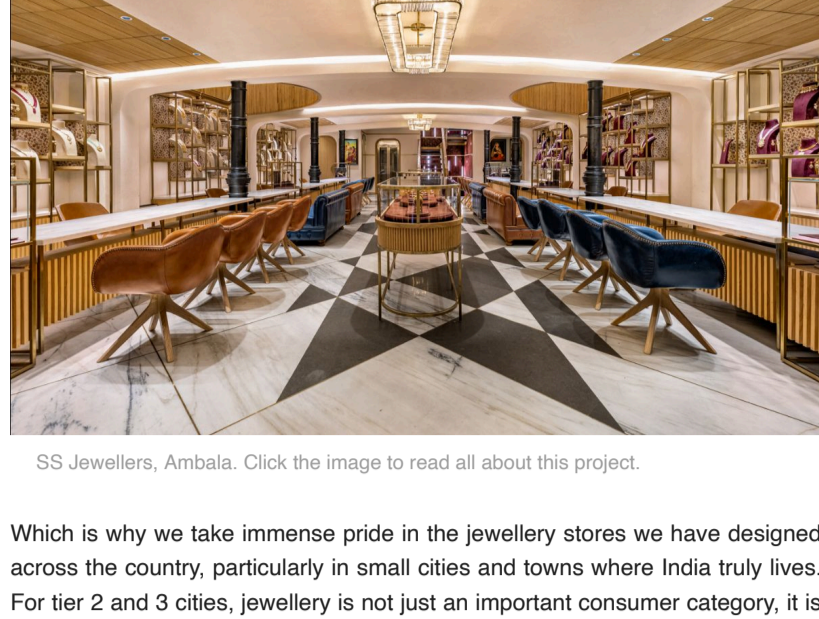


## Retail is Getting It's Sparkle Back

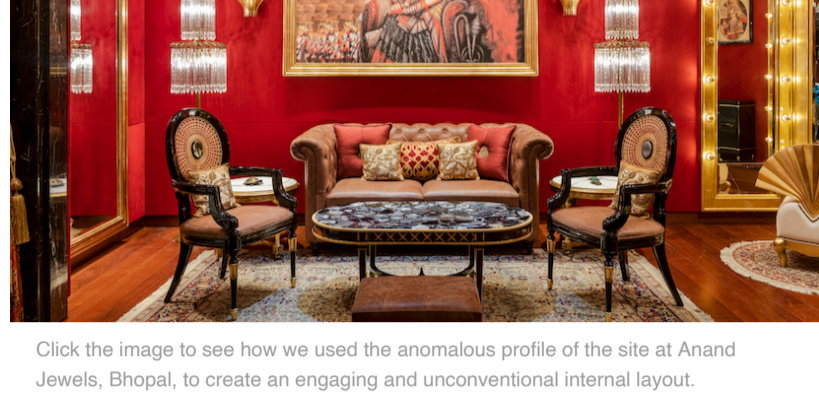
|| Reflecting on Our Experiences With the Booming Jewellery Industry II

Some things about a culture never change. For us in India, it's how we adorn ourselves. A bridal collection for the big happy day; a pair of small baalis to make everyday happy; the jangling of glass bangles intermingled with the sounds of a bazaar. These sights and sounds have been the cornerstone of our culture for far longer than we can imagine.



SS Jewellers, Ambala. Click the image to read all about this project.

Which is why we take immense pride in the jewellery stores we have designed across the country, particularly in small cities and towns where India truly lives. For tier 2 and 3 cities, jewellery is not just an important consumer category, it is a crucial piece of the local economy that is deeply tied to their culture.



Click the image to see how we used the anomalous profile of the site at Anand Jewels, Bhopal, to create an engaging and unconventional internal layout.

When setting out to design a jewellery store for our clients, our first task is to hunt for the best local food, which also gives us a chance to soak in the city's sights and sounds, understand the rhythm of its culture, and get visual cues on which we can hinge our design ideas. Some of our best memories are of the team bonding over hot piping dishes in the best dhabas, lunch homes, and eateries in the city we are working in. These excursions always lead us to local artisans famous in the city and give us a chance to see them at work.

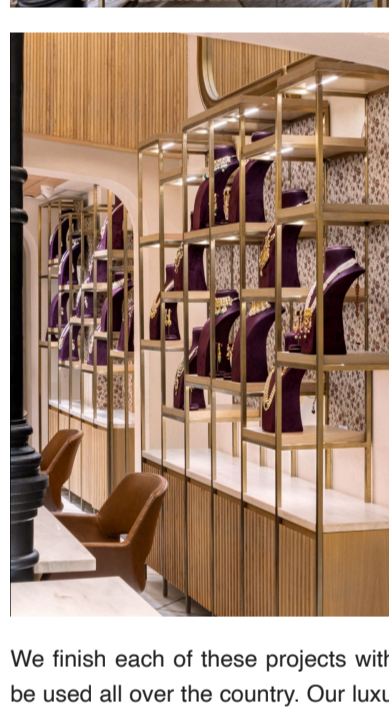


Principal architect Rahul Bansal (second from the right), enjoying piping hot samosas with the GroupDCA team at the famous Gwaala Dairy and Sweets.

