

# abraxas Lifestyle

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*Infinite Plaza*  
**ZAHA HADID  
ARCHITECTS**

*Design x Art*  
**IIID DELHI**

*Cruise Aloy*  
**THE RICHARD  
BRANSON WAY**

*Luxury Carturier*  
**ARCHANA  
KOCHHAR**

*Anand Jewels, Bhopal*  
**GROUP DCA**





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*Luxury Design*  
**ANAND**  
**JEWELS**  
group  
DCA











The expression of Indian heritage has inextricably found its roots embedded in the treasure trove of craftsmanship and artisanal detailing in our culture.

A torchbearer of our values across generations, jewellery in the subcontinent epitomises gestures of love and heirloom that are painstakingly passed on over decades.

Anand Jewels as a brand have strived to encapsulate the undying essence of preserving traditions through every collection and venue they have founded across the years.







# anand Jewels













Anand Jewels and groupDCA have shared a professional relationship lasting up to almost two decades, wherein the design consortium has been able to witness the brand's trajectory of growth from inception to its thriving success today.

The driving impetus behind the newest venue's conceptualisation arises from the client's aspiration to reiterate the brand's identity, one that can be emulated across a succession of stores.

The retail venue at hand is a part of the DB Mall, Bhopal - the anomalous profile of the site fuelled the thought process behind the creation of an engaging and unconventional internal layout.

Kudos to the unusual shape of the site at hand, the ingenious layout created is atypical in its character. This spatial narrative enables the creation of various sections in the different pockets of the floor plate which host the myriad collections typology-wise.









It allows a patron to enter and curiously discover the spaces as they unfurl successively, revealing the spectrum of diverse pieces that are segregated genre-wise under categories of Gold, Diamonds, Kundan, Polki, etc.

The VIP zone of the blueprint assumes centre stage within the narrative. Doused in a scarlet hue that bathes the walls, this segment hosts clients in an intimate setting with a focus on the larger-scale selection process that dovetails most Indian wedding festivities and ceremonies.

This section in the store witnesses the juxtaposition of colour and elements of gold in an unabashed and bold persona against the pristine overarching neutral tones.

Opulence becomes the protagonist as the deep vermilion-hued walls embrace the space, and the lustrous detailing in gold makes its debut in tasteful doses. The inspiration stems from the fanfare of sumptuous Indian weddings, wherein bright hues, traditional nuances, and heirloom jewellery become intrinsic parts of the celebrations.

With a clear directive in terms of its pragmatic function and visual aesthetics, the design approach essentially becomes a sum of deliberate and impactful interventions that weave together the palette of the venue. The bespoke wall modules and vitrines have been rendered in a dark wood finish with undertones of burgundy and deep blue hues that punctuate them suavely.









A curated medley of tables, warm teal-hued armchairs, ornate table lamps and display modules have been pieced together with a penchant for detail, creating a milieu that is functionally responsive and immersed in quiet luxury.

The central secular jewellery display counter introduces elements of gilded jaali work, creating an objet d'art that anchors the space and a detail that gets carried through in various segments of the store as a leitmotif. The positioning of mirrors in the store has been devised to amplify the reflections abundantly; bevelled vertical mirrors grace the space, creating a sense of expanse and grandeur.

The monochrome flooring pattern is dapper and minimalistic; the checkered pattern in the heart of the layout layers the spaces with a visually distinctive character. Staying true to the clean lines that dot the space, the coffered ceiling takes its cue from the crisp geometry displayed across the flooring of the store.

Anand Jewels with its new branch under the spotlight nods to the coalition amidst the past and the present, wherein an old-world charm has been garbed in a contemporary identity while exemplifying India's position in the world as a connoisseur of crafted tradition.

Much like the jewellery it hosts, this store places an unflinching focus upon creating a newfound design vocabulary that is an effortless hybrid between traditional roots and contemporary design that transcends the realms of time.











