

# The Silver Platter

*Tradition, quality and workmanship are keywords associated with the success of a jewellery business and are the founding stones of a trusting relationship with the customer. With a renowned name for over 35 years, Bangalore-based Neelkanth Jewellers draw many loyal customers even today. With their new expansive silver range, they are on the move towards a further polished future.*

Although Neelkanth Jewellers had a special section dedicated to silverware in its store, it did not garner special attention like the prospering gold and diamond business did. And with the increasing demand for silver, the need for a dedicated opulent silver section arose.

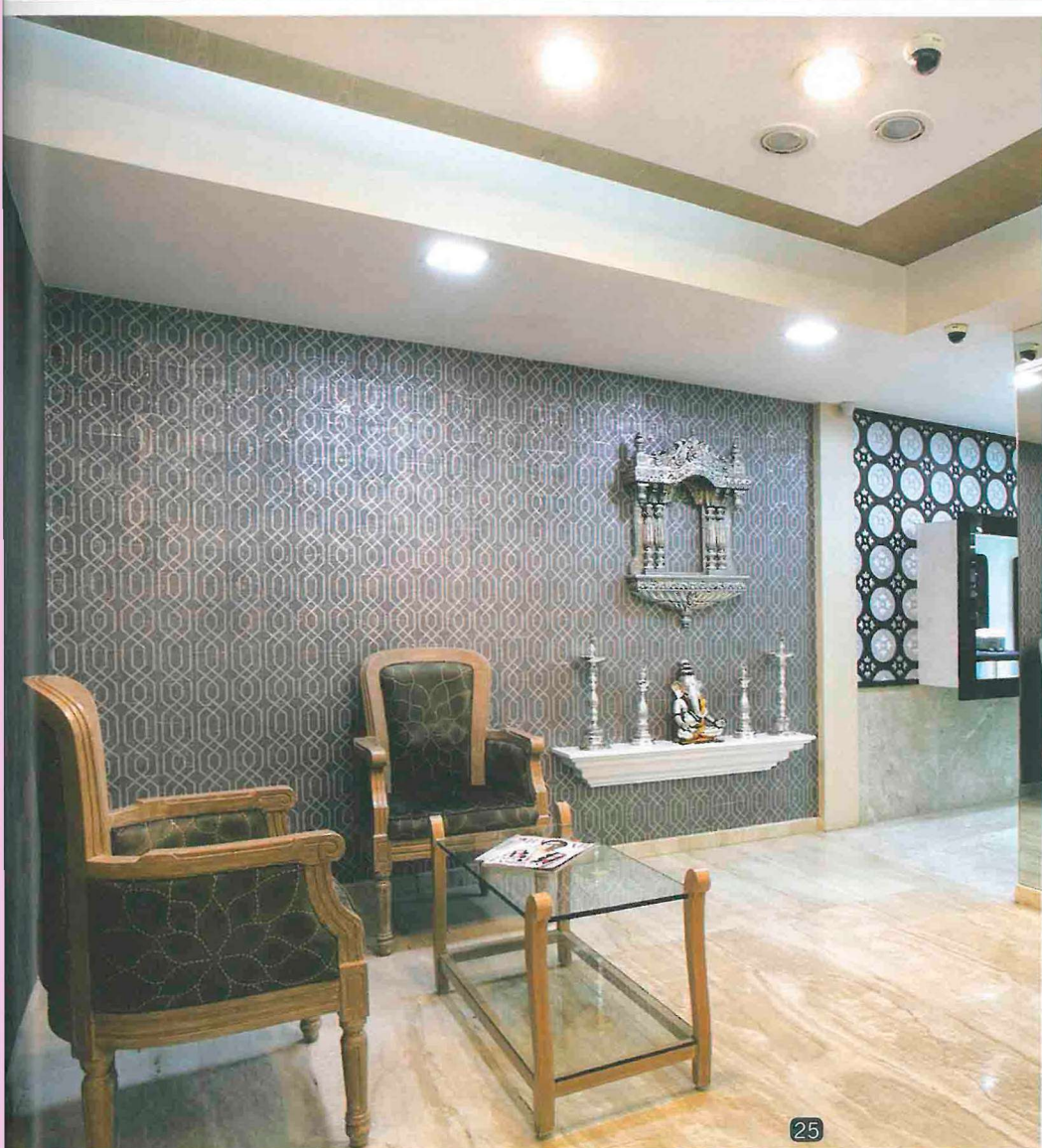
Design firm 4D of Bangalore was briefed to create a space that pampered the customer. The pieces to be put on display were all one of a kind and so they demanded a space that can match up to their extravagance. Each piece was to be showcased in its exclusivity and hence ample space was a prerequisite. According to the brand, it was very important that the customers feel welcomed into the store, overpowered while browsing and proud when they leave with their purchase. The store

offers ample space to let the customers judge the product from all angles.

The design criterion was based on two guidelines. It had to do justice to the grandeur of pieces on display and secondly, it must be insync with the mind-set of the customer walking into the store. The target audience here was a customer who enjoyed a premium lifestyle and did not feel intimidated by the luxury of the pieces.

The silver section was an extension of the existing store and hence a gallery style of display served best. The customer's comfort is prime in a luxury retail environment and nothing expresses this gesture better than a lounge. It allows the customer to shop at his own pace, as jewellery and such pieces of





value cannot be quick purchases. The lounge also served the purpose of allowing the store assistant to discuss the details of the product in leisure.

A muted colour palette and a varied material palette of texture paint, wall paper, painted glass, carved panels and contemporary designed cornices showcase the designs beautifully. Highly polished silver grey and white marble carpets the floor. Black marble appears in patterns in the flooring to channelize the movement and also serve as display differentiator at places. The ceiling mimics the floor pattern and a seamless design flows.

For a store with such a product range, one would expect the silver art pieces themselves to create the layout and render the touch of elegance to the ambience. But instead, all the architecture which makes up the store is created with finesse and once the products are placed, the elegance of the interiors and the charm of the products fall in sync. The lights in the store are strategically chosen and located to showcase the product as a hero. Floor lights as well are used to highlight the floor articles like silver waterfalls and lamps and add drama to the space. A delightful touch was the use of uneven sized niche displays that balanced out by a contemporary feel allowing the more expensive items to be staged and shown to advantage.

Silver has a shine of its own and the subdued yet refined ambience here bring out the shine in the best possible manner. The liberal use of partially finished white marble with inlay, engraved double layered jollies with paint finish, dual tone wallpapers and fabric in the highlighted areas, painted and white frosted glass create a palette which highlights silver. Even though the store is very spacious, the use of mirrors creates an illusion of a larger space and the surface finish of the mirror blends with the theme of the store.

The store zoning is product centric and hence each space is crafted keeping in mind the nature of the product. In totality, the store gives due attention to silverware and showcases very product in the best possible way. ●

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**Furniture & Fixture**

N.S.Interiors

**Lighting**

Light Zone

**Photographs**

Infocus

