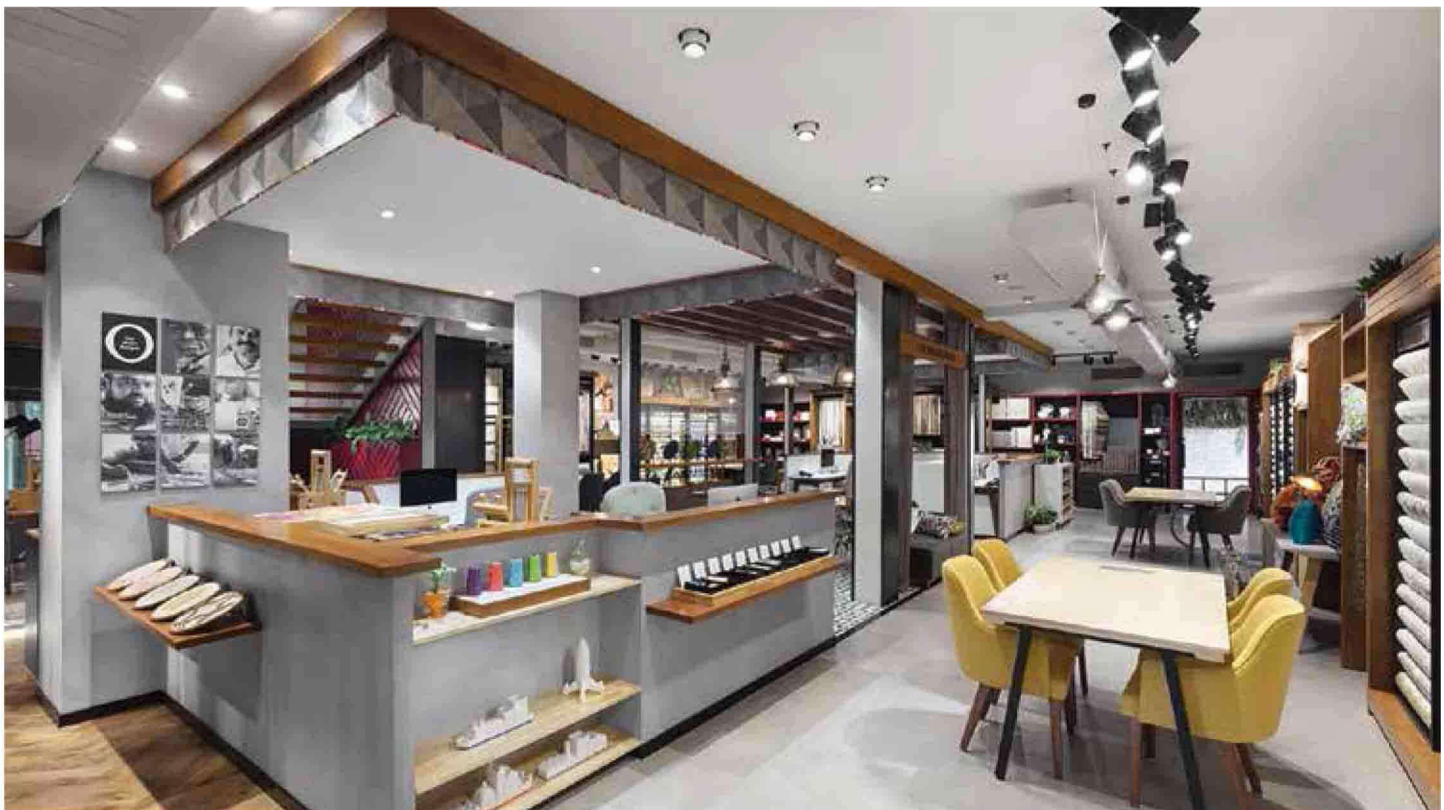


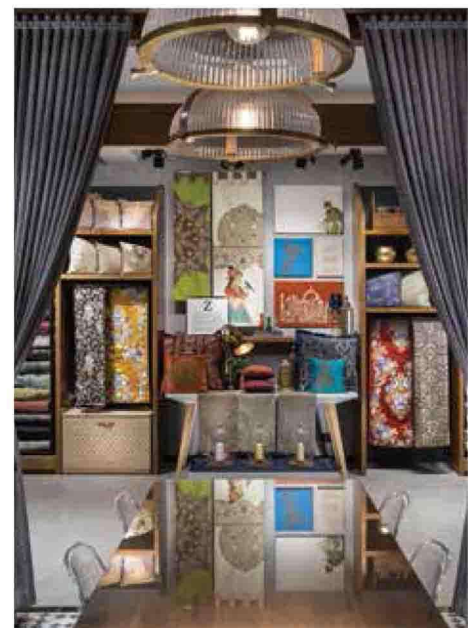
Curating Luxury For Lifestyles

Bespoke soft furnishing brand Tulips launches its standalone experiential flagship store at Defence Colony in Delhi to offer curated solutions for discerning luxury lifestyles in an eclectic and aspirational environment. The store design concept has woven history, legacy and craftsmanship in an inspiring setting designed around its heart, an open design studio that enables co-created solutions. VM&RD marvels at the store.



