

THESIS REPORT OF:

**MAXIMALIST THEME IN INTERIOR DESIGN FOR THE
SPACE OF FASHION STORE & CLOTHING EMPORIO**

(REDESIGNING OF A HYPERMARKET INTO AN ETHNIC FASHION STORE
AND CLOTHING EMPORIUM)

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE DEGREE OF:

BACHELOR OF INTERIOR DESIGN
BY

(MOHD HUZAIFA)

(ROLL NO. 1190107018)

UNDER THE GUIDANCE OF

(AR. MOHIT SACHAN)

SESSION 2022-23



TO :

THE SCHOOL OF ARCHITECTURE AND PLANNING

BABU BANARASI DAS UNIVERSITY

LUCKNOW.

CERTIFICATE

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REMARKS:SATISFACTORY / NOT SATISFACTORY (IN CASE OF
NOTSATISFACTORY GIVE YOUR VALUABLE COMMENTS) :

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.....

SIGN OF THESIS GUIDE

SIGN OF EXTERNAL EXAMINOR

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SIGN OF EXTERNAL EXAMINOR

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SIGN THE DEAN OF DEPARTMENT

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CERTIFICATE OF THESIS SUBMISSION FOR EVALUATION

Name : **MOHD HUZAIFA**

Roll No. : **1190107018**

Thesis title : **MAXIMALIST THEME IN INTERIOR DESIGN FOR THE SPACE
OF FASHION STORE & CLOTHING EMPORIO**

Degree for which the thesis is submitted: **BACHELOR OF INTERIOR DESIGN**

Faculty of the University to which the thesis is submitted	YES / NO
Thesis Preparation Guide was referred to for preparing the thesis.	YES / NO
Specifications regarding thesis format have been closely followed.	YES / NO
The contents of the thesis have been organized based on the guidelines.	YES / NO
The thesis has been prepared without resorting to plagiarism.	YES / NO
All sources used have been cited appropriately.	YES / NO
The thesis has not been submitted elsewhere for a degree.	YES / NO
Submitted 4 spiral bound copies plus one CD.	YES / NO

.....

Signature of supervisor

AR. MOHIT SACHAN

BBDU, Lucknow

.....

(Signature of the Candidate)

Name: MOHD HUZAIFA

ROLL No.: 1190107018

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INTRODUCTION

WHAT IS CLOTHING EMPORIO ?

A clothing store plus boutique refers to a retail establishment that combines the features of a regular clothing store with the unique offerings of a boutique. It typically offers a wide range of clothing items and accessories for men, women, and sometimes children. The term "plus" in this context can have multiple meanings. It might imply that the store specializes in plus-size clothing, catering to customers who typically require larger sizes. Alternatively, it could imply that the store offers a diverse range of sizes, including both regular and plus sizes.

The "boutique" aspect of the store suggests that it offers a curated selection of fashionable and unique clothing items that are not commonly found in larger retail chains. Boutiques often prioritize personalized customer service and aim to provide a distinct shopping experience. They may carry limited quantities of each item, focusing on exclusivity and individuality.

A clothing store plus boutique might offer a combination of well-known brands alongside independent or emerging designers, offering customers a diverse range of styles and options. The store's layout and ambiance may also contribute to creating a distinctive shopping atmosphere, with attention to detail in visual merchandising and store design.

Overall, a clothing store plus boutique combines the convenience and variety of a regular clothing store with the charm, uniqueness, and personalized service of a boutique shopping experience.

INTRODUCTION OF THE SITE :

LOCATION - 100 Feet Rd, near Nathu Sweets, Chhatarpur Enclave Phase 2, Chhatarpur, New Delhi 110074

ESTABLISHMENT - 2013

TIMING - Open at 10 AM to 10 PM

TOTAL BUILDUP AREA - Total buildup area is about 18,000 sqft, the store shall be triple story building having all requirements.
Store building having three floor.

ABOUT NEW DELHI :

The capital of India, the “Dilwallon ka Shehr”, the heart of India, Delhi is the centre of all! Delhi is the centre of education, politics, tourism, health, fashion, transport and many more. Delhi is a place of culture, festivals, traditions, history and present, cuisine, bazaars, museums, monuments and people. It is the second most populous city after Mumbai in India and the fourth largest city in the world.

Being the capital of the country, Delhi has a prominent education system that has produced amazing talents over the years. With a literacy rate of 91%, it is considered the hub of higher education.

