readily welcomed by the partners, to upkeep the demand situations of the products that Connexions deals with; also stepping in the corporate environment, Connexions maintains a high margin in the business. Currently they are operating in 3 cities: Coimbatore, Salem and also Chennai.

To gear itself up in maintaining a steady position in the market and at the same time establish a brand identity in the market. Apart from the extravagant product line, the USP of Connexions is their vision, which is "Bringing People Together" and to keep themselves

abreast with new customer expectations, Connexions takes feedbacks from its customers on a regular basis.

The main attributes that make their venture a successful one are: strategized locations, affordable pricing and customer service. The location and success of their business has given them the image of famous landmarks in the respective localities.

Keeping in mind the product line, an obvious amount of importance goes towards the in-store ambience and shopper marketing activities to provide a wholesome experience to their customers. This leads to repeated visits of the customers and increase in their customer count due to the word of mouth route.

Backed by experience and extensive research, their market strategy is to achieve comparative advantage over their competitors encompassing all characteristics: location, product range, pricing, in-shop experience offered to the customers, among others... They have been successful enough in being a challenge to their competitors in both: service and personal relationship with the customers.





## 5 years of successfully servicing 100+ retailers in almost a million sft of experiential retail space

Backed by a professional design, engineering and production team that drives design, prototyping, quality production and efficient logistics with a PAN India reach

Operating from 20,000 sft factory equipped with an R & D Lab, automated machines for diverse processes and finishes & a logistics infrastructure for packing, transportation and precise deployment on site.

**RETAIL FURNITURE | OFFICE FURNITURE | HOME FURNITURE & CUSTOM FURNITURE**

Mr. Murali Krishnan | +919900067961  
muralikrishnan.spacedesign@gmail.com

Mrs Ashwini M B | +919900037350  
ashwini.spacedesign@gmail.com

ARVIND

chumbak

Allen Solly

JEALOUS 21

W WILDCRAFT

INTERIUM

Interio

# Roasted Sand: A Crossroads initiative



**Rajesh Bohra, Developer,  
Roasted Sand**

Roasted Sand is a Men's Apparel brand and is an initiative by Crossroads. VM&RD caught up with Rajesh Bohra, Developer at Roasted Sand and Proprietor at Crossroads. With a retail experience since 2000, Roasted Sand was seen as a shift in concept by Rajesh as Crossroads dealt in major foreign brands like Givo, Adidas etc... and Roasted Sand a brand in itself. The concept of Roasted Sand was formulated 7 years ago when Rajesh noticed a gap in the manufacture of men's apparels. With time, manufacturers have only focussed on

customising formal shirts and what Roasted Sand was focussing on was customising casual shirts to comfort their customer. The initiative was more like a challenge to Rajesh as the reason why customisation of casual shirts was absent was the difficulty associated with the manufacturing and the relevant details to be kept in mind. Roasted Sand was created to fill this gap in the retail market and thus create a difference.

With time, Roasted Sand has also brought wedding apparels along with casual shirts under its ambit.

To keep their customer count from falling and keeping themselves abreast with new customer expectations, Roasted Sand relies on feedbacks and new customers are introduced to their store consistently on a referral basis. Currently Rajesh has two stores in Coimbatore: Crossroads located in TV Swamy Road and Roasted Sand located near Brookfield Mall. Crossroads is a multi-brand outlet and after witnessing the success of their brand: Roasted Sand, Crossroads will soon be converted into a store carrying the similar idea.

Roasted Sand, which is a Crossroads initiative, provides custom made and designed casual

shirts and wedding wear to cater to the needs of men's apparels and fill the necessary gap. The effort taken to understand the needs of the local crowd, according to Rajesh, makes them stand out against their competitors. Therefore, extensive research should be conducted, very painstakingly, to provide the products that are carefully crafted according to the needs of the customers.

With regards to the in-store environment, Rajesh is of the belief that the ambience of the store should be very minimalistic and spacious.

