

Bridal Shower

Neelkanth Jewellers, specialist in wedding jewellery for over 35 years, extended their flagship store in Bangalore with a stunning bridal lounge that added an experiential luxury to its existing opulent flagship store.



Neelkanth Jewellers have built their differentiation in the precious segment with their design ethos of adding contemporary culture to the rich heritage of the past, to keep up with the times. Overwhelming response from customers experiencing their opulent flagship store in Bangalore necessitated the addition of a specialty focussed service for their wedding occasion buyers- a Bridal Lounge.

4Dimensions Retail Design, the Bangalore-based experience design agency who was responsible for conceptualizing the mother store spread over 8500 sq ft, was commissioned for designing and realizing

the new Bridal Lounge with an additional space of 1300 square feet. The added space was conceptualized as a space where aspirations of grand weddings could be brought to life in a luxurious setting through a regal environment, product presentation and personalised service.

The store design was conceptualized and rendered in an opulent palette inspired from regal forms, materials and patterns. The store entrance brought the customer right in front of a stunning view that makes a strong ethnic design statement. The 'dark emperado' Italian marble flooring with inlays reflected on the ceiling with soft designer coves embellished with a crystal chandelier creates a stunning



setting for drawing attention to the exquisite heavy gold and diamond jewellery presented in specially designed museum case counters 'bejewelled' with laser cut back lit patterns and gold plated brass trimmings.

The store is designed to visually flow in the physical settings of the furniture and also the interior design through the sweeping cove lighting embellished with strung glass beads. Inspired from ethnic Indian motifs, the walls have highlights created with special backlit scooped acrylic patterns. Ornate mirrors are placed on the walls very selectively to glamorously add convenience in the interaction and selection of the jewellery by customers. Special embossed wall papers add luxurious texture to the wall to highlight display cases and brand imagery.

The store lighting concept is very boutique and rich with warm in-lit mood windows and accent lighting over counters that complement the store's precious offerings and makes the store environment very special. Lighting is also used in counters to highlight patterns and accentuate the ethnic design essence of the environment. The entire lighting has been planned with LEDs that render the overall ambience soft with sharp accent punches to draw attention to special merchandise and store design features.

The store's visual merchandising is very minimalistic and understated. Heavy designer gold jewellery is presented against dark fabric wrapped neck forms, full busts clothed in celebrative silk garments and trays that display the products in a glamorous fashion.

Plush comfortable seating in richly upholstered armchairs and sofas complement the design language in the bridal lounge by creating a royal setting for wedding shoppers.

Store Design & Visual Merchandising

4Dimensions Design (India) Pvt Ltd

Lighting

Light Zone

Photography

Roshan



