



# Ready To Woo

*With e-commerce diverting traction from retail stores, the value of an in-store experience is commendably high. Raymond rose to address this opportunity with its new Ready To Wear store at Viviana Mall, Mumbai. Eight seasons after launching its Ready to Wear collection, Raymond rushes to the retail scene with its RTW EBO.*

In a digitally driven reality, the store works on a no-cash counter principle.

**W**hen a brand decides to redefine or enhance its identity, the timing in the retail industry is of crucial importance. The current retail scenario demands an experience-oriented store encounter. Also, with a lot of competition in the market, Raymond is seemingly late in introducing exclusive ready-to-wear stores. It was imperative that they did something that would behold the customer. Result: a brand new identity and an unprecedented experience at the new store. "We wanted a store which appeals to the younger lot. For RTW, we've done a lot of promotion through media but we were missing out on the retail connect. A lot of effort goes in creating these garments and the RTW store is necessary to showcase them in the right way," says Nagendra Pratap Singh, Head, Business Development and Projects, Raymond.

## Entry

An integrated storefront glass film screen presents projected marketing and promotional media to attract interest from the mall corridor. The complete glass façade showcases the store in its entirety. The store entry is designed like a 'Runway' with wood fibre board creating a herringbone structure from flooring through ceiling. The end of the runway is marked with a digital screen showcasing runway shows of the brand. The whole setup creates a dramatic effect. Walking through the 'Runway' one passes by walnut clad Dioramas which feature the brand's seasonal looks.

## Experience

The store works on a no cash-counter principle. In a digitally driven reality, this store falls into place flawlessly. The store is designed in a 1,370 sq. ft space and can handle high volumes of merchandise. The customer can see only single pieces of merchandise displayed to get a feel of how the product looks. The use of a magic mirror gives him an idea of how the merchandise would look on him. He is given a tablet on which he can make his choices. He is then guided to the lounge where he can relax or may be browse through catalogues. The next point in his journey would be the trial room where his choices as per suggested size are kept ready for him to try on. Once the selection is made, payment can be made online on the tablet and one can exit the store with the purchases.

## Design

The accessory display area is fondly called the 'Style Bar' and showcases merchandise in its best possible manner. They also provide a place for customers and sales associates to work together to create a unique look. "Raymond Style Bar is defined by a new level of service, expert styling and attentive technology. This helps Raymond ready to wear establish its unique and distinct identity. The Style bar is a modern twist to the new Raymond store," comments Sumeet Soni, Brand Director, Raymond RTW. The displays created out of



"Raymond Style Bar establishes the brand's new unique and distinct identity" - Sumeet Soni, Brand Director, Raymond RTW





metal framework give a modern minimalist look to the space. When we talk of experience-oriented design, the backend design becomes crucial. The trial rooms are so designed that they connect with the stock room through a wardrobe unit installed in both trial rooms making the merchandise switch convenient and seamless.

### Lighting

In a product-focused store, lighting is an important design element. The displays on the perimeter including the Dioramas are lit through concealed coves so that only the glow is visible and the fixture is hidden. Recessed track lighting at the storefront, Dioramas and on perimeter displays draw one's attention to the products. The lighting on the runway is intentionally toned down to create drama at the entrance. A luminous ceiling panel in the fitting room Lounge creates a skylight effect and simulates natural light. LED down-lights are fixed inside the trial rooms.

The new Raymond Ready To Wear store is all set to enthrall its customers. A renewed positioning is what the brand is looking at. Also, this store sets proof that although the brand has been around for over 75 years, changing with the times is in its DNA. ●

**Mansi Lavsi**



### Client

Raymond Apparel

### Client Team

Sumeet Soni, Nagendra Singh, Neha Patil, Subhashish, Vinod J Principle Design: Gensler, SFO

### Principle Design

Gensler, SFO

### Architectural Design and Service

FRDC, Bangalore

### General Interior Agency

Details, Mumbai

### Fixtures

Disha Fixtures, Bangalore

### Furniture

Q seats Mumbai and 6 MM, Bangalore

### Lighting

Focus Light, Mumbai

### Audio

Onkyo Sight n Sound, Chennai

### Signage

Infinite Display, Coimbatore and New Jersey, USA