

The 'ABC' Of Elegance

Departing from a background of traditional tiles and sanitary ware, the ABC Emporio in Kannur, Kerala renders a premium feel to its store.

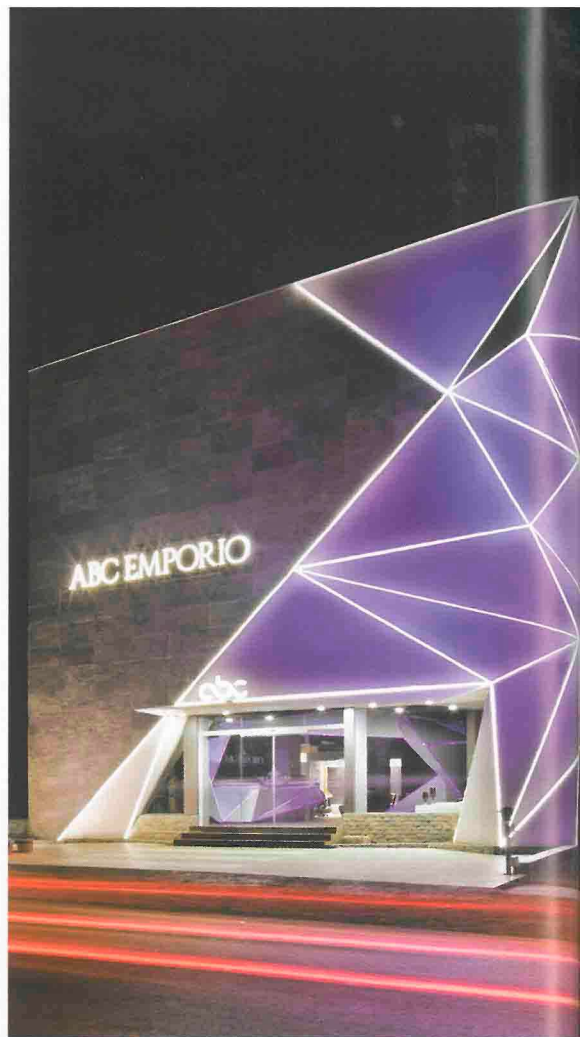
The store that we see as ABC Emporio today is a result of the sensibilities derived from years of experience. The design and functionality come from a vision of the relationship with the customer through business. The vision led to devising a space which has the premium feel and the authority of elegance.

The store manifests as a new podium to drive its earlier sales to a new and refined level. The design is based on the idea of positioning the brand as one which understands the value of aesthetics, be it of the store or its range of products.

The drama unfolds right from the facade itself. As a part of the design plot, the facade was meant to command a different style. A mere

look at the facade and a relationship starts building between the onlooker and the store. It is a geometry composed of folds of crystalline skin made from DuPont and Corian that give a premium look. This swanky half of the facade balances with the natural stone veneer on the other half. The folds of the crystalline surfaces are lines of LED lights which alter the entire look of the store at night. The store has thus assumed a monumental position on the Kannur retail landscape.

A visually flowing space leads the vision and thereby movement to the different zones of the store. The range of products at the store embodies a selection of luxury brands. So, the home to these products had also to be designed on the same lines and exude the grace demanded by the nature of the store.





Each zone of the store is addressed differently to justify the products on display. The wall finishes, flooring and lighting for the zones are quite specific to the products. Thus, individual identities for the zones have been created. The floor surface constantly changes from stone tile to wood, epoxy and laminate marking various zones. The monochrome colours, the coherent usage of materials, minimised, functional form of display, and wood and white PU painted surfaces intensify the homogeneity of the interior.

The store is spread across 15,000 sq ft and contains within four floors of journey taking the customer through an idea of sanitation suited to his tastes. This approach to the display zones with varied material palette to each zone shows the sanitary wares in new light. The selection of the products mirrors the unique identity of the sanitary brand instead of the conventional method. Also, given the size and spread of the store, guided movement through the store is crucial in engaging the customer and assuring a captivating experience.

Way-finding is piloted by proper wall signage across the store which direct the customer through all the zones divulging the surprise elements of each zone as and when encountered. To bring out the quality of different products on display, the lighting was

also appropriately planned. The lighting levels have been set according to the illumination required for the zone and the products on display. Display spotlights and tracklights set up throughout the store showcase the products in their true quality.

All displayed products are live working models for the customer to experience them and make an informed decision. This attitude backs the sales process immensely. When it comes to purchases, the experience of customer service plays a significant role. The design, functionality and aesthetics do their part in enticing the customer. But the experience is incomplete till the customer is convinced of the purchase.

The store does away with conventional cash counters and instead has a lounge space and interactive sales cabins that allow side by side interaction with the sales consultants to question or learn about a product or service. All consultants carry a tablet supported by a point of sale system that allows them to help customers anywhere in the showroom. With digital signage & E-brochure and display monitors, they can have the information literally at their fingertip.

ABC Emporio is not just a place to walk in and make a purchase. It is a place where customers can experience the products that they wish to buy for their homes. ●

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