

VM-RD

Visual Merchandising & Retail Design



idX

*Providing custom solutions
for retail environments*

GLOBAL

Strategic Footprint | Capacity
Worldwide Resources | Broad-Based Capabilities
Systematic Processes | Multinational Team of Experts

See **INDUSTRY SPOTLIGHT** Featured Inside!

3,000,000+
TOTAL SQFT

1500+
EMPLOYEES

20
GLOBAL LOCATIONS

300+
DOCK DOORS

So Not Jaded

Jade Blue Lounge store, designed by Delhi-based DCA Architects in Ahmedabad adds a true-blue edge to the city high street shopping. The large signage, atrium, double-height ceiling and open windows invite VM&RD to explore its interiors.



The Jade Blue Lounge in Ahmedabad, part of the leading chain of menswear store, unveiled an exquisite store designed by Delhi-based DCA Architects that combines a modern design language and rich materials to define a larger than life space. Spanning over 11,586 sq ft, the store greets its customers with a classical spiral staircase designed in a rich language of wood and wrought iron taking them to the entrance of the lounge leading into one of the four distinct quadrants. A central cross-display panel orients the visitor into four spaces out of which the two diagonally opposite ones house seating areas. Each seating area with an attached fitting room is designed to address the individual requirements of the private customers. One of the four quadrants is used as an accessorised entry with a large back lit logo on the wall. Two of these spaces holds lounge seating to enjoy the ambience

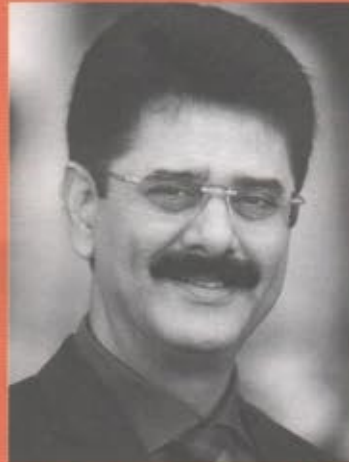




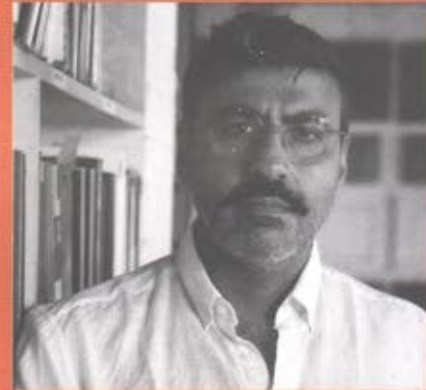
and the experience of bespoke shopping experience. The fourth quadrant along the axis of the entry is a large open space with display panels on each wall. This space is specifically designed as a transition and an area for displaying the exclusive collection. Brass screens with intricate patterns serve as partitions between the various pockets ensuring privacy and help in maintaining the homogeneity of the Lounge. This splendid pattern of jaali is inspired from the Yemen Sufi Saint – Siddi Sayyed.

Contemporary lighting creates a balanced ambience by cove recessed lighting and task lighting which is hidden. Vintage artwork and framed photographs on the arched walls, the art deco brackets on the display shelves and the antique earthenware pots together create an atmosphere that is elegant, sophisticated and very characteristic of this studio. While most finishes and accessories are classical and antique, the grey rugs and the leather furniture are contemporary, but compliment the antique look of the lounge well. Adding to the decor, the wooden flooring is elegant and keeps the design language grounded.

In this debonair lounge, a distinct striking features is the salvaged antique ceiling with intricate and decorative motifs cut in brass work . It creates an uplifting effect making the area extremely vibrant and rich. Numerous broken mirrors have been placed between the actual ceiling which gives the perception of a larger space. Cut outs were made to execute the brass work ceiling. The



Jitendra Chauhan, Owner, Jade Blue, says, "Jade Blue is conceived as a lounge for the discerning client looking for a personal and bespoke experience. We have always given importance to double height facades and high visibility of show windows. All in all, we want to stand out as a retail space."



Speaking on the unique display elements in the store, Amit Aurora of DCA Architects shares, "We have used large classical cupboards with glass panels to display their range. Mannequins at various corners of the store ensure a panoramic vision to the assemblage. While the arched niches of the walls are finished partly in wood and gold paint to create display shelves."





drop-down cross beams with a lit-ceiling behind, is well combined with arched portals in wood and camouflage the low hung beams and columns whilst becoming the defining elements for the four spaces through which the entire store is driven.

Further drama is created by the low height ceiling that runs through the space covering the four quadrants, establishing continuity with the use of mirrors on the beams. Mirror with its inherent property makes the space seem large and also makes the beams almost disappear. The dusky and beautiful pattern of the brass ceiling in stark contrast to the wooden floor gives a feel of deep theatrics, exemplified by the ambient lighting within.

The Jade Blue lounge meant for only selected clientele provides one of its kind experience where one can enjoy the idea of dressing up in a luxurious and fashionable set up. The interiors explore the idea of stylish, chic, contemporary yet extremely rich set in deep traditions of cultural expression.●

Satarupa Chakraborty

Design :

DCA Architects

General Contractor :

Shilpi Designers

Lighting:

Plus Lights

Air Conditioning:

Triotech Systems