FACILITIES :

Certainly! Here are some key points summarizing the facilities commonly found in boutiques:

1. **Styling and Personal Shopping:** Boutiques often offer personalized fashion advice and assistance in putting together outfits.
2. **Fitting Rooms:** Private spaces provided for customers to try on clothing items before purchasing.
3. **Alterations and Tailoring:** Some boutiques offer on-site alteration services to ensure a tailored fit.
4. **Accessories and Complementary Products:** Boutiques typically carry a range of fashion accessories to complement their clothing offerings.
5. **Unique Store Design and Ambiance:** Boutiques invest in creating a distinct store atmosphere through interior decor, lighting, and music.
6. **Exclusive or Limited Edition Collections:** Boutiques may carry special collections that are not widely available elsewhere.
7. **Customer Events and Workshops:** Boutiques organize events and workshops to engage with customers and build a sense of community.
8. **Online Shopping and E-commerce:** Many boutiques have an online presence, allowing customers to shop conveniently from their website.
9. These points highlight some of the key facilities that contribute to the unique shopping experience provided by boutiques.

HISTORY & BACKGROUND :

- A boutique is a small, specialized retail store that typically offers a curated selection of fashionable and high-quality items. The concept of a boutique originated in Europe in the 18th century but gained popularity in the United States in the 20th century.
- Historically, boutiques were known for their personalized service and unique merchandise. They offered a departure from large department stores by focusing on niche markets and providing a more intimate shopping experience. Boutiques often specialized in specific product categories such as clothing, accessories, or home decor.
- In recent years, boutique culture has expanded beyond physical stores to include online boutiques. The rise of e-commerce has allowed boutique owners to reach a wider audience and offer their curated products to customers around the world.
- The boutique industry has evolved and adapted to changing consumer preferences and technological advancements, but its essence remains rooted in providing exclusive and carefully selected products, personalized service, and a distinctive shopping atmosphere.

SYNOPSIS

TOPIC - Fashion Retail

SUB TOPIC - Clothing Emporio

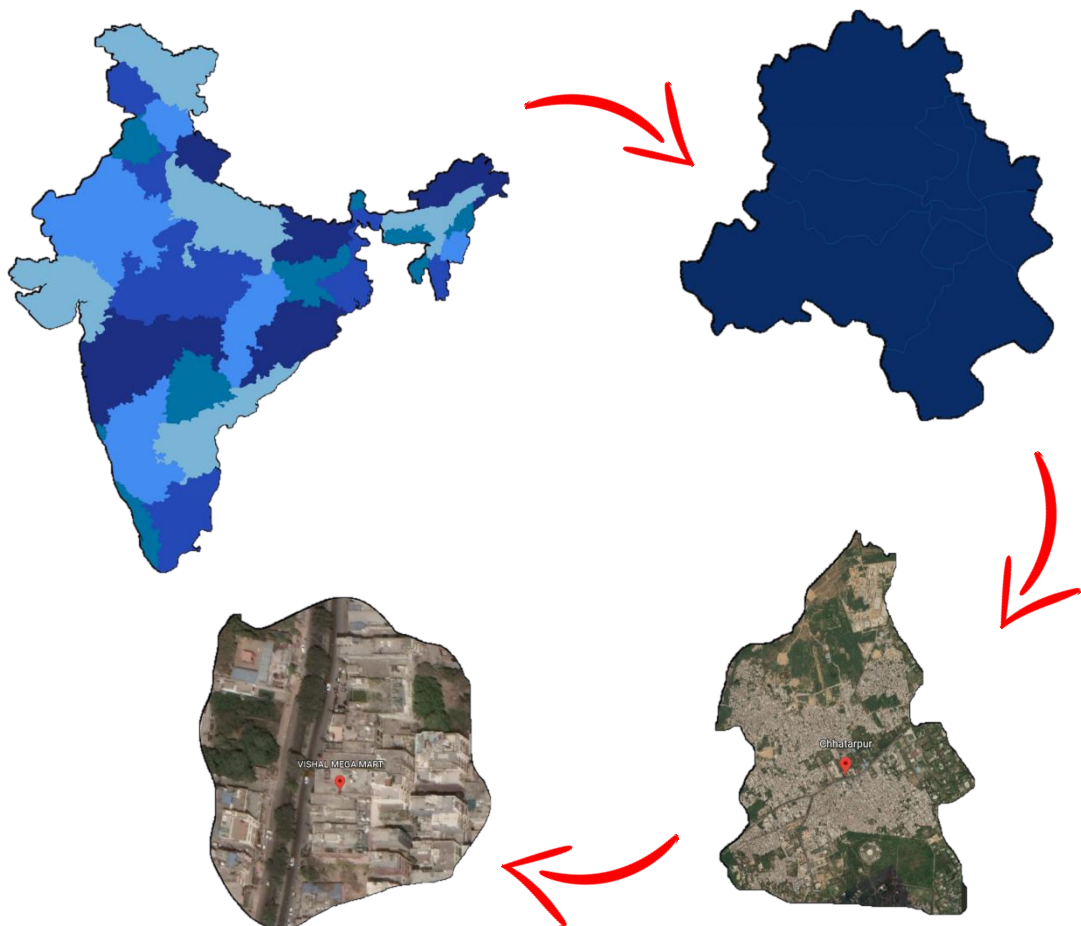
ABOUT THE SITE - Proposed site : 100 Feet Rd, near Nathu Sweets, Chhatarpur Enclave Phase 2, Chhatarpur, New Delhi 110074

