

VISUAL MERCHANDISING & RETAIL DESIGN



EBO - Raymond - RTW



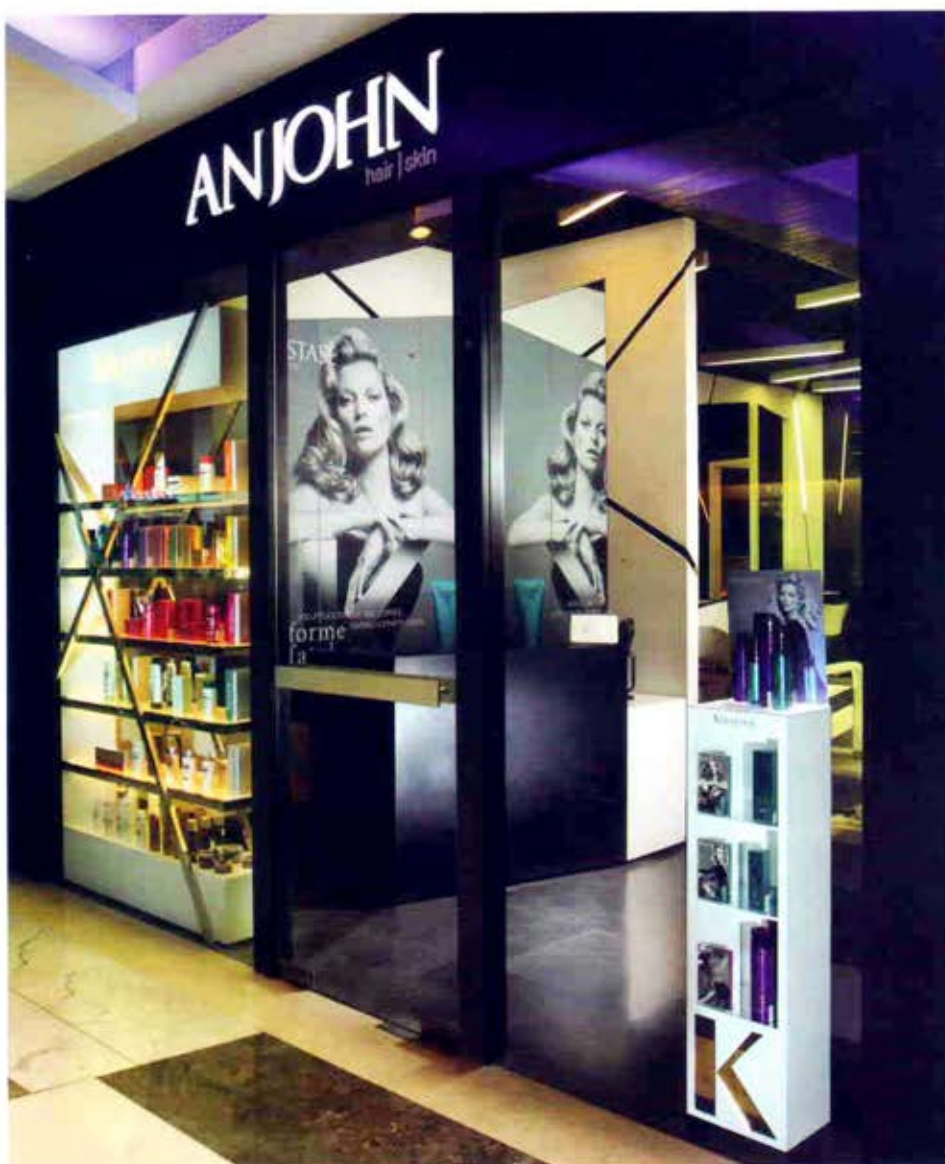
Anita Dongre - Pret. Couture

Category : Health & Beauty – Specialty Store
Project : A N John
GOLD : DCA Architects

AN John is an open and inviting salon in the heart of Quest Mall, Kolkata, that still believes in providing a sense of luxury and privacy to its clientele. Measuring 600 sq ft, the space is organised in a simple and efficient way. Placement of retail, visuals and mirror in the small reception area engages the passerby and sets the tone for the salon. The front desk focuses its attention strictly on arriving and departing guests, yet giving a hint to clients on what's happening inside.

Creating a free flowing salon environment, the walls and partitions are minimised so that there is more walking space. The linear details done on the walls and the suspended light fixtures from an exposed ceiling create a very mesmerizing effect. The small space is hugely enhanced and dramatised by the angular placement of mirrors that cause myriad of reflections.

Beautiful monochromatic colour lines and simple material pallet is the key to the ambience. In an effort to achieve client's requirement of having a luxury salon with low maintenance, acrylic solid surface and black lacquered glass on walls with a combination of kadappa stone and vinyl flooring has been used. In conclusion, the layout and design elements creates a space that's 'Beauty in Simplicity'.



Main site contractor

DCA Workshop

Furniture

DCA Workshop

Lights

Vizion

Signage

Taurus

Electrical Consultant

DCA Architects