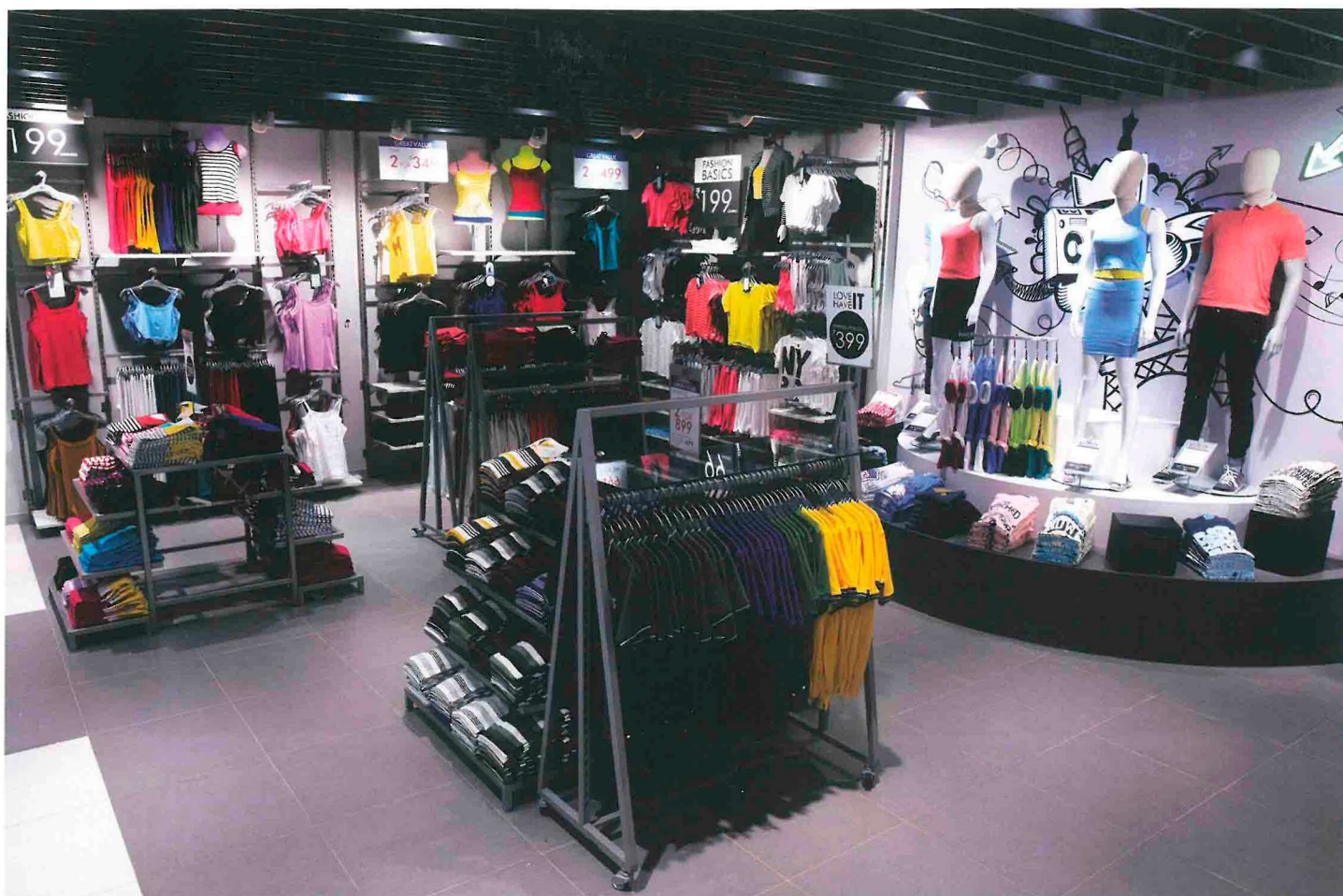


Metro. Millenial. Max.

Touted as affordable fashion retail brand, Max goes one step further with its revamped retail concept at VR Mall, Bengaluru. The store design and VM of the 7000 sq ft store caters to the millennial fashion consumers by offering an updated chic experience in its new store environment.





The 7000 sq ft Max store at VR Mall Bengaluru steps aggressively into the fashion arena with a new fashion format store that brings the best of international fashion trends in western wear, Indian fusion wear and menswear. Interestingly, the store, with a strong positioning in youth's fashion, doesn't have a kids' section.

Sasikumar Ramaswamy, Senior Vice President, Store Design, Max, said, "After designing stores for Max starting from 2003 till date and over 400 stores across the globe, I had to coin the Max fashion youth format. The key design attributes were to bring in the 'FASHION FEEL' from a 'look good, feel good' concept that was prevalent." The store interior elements have been updated to a new global trend palette using lighter elements, white back coated glass, stripped ceiling, accent track and pendant lighting and a smart suspended store signage. This is complemented with Portal wall highlights, pathway defined with Matt Gray tile and ceiling highlights in metal rafters and gypsum to define the new store design concept keeping in mind the likes and interest of the profile of customers visiting the store.

The store comes with a new store design ID – full open store front with slim video walls at the entrance of the store, multi-level modular mannequin fashion clusters



in the window. It has large backlit column visuals and Infographics to highlight unique features in products. The backlit fashion mirrors help create a dialogue with customer via message on top. The store comes with use of thematic Props that put across a collection in strong visual form and have unique Doyle Board "#MaxLoves" to create fresh new looks from the merchandise itself with suggested accessories providing millennial customers with an exclusive store experience and ease of shopping.

There is a podium created to have display at higher level and seating on the lower level, which functions as product highlight and also interactive zone. The store cash back wall is intergraded with 4 screen video wall to showcase the latest trends and Fashion collections in stores. The column is treated with large visual to represent the mood / Product shoots. Mirrors are with lit panel to give a brighter image of the customer. The complete store is with LED track light like any other international fashion mono brands. Every color in the store is taken in line with fashion tone, beige, grey, half white, matt tiles, which blends and gives a feel of young fashion store.

Complete store design including shop front, in store design elements, lighting, shop fittings was done in-house. •

Satarupa Chakraborty



Sasikumar Ramaswamia, Group Head - Projects & Store Design for Landmark Group (Max, Lifestyle, Home Centre)

Earlier our brand perspective was "Look Good Feel Good" which has been changed to a sharp and motivational "Fashion Feel". The first store under this new store design concept had to spell that vividly.

Harshendra Maheshwari, Head, VM, Max, explained, "The new store uses state of the art technology and the cutting edge in visual merchandising to create an absorbing experience for the customer. The store comes with unique fusion of fashion and aesthetics to create lasting impression via new age elements of store design and visual merchandising strategy."

