



# Black and Shining

*Shrouded in a black luxurious environment, the new Kantilal and Brothers Jewellers creates a radically different way to engage with fine diamonds with undivided attention. A very simple idea of bringing life to its precious offerings is approached with an attitude of dignified design sensibilities.*

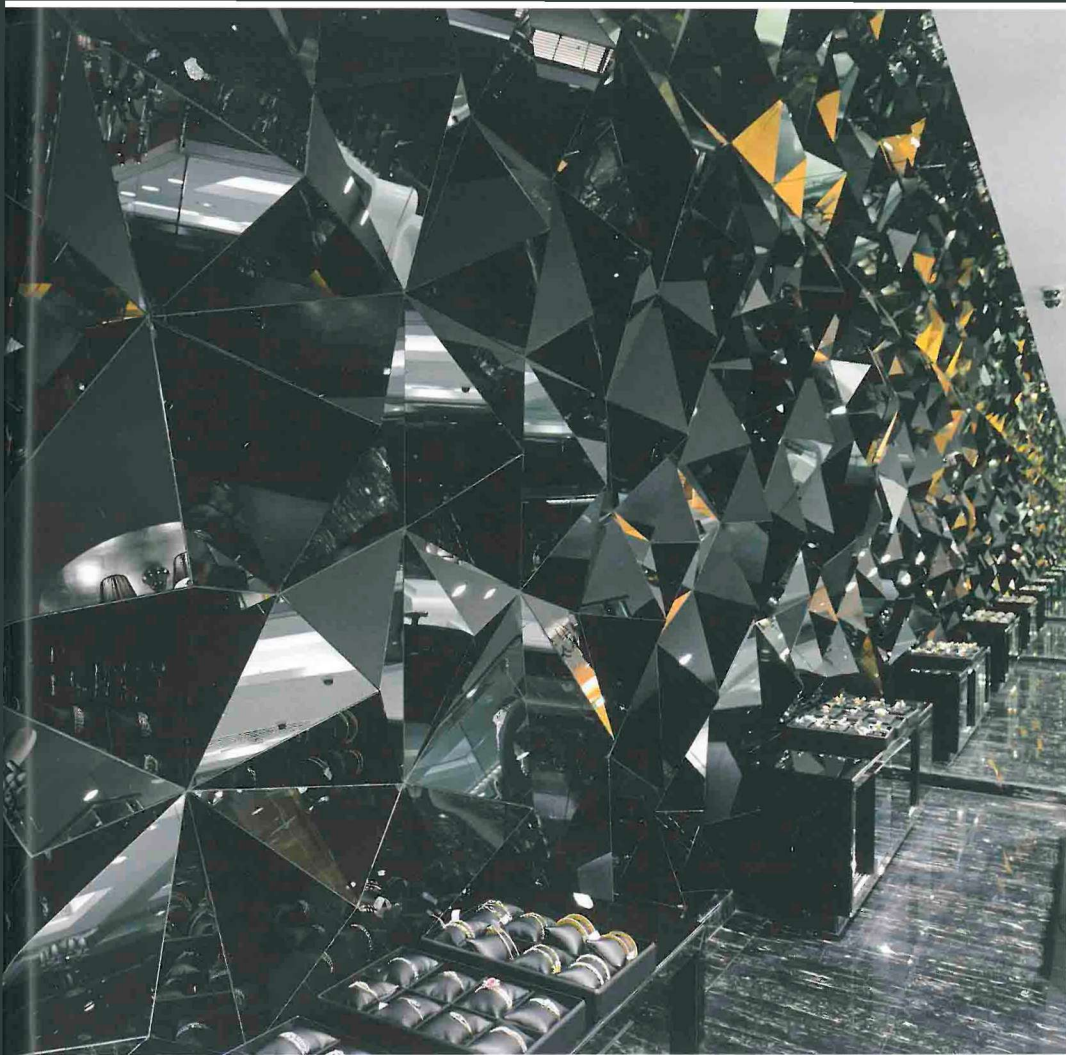
**K**antilal and Brothers Jewellers recently expanded into an exclusive diamond section in the form of a 4000 sq. ft space in the store in Surat. The task was taken up by Dhiren Chedda Associates with full gusto. "I was not given any brief by the client. We have designed the existing store as well and they now wanted an exclusive diamond section. It was a tough task to convince them to do an all black store. But it has paid off well," says Dhiren Chedda, Director, Dhiren Chedda Associates. Diamonds are pretty and precious products with a lot of detailing which need a lot of close attention to be appreciated. The new concept brings to life the idea of an environment that dims everything around and highlights the splendour of the offering. The concept uses colors, forms and finishes to give a fresh outlook towards creating an environment for jewellery retailing.

The walls are the most striking design feature of the store. You enter the diamond floor at Kantilal and Brothers Jewellers and a periphery of black glass prisms surrounds you. It plays the most vital role in creating a statement for the store. With glossy glass panels creating the luxurious envelope from all sides, you come to a standstill when the diamonds are presented.

Conceiving a black store and rendering a glamour quotient to it was a challenge that that design objective had to overcome. The glossy prism forms are a clever impression of diamonds which add a mark of charisma and luxury to the environment. Diamonds have a high refractive index which makes them sparkle. The mirrors have been cut and placed on different dimension and placed at calculated angles to complement the sparkle of the diamond.

A twist in the tale is the solitaire section at the center of the space. In an all-black space, the white colour adds a brilliant highlight to the exclusive offering in the rich ambience. The fact that the center of the space has been chosen for the glass box of white domination demonstrates its importance in terms of engaging with the premium customers with the setting and design of the lounge. Black plush sofas add luxury along with the chic matte black Corian display cases in the perimeter of the environment. Black Italian marble helps complete the picture of opulence. In this setting sparkling diamonds are the clear center of attraction and the rest a statement of the premium service promised.





In the Solitaire booth, the furniture sports a more premium look in keeping with its character. After all, Solitaires are a notch above diamonds and have very high aspiration value. The settings in which they are displayed have to justify their glory. So the display formats, display tables and the seating speak of a premium demeanor. The flooring as well is in white marble to set in the language.

Lighting is crucial for diamonds. They require pure accent white light which is provided from ceiling recessed sharp accent lights. Decorative chandeliers featured above the display tables add arty accent to the ambience. Indirect cove lighting adds a soft luxurious glow to the ambience.

A new age home for diamonds, the store's environment assures superior and differentiated shopping experience for this specialized and precious category of offerings.

**Mansi Lavsi**

#### **Design Team**

Dhiren Chedda Associates

#### **Lighting**

Zumtobel