Rajesh, who is an extensive bag-packer, travels across the world to collect new ideas. According to him, people of Coimbatore are not driven by the idea that high priced products necessarily go with a high-quality product line. The market in Coimbatore, specifically on the demand side, meticulously chooses their products and places the quality of the product before its price.

In future, Rajesh plans to open up a branch in Hyderabad and later on, a branch in Chennai.



# F Connexions



**Vinod Paramasivam, Proprietor,  
F Connexions**

F Connexions is a retail venture of Vinod Paramasivam, whose background has witnessed a shift from a wholesale business to a retail business. With a double-decade long experience of the market, specifically in the apparel market, the business has also seen a shift from men's wear to women's wear for the simple reason that the idea boomed the profit level of their business and on parallel lines

their customers' satisfaction had also reached a pinnacle. By the beginning of this century, they brought all kinds of women's apparels under the ambit of their wholesale business and only in 2014, Vinod entered the retail market with F Connexions. F Connexions is their first venture in the retail market, situated in the heart of Coimbatore-RS Puram. For now, the store specialises in Indian wear and indo-western wear for women.

Any market's economic future is certainly price driven, clubbed with quality and this is essentially the model that Vinod is following. Claiming best quality products with the most affordable prices, F Connexions has been able to retain their customer count owing to this idea. Accordingly, the main characteristics to which the store attributes its success to, is: quality, affordable pricing and offers available round the year.

The sustainability of any store, in the market, is dependent on how they keep themselves abreast with new customer expectations and are in line with any changes in the market. To work towards this goal, the store keeps in

touch with the customers informing them about new collections and new offers.

Advising young and fellow entrepreneurs of today, Vinod suggests them to work hard and never give up, to be able to strategize uniquely and work towards the sustainability of the brand identity for a longer period of time.



# Choca Choza



Choca Choza is a venture by Anbu and Divya. The name of the store is derived from the Spanish word 'Choza' meaning 'hut'. Anbu, proprietor at Choca Choza explains that idea behind giving his store the concept of a 'Chocolate Hut' was the uniqueness attached to the products at the store. All items sold at Choca Choza are at the stands with a no preservative tag. Although, the motive of adding no preservatives to their products takes a toll on the capital but their USP and the quality of their products keeps their customer count from falling.

Anbu has a background in Automobile engineering and Divya is an IT Professional. Their yearn for entrepreneurship, interest towards providing preservative free chocolates and dream of providing top-quality customer service brought them here and hence this sets the conceptual framework of the store; this indeed drove their notion behind setting up an exceptional store and brought it up to the pedestal where customers desist from comprising quality for money.



Based out of Coimbatore, Choca Choza has three branches in Coimbatore placed at prime locations: RS Puram, Fun Mall and Brookfield Mall. The proprietors at Choca Choza believe that provision of preservative free chocolates is a trend setting development in a scenario where customers' hesitance on spending the extra cash is seen on the rise.

The in-store ambience of Choca Choza was created, keeping in mind the aim to instill an experience of a chocolate boutique. Choca Choza refrains from offering festive or seasonal discounts because their main aim is to provide premium customer service, with reference to the quality of the products.



The framework of the store is a shift in the idea from providing cheap and low-quality chocolates to premium chocolates, which are slightly higher on the price line but still maintaining a vintage experience.



# For the Fun of Retail

## LOL in-store

In the supermarket was a woman pushing a cart which contained a screaming, bellowing girl. As they passed the cookie section, the little girl asked for cookies. When the woman told she couldn't have any, the girl began to cry. The woman kept repeating softly: "Don't get excited Monika, don't scream Monika, don't be upset Monika, don't yell Monika, keep calm Monika."

A woman standing next to her said: "I couldn't help noticing how patient you were with little Monika!" The mother replied: "I'm Monika!"

The man approached the very beautiful woman in the large supermarket and asked: "You know, I've lost my wife here in the supermarket. Please, can you talk to me for a couple of minutes?"

"Why?"

"Because every time I talk to a beautiful woman my wife appears out of nowhere."

Customer: May I try on that dress in the window, please?

