

Nautica launches first India store based on its new concept



Nautica India has launched its first India store on the lines of its new concept at the 100 Ft Road, Indiranagar, Bangalore. The new concept develops on its heritage of a deep nautical connection but dons a new look through new and changed elements like wall and floor fixtures. Certain iconic elements like the illuminated waterwall have been retained. The entire store concept comes from Nautica Creative Services Team, New York

"The general international cycle of design change for retail stores is five years. Hence the change was due. Moreover the refreshing change was also required to continue standing out in today's global market and to be prominently visible. In turn it provides connection to like-minded consumers who gradually become our loyal customers," says Gajpal Rathore, VM and Projects Head, Nautica India.

VM, like always, plays an important role in the new look pronounced by Nautica. The props used are with a purpose of getting the customers to develop a deep connect with the brand. The floor fixtures used are of a new variety to distinguish the different merchandise in store. For its materials and finishes, Nautica as a brand is very particular that all changes are scrutinised through a stringent process. For this store, the entire wood requirement -- flooring and façade -- has been imported so that there is no difference in quality standards used globally. Studio Span, Gurgaon has played a major role in the architecture of the store along with William Infrastructures who were the contractors for the project. Nautica India has also received the 'Looker of the Season' award which is awarded to the country with the best looking Nautica stores.

Commenting on the feasibility for new stores, Rathore says, "We also have started finding out local substitutes for the new materials and gradually we are getting approvals to get the costing down and improve the turnaround time of our store execution. The betterment that we are focused on now is to optimise the project cost in order to enhance the overall profitability of the brand." ●