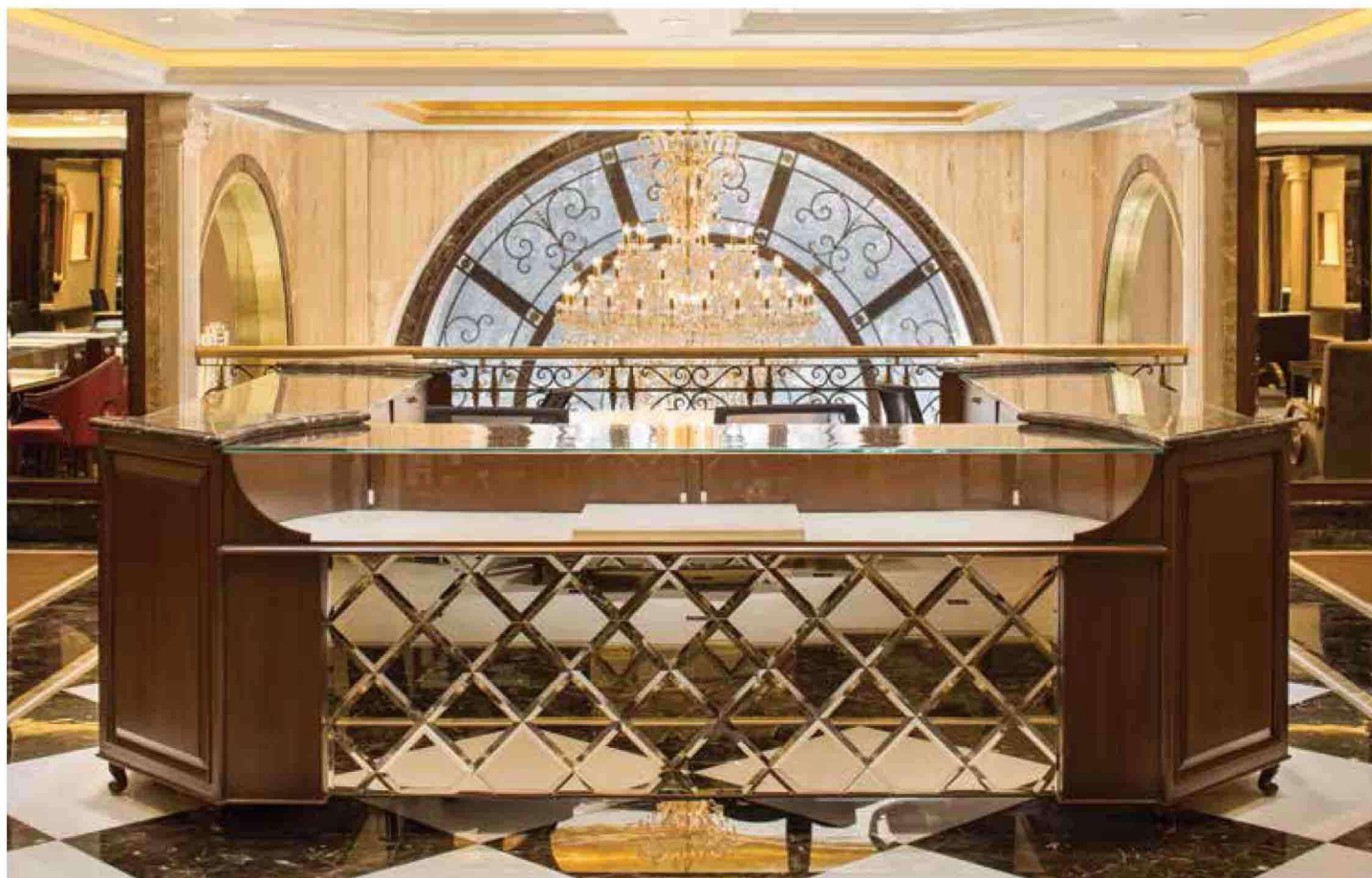


Bejewelled With Luxury

Anand Jewels nestled in the upmarket shopping area of Indore speaks out the language of opulence and luxury with its store design. VM&RD takes a closer look at this dazzling jewellery store..



Located in a prime suburban area and amidst the prominent shopping district of Indore, Anand Jewels is a large-format, luxury jewellery store spread across 4000 sq. ft. of retail space. This glittery destination store has been created to cater to premium buyers and mass shoppers in the city. Speaking about the store concept, Gaurav Anand, MD, Anand Jewels, said, "Our ground floor layout is meant for a 20-mins shopping experience while first floor has an upmarket premium appeal that is designed with display counters, seating arrangements, lounges etc."

A luxurious façade, a robust entrance and a rich solid stone mass with intricate carving

complete the entrance of the store. A double height space enables air of grandeur in the entrance lobby, further solemnized by the use of a classic chandelier that formalizes the area effectively. Strikingly detailed is the rich Golden Empress stone flooring at the centre, while a simplistic temple on one side fortifies the sacred rituals. Rahul Bansal of DCA Architect said, "The display system is modified to express this in a unique manner, where shelves serve the function to showcase variety and ease of access and views, whilst windows in the first floor signify the reduction of varied numbers while augmenting exclusivity."

Inheriting an old structure with low heights

and numerous columns, the building has been creatively crafted for optimum function and utility, while maintaining the design spirit intact. The original columns have been exploited to generate different zones within the store, and monolithic columns have been appended to create a unique identity to showcase the different products. A sense of drama aids the buying process by retaining the columns, while a glass room with mannequins has been crafted to achieve a level of visual merchandising never before seen in a jewelry store. Additionally, lounges are spread out through the store to encourage customers to relax while shopping. "Exterior of our store is more inspired with American

style while the interior of first floor spells more of European design," added Anand.

A carefully balanced and integrated lighting design incorporates windows, shelves and ceilings to achieve optimum focus on the products and special collections while ensuring complete visibility in the store. Accent lighting is used to focus on key areas and LED lighting hidden from the cornices, and other types of lamps and chandeliers have been used for accentuation. Classic, luxurious furniture with leather curated chairs and sofas are used to add an element of opulence and indulgence, while engaging in the extravagant process of jewellery shopping. Geometric designs as seen in the Italian flooring where classical stark combinations are further enhanced by the display's mirror patterns, creating a dynamic play of reflections.●

Satarupa Chakraborty

Design

DCA Architect

HVAC

Daikin

Lighting

Artlite

Flooring

Italian marble

Air Conditioning

Daikin

Woodwork

Burma Teak

Paint

Asian Paints

Arts / Artifacts

IDUS / Marina home

Elevator

Otis

Electrical

Nitin Bhale & Associates

Façade

KW stone technologies

"While design emphasis is placed on showcasing opportunities, the store nevertheless succeeds in demonstrating elegance and preserving all attention on the jewellery itself," **Rahul Bansal of DCA Architect** says.

