

Indian Design



FOR A CROWNING BOUTIQUE EXPERIENCE

GUJARAT

Vadodara based R. Narayan Jewellers has made a mark in the business of fine jewellery with years of experience and the conviction that customer satisfaction is critical to forming lasting bonds. The brand's new showroom reflects its customer centric philosophy and delivers a 360-experience that counts. The showroom is designed by Dipen Gada & Associates under the guidance of its Principal Designer Dipen Gada.



RNarayan Jewellers has been evolving as a brand while staying true to the craft that has made them what they are today. The jewelry brand owners envisioned their new showroom as a boutique that allows for greater personal connect with customers. Dipen Gada & Associates (DGA), the interior design firm, took on the challenge of turning the client's imagination into reality and designed a showroom that spells opulence and creativity.

"They wanted a semi-private/private studio while retaining the identity of each section, which would give a personalized feeling to customer. With two floors we were able to achieve that requirement through proper segregation - ground floor has the general jewelry articles, while the first floor has 4 well curated studios along with one special bridal studio and a different ambience.





Overall, it's an experience where the client can concentrate on their needs in peace," explained Dipen Gada, Principal Designer, Dipen Gada & Associates, Dipen Gada & Associates.

Speaking further on the design approach he added, "We tried to imitate parts of the architectural elements in the showroom interior appearance. The flooring is grey Italian marble, along with a unique play of mosaic with brass inlay that creates a flow of circulation. The flooring is well thought and curated in a way that makes it the USP of the store. The racks are well designed, which gives a niche impact and a patina finish micro-concrete."

Further elaborating the materials used in the design, Dipen remarks, "On the first floor, the use of wooden column, wooden flooring and veneer gives a classic environment and uniqueness to the 4 studios, while also ensuring privacy for the clients. Also, the partition between the studios is crafted with the use of MDF and mirrors. The overall material palette of the store is such that it produces less carbon footprints and certain recycled materials have also been used."

On the unique elements in the store,

Dipen added that customized Jharokha connecting the first floor & ground floor lent a certain distinct feature to the store, while drawing attention from outside. He further informed that all challenges in the project were tackled by the design team with acute planning and a proactive approach. •

Mohit Manghani

Client Name
Narayan Jewellers

Location
Vadodara, Gujarat

Completion Year
January 2019

Design Team
Dipen Gada, Prashant Gujjar, Vishal Jani, Prakash Prajapati

Built-up Area
3107 Sq. Ft

Site Coordinator
Nimeshbhai

Photography
Tejas Shah Photography