## Fact File

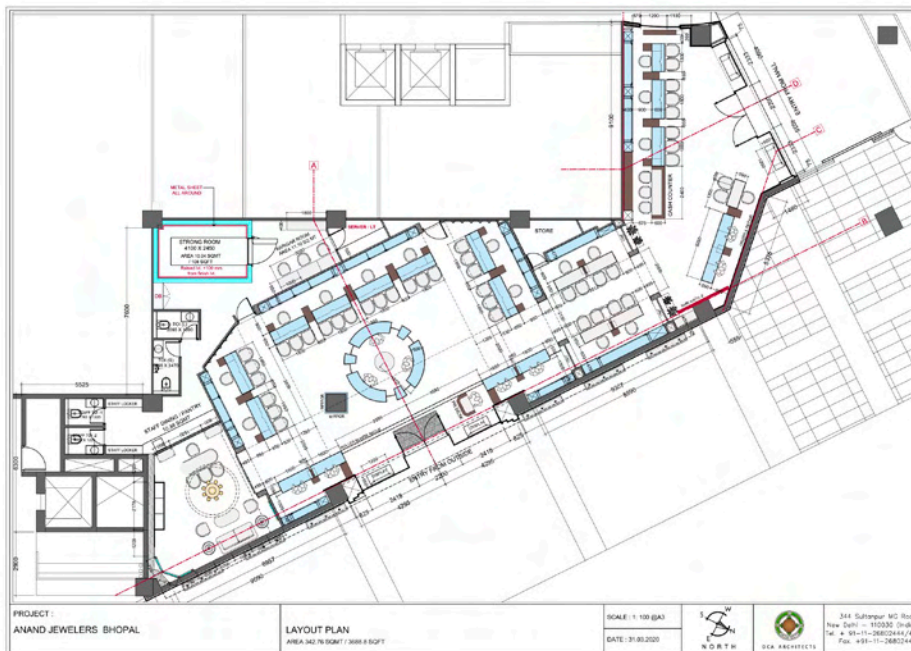
**Project Name:** Anand Jewels  
**Location:** DB Mall, Bhopal, Madhya Pradesh, India  
**Typology:** Retail  
**Square Footage:** 3,688.8 square feet  
**Year of Completion:** August 2020

**Architecture Design Firm:** groupDCA  
**Principal Architect:** Ar. Rahul Bansal

**Text Credit:** Lavanya Chopra  
**Photography Credit:** Suryan and Dang







**Group DCA** is a multi-disciplinary Architecture & Interior Design firm, based out of New Delhi, India. Founded in the year 1996, the firm has to its credit, remarkable, award-winning, widely acclaimed projects across diverse typologies such as Residential, Retail, Hospitality and Workspaces.

With core values of Design Excellence, Innovation and Customer Satisfaction, the firm has been able to successfully partner with various Brands (both national & International) in the

conceptualization & implementation of Brand identities.

With an in-depth desire to Redefine the paradigms of Design, group DCA has been focused in its approach as a skillful balance of talent, experience and hard work. Both the partners, through their individual expertise have contributed towards the firm's robust image in the design industry, with a special focus on delivering Design Excellence with Innovation, Collaboration & Value Engineering. With their dedication towards Contextual and Sustainable Designs,

Inspiring young talent and Nurturing human relations, today, they lead an energized and enthusiastic team of over 40 professionals.

Each project is treated individually, with an approach that is most appropriate to the project's identity, vision, business format, target clientele, code of ethics, site location and budget. Rather than following current trends, or designing for the short term, the studio believes in sustainable design, which is exclusive, well-balanced, contextual and fosters longevity and practicality.

A conscious effort is made to use local - sustainable materials/ technology. This in turn reinforces traditional crafts and skillsets of the craftsmen, while minimizing the impact on the environment. Each project is therefore not a cookie-cutter solution, but is instead climate-appropriate and designed to meet specific needs that create an exclusive, yet relevant product. Through its contribution in the realm of Architecture and Interior Design, Group DCA has made a mark across India, South Asia, Africa and the Middle East.

### Rahul Bansal

Partner, group DCA

CA Number 94/17335



Graduating in 1993 with accreditations in Bachelor of Architecture from the esteemed School of Planning & Architecture, New Delhi, Rahul Bansal co-founded DCA Architects along with Amit Aurora in the year 1996. Together they envisioned and realized a multi-disciplinary integrated design solutions firm, which has successfully conceptualized and implemented retail identities of various Brands, Luxury Stores and Boutiques, since the past 20 years.

With a strong belief in Redefining Luxury with Simplicity, Longevity and Value Engineering, Rahul specializes in Practical & Cost-effective designs, which come together to create the 'Luxury Experience'. His in-depth knowledge and experience in the use of design elements & material (be it old or new) goes a long way in achieving a brand's vision within the set parameters. He has a keen eye for detail and hence loves to stay involved in the mechanisms & processes of design as well as production

of elements. This in turn ensures a Durable Design for both spaces & its design elements.

Being an enthusiast and collector of all that is vintage, his designs often reflect the old-world charm amidst contemporary luxury, thus rendering uniqueness to every solution. Inspired by huge appreciation of these design ethics, knowledge and vision, Rahul, along with his partner Amit, pioneered Design-Implementation for global luxury brands in India. Today, he spearheads a unique, single window, design-build-deliver solution on a pan-India basis through the group's implementation arm- DCA Workshop. Via research, innovation and collaboration, today, group DCA is equipped with the expertise, experience and capacity to deliver Design, Planning, Interior Design solutions and Implementation of brand identities across a wide range of typologies including Offices, Residences, Retail/ luxury Retail, Hospitality and Brand Identities.