

# Arrow finds a new mark with design

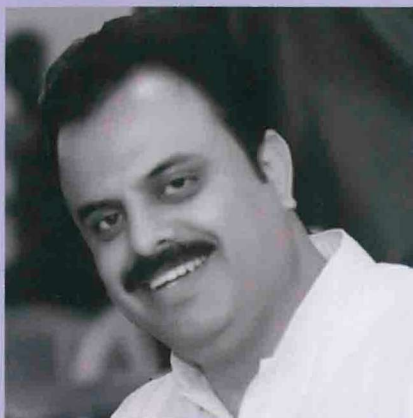
Going beyond its regular functional retail design, the new ARROW outlet at Bangalore's Brigade Road, is all slated to explore the age group of 25 and above instead of its regular patrons who have been 35 and above. While more such stores are in store, VM&RD explores ARROW's first-ever outlet under the new design concept and marvels at more binding and synchronizing elements of design.



**H**ow do you perceive a regular ARROW customer? Smart, suave and rounded-up. Someone who has crossed 30 and at ease with regular fashion. Not really young yet classy. The brand's new concept design at Bangalore's posh Brigade Road has probably tried bridging the gap between the 35 year old and the 25 year old. Delhi-based 02JUNE Design studios has conceptualized the store.

In the new ARROW outlet, every element, starting from fixtures to lights to VM are derived from one concept and spell it all around. The similar-looking fixtures have been re-designed according to the newer merchandising plans, all the services are hidden above the ceiling and even mirrors are colour and design-coordinated.

Commenting on existing design vis-à-vis with the new one, Sahu mentioned, "In



**Sandesh Seth, Head - Store Design, VM & Projects, Arvind Brands** explains, "The Brigade Road store was renovated in a new concept with the objective of making the store look timeless, original, contemporary and premium. 02June was given this task and I think they have delivered what is right for the brand. Use of minimalistic clean lines in fine details with a mix of metal and wood finishes and the use of Floss lighting gave great rendering to the store. The façade was a big challenge as it was an old stone structure that could not be touched. Hence, we designed in a 'Blue Box' concept in Arrow's brand colour with blue light wash which helped make an impactful and powerful brand statement".



