

New destination for Bespoke

Arvind unveils its new international store design concept to update its brand position and experience as a destination for bespoke fashion for all.

> rvind set out to revitalize and reposition brand Arvind to appeal to a younger and more discerning generation of affluent Indian consumers. International design agency FITCH was commissioned to conceptualize this project and this was piloted in the new exclusive Arvind store at CG Road of Ahmedabad.

> "Customers in general are looking for the 'new' and they are finding it with international brands, they are increasingly aspirational across the board, in play as well as work. There is a real desire for Arvind to move forward – become great retailers, and a destination for bespoke fashion for all," shares Constantine Lykiard, Creative Director at FITCH India. He further adds, "Arvind is a retail brand with a point of view and a purpose, so our big idea was to make Arvind a place where co-creation was made available for all."

store front with metal composite cladding with an integral fret cut signage with backlit illumination. Constantine explains, "The store has been clad in specially printed aluminium cladding in the Burgundy Arvind while panoramic window on the second floor provides the platform for seasonal garment stories."

The store has four main segments: Bespoke Tailoring, Bespoke Denim, Premade Suits and Shirts and Guest Brands. The main areas of focus are the fabric selection of both suits and shirts featuring specially made displays that present the offerings in an engaging and interactive way. Premium furniture and fixture systems like German Visplay and custom made ones have been used.

Speaking on the lighting concept of the store, Constantine explains, "The main lighting fixtures were developed specially for the store to accommodate the unique look and

The 4500 sq. ft. store has an interesting

VM-RD JANUARY 2014















feel signature of the ceiling design. The main lighting philosophy was to create dramatic changes between darker circulation areas and zones of product interest. This has also helped with highlighting VM displays and graphics communication panels."

The store also features the Arvind Denim Lab which showcases multiple customization options for its patrons ${\scriptstyle \bullet}$

Susmita Das

The FITCH Team

Kruti Parikh – Senior Designer Rajbhushan Sawant – Senior Architect Constantine Lykiard – Creative Director Mukhrit Bhatara- Senior Designer, Store Graphics

Fixtures Idx Autographics

General Contractor Bhavin Khatri, Shilpi Designers

Lighting Kishan Dave, Focus lighting

MEP

Hitesh Panchal, Stapathi Architecture & Interiors (Electrical)

Boss Engineers & Carrier Air Conditioning (HVAC)