

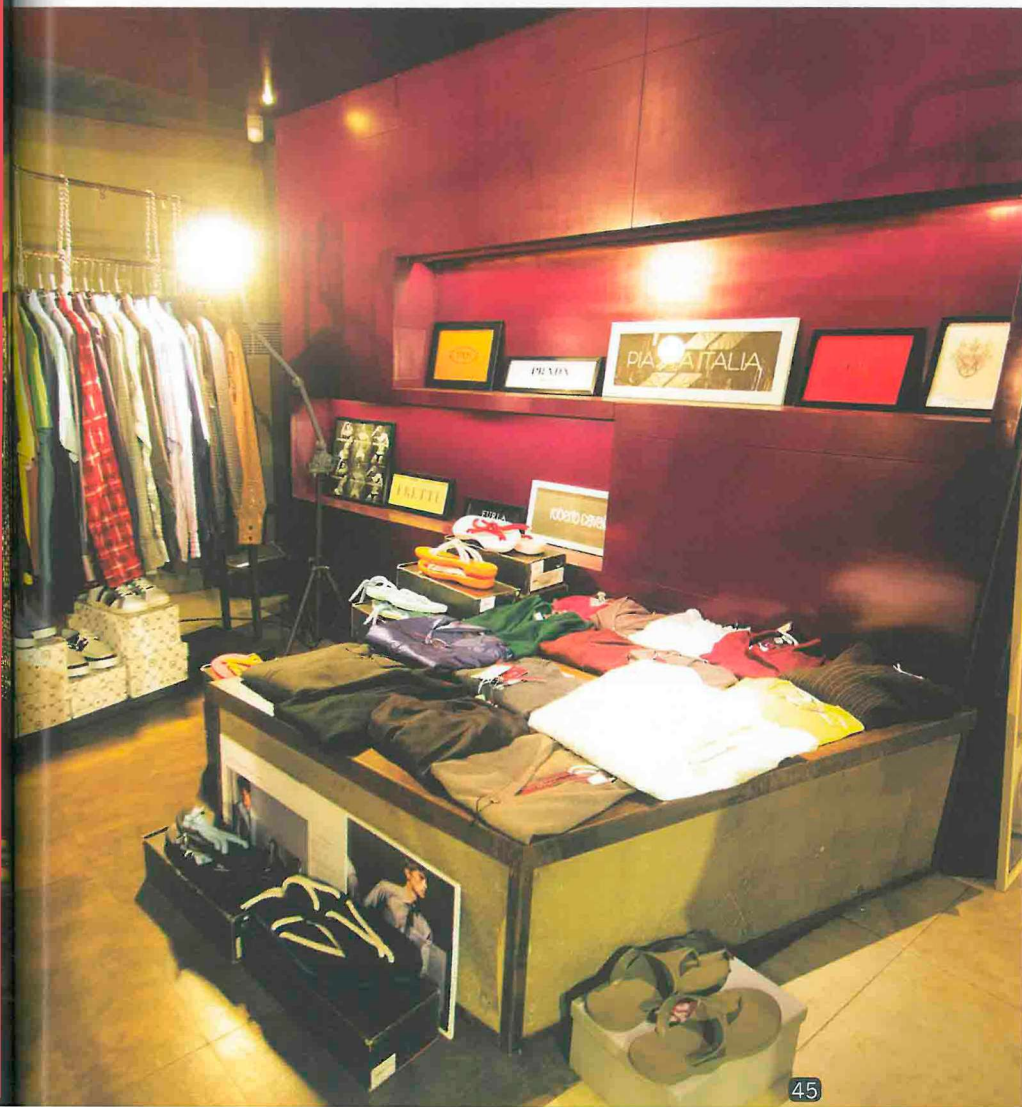
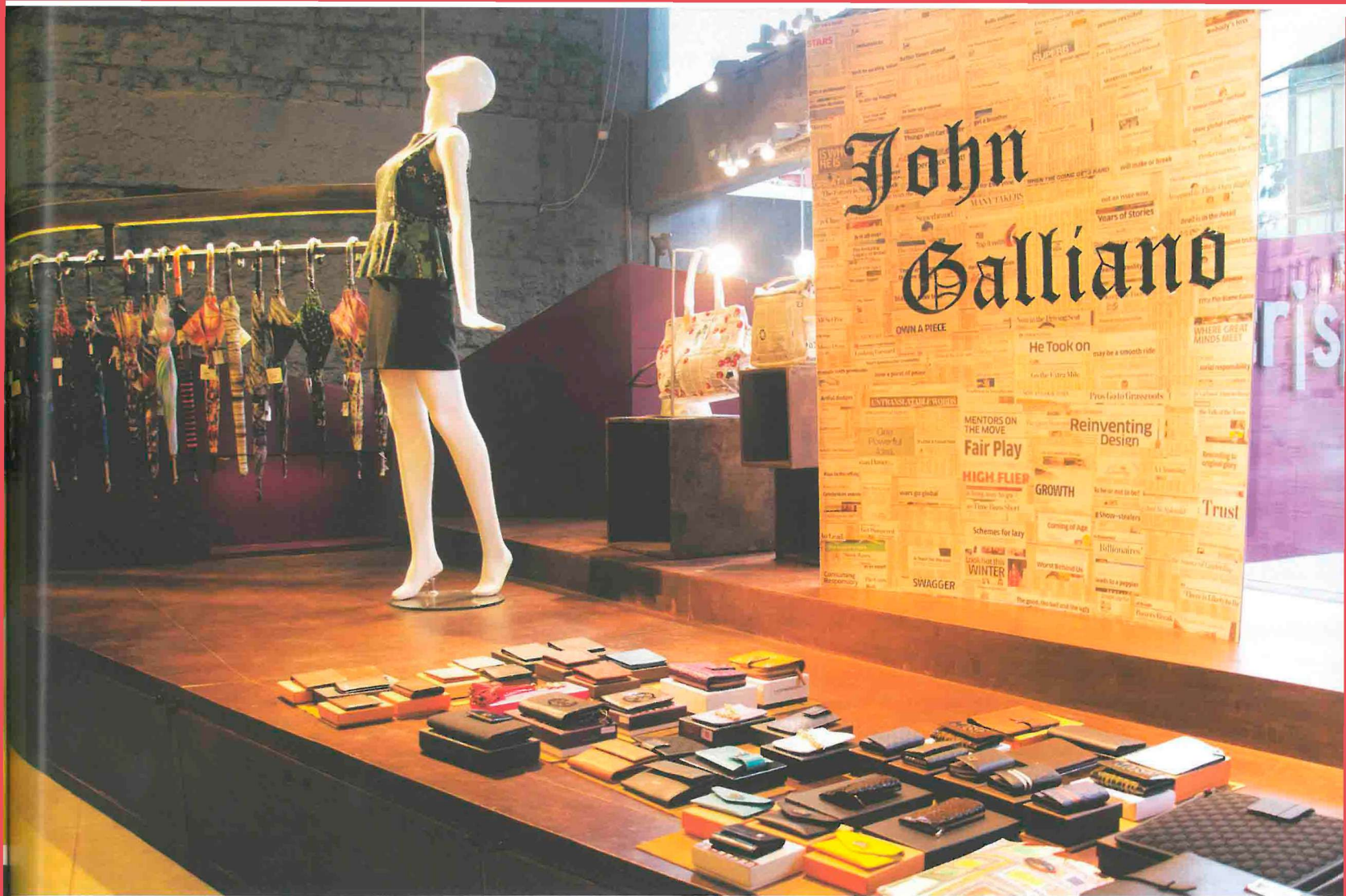
Eclectic but Crisp

