

# Eye Appealing

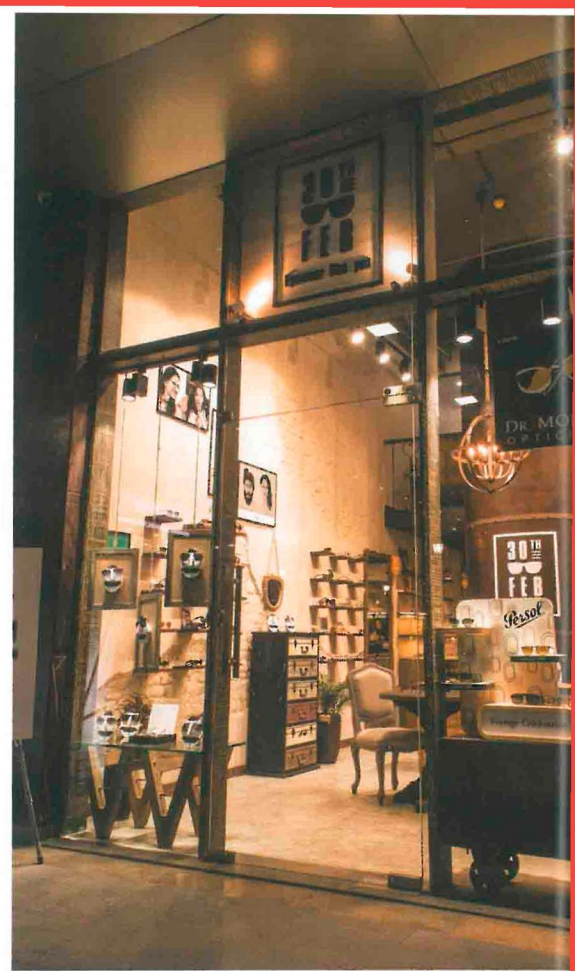
*Eyewear is the most sought after fashion accessory today, and those who think differently must walk into 30th Feb in Delhi, which can surely change their mind.*

**B**orn to be different, 30th Feb, a brainchild of Dr. Shailender Monga, brings to its customers a unique environment to support their eye care needs. As interesting as its name, the store takes on a unique design to showcase this product category in a new way.

Hot in retail trends today is the vintage theme. It is different from the conventional, it is eye catching and the old world look renders a classy atmosphere. Right from the façade of the store, an antique appeal lures the shopper. The given space for the store had a conventional top to bottom glass façade. To introduce the theme at the storefront itself, it was embellished on the back with a raw wood architrave design. The store signage marks entry into a vintage world with its dramatic appearance. Embossed on a wooden backdrop, the signage is dimly lit to subtly introduce

the store. The two spotlights on the name are sufficient for visibility and at the same time create a drama around the name of the store.

Stepping inside, one realizes how aptly the façade introduces the store and the brand's look. Quite apparently, it is the store lighting, which sets the mood and creates a language for the store design. This element is meant to highlight the raw finish of the store. As a concept, it brings on board a unique design as compared to the conventional optical stores. It has a very clear product target and the store design works around the same. The range of products is quite sophisticated and selective. At 30th Feb, they use the art of using eyeglasses to let a person express their individuality. "30th Feb is about being you. Most eyewear that we carry will not have a screaming logo on its side. But you will love showing it off.





### An Unusual Date

In a bid of actually being different from the herd, the optical store came up with the name 30th Feb as its birthdate; a unique date that emphasizes on the brand's ideology of telling an exclusive story.

Strong aesthetic appeal, fabulous build quality and unique workmanship are some of our guiding principles while selecting designs. It brings out you. Not the label that you are wearing," the brand's website says.

The store houses various premium eyewear brands as well as products from the house of 30th Feb. According to the brand, all eyewear is individually curated under the brand philosophy and the interiors have to abide by the same philosophy of being unique. 30th Feb sticks to the idea of displaying minimal products rather than overcrowding the shelves. The interiors here rather than being just a support system for the products, are also an identity of brand 30th Feb.

Classic white semi-plastered walls, wood and vintage elements are the stark architectural language here. Riveted metal and the concrete floor chime in an industrial look, which is in sync with the vintage theme. The visual

merchandise plays along with the concept and sprinkles interesting elements across the store like the single glass of sunglasses.

Considering that the size of the store was a crucial factor in design, a functional spiral staircase was given to move up to the mezzanine floor. Although small, the staircase has an aesthetic appeal that gels in with the vintage language. While size was an issue with the store, it serves as a holistic optical store with an eye care center. Dr. Gurvinder Monga who comes with age-old expertise in the field of eye care spearheads the eye care center.

A very new entrant in the eyewear market with 3 stores across Delhi and Gurgaon, the brand is planning to expand retail presence in the near future.

Mansi Lavsi

**Interior Design Team**

Design Radiance Team  
(Store design headed by Jasvir Singh)

**Graphics courtesy**

30th Feb

**Accessories and special furniture**

Country villa décor (Dialma Brown)

