

# Vintage Traces

*The US Polo Assn flagship that was recently opened at Indiranagar, Bangalore flaunts a heritage of American vintage on a palette of contemporary US Polo Assn identity. The aura of originality is insinuated through the final collage which emerges.*

**W**ith brand values intact, traditions spoken of and an identity backing, the new store asserts a fusion of the rich old and the glam new. The lavish nature of the store is introduced at the store front itself. Steps of transition, arched entry complemented with arched windows, and a sense of the size of the store from within composes an inviting gesture.

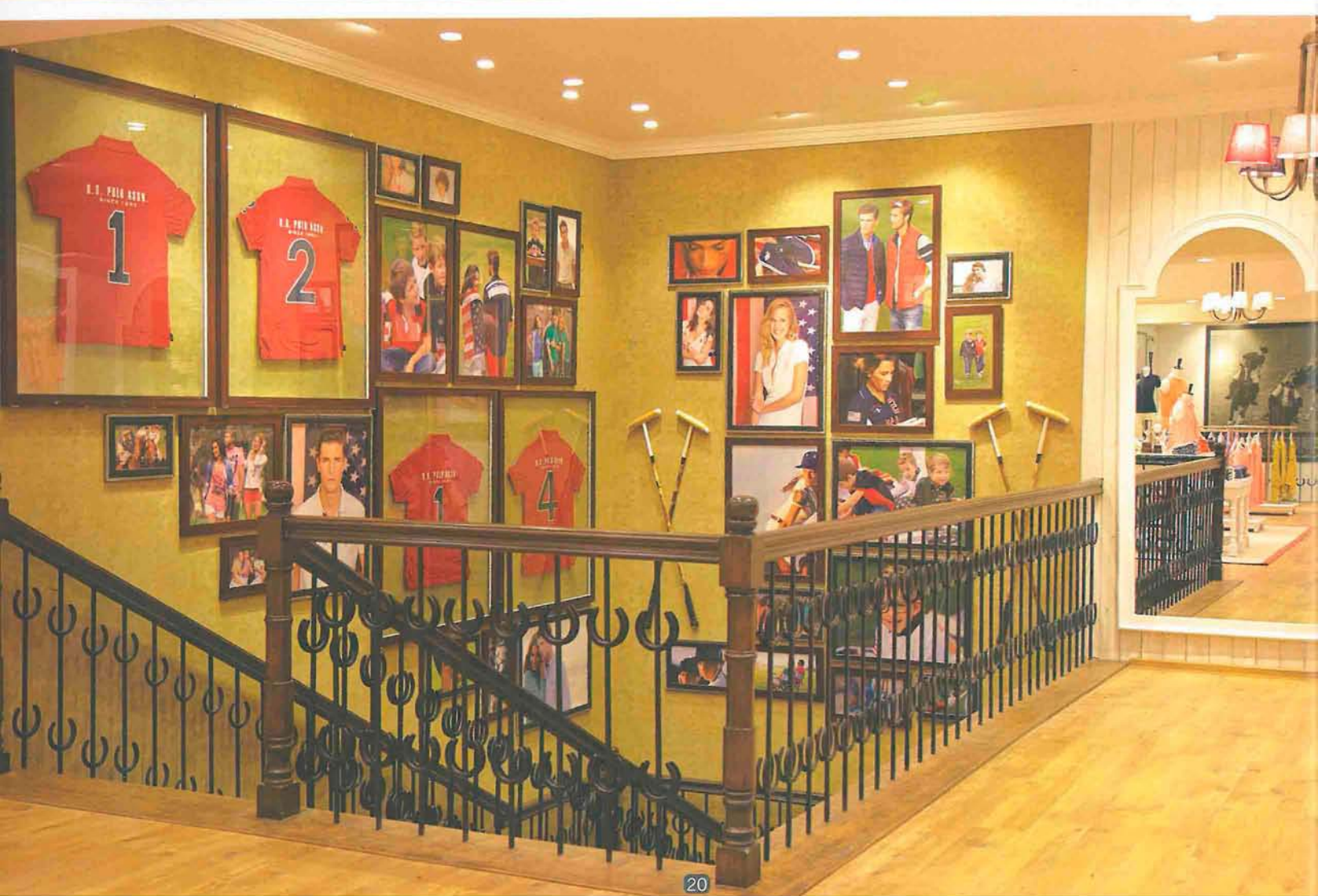
The store facade has already done its job for better positioning of the brand. The life size logo with corresponding images of the Polo sport are heritage expressions of the brand's soul. The colour scheme coordinated with the wooden finish connote to a club feel which is the USP of the brand. The facade treatment is a key-hole to the design language followed within the store. A step into the store and the grandeur of a club culture is immediately evident.