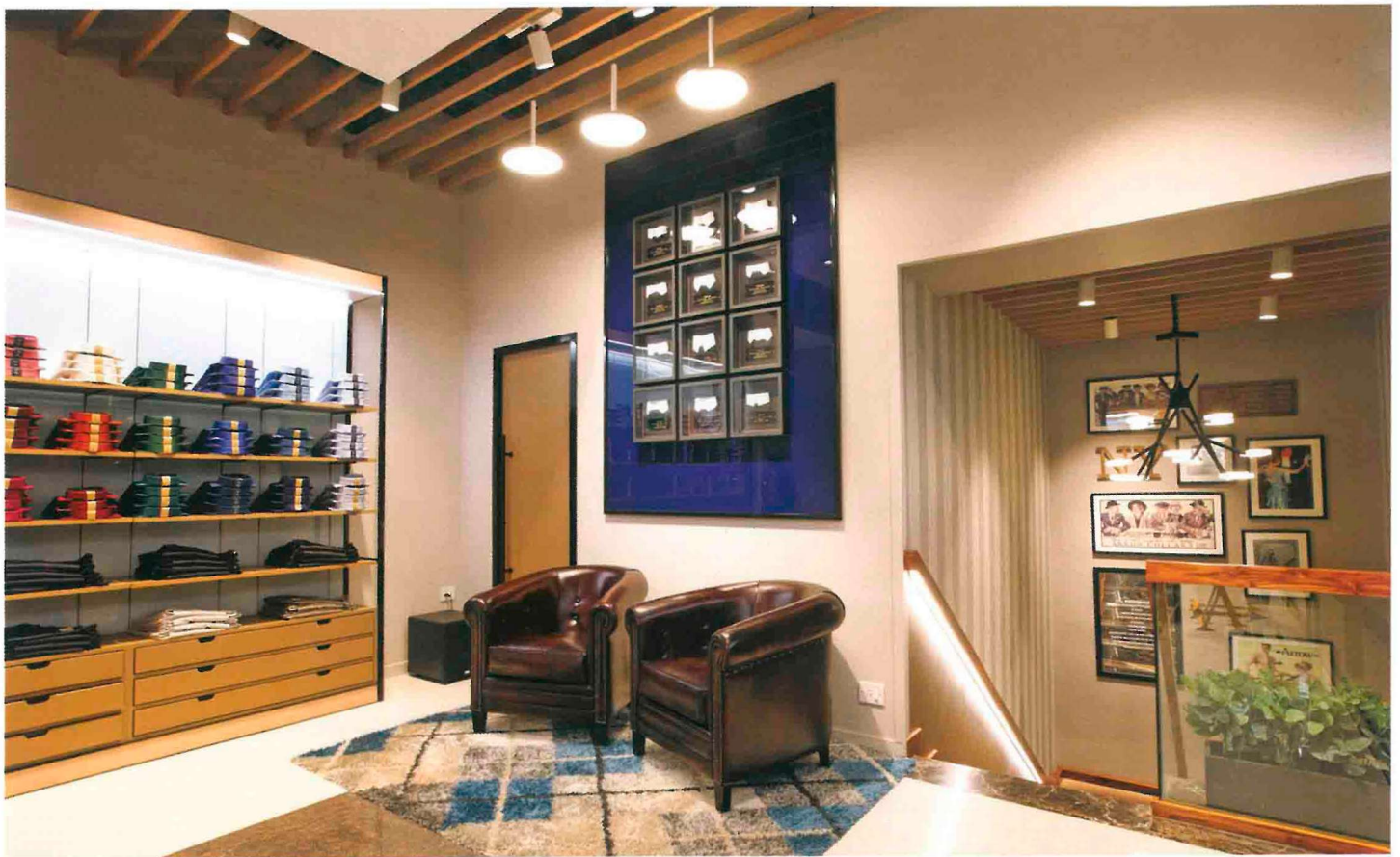


Talking on the design-lift of the brand, **Sankalp Sahu, Founder, 02JUNE Design Studios**, explains, "According to me, what was missing in the older design concept was the dearth of clear binding agent. It was clearly functional with less focuss on synchronizing design elements. For example, in older outlets, three different styles of fixtures were put in one particular outlet rendering no harmony. The new store carried the legacy and brand value with more aesthetics and harmony in terms of how elements are put together."

the existing store design, multiple lights are popping out. In this outlet, lights are concealed to contribute to the clear definition of the design aspect. Colours are muted that add to the softness of the store. Everything starting from colour tones to language of details to mirrors to VM attitude to even civil construction collectively make up for one singular brand story. " There's also something special about the fixtures that amount to give the customers a sense of their own wardrobes along with the Leatherite Claded aisle to the fitting rooms. One of the exclusive fitting rooms in the ground floor enables the buyer to try out suits in three different color temperatures.

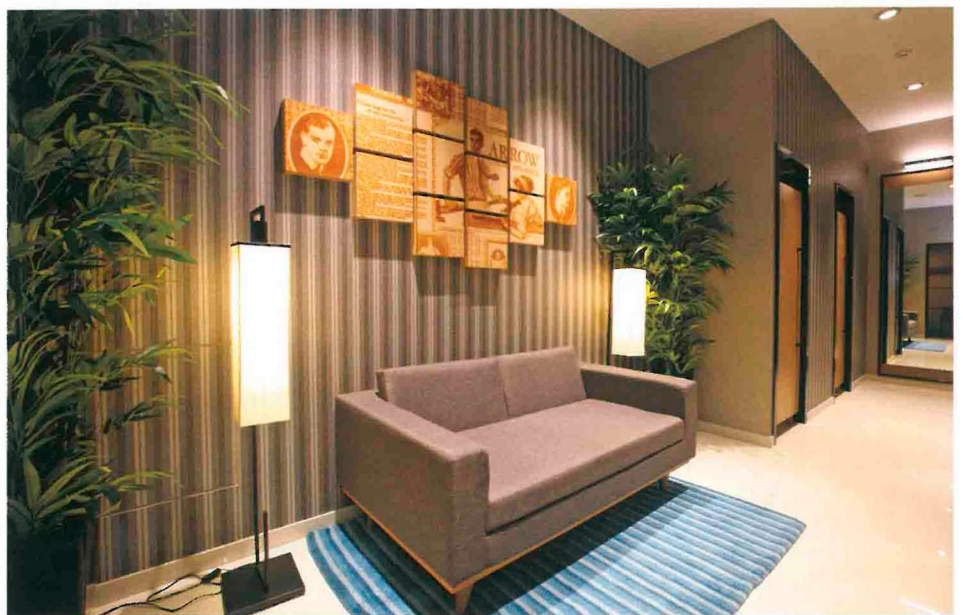






The visual language of the store brings alive ARROW as a brand, one of the exclusivity being the brand to introduce the concept of "collars" to the world of men's fashion. "To reflect this particular brand value, we have used pictorial presentations and publicity materials revolving around "collars" displayed all around the store," Sahu informed.

The exterior of the store uses a huge blue wall façade since blue is the native colour of the brand. Sahu elaborated, "If you look at the store location, the area is full of eminent brands. We had to stand out as a brand against the fact that not a dot of civil work was permitted on the exterior wall. We had to come up with the idea of adding an additional skin to the exterior wall. It looks simple but makes the store a landmark in the jungle of brands." •



**Satarupa Chakraborty**

#### **Store Design**

02JUNE Design Studios

#### **Fixtures**

Shark Shopfits Pvt Ltd

#### **Lighting**

Flos Lighting

#### **Civil Contractors**

Krishna Interiors