

# Small yet big

Croma Zip, the new electronic store format was recently launched in South Mumbai to cater to tech-savvy urbanites. Designed by Madison+rid retail iq, Croma Zip offers a trendy and dynamic ambience while retaining the essence of its mother brand Croma megastore.

Infini Retail Limited recently launched its new store format 'Croma Zip', the smaller format of Croma megastore. Spread over 3000 sq ft, Croma Zip offers consumers a variety of electronic devices and accessories, with special emphasis on entertainment, IT and communication categories.

"Given the pace of infrastructural developments including new clusters of residential areas and developing commercial areas, rising affluent population, changing lifestyle - there is a growing need for electronics stores. The zip format will help fueling demand by the sheer presence in high footfall areas. Despite the size being small, we expect these stores to draw new consumers to Croma and set the tone for aggressive expansion," says Ajit Joshi, CEO & MD, Infini Retail Ltd.

Located at the prestigious Elphinstone House on Horniman Circle, Croma Zip's store front complements the heritage building and creates a warm entrance for shoppers. According to the design team, the external signs were all designed to complement the heritage structure and not overpower the facade of the building. The signage consists of a LED sign with green glass as a back drop. Wrought iron and brass material have been used with intricate design for banners and light boxes.

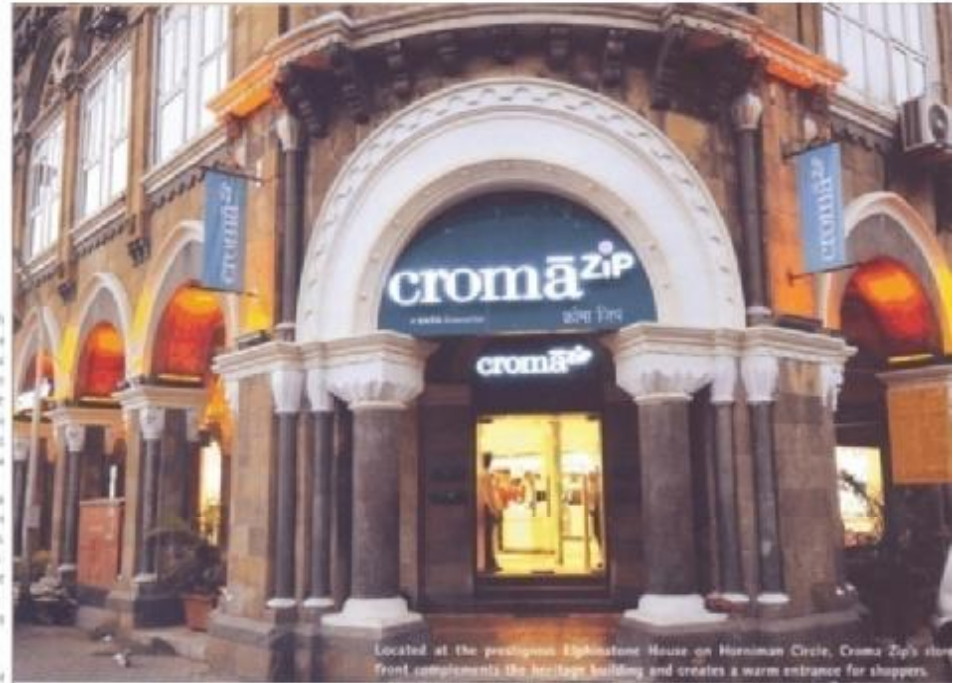
Unlike the sterile atmosphere of most electronic outlets, Croma Zip greets you

with a splash of colour and life to its store interiors. The vision is a store where customers can enjoy technology. The design is customer increasingly value and are confused with rapid technology, hence wanting a site that connects them to real world.

The store is split into two levels a sales on a loop form with brown new arrivals and key products aisle. The store plan encourages trying through tables and exper. Mid floor fixtures are used to help of products and promotions customers around the space.

The store has experience zone integrated for each product. Instance the Gaming Experie situated in the gaming perimete has a LCD screen with Nintendo the centre and product display. Another experience zone is the H where the LCD home theatre disp with seating in front as part of wall for televisions.

The main aisle is the central for best of merchandise along with wall created with the service desk brand logo.



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Blending with the overall store interiors, the flooring has been done in off-white vitrified tiles for the merchandise area and grey for the main aisle. Wooden vinyl flooring has been used in the mezzanine level to give a warm feeling for the home entertainment area.

A unifying ceiling treatment allows for long-term flexibility of the fixture plan below while reinforcing the circulation. It also offers upper visual zone clarity for more focus on the product.

Giving the store a bright and fresh ambience is the track lighting, with 20 W/ 70 W CDM-T8 lamps with 12 degree / 24 degree reflectors.

The design team also worked with the client and conservation team to help restore some of the original features of the historic building. The old office space which had an old wooden mezzanine structure with a row of columns and an old staircase, were all restored and repaired. As for the facade, the exterior of the building was cleaned up and lime plastered.

The design team at Madison+rid retail iq, faced the challenge of retaining Croma's established reputation and strengths, while lending it a more energetic and slick image through the logo, graphics and the overall store experience.

Croma Zip retains certain elements of its mother brand including the brand colour, typography, the only addition being the word 'Zip' and the pink colour.

In terms of store communication, the brand messages, pricing templates, legal and service messages are similar in both Croma and Croma Zip.

However, the other elements like exterior signs, category signs, product information signs, ambient signs, shopping bags and uniforms are new elements for Croma Zip.

According to Infini Retail, this new format of Croma Zip stores will mark the beginning of the penetration strategy for Croma both in existing cities and smaller, new towns.

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**Lighting**  
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**Fixtures**  
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Croma Zip was featured in Visual Merchandising and Retail design magazine in March-April 2009