

ARCHITECTURE+DESIGN

A N I N D I A N J O U R N A L O F A R C H I T E C T U R E



THE FUTURE
OF ARCHITECTURE:
**CLIMATE-RESPONSIVE
DESIGN**

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“IT’S THE ARCHITECT’S
RESPONSIBILITY TO IMAGINE
SPATIAL POSSIBILITIES”



FASTRACK ARCHITECTURE

GroupDCA Restructures Ethos Watches' Brand Identity

Ethos Watches recently appointed GroupDCA by architects Rahul Bansal and Amit Aurora to develop and restructure the brand's identity and spearhead a colossal rollout of all types of formats— the base outlets in tier-three cities, the bridge to luxury stores in tier-one and tier-two cities, and luxury boutiques in tier-one cities and metropolises.

The luxury flagship boutiques for Ethos are spread over a 2000-6000sq ft area in prime locations of the biggest cities including Bangalore, Delhi, Chennai, Hyderabad, Mumbai



and Kolkata. The façade design, spatial layouts, architectural elements, materiality, colour palette, and lighting schemes, all reflect a modern luxury

imbued with warmth. Simplicity and serenity anchor the layouts. However, the standout elements here are the unusual materials chosen, both in terms

of colour and texture.

The extensive use of materials in the colour of exposed concrete demarcates entryways, distinguishing sections for watch brands. Here, the play with the neutral colour of concrete allows Ethos to connect brands of equal renown while stitching together its own identity as a boutique. Wood panels are serrated with flutes, providing a subtle texture to the otherwise plain veneers. To add an opulent accent, a touch of champagne gold metal is used to accentuate tones of grey and wood.

The stores blend materials and elemental furniture for an aesthetic balance. The flagships are also adorned with boutique lighting highlighting in-store displays. The luxury flagships are also fitted with a coffee-bar and a library to take advantage of the showrooms' substantial space and offer customers warm, hospitable breaks in their shopping experience. ✚