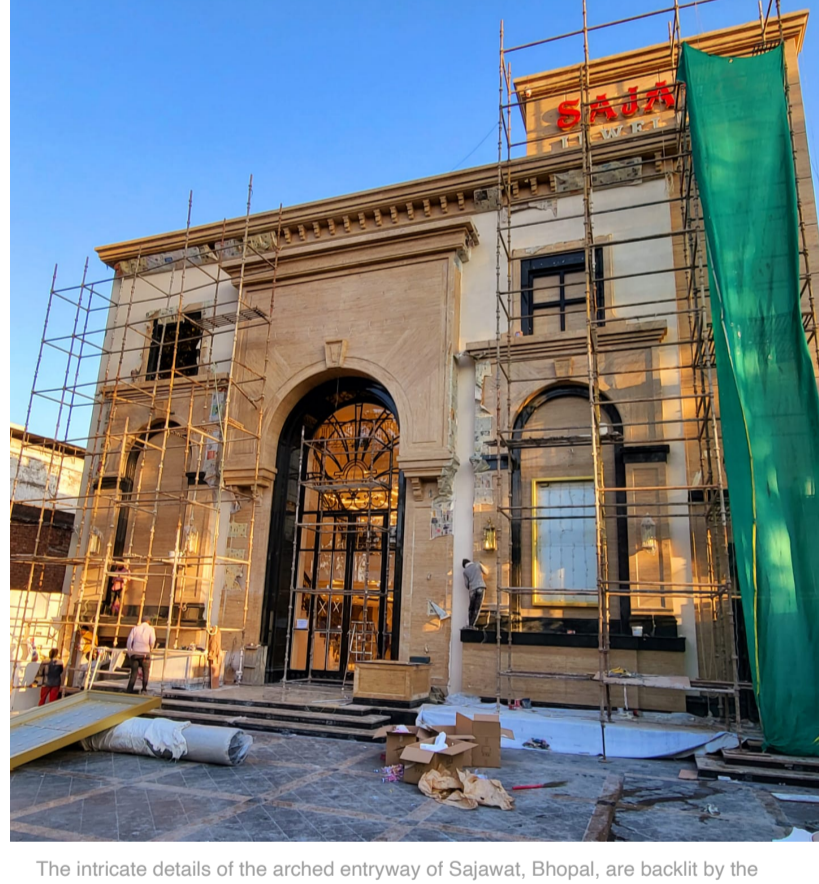


A mouthwatering thali at Darwin Bucky, a Gallery and Diner in Ahmedabad. The Bucky Diner serves regional and international cuisine and regularly invites chefs to curate new menus!

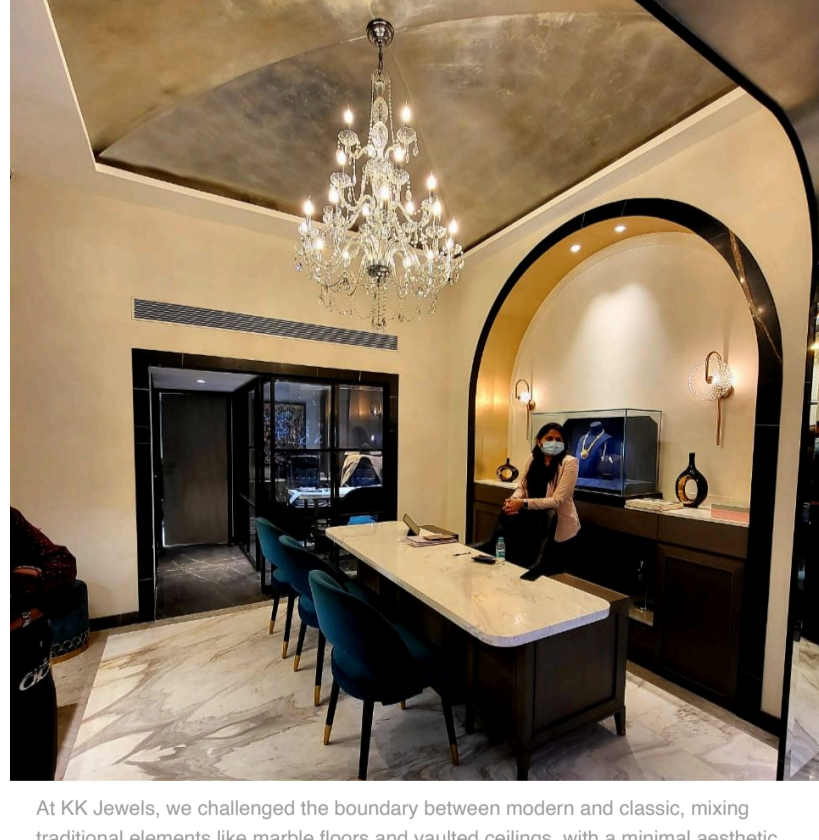
After we are done stuffing ourselves, we always explore the city. These excursions are a crucial starting point for all our projects. For instance, while designing for SS Jewellers (pictured below) in Ambala, Punjab, we spent time studying the colonial and pre-colonial architecture of the city for inspiration. The team extrapolated their learnings by putting a modern spin on the traditional influences prevalent in the city, engaging local artists and craftsmen to create a handcrafted medley of details at SS Jewellers.



We finish each of these projects with a treasure trove of experiences that can be used all over the retail space. Our clients value incorporating local cultural elements in their retail spaces, something we have worked on over and over again with prestigious regional clients such as Sajawat in Bhopal, Madhya Pradesh, Rolex in Raipur, Chhattisgarh, and KK Jewel in New Delhi. In each of these projects, our true north has been to firmly place the retail space in the culture it was born out of.



The intricate details of the arched entryway of Sajawat, Bhopal, are backlit by the interiors, offering enticing glimpses of the double height foyer and display counters within.



At KK Jewels, we challenged the boundary between modern and classic, mixing traditional elements like marble floors and vaulted ceilings, with a minimal aesthetic and contemporary furniture.

Of course, we also come home from these projects with the biggest treasure of them all: the most comprehensive list of India's best local eateries you'll ever get your hands on!

Contact us for that food list, and project inquiries!



Enjoying the comforts of a home cooked meal at our client's home in Durg, Chhattisgarh.