

VM-RD

Visual Merchandising & Retail Design



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Moroccan Muse

S Kanjibhai Jewellers at Vadodara city presents a store environment inspired by Moroccan culture rendered in a modern contemporary and periodic style. Dipen Gada & Associates created this concept to deliver this differentiated store concept



We were curious to know how 1705 sq ft of space and that too a jewellery showroom could excel in design performance. What was the route of thought?

Being part of the retail segment, the business cycle and its success ratio were carefully kept in mind while designing the counter heights, display area, storage and other essential functions followed the standard anthropology. Certain specific displays were customised by having a simple grey backdrop with optimum lighting and minimum design elements, which would only highlight the product displayed. Thus

Dipen Gada, Principal Architect of Dipen Gada & Associates aptly said, "The mantra that we chanted was Bold Minimalism. The biggest challenge in this project was to make 1705 sq.ft. jewellery showroom look grand and exclusive. When we zeroed on subtle fusion between Modern Contemporary and Periodic styles, we planned to work more over the elevation as it comes in direct contact to the viewers on the main road while capturing maximum eyeballs. Now the showroom sits elegantly in the business hub of Vadodara, on the R.C. Dutt road, Alkapuri."





the focus was maintained on the jewellery showcased in the store.

In order to make it look grand and royal, white colour ruled the overall interiors. It is accompanied by Indigo blue. In the flooring blue galicha tiles are used in complimentary to white mosaic tiles. The tapestry of the chairs and sofa is also handpicked thoughtfully to enhance the colour scheme. Inspired by the Moroccans, minute details have been worked out and crafted sensitively over MDF, later on topped with white wall paint. The overall colour palette contains grey of exposed RCC, white and indigo blue.

The main USP of the project lay in vertical walls, which were customised and designed with Indigo and White ceramic mosaic patterns. "With the help of superb workmanship, we have been able to produce the idea, which was on paper up till the execution level," Gada added.

A wall adjoining to the staircase, houses some of the most beautiful and antique wooden frames were thoughtfully chosen to embrace the interiors while the artefacts added to the royal touch and elevate the experiential journey from the ground floor till the mezzanine level. The chandelier hanging above the entrance foyer is customised from brass and light fixtures with handmade glass. The elegance of it directly complements the items showcased in the showroom. Due to the sensitive play of lights, the products are highlighted and brought under focus.

Neel Chokshi, Partner, S Kanjibhai Jewellers, says "Lot of times jewellery showrooms lose the exuberance after a few years and we certainly wanted to be different by suggesting a contemporary look. Sometimes, store design takes away the charm of the jewellery pieces but that has been carefully taken care of by Mr Gada. Though we suggested bigger and bolder signage for our brand, he suggested standing out without being too bold and pushy. And, I think that we were wise to go ahead with his suggestion. The outcome has been beyond our imagination."



"In-spite of having space constraints, we were able to provide functions such as cash counters, owner's cabin, accounts cabin, toilet, pantry and a strong room," Gada concluded. •

Satarupa Chakraborty

Design
Dipen Gada & Associates

Engineering
Rahi Constructors

Flooring
Royal Tiles-Rajkot

Lighting
TRIX

