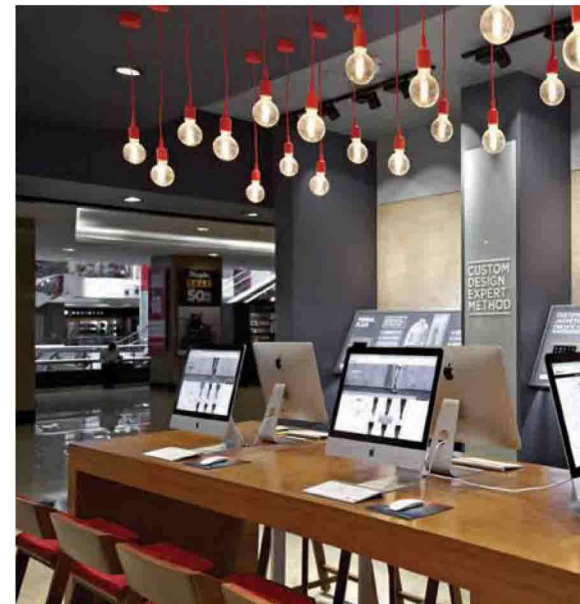
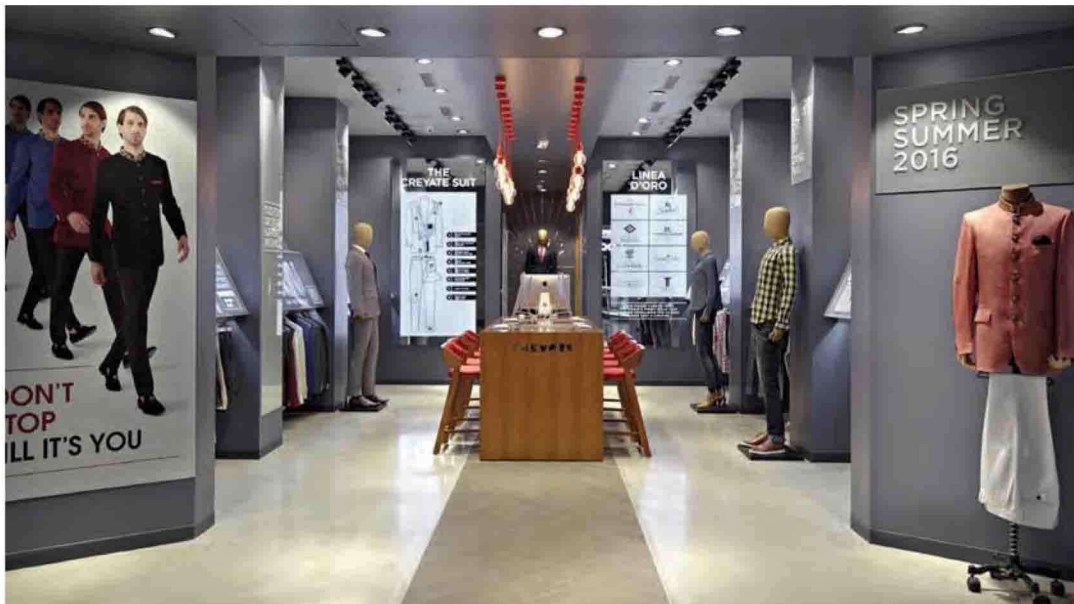
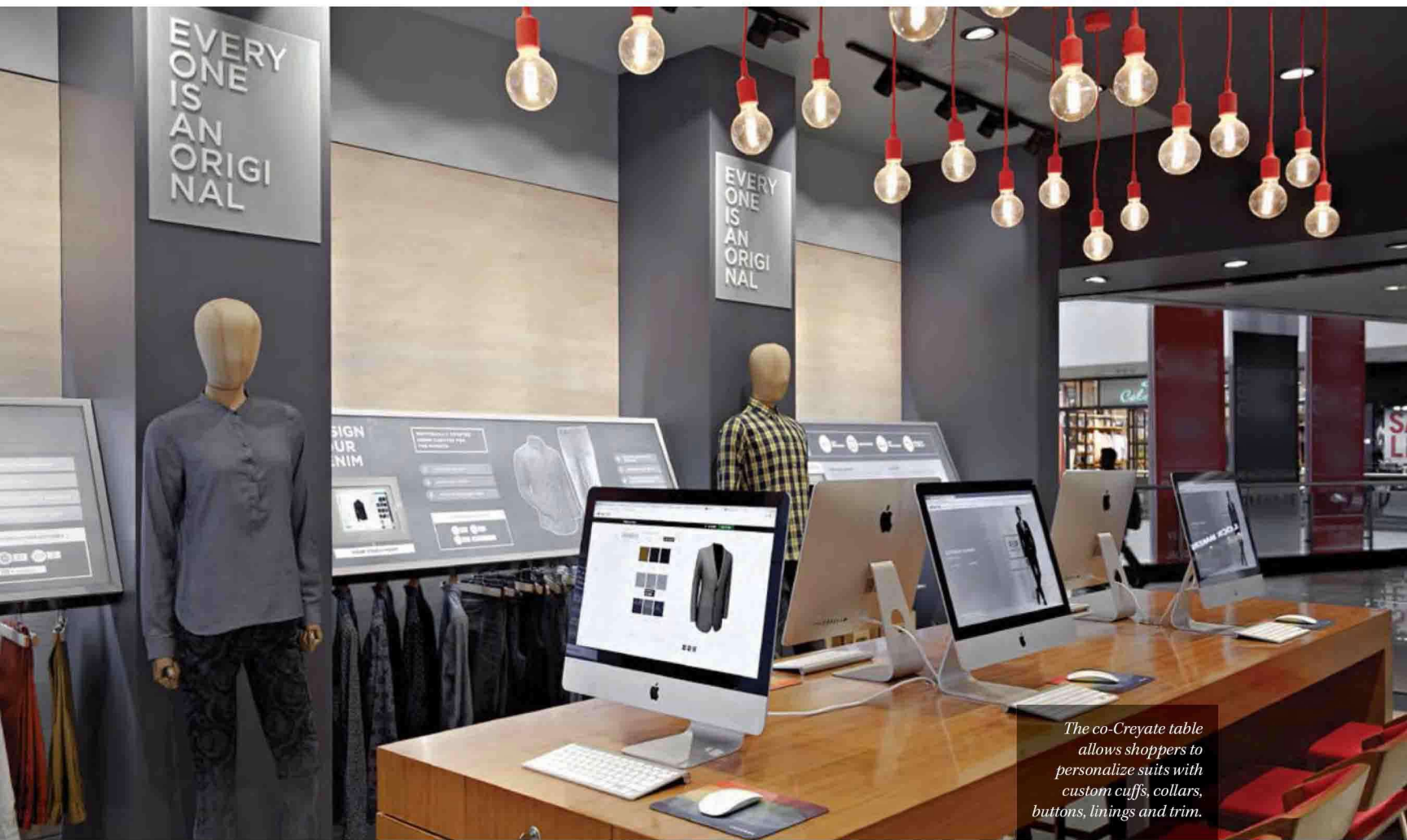


