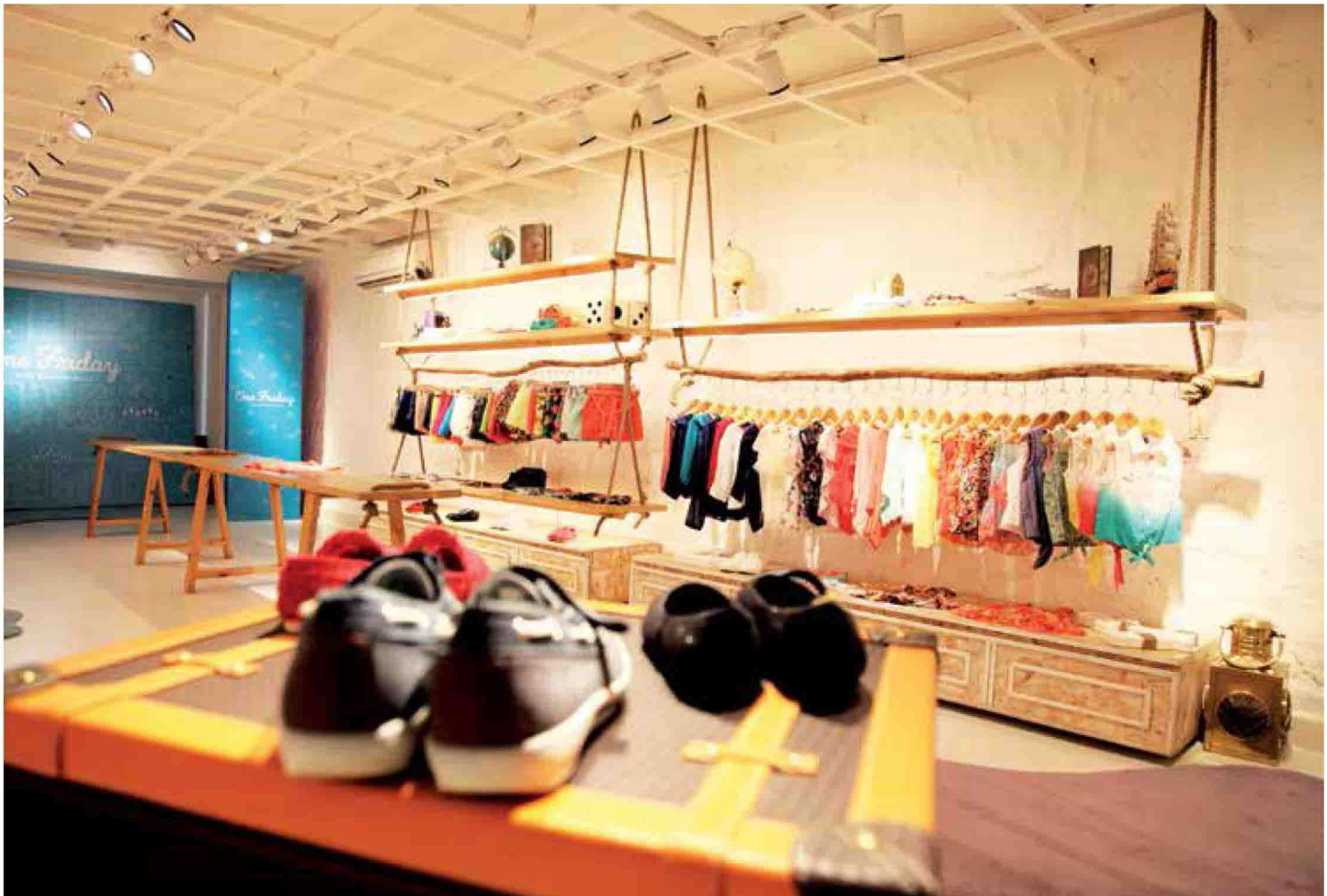


# Eclectic Creativity

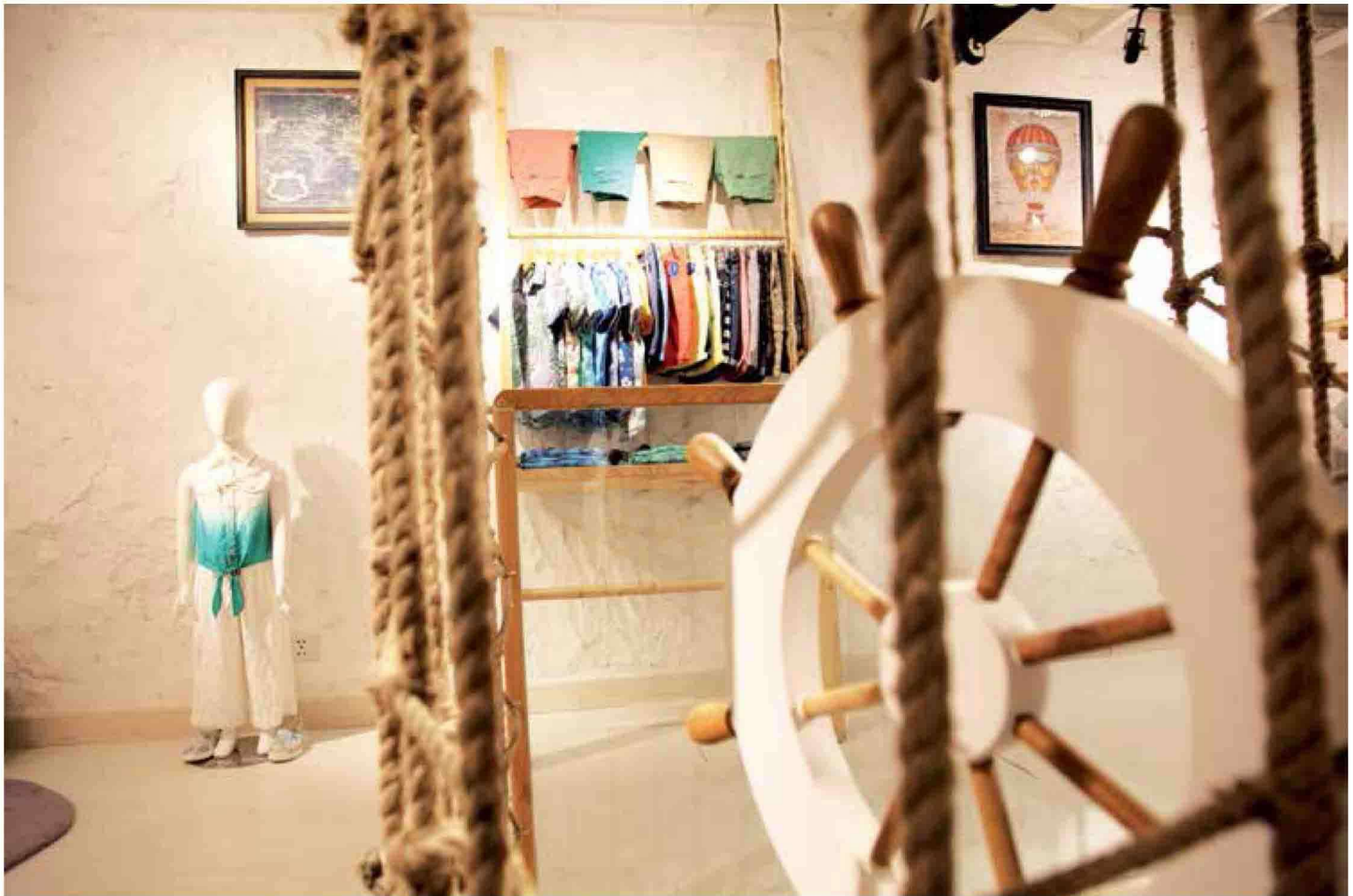
The special displays, graphics, interactive spaces and engaging props at One Friday, a new boutique at Delhi's neighbourhood market GK-1 M Block, exude the feeling of a premium boutique but without being pricey with its merchandises.



"And to make it happen One Friday's stores are designed to engage kid's creativity in their stores. The stores have special displays, graphics, interactive spaces and engaging props to make the experience refreshing and a special one," informed **Neel Sawhney, CEO, One Friday.**

**O**ne Friday, a standalone brand for children, is steadily geared to emerge as the most sought-after brand in India that celebrates the spirit of childhood.

The 1460 sq ft store uses hand-textured walls made out of cement plaster and plastic emulsion while the floor is made by commercial grade wooden flooring, white oak shade. Illustrated maps of fantasies and mystical journeys appearing on the walls create a wondrous atmosphere. Blue, Purple and White are used as principle colour palette to render a dreamland-effect. The store uses raw natural elements like tree branches as part of hanging



fixtures and LED tube lights under pine shelves.

Detailing more on the natural elements, Sawhney specified, "Three fixtures each-4000K suspended with Clutch wires have been used that are fastened from ceiling. 3 fixtures are mounted on OSB Mannequin bench. 12W down lighters have been installed in store and trial rooms."

Use of props like tents, desks, chairs, cabinets, book shelves, skateboards, wooden toys, carpets create an engaging environment adding a surprise element in every corner of the store. Different and creative display techniques like hanging tree branches, ladders, chest of drawers etc. contributes to the "Alice in the Wonderland" effect.

"Through our store design, we made it a point not to be generic or monotonous and to give a mass produced feel. We aim at giving a more personal and eclectic experience. Our stores are a good mix of clean Nordic mood combined with a mystical feel," Sawhney concluded.

One Friday, after stores in Delhi-NCR, plans to extend its footprint to Kanpur and rest of India soon. •

**Satarupa Chakraborty**