Total build-up area : 18,000 sqft (This building is G+3)

Per floor area : 6,000 sqft

Area used for : Commercial retail space

Climate : Delhi's has an extreme climate. It is very hot in summer (April - July) and cold in winter (December - January). The average temperature can vary from 25oC to 45oC during the summer and 22oC to 5oC during the winter.



INTRODUCTION -

Currently the company Vishal Mega Mart, is using this building as a hyper supermarket. I want to convert G+1 floors into a fashion retail store and boutique, mainly focusing on the ethnic products. The building is situated in the developing commercial sector and surrounded by the famous town park of New Delhi.

AIM OF THE PROJECT -

This project aims to convert the hypermarket into a fashion store and clothing emporium because there are already many other supermarkets around which can solve the purpose as well there are 7-8 more branches of the same company in the tricity itself. Also the absence of any retail store nearby will have a great scope in that developing commercial area as it will attract many people for the latest fashion. Aim of the study is to understand all the processes involved in the fashion industry with its own characteristics and requirements.

OBJECTIVE -

- To reform the space into a retail store, to connect with the people of all age and upcoming fashion industry in terms of brands and trends.
- To create a mixture of ethnic fashion store and a personalized boutique having business, sales, leisure, new fashion, designers etc.
- To convert space into something that is beneficial for the people working and pleasing the customers.

SCOPE -

This study is done to connect with the pace of the upcoming fashion industry representing our ethnicity and culture. This store cum boutique will be the center of commerce and attraction that will include - administrative offices, lounge spaces, window displays, wall displays, trial rooms, design and production workspaces, restrooms, accessory block etc.

LIMITATIONS -

Not much space for window display. There is only one way for both entry and exit. Other than front area, there is less provision for natural lighting. There are no more limitations for interiors of the floors. Less provision of windows.

SITE DETAILS AND LOCATION -

Architect - Madhu Ganesh

Client - Vishal Gupta

Year of construction - 2008

Total build up area - 18,000 sqft

Total Cost of Construction - 14.4 Million Rupees

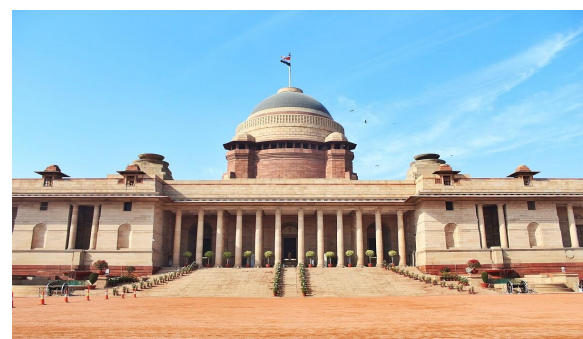
LOCATED AT - 100 Feet Rd, near Nathu Sweets, Chhatarpur Enclave Phase 2, Chhatarpur,
New Delhi 110074

SITE ANALYSIS

ABOUT THE CITY :

The capital of India, the “Dilwallon ka Shehr”, the heart of India, Delhi is the centre of all! Delhi is the centre of education, politics, tourism, health, fashion, transport and many more. Delhi is a place of culture, festivals, traditions, history and present, cuisine, bazaars, museums, monuments and people. It is the second most populous city after Mumbai in India and the fourth largest city in the world.

