

WOMEN | MUMBAI |



MUMBAI, INDIA

Joie de Veure

The design of this flagship store is aimed at creating an exciting, youthful store environment



The store seeks to celebrate joie de veure, and the youthful desire for experimenting with all that's new and exhilarating. A one-stop-shop for ethnic and western accessories such as caps, footwear, sunglasses, socks, stoles, bags and jewellery for women, the store lures customers at the outset with its colourful window display.

The story begins at the façade itself where the store has segregated itself with an identity and imagery using the bright fuchsia pink colour. The window display has nesting tables with the showcase products highlighted, and which beckons shoppers to enter the store and check out the merchandise.



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en was featured in the Store Design Year Book
Images Retail