

Le Marche, Gurugram

|| Redefining The Retail Experience Through Evocative Design ||



With large floor plate retail destinations gaining momentum in India, groupDCA was brought on board by Le Marche (translates to 'The Market' in French) to align the brand's identity and the spatial design scheme of their newest branch.

Keep reading to see how groupDCA recalibrated the retailer's vision through design interventions while ensuring an immersive curated retail experience!



While prioritising navigation, the monochrome colour scheme becomes the leitmotif at Le Marche, building on the brand recall sentiment via the materials and finishes. The broadly black and white interiors are timeless in nature, and the light wood tones punctuate the blueprint as binding threads of design, creating a distinctive visual identity.

At Le Marche, the pivotal creative penchant has been to transform the chore of visiting a departmental store into a sumptuous and appealing retail visit that strikes a chord with the end-user through evocative design.

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In the Studio



We hope you had the most wonderful Diwali this year! At the GroupDCA celebrations, impromptu karaoke sessions lifted our spirits and an intense game of Damsharas brought out our competitive sides and made for a memorable night!

Let us know how you celebrated your Diwali! Email us at media@groupdca.in

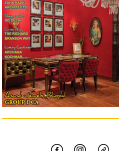


This beautiful home in Vasant Vihar, New Delhi was recently completed and handed over to the client. Follow us on Instagram and Facebook to see the final reveal soon!



Project Features

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