Being the capital of the country, Delhi has a prominent education system that has produced amazing talents over the years. With a literacy rate of 91%, it is considered the hub of higher education.



CONNECTIVITY :

Reaching Delhi By Flight -

Delhi is well connected with domestic and international flights, to all the major cities within and outside India. Almost all the major airlines have their flights operating from Indira Gandhi International Airport at New Delhi. Domestic Airport connects Delhi to the major cities in India.

Reaching Delhi By Train -

The railway network connects Delhi to the all major and, nearly, all the minor destinations in India. The three important railway stations of Delhi are New Delhi Railway Station, Old Delhi Railway Station and Hazrat Nizamuddin Railway Station.

Reaching Delhi By Bus -

Delhi is well connected by bus to cities like Jaipur, Agra, Alwar, Chandigarh, Amritsar, Shimla, Manali, Dharamsala, Dehradun and even Kathmandu among others. The main bus stands in Delhi are the Interstate Bus Terminals, located at Kashmiri Gate, Anand Vihar and Sarai Kale Khan.

Reaching Delhi By Road -

Delhi is well connected by a strong network of highways and you can enjoy a comfortable drive to Delhi with fun stops along the way. Delhi is connected to Jaipur by NH 8 and Agra by NH2.

INTRODUCTION TO THE SITE :

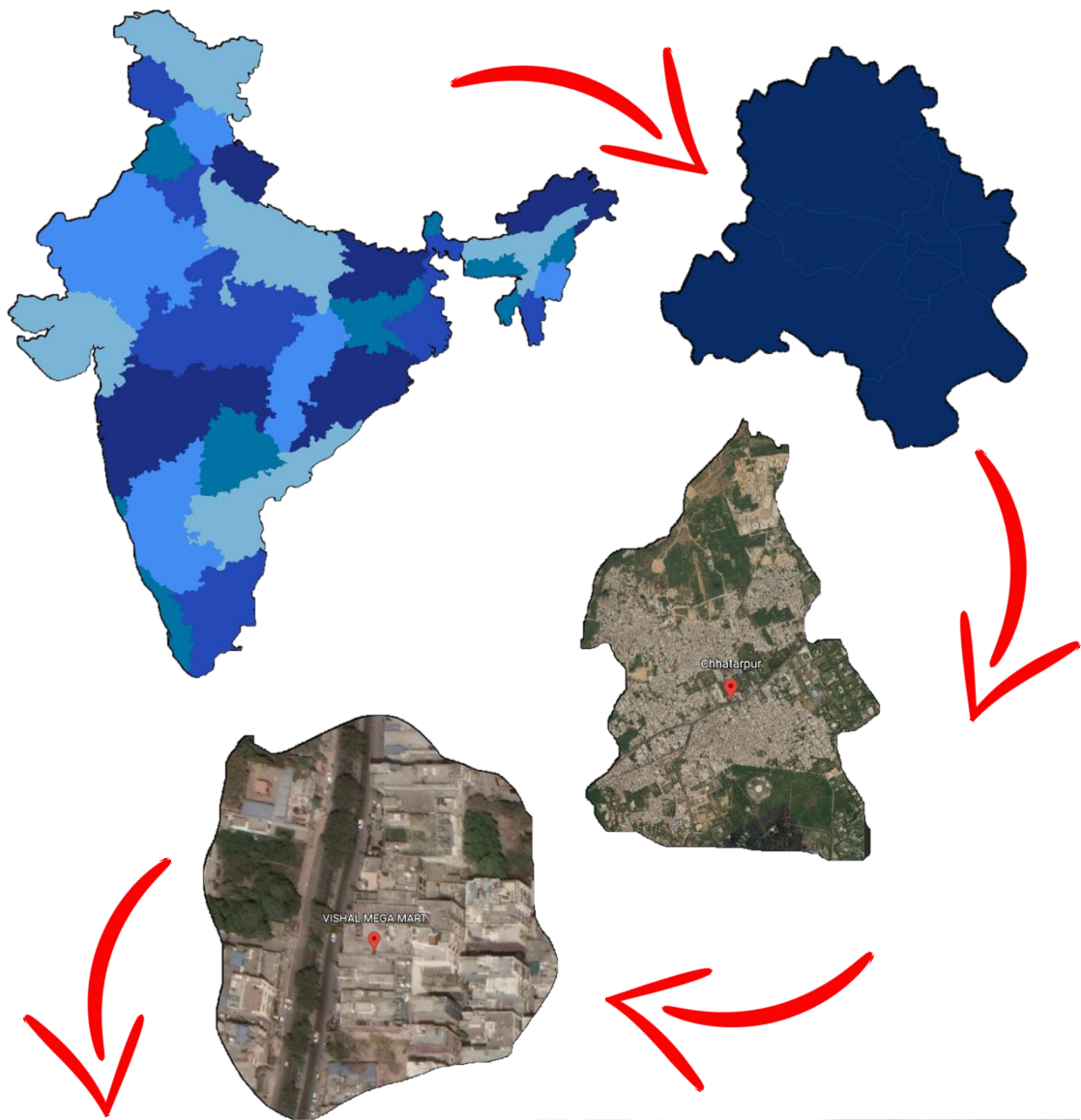
LOCATION - 100 Feet Rd, near Nathu Sweets, Chhatarpur Enclave, Phase 2,
Chhatarpur, New Delhi 110074

