

MEN | MUMBAI |



In Sync

The store's new positioning focuses on stylishness and a sophisticated presentation of its product range.

The new positioning focuses on style and range. The logo and the graphics devised has been used more boldly as a design element. The store front, when seen while approaching from far, has a distinct, sophisticated look. The store entry and windows are open to give a full inviting view of the interiors. This view is complemented with product graphics making it very specific to the brand and what it stands for.

The store environment conveys freshness of "every time something new". Rotation of product range and cross merchandising is encouraged through the mid-floor fixtures. The floor space is used to create a feeling of abundance. Wooden laminated flooring is used to give the store a warm feel, while accent lighting highlights the products to their best advantage.



Launched in 2007 with three stores across Mumbai, the brand's merchandise includes a wide range of ties, cufflinks, bow-ties, scarves, cravats, belts, leather accessories, wallets, socks, handkerchiefs and sunglasses. Though three stores are operational in Mumbai, the personality of the stores was not completely in sync with the product range. The brief for the design firm was to create a design which was trendy and conveyed exclusivity and stylishness.



NE, MUMBAI, INDIA

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