

VM-RD

Visual Merchandising & Retail Design



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EVERYTHING A BRAND REQUIRES IN A STORE
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The Homecourt Advantage
ADIDAS, VR Mall, Bengaluru

All Things Baked

Anjlika is a perfect example of taking a homegrown local bakery store to a posh rendezvous kind of place. Located at premium Golf Course Road in Gurgaon lined with many a premium brands, Anjlika reimagined its store concepts to deliver and upgraded experience.





Responsible for the project, **Rahul Bansal of DCA Architect**, explained, "The main concept objective was to create a welcoming environment, where one can be introduced to the pleasures of authentic. We had to take a local bakery brand to a level above in terms of premiumness."

Located in the upscale, premium mall on the Golf Course road, Gurgaon, Anjlika is a traditional confectionery store with a modern design. The owners wanted to make a shift from their traditional confectionery house in Karol Bagh and come out in the mainstream modern day market.

To capture this aspect, a small seating area has been crafted alongside a bookshelf and coffee machine to encourage people to spend more time in the store. It is a space with a fairly large kitchen planned to address the prospect of the store's expansion plans and the rest of it is well categorized into different sections each designed in a unique way. On one side is food and beverages and the other side has cakes and biscuits and right at the beginning is the breads section.



The shelving and display racks all done in oak wood are LED lit and have been custom made well suited for variety of products being showcased. The store follows a very soft and soothing color palette of oak wood since it exudes a natural feeling and relates well with confectionery. The USP of the store is the big branding signage outside which manages to attract the attention of people far off in the corridor. Throughout the store all the signages are LED underlit and each alphabet is a solid acrylic free standing alphabet with a marquetry running behind it to make it very catchy. The image of the space, as an extension of the values of the brand and the product, is defined in the choice of materials (oak wood and Italian flooring), the palette of chosen colours, and the custom-designed furnishing. An interesting part of the store design is the exposed ceiling with wooden rafters with stunning jaali patterns. The central area with wooden rafters also help in concealing all the services of the store.



The Italian flooring with subtle geometric inlay patterns lends a modern and contemporary look and feel. The store design succeeds in creating a cozy environment of unique styles with details. »

Satarupa Chakraborty

Lighting
Luz Light

ACP / Glass / Concrete
GJB Glass

Flooring
Italian Stone

Woodwork
Burma Teak

Paints
Asian paints