ESTABLISHMENT - 2013

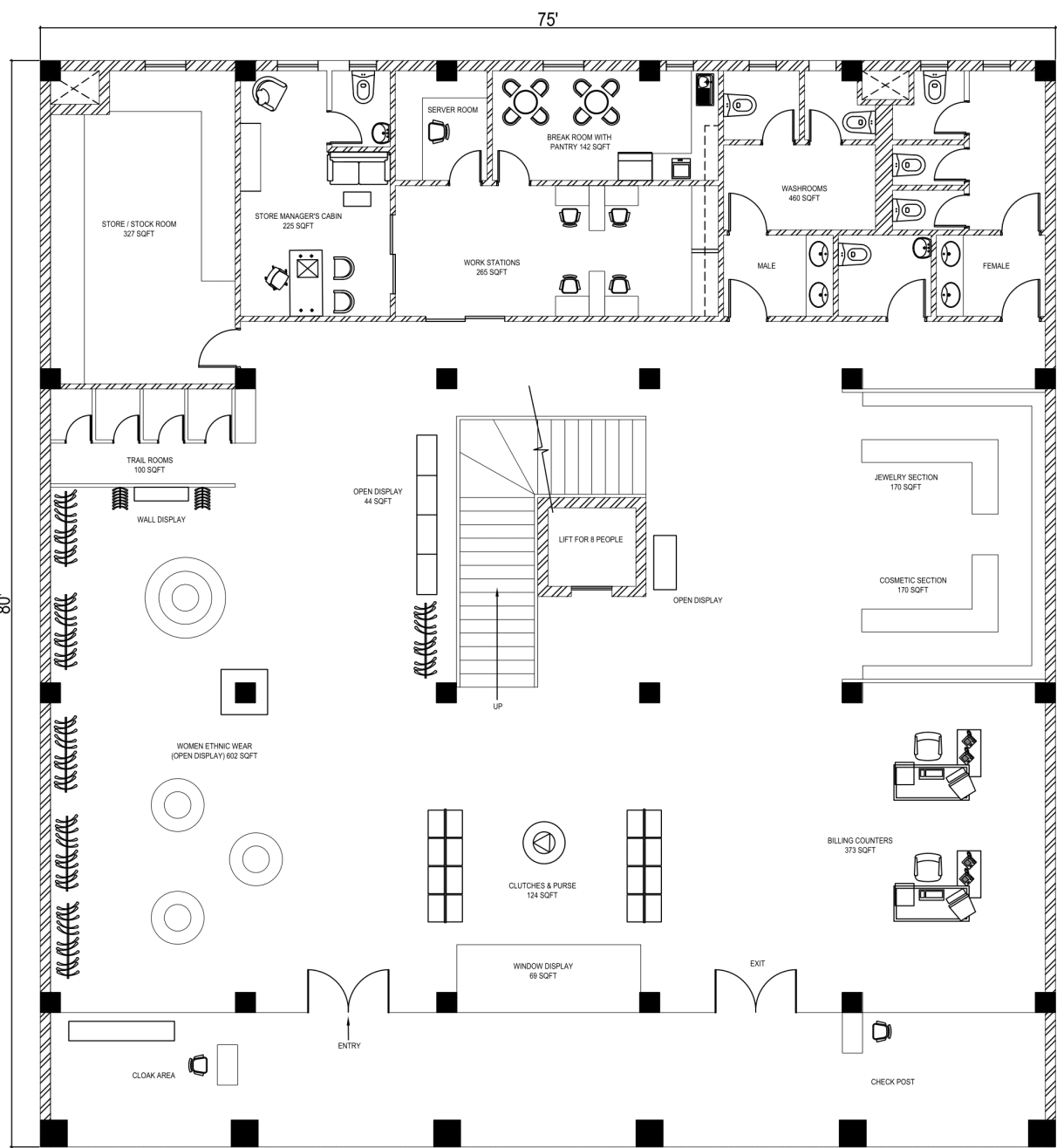
TIMING - Open at 10 AM to 10 PM

TOTAL BUILDUP AREA - Total buildup area is about 18,000 sqft, the store shall