

VM-RD

Visual Merchandising & Retail Design

February 2020 | Volume: 15 | Issue: 5 | Rs 100
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DISHA RETAIL FIXTURES, BANGALORE, INDIA

Indian Design



GAURI: UNRAVELING FULL 6 YARDS OF CREATIVITY

BARODA

Dipen Gada & Associates, popularly known as DGA, has evolved from an exclusive interior design firm to a civil and architectural planning firm and attained a prominent position in Baroda. The firm's recently designed store project 'Gauri' is all about creating an immersive sense of belonging for the customer.



Gauri Sarees is a 50 year old establishment, driven by strong values and carrying a strong brand recall in the ethnic wear segment of Vadodara. The brand's latest store designed by Dipen Gada & Associates is a fusion of elegance, sophistication and simplicity.

Says Dipen Gada, Principal Designer, Dipen Gada & Associates, sharing the whole experience, "They wanted us to create a unique look to give a different and personal experience to the clients who come in. The real challenge was to cater to different clients without intruding into their experience and this was successfully managed by us by dividing the showroom into different segments. Each department in the showroom is made unique with a different environment while ensuring privacy."

The floor layout has been well thought-out and planned and unlike other showrooms,

the main hall here, which includes the reception and cash area, are not utilized for sale. Explaining the layout Dipen says, "The entry area creates the first impact with merchandise display and gives a complete view of the overall place. It leads to the ground floor as well as the staircase that lead to the 1st level. The ground level has exclusive sarees and exclusive blouses. The first level is divided into four different departments - chaniya choli, unstitched dresses, gowns and 4 exclusive studios, all catering to high-end clients."

In terms of other elements used, as Dipen explains, the design with traditional thekri work grabs your attention on entering the store. The flooring has Ambaji white marble with white inlay throughout the store, combined with mirror finished kota on the sides. Art works depicting Lord Krishna and his Gopis on the wall further evoke the authentic Indian feel. Further, art panel

cut-outs beside the staircase, enriched with white antique finish and patina finish on balusters enhance the overall impact.

Talking about the fixtures and other aspects Dipen says, "The overall racking system for merchandise placing is designed carefully in a flexible way to keep plywood usage minimal. The niches have been carved out of brick and plaster work which holds the rack, and is one of the major highlights of the project. We have also used antique elements at a number of places, which adds a unique flavor to the overall shopping experience."

The store also has signages placed inside to help navigate through the different departments.

Speaking about the budget for the project, Dipen says, "I believe the budget approximately went up to around Rs 4000/sq. ft. and the design team addressed the project execution plan strictly in accordance with the budget."



Regarding challenges in the design project Dipen shares, "We had structural challenges, which were hindering the overall layout of the place. The store is a combination of 3 different shops in that building and there were columns at certain crucial location. So we took those column locations and made them a part of the overall showroom experience." •

Mohit Mangani

Design Team: Dipen Gada (Principal Designer), Ishank Patel, Prashant Gurjar, Prakash Prajapati, Vishal Jani.

Client Name: Lalabhai Shah

Location: Alkapuri, Vadodara

Month and Year of Completion: August 2019

Square Footage: Built up Area- 7200 sq. ft.

Site Coordinator: Siddharth Saraiya

Photography: Tejas Shah Photography

Text: Aakriti Malhotra

