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## Designing for opulence!

By Divya Chand

Photography: Courtesy DCA Architects

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DCA Architects culls out a luxurious retail experience with their design of Anand Jewels in Indore...

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Larger-than-life formats have a distinctive impact on retail design. The bigger-brighter-more glamorous looks grab eyeballs faster than the others. The vocabulary such environments emote touches a chord within even the random shopper, piquing his interest in at least exploring, what the store has to offer!



Playing on similar sentiments and the luxury of space, DCA Architects move away from a conventional material palette to design an upscale, vast 4000 sq. ft. store standing loftily in the heart of the city. With a ground-plus-one building dedicated to its new independent brand, the main design intention of the project emphasises on the products, with a focus on attracting diverse clientele.



Rather than abide by traditional Indian motifs, the language of the building is a subtle classical style, appealing to the aspirations of the shoppers. The robust stone façade, Corinthian column heads, grand arched entry and geometric Italian flooring are corresponding features.



Instead of conventionally providing an area for printed billboards, the façade of one complete floor stands dedicated to a huge LED screen displaying branding, promotions and offers for prospective customers. As one enters into a double-height lobby, space dedicated to a temple initiates the auspicious jewellery buying ritual, while a huge, intricate chandelier provides formal appeal alongside some carefully designed accent lighting.





Working with a low height and the many columns that existed in the old inherited structure, the architects use the columns to ingeniously demarcate jewellery shopping zones and introduce some noteworthy features like a glass room displaying mannequins showcasing exquisite jewellery samples. The display layout transitions and progresses along and transitions with the luxury quotient of the product line, with the exquisite wedding range relegated more privately on the upper floor.

anand  
Jewels





Curated chairs, luxurious sofas, glossy stone and mirrors, gold-leafed ceiling... add the quintessential element of opulence and indulgence that the lavish pursuit of jewellery shopping mandates, offering customers a fulfilling experience of luxury, made possible by subtle yet careful design decisions.

#### **Fact File**

Client: Anand Jewels

Design Lead: Rahul Bansal

Design Team: Rahul Bansal, Amit Aurora, Anupama Kumar