be triple story building having all requirements.
Store building having three floor.

IDENTIFICATION OF THE SITE :

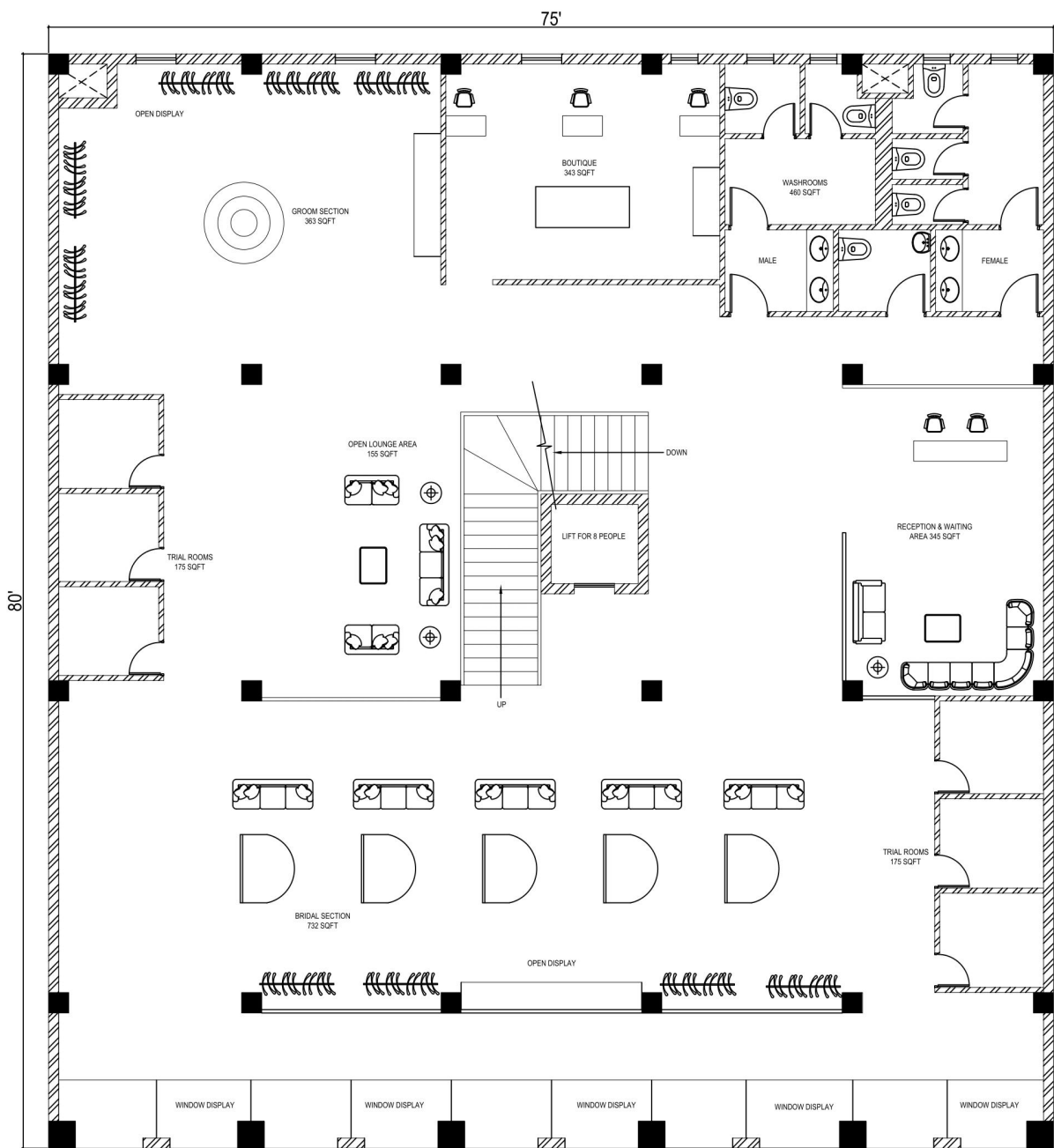


SITE PLAN :