Clerk: No, ma'am. You'll have to use the fitting room like everyone else.

Rossi was the manager of an upscale men's wear store in a wealthy section of town and was interviewing Abe for the recently advertised salesman role. Rossi looks at Abe's resume and notices that Abe has never worked in retail before. Rossi says to Abe, "What chutzpah, if you don't mind me saying. For someone with no retail experience, you are certainly asking for a high salary." "Well I suppose I am," Abe replies, "but you must understand that the work is so much harder when you don't know what you're doing."

Source: <http://www.lukaroski.com> | <http://www.mensxp.com> | [www.jokebuddha.com](http://www.jokebuddha.com)



## Do you love a good laugh?

Then please share with us original jokes and cartoons from the real retail world of your as we'd love to put that in this page to add fun to the reading. Please send your entries to [marketing@vjmediaworks.com](mailto:marketing@vjmediaworks.com)

## Fixtures

Concept Et Solutions Metfab Pvt Ltd.  
Plot No.77, Sector-57, Phase-IV,  
Kundli, Sonapat, Haryana.  
Tel: 0130-2100177  
Mob: +91-9999059992  
Email: admin@conceptandsolutions.com

Elemental Fixtures Pvt. Ltd.  
Works Plot No.29, Veerasandra Industrial Area,  
Electronic City Post,  
Bangalore - 560100.  
Tel: +91 77606 86961/62/63  
Email: info@elementalfixtures.com

Instor by Kider India Pvt Ltd  
New Gat 584/2, Koregaon Bhima, Taluka  
Shirur, Pune 412216  
Mob: + 91 9822009838  
Tel: + 91 2137 678000  
Email:sales@kipl-india.com  
Web: www.kipl-india.com

Retails  
# 521 sector 37, Pace City II,  
Gurgaon -01. (Haryana),  
Mobile: 9810180168  
Email: gagan@retails.co.in  
www.retails.co.in

SFI Storefit Project Pvt Ltd.  
#RZ 50 G,G/F, Vashisht Park, Pankha Road  
Near kalimata Mandir, New Delhi-110046  
Mob: 9911088333 / 9910088333  
Email: Prasad@storefitindia.com  
storefitindia@gmail.com  
Web: www.storefitindia.com

The IDEA FACTORY  
13-C, Brijpuri, Mahal Road, Opp. Union Bank  
of India, Jagatpura, Jaipur,  
Rajasthan 302017  
Tel: 0141-2755904  
Mob: +91 9782001144, +91 9828100488  
Email: yogeshpradhan@ad-ideafactory.com  
Email: ideafactory77@gmail.com

## Lighting

Ankur Lighting  
E-13, East of kailash,  
New Delhi - 110065  
Tel: +91-11-47220000 / 47270000  
Email: sales@ankurlighting.com  
www.ankurlighting.com

Retail Light Techniques India Ltd.  
8th Floor, Tower 'C' 247 Park, LBS Marg,  
Vikhroli (W), Mumbai - 400 083.  
Tel: +91-22-3269 2495  
Email: info@retailight.com  
www.retailight.com

## Mannequins

Clone Mannequins  
D-9/4, Okhla Industrial Area, Phase 2  
New Delhi - 110 020.  
Tel: 91-11-4066 4000  
Email: clone@clonemannequins.com

Tranz Mannequins Pvt. Ltd.  
217, 10th A Main, 1st Block, HRBR Layout,  
Opposite State Bank of Travancore,  
Bangalore - 560 043.  
Tel: 91-80-4160 1289  
Email: tranzmannequins@airtelmail.in

## Printing Solutions

Apsom Infotex Ltd.  
A-53, Okhla Industrial Area Phase-II  
New Delhi-110 020. India  
Tel: 011-26385096,  
Mob: 9810245119  
Email: ravia@apsom.com, ravia@vsnl.com  
www.apsom.com