Crisp is a new concept multi-brand luxury fashion store in Bangalore offering an eclectic portfolio of leading fashion brands for both men and women. A great collection of fashion accessories like bags, headgear, scarves and shoes help coordinate the apparel collections.

The store located strategically on high street Lavelle Road features international brands like Dirk Bikkembergs, Nina Ricci, Cesare Paciotti, Gianfranco Ferré, Patrizia Pepe, DSquared to name a few. To ensure the bests of quality, the merchandise is procured directly from Europe, UK or the USA.

Bangalore based design agency Nickelxd was commissioned to redefine the concept to create a unique store experience of leisure luxury shopping aided by a knowledgeable team of fashion consultants who assist in putting together fashion ensembles. The store





which is spread over 2700 sq.ft. store, includes a 700 sq.ft. mezzanine planned to promote and present their collection that are "Always on trend" to their discerning customers.

"We have created a new segment within luxury retail of a multi brand store with representation of more than 20 brands," says Vatsal Poddar, Vice Chairman, Crisp (A Unit of Unilog Content Solutions Pvt Ltd). He further adds, "We have a unique merchandising and presentation strategy which allows different brands to seamlessly integrate into each other. This enables the customer to put together a total look."

The luxury feel is created with a stripped down eclectic concept that helps create a unique experiential environment for presenting the store's special offerings. "We translated this by giving a raw industrial feel to the overall look and feel of the store," shares Nikhil Baveja, Principal, Nickelxd.

The store front is a full open glazed type that gives an unobstructed view into the store environment. A brand directory on the store front features all the key brands in the store portfolio some of which are featured in the windows on a two weeks display cycle.

To create the industrial appeal various materials and impressions have been used and

created in the interiors, furniture and fixtures. Nikhil explains, "On a more micro level, for the fixtures and lighting, we went about taking various industrial elements such as pulleys, trolley wheels, chains, vices, "C" clamps and so on and have carefully juxtaposed them to create retail fixtures and lights that would not only look interesting but also be functional. Another important aspect of the fixtures was to have flexibility so as to accommodate varied merchandise." Trial rooms feature comfortable cushioned seating and the fashion statements made with brand visuals. The cash counter is designed in the industrial eclectic store design concept.

The lighting concept is a combination of energy efficient CFL and LED lights that help draw attention to many design features and the special fashion statements in the store with effective drama.

The store layout seamlessly combines the various zones in the store into one combined by logically segmented environment of Men's and women's apparel coordinated with footwear and accessories like eyewear, jewelry and bags. Neckwear for both men and women is treated differently in a separate section. The mezzanine offers selective products at a special price which is the lucky size shopping section.

Speaking about the brand's expansion plans, Vatsal sums up, "We plan to expand to other metros in South India followed by a National launch."

Susmita Das

VM Team

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Architects and Project Management

Consultants

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Fixtures

Nikhil Baveja

Lighting

Nikhil Baveja