THE FUTURE OF TAILOR-MADE

Indian menswear retailer Creyate is using digital innovation to satisfy two of the country's greatest passions: fashion and technology.

By Steve Kaufman, Contributing Writer





India, land of cultural conundrums, is known both for its modern-day technological expertise and for its centuries-old practices of fine, hand-made fabrics and meticulous textile production. The two traditions meet in Creyate, a new menswear chain that promises custom-made apparel through the wonders of a digital interface.

At Creyate, shoppers can browse a wide array of high-end fabrics, courtesy of owner Arvind Ltd. (Bangalore, India), India's largest fashion retailer, and a conglomerate that also has its hands in the Indian textile markets and clothing manufacturing. Designed to be a one-stop shop for creating custom wardrobes – from the perfect suit to custom-fit jeans to elevated casualwear – Creyate uses a digital interface, illustrated diagrams

of menswear construction and a staff of apparel design and tailoring experts to guide shoppers through each step of the process.

To begin, the customer is seated in front of an iMac, at what the retailer calls “the co-Creyate table.” Once a shopper selects his or her fabrics and styles, the mood of the space shifts from a simple clothing store to a high-tech design studio.

“A ‘style steward’ guides the customer through



ABOVE Creyate's in-store experience allows customers to personalize their own suits. The finished product is shipped to the shopper within a couple weeks of designing the item.

the experience," says Lisa Mukhedkar, co-founder and director of the Bangalore, India-based firm Restore Design. "Making decisions on overall style and specific details – like cuffs, collars, buttons, linings, trim and fit – the customer creates the bespoke item right there on the computer."

Mukhedkar notes that there are trial garments available in the store, and measurements are taken to ensure the perfect fit. Fabric swatches are also available for touch and feel. Once purchased, the product is made to specifications, specially packed and delivered to the customer's home within two weeks.

Although much of the process is conducted through the store's digital interface, Mukhedkar says, the mood of the space is not antiseptic or impersonal.

"The experience is a very human one, based on the understanding that the customer desires style and fashion but is not adept at making design decisions," says Mukhedkar. "Even as the customer desires customization and personalization, he also needs reassurance that he is making the right decision. That's where the expertise and experience of the staff kick in."

The store's calm and comfortable decor is conducive to conversations between the style stewards and customers, says Paolo Chiorino, Restore's lead designer. He calls the aesthetic "industrial chic," balancing warm and cool tones, colors and textures. There's even an exclusive zone featuring the finest suiting from Italy – "a little corner of Milan within every Creyate Studio," he says. ▴

PROJECT SUPPLIERS

RETAILER
Creyate, Mumbai, India
Arvind Internet Ltd.,
Bangalore, India

DESIGN AND
ARCHITECTURE
Restore Design Pvt. Ltd.,
Bangalore, India

GENERAL CONTRACTOR,
AUDIO/VISUAL, CEILINGS,
FIXTURES, MATERIALS/
WALLCOVERINGS
DSC Interior, Mumbai, India

FURNITURE
SVS Enterprises,
Bangalore, India

FLOORING
JBA Concrete Solutions
Pvt. Ltd., Delhi, India
DSC Interior, Mumbai, India

SIGNAGE/GRAPHICS,
PROPS/DECS
Zero Degree,
Bangalore, India

LIGHTING
Luz Light Design Studio
Pvt. Ltd., Bangalore, India

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go to vmsd.com.*