Mermaid Print Concepts Pvt Ltd  
88/4 Singasandra Bommanahali , Opp Scoda  
Showroom, 86 Pillar No , Service Road, Hosur  
Road Main Signal. Bangalore 560068  
Mob: 9538878931  
Tel: 080- 22541000  
Email: sales@mermaiddigital.com

## Retail Design Firms

Four Dimensions Retail Design (I) Pvt. Ltd  
#15, 1st Floor, Saraswati Complex,  
5th Cross, Malleswaram, Bangalore - 560 003.  
Email: kavitha@4dimensions.co.in  
Mob: +91 9900037341  
Tel: +91 80 41323099



## Retail Solutions Provider

Euroceil  
Mobile: +91 91769 22648  
Email: sales@euroceil.com  
www.euroceil.com

## Signages

HG Graphics Pvt. Ltd.  
F-3/5, Okhla Industrial Area - I New  
Delhi-110020  
Tel: +91-40567440  
Mob: +91-9810280168  
Email: harjeegandhi@hggpl.com  
Web: www.hggpl.com

## TO ADVERTISE IN RESOURCE SECTION

Contact:

**Mamatha**

**91-80-40522716**

**mamatha@vjmediaworks.com**



TRANZ  
MANNEQUINS



MANNEQUINS  
HANGERS  
STEAM IRON  
BUST FORMS  
VM PROPS



**BRANCHES AT: CALICUT, COCHIN & CHENNAI**



TRANZ MANNEQUINS PVT. LTD.

Basi Reddy Complex, No.9, HM, 2nd floor, No.302, 1st Block, HRBR Layout, Bangalore-560 043. Phone: +91 (80) 25455133  
Email: [info@tranzmannequins.com](mailto:info@tranzmannequins.com) | Website: [www.tranzmannequins.com](http://www.tranzmannequins.com)

Factory

No.89/4, Devasandra Main Road, Rampura Village, Bidrahalli Hobli, Bangalore East, Bangalore-560 049. Phone: +91 (80) 64350111



# PRINT PROFITS DIRECTLY ON FABRIC



Make Your Brands More Visible With Direct Printing On Flags, Standees, Drop Downs And Much More

## SOFTJET GRAND

Grand Format Soft Signage Printer



### APSOM INFOTEX LTD.

A-53, Okhla Industrial Area, Phase-II, New Delhi-110020.  
T 26385096, 26387729, 26384550 F 26385097 E sales@apsom.com W www.apsom.com

CIN-U74899DL1993PLC054306

Agra: Tel.: 9810047561, Ahmedabad: Tel.: 9819123885, Bangalore: 777/V 13th main 2nd Cross Hal II Stage 100 Ft. Road, Indira Nagar, Tel.: 80-42042390, Bhatinda: Tel.: 9307770704, Bhopal: Tel.: 9337292027, Bhubaneshwar: EB-28, Stage-B, BDA Colony, Laxmi Sagar, Tel.: 9337292027, Chandigarh: Tel.: 9810164378, Chennai: No.13, Basement, Price Plaza Shopping Complex, Pantheon Road, Egmore, Tel.: 9382170774, Fax: 044 285854431, Cochin: Tel.: 9387291707, 9349014617, Goa: Tel.: 9324933918, Guwahati: Tel.: 9859913894, Hyderabad: Tel.: 9394516042, Indore: Tel.: 9337292027, Jaipur: Tel.: 9312096406, Kanpur: Tel.: 9818800517, Kolkata: 57/1, N.S.C. Bose Road, First Floor, Kolkata 700040, Tel.: 033 40074807, 9830106132, 9339149011, 9331545031, Lucknow: Tel.: 9818800517, Mumbai: A-15, Nand Bhuvan Industrial Estate, Mahakali Road, Andheri (E), Tel.: 022 42460800, 42460801, Fax: 022 42460802, Patna: Tel.: 9818800517, Pune: Tel.: 9320403216, Raipur: Tel.: 9329620699, Ranchi: Tel.: 9304735004

All trademarks, logos, symbols and designs depicted / mentioned in this advertisement are tradenames, trademarks and copyrights of their respective brand owners.