

## Fusion Fun

Taking on a fresh look at its new store at Seawoods, Mumbai, fashion retailer Globus's intent was to adopt a dynamic look that will capture the imagination of the younger market whilst retaining the core Globus customer.



**G**lobus believes that millennials want more from their shopping experience than a white, functional box. They are looking for an immersive, visually enjoyable space, an all round shopping experience that celebrates style not only in the fashion on offer, but in the environment it is in. The visual and functional intent is based on the insight that modern Indian shoppers don't want to decide between Eastern and Western influences. When asked on the need of change in the store design concept, design team of Globus explained that it is Globus's intent to adopt a dynamic look that will capture the imagination of the younger market whilst retaining the core Globus customer.

The first change that catches your eye upon entering the new Globus store at Seawoods,

is the careful mix of greys as opposed to the earlier-used fresh lime green. Easier navigation, better lighting, and high end fixtures continue the rest of the design story. A theme of nature is carried throughout the store without being over-powering. Inside the store, modern Indian aesthetics are represented by intricate metal wall hangings, lit up by contemporary metal lights. Both create a dramatic back drop for the display of Globus' fashion themes. The idea of metal is further explored in cut-out, rustic metal signs throughout the store, a theme that contrasts as well as enhances the nature elements.

The 6400 sq ft store spread on a single level opens with 13 ft high Crittal wall window with a lit podium for display purposes. While the main signage logo has LED acrylic



"The store is dedicated to the customer who appreciates international taste but loves their Indian roots," concluded **Vinay Nadkarni, CEO, Globus Stores.**

cut letters suspended from the ceiling. "Earlier we had background, but now these letters are suspended with no background to ensure more openness," mentioned Deepak S Jadhav, Project Head, Globus. The store uses different materials for their walls – MDF in the accessories section, acrylic in the window and Crittal wall in the menswear and womens wear sections. LED temperatures have been changed too to add warmth in the store while LED filaments chandeliers' are differentiated from men's to women's section. The space uses three types of fixtures – single rail, 2-way browser and nesting tables.

"The store sports the most contemporary looks and environment, and is on par with that of an International store. It has been designed, keeping in mind, the ongoing and the most popular trends in the global retail industry," concluded Vinay Nadkarni, CEO, Globus Stores •

**Satarupa Chakraborty**

**International Consultant for VM & Communications**

International Visual

**Civil & Interiors**

Prithvi Interior

**Electrical Work**

SD Infra & MEP Services

**HVAC**

Parth Cooling

**Fixtures**

Angel World Elevators, M&A Interiors

**Lights**

Focus Lighting & Fixtures

**Mannequins**

Abstract Mannequins

**Hangers**

Mainetti India

**Main Signage**

Shubhyu Adv & Co

**Backlit Poster**

Illuminati

**Acrylic Lit Podium**

Acrocrafto

**Window Graphics**

SIM Graphics



"We have also introduced standalone wall fixtures that require no support from the ceiling thus allowing more flexibility to move, around," says **Deepak S Jadhav, Project Head, Globus.**



**Lynda Murray and Phill Hill, International Visual.** "The overall design brief was to create a fresh, new dynamic look for Globus that would capture the imagination of the younger market. To continue that idea we also looked at nature for the props and visual features by introducing plants, both 2 dimensional graphics and 3D plants. We have introduced many new concepts in VM like different wall bays with different trend story, metal tiles as display backdrop at ethnic wear section, and playful murals feature on the main wall near trial rooms.