The double-height entry zone greets the customer with a huge Polo mallet installation which is all set to become the brand signature. This installation along with the VM accents put out right there like the saddles and trophies on the nesting table are enough evidence of brand symbolism. The excessive wooden finishes and the experiments done with them

are a backing to the aesthetics intended. What is enticing is the openness of the store which allows for indulgence; be it aesthetics or retail therapy.

A strong hold of VM trails in the store. When it comes to expressing a bold identity, VM comes to the aid to present a flawless signature. It manifests in the store as integrated elements of design and creates points of interest in nooks and corners of the store. The feeling rendered is of shopping in an actual environment created as a fusion of the Polo sport, American vintage culture and the American manors of the countryside.

"Being a flagship store, special emphasis was given to the materials, theme, visual communication as well as visual merchandising of the store. We wanted to give the store the look and feel of a private home rather than a store. A shift from the existing store interiors which consisted of glass facades, black portals and a more uniform treatment across zones, given we had the benefit of space this time, we zoned the store using different materials, lighting, fixture detailing and visual merchandising," says Lisa Mukhedkar, Co-Founder, Restore Solutions.





The store is zoned according to the apparel segmentation. The designer's role comes in when each section has to talk of its characteristics. The entire store is fragmented in apparel sections with their unique identities and curated as a singular design through the common thread of materials and VM attributes.

The denim bar poses a rustic feel to the zone talking of a casual denim nature. The Polo clubs and the metal horse head are hints of the Polo sporting culture. The rest of the denim lab is housed within rustic white wood finished walls contrasting the area from the men's sportswear.

