

# VM-RD

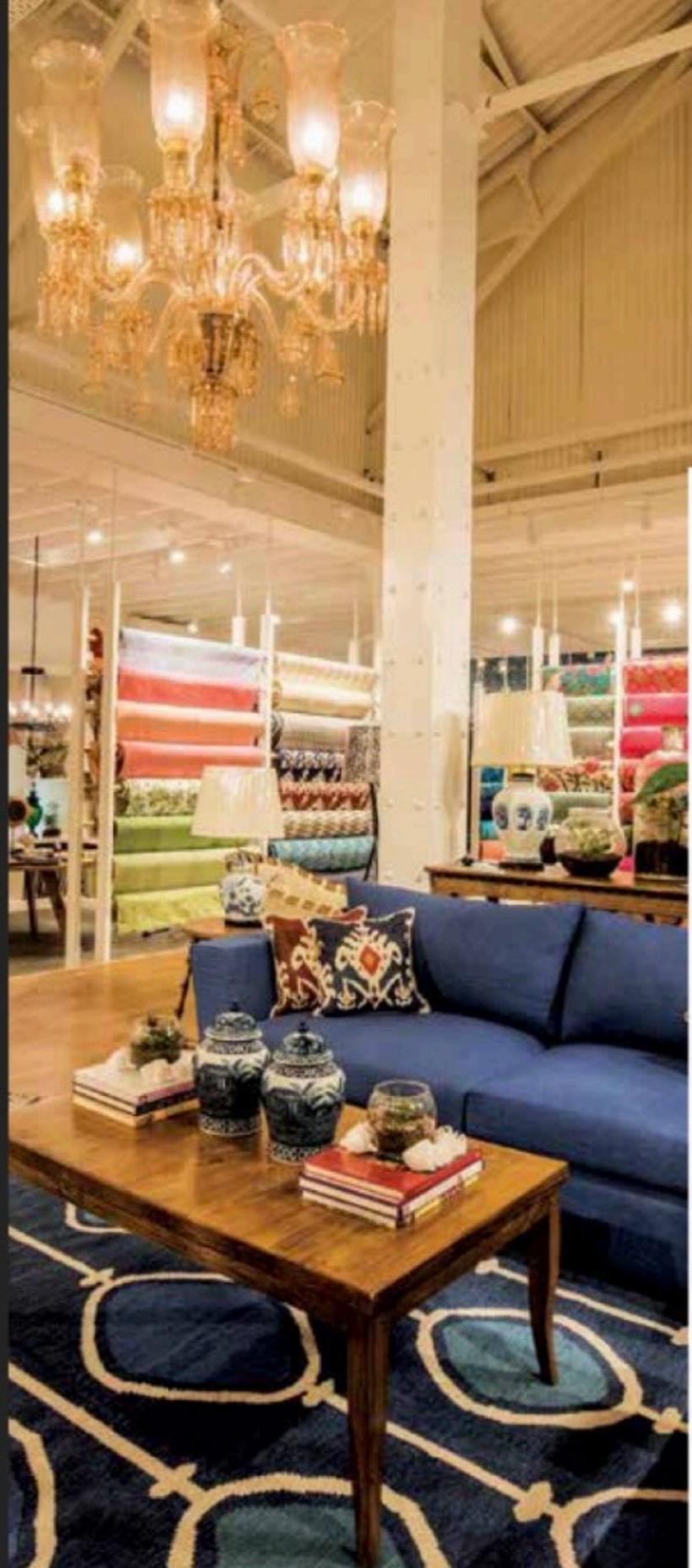
Visual Merchandising & Retail Design



**Treat For Your Eyes**  
Foursight, Noida

**MAGAZINE**

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## All Things White & Bright

The 6000 sq ft Cottons & Satins store in Mumbai, designed by Livin' Colors Design, is a haven for vibrant home textiles and accessories. In an all-white serene setting that takes the industrial and barn-like look, the store is unique yet apt to display the merchandise for modern homes.



The home textiles and accessories store Cottons & Satins by Mala in Mumbai takes the industrial design concept to a different level, where soothing white interiors in a contemporary barn-like settings work perfect to showcase the brilliant range of prints and textures of the textiles it houses.

Dushyant Sapra, Director, Cottons & Satins explained, "We wanted Livin' Colors Design to create a space which was white, warm and green. We wanted them to create a

**Dushyant Sapra, Director, Cottons & Satins,** says, "We had a lot of challenges and delays due to the nature of work. We had to change the whole roof as it was a mechanic shop before this and was filled with water leakages. Creating artificial structures inside the store like two different ceilings and a loft was extremely difficult."





destination people come to explore and not just buy something specific. We wanted the store to have a lot of space and not pack every corner up with products.”

The brief looks simple for a furnishing store but not when the site was actually an industrial shed? Talking on the transition, Amith Chhabra, Founder of Livin’ Colors Design told, “Since the existing site was an old defunct garage, we decided to give the Cottons & Satins store a design aesthetic that is inspired by old barns. Whilst retaining the industrial look of the space inside, we decided to give it a chic and minimalist feel by opting for an all-white colour palette so that it is the colourful soft furnishing products become the real highlight.”

In order to showcase the various textiles and home accessories on offer, different sections were created to offer different experiences and concepts within the store. For instance, when you enter the store, you are greeted with an elevated al fresco-style area where an inviting Livin’g room display greets you. It has been designed to resemble a glass vestibule and makes for an interesting entryway. This area is screened off by Cottons & Satin’s assorted fabric rolls (which is the brand’s signature offering) that stands tall at nine feet and makes for an impressive and dramatic display.

A seamless layout plan gives the store an open, airy feel and plenty of greenery was

Speaking about the entrance, **Amith Chhabra, Founder of Livin’ Colors Design** says, “We wanted a unique entrance so we created a MS frame structure with fixed glass that juts out of the main façade and adds a hint of modernism to the space.”





**Malay Shah, HS Design,** "Being an industrial structure, we had to re-calibrate the whole shade and re-fabricate the ceiling to house various display cabinets. The original space lacked ventilation, so we had to open a few windows for natural sunlight to stream in. We also had to modify a few elements in the design depending upon the budget like we used POP rafter instead of wooden ones, as mentioned in the design.



aesthetics of the space is not compromised and to give it more character," Amith added.

Amongst fixtures, wooden boxes are placed to display cushions at the entry foyer; while some are propped against a metal screen on the wall and some are showcased on a hanging daybed. All the shelves and various fixtures have been specially designed and strategically placed in the store to showcase the products in the best way possible. Some of the noteworthy props include: the live edge wooden table which has a tall plant growing through it, the tall ladder display chairs, hammock and teepee in the kid's section; the wooden house frame that holds an assortment of products; and the metal wallpaper stand amongst others. •

**Satarupa Chakraborty**



incorporated freely. Every display section offers a homely experience and designed for easy browsing. One of the highlights of the store is the kid's corner that features a unique auditorium-style step display. Fun props like tented tepees and hammocks make the kid's arena simply irresistible. The mezzanine loft space is designed to mimic an authentic loft featuring a complete Living space with a bedroom, lounge area, and a dining room/discussion table and is accessible through the spiral stairs.

The flooring is concrete to give a seamless flow to the store, while the elevated area consists of wooden flooring. "As for the roof, we retained the existing trellises and painted them white to give it that chic industrial feel and most importantly to maintain the shed's original ceiling height. We have also played with different heights in some areas by bringing the ceiling down to ensure that the

**Design**  
Livin' Colors Design

**Execution and General Contractor**  
HS Design