The new Tulips Experience Center at Defence Colony Delhi is built in an architecturally modified standalone space of about 4500 sft spread over two levels. The brand's vision was to create a premium aspirational space built on the tenements of collaborative curated design, customization and craftsmanship.

The store façade is planned in a clean combination of cement sheets, brick and metal louvers with some accent of greenery to create an elegant and contemporary face for the brand. Visitors are welcomed at the store entrance with an art installation of 225 master pattern cutting scissors respectfully surrounding a piece of the brand's heritage, a sewing machine used by Sidarrth's mother and founder Mrs Rajkumari Mutha, who passionately manages the curative



advantage of the brand. The store reception cum payment service desk, designed like a luxury hotel's desk, features a brand history gallery, an exquisite hand crafted applique thread work backdrop, a live green wall and a bespoke crystal chandelier, helps customers feel a sense of a regal arrival in an environment of luxurious lifestyle.

The store layout is planned to facilitate a consultative engagement, distinctly differentiated from a transactional one offered by others players, with the customer both visually and in person. The ground floor houses an amazing range of luxury soft furnishing literally 'woven' around an open bespoke design studio manned by its team of interior design & décor specialists and 'karigars' (traditional textile craftsmen). Well organized displays around the design studio display crafting possibilities with samples of buttons, thread, accessories and textile crafting techniques. Breakpoints between categories display different Indian textile craftsmanship styles offered by Tulips applied on soft furnishing settings.

Discussion tables are strategically placed around the store for consultative decision making across different categories (referred to as 'design palettes') of the store offerings. An exclusive Kids Luxury Furnishing Zone is featured in a 'solutions display' format in an adjacent space visually integrated with the main consultative service area. Wooden stairs with invisible glass balustrades leads to the first floor that features luxurious collections of rugs, carpets, bed linen, cushions and blinds.

The flooring is a combination of concrete with highlights in special custom made geometric mosaic and patterned wooden parquet. The fixtures are a combination of solid polished rubber and beach wood fitted with imported hardware. The lighting design is conceptualized with 100% LED lights to give a luxurious and intimate boutique feel.

The delightful attention to detail in the exquisite display of product stories, messaging and visual merchandising with installations like the 'Artisan scissors mural', miniature looms, antique luxury travel trunks, framed 'art pieces' of crafts help reassure customers of the brand's commitment to craftsmanship and quality in this very differentiated, aspirational and brand proprietary environment. •

Satarupa Chakraborty



Sidarrth Mutha, Director, Tulips Ambience Pvt. Ltd says, "In keeping with our experiential approach, our Delhi store is designed to enable a consultative engagement where architects and clients can collaborate with our designers to explore and create curated soft furnishing solutions to suit the dreams and aspirations of discerning luxury lifestyles. The store environment design is conceptualized to bring together contemporary spatial design sensibilities and our expertise in the Indian art of colors, patterns, textures and forms in textiles to offer a differentiated and special retail experience to our customers."

R Nagaraja, Founder & Director Design of 4 Dimensions, a Bangalore based integrated retail experience design that conceptualized the store design and presentation concept, explains,, "The mission of the environment design concept was to woo customers to immerse in the brand's philosophy through every single element in the store design and visual merchandising language. Extensive research, study and scouting went behind the customized design, development and installation of curated interior elements, fixtures and props for this store."



Building architecture, Store Design and Visual Merchandising:

Four Dimensions Retail Design India Pvt Ltd, Bangalore

Visual Communication & Graphics:

Why Axis, Bangalore

Shop build services:

Rhea Buildcon, New Delhi

Store Lighting:

Ankur Lighting, New Delhi

Customized decorative lighting:

The Kaleido Store, Mumbai, Light Zone Bangalore



Store Front Signage:

LP Flex, Chennai, India

Furniture & Fixtures:

Storefit India, New Delhi

Landscaping:

Infringe Design, New Delhi

Photography:

Deepak Agarwal, Delhi, India