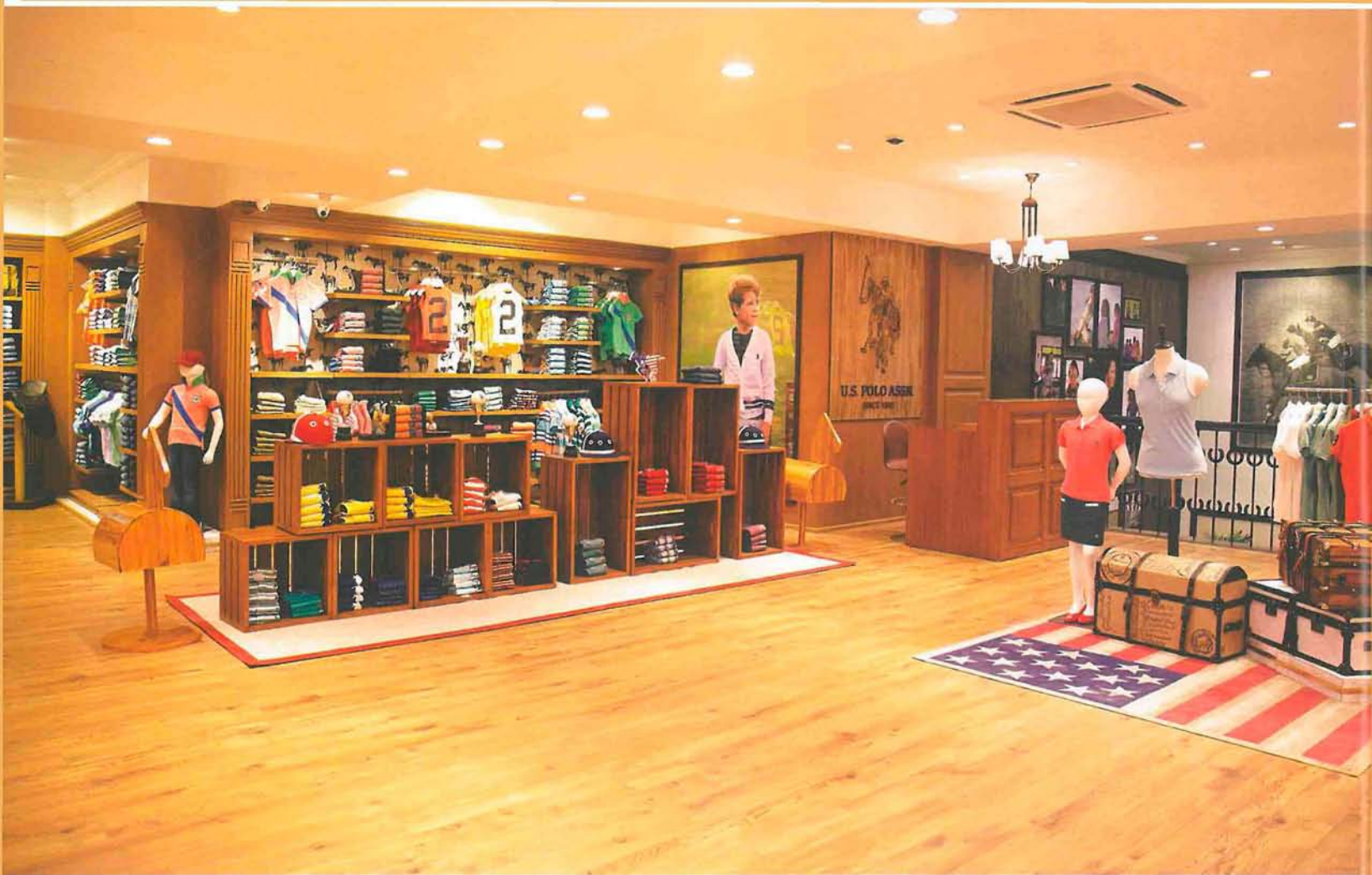
Dark wood walls and flooring in the men's sportswear move towards a lighter wood flooring in the denim lab giving it a sophisticated distinction. This distinction is balanced with VM knick knacks and wall mounted visuals speaking of a wealthy American family thereby connecting the spaces. The transition moves towards the mezzanine housing the women and kids' wear zones. The staircase leading upwards is not only an element of vertical circulation but an added expression of brand integration with the theme on board.

An opulent tread width, framed jerseys, the rustic wall shade are all well thought of elements which ensure a continuity in the experience through the store. The railing as well is customised to the theme. The design of the vertical bars incorporating the horse-shoe shape advocates hints of the theme to the intricate details.

The vast mezzanine speaks a relatively different language than the ground floor. The same theme is realised here as well; just adapted for a different audience. The rustic browns from the ground floor turn into subtle whites laid on a canvas of light brown wooden flooring with sisal carpets in the women's section to suit the tastes of the target.

The girl's section is a continued vocabulary tweaking into elegant white wardrobes like in a girl's room as display units. The boys' area is designed to give the young guy a masculine feel yet retaining the child in him. Midway hues of wood





in displays, wooden crates as offbeat display units and VM interventions are contributing factors. Cherry wood crates, chests, Polo horse wallpapers are hints at a boyish attitude.

The entire mezzanine floor is brightly lit compared to the rustic and warm feel of the ground floor. The kind of lighting used also caters to the audience under consideration.

The Indiranagar store with its bold statement leads the way to a new image formation for US Polo Assn. ●

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Jellyfish – a division of Restore

**Contractor**  
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