

ANCESTRY – AN ODE TO MODERN INDIA

GURGAON

Spread across 1100 sq ft at Gurgaon's Ambience Mall and designed by Ravi Vazirani Design Studio, Future Style Lab's womenswear brand Ancestry packs a punch by bringing in traditional grandeur under modern spotlight.

After setting up the brand Cover Story, Future Style Lab (a subsidiary of Future Group) came up with their second brand Ancestry, which is an ethnic brand with a modern twist. As one of the initial stores, Ancestry store at Gurgaon's Ambience Mall, designed by Mumbai-based architectural firm, Ravi Vazirani Design Studio, is the embodiment of what the brand stands for – tradition infused with modernity for today's evolved woman.

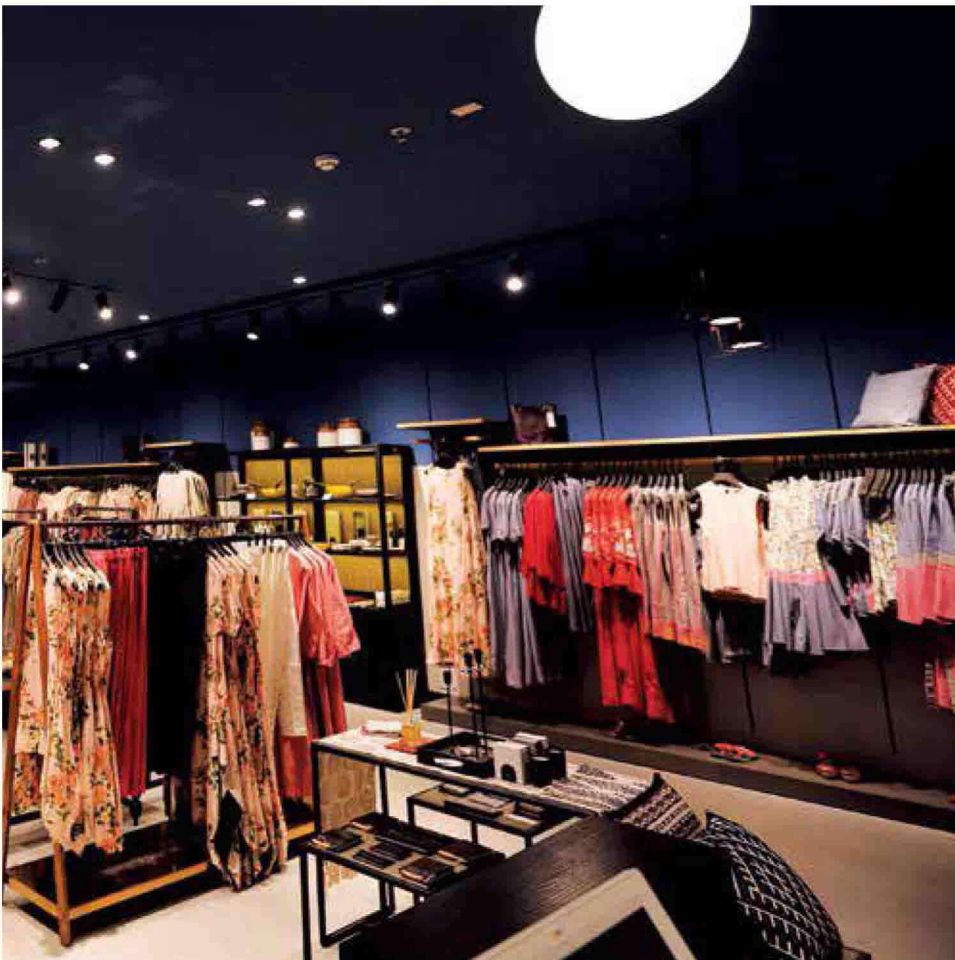
The overall design of the store retains its simplicity without being overtly compelling. The arched façade catches your attention instantly with its finished and textured paints. The frontal part of the store also displays an interplay of materials like terrazzo and copper – elements that are reflective of the brand philosophy. The store design is a proof of the designer's borderline obsession with cement, while the floor is made of ceramic tiles and traditional terrazzo patterns to evoke the design sensibilities of the 70s and 80s. The dual-

toned walls create drama within the space without overpowering the merchandise. To accentuate the marriage between traditional and modern, a combination of materials like wood, brass and copper have been chosen for fixtures.

The colour scheme of the store follows three unusual shades. While the store uses shades of grey extensively, a clever hint of blue breaks the monotony. The curtains are mustard coloured to offset the otherwise monotonous. While bright colours are often chosen to bring out the vibrancy of the merchandise, these monotonous work dramatically well with the intelligent use of lighting. An unusually-designed chandelier adorns the centre of the ceiling while track lights are positioned not only to highlight the merchandise but also to maximise the grey effect of the overall colour palette.

The focal point of the store, the cash desk, is inspired by colonial cane weaving, thus





Manjula Tiwari, CEO, Future Style Lab

We basically brought two brands in two years but each brand has a distinctive personality. Ancestry is a luxurious line of merchandise in the most competitive pricing. The retail design of the store had to translate the philosophy and make sense to today's modern women who embrace their culture with modern twists. Although the initial stores are lined up at mall locations only, the store design prototype has been designed in a way that it fits high street locations as well.



Ravi Vazirani, Founder & Principal Architect, Ravi Vazirani Design Studio

The Ancestry store design to me is an ode to all things Indian - some forgotten, some discovered. It embodies the spirit of its target audience, who is global but appreciates her roots. That modern India doesn't need to be kitsch to spell out or feel Indian. The store celebrates modern India's great appreciation for traditions.

infusing a crafty element into something modern. An array of traditional props add to the ethnic character of the design. Everyday Indian objects like copper vessels, pickle barnis etc are reminiscent of Indian roots and tropical plants like Monstera and Succulent add that green effect to the monotone orientation.

To enable a fusion between traditional and modern, Ancestry store brings about a refreshing change from the usual "industrial" or "kitsch" style. It presents Indian-ness in a raw fashion while infusing the overall layout with modern elements.●

Satarupa Chakraborty



Design

Ravi Vazirani Design Studio

Fixtures

Shark Shopfittings

Fabrics

D'décor

Lighting

Purple Turtle

Seating

Benchwood

Paint

Asian Paints

Retail branding and signage design

Designstack

Signage

Sai Enterprises

Photographs

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