GROUND FLOOR PLAN

SITE PLAN :



FIRST FLOOR PLAN

ABOUT THE SITE : REDESIGNING OF A HYPERMARKET INTO AN ETHNIC FASHION STORE AND CLOTHING EMPORIUM.

Site Area : 1114 sqmt

Build Up Area : 1672 sqmt

Co-ordinates : LONGITUDE- 30.6942° N, 76.8606° E

Facilities :

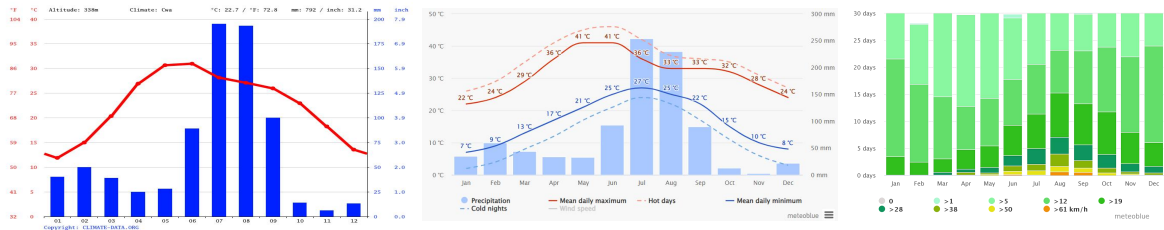
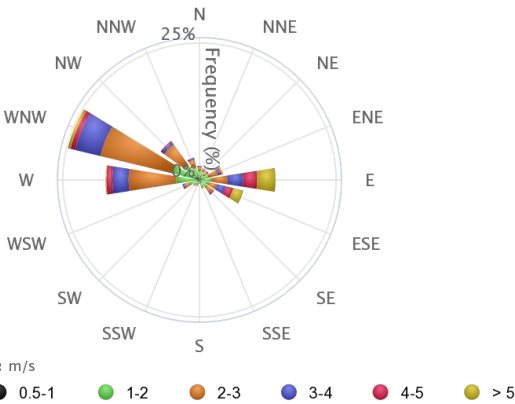
- 1. Separate Bridal & Groom Section
- 2. Jewellery Section
- 3. Footwear Section
- 4. Readymade & Customize-Able Dresses & Cloths
- 5. Clutch & Wallet Section
- 6. Kids Friendly

Site Amenities : PARK, SHOPPING COMPLEX, RESTAURANTS, CAFE’S, GYM, PLAY GROUND, SUPERMARKETS.

CLIMATE DATA :

All Year Climate & Weather Averages in Delhi

- High Temp: 40 °C
- Low Temp: 3 °C
- Mean Temp: 28 °C
- Precipitation: 1057 mm
- Humidity: 64%
- Dew Point: 5.55 °C
- Wind: 11 km/h
- Pressure: 29 inch of Mercury to Millibars
- Visibility: 16 km



	January	February	March	April	May	June	July	August	September	October	November	December
Avg. Temperature °C (°F)	12.6 °C (54.7) °F	15.7 °C (60.3) °F	20.9 °C (69.6) °F	27.2 °C (81) °F	30.9 °C (87.6) °F	31.2 °C (88.2) °F	28.6 °C (83.4) °F	27.8 °C (82.1) °F	26.6 °C (80) °F	23.4 °C (74.1) °F	18.8 °C (65.9) °F	14.2 °C (57.5) °F
Min. Temperature °C (°F)	6.6 °C (43.9) °F	9.2 °C (48.6) °F	13.1 °C (55.6) °F	18.6 °C (65.4) °F	22.9 °C (73.2) °F	25.5 °C (77.8) °F	25.4 °C (77.8) °F	25 °C (76.9) °F	22.7 °C (72.8) °F	17 °C (62.7) °F	12.2 °C (53.9) °F	7.9 °C (46.3) °F
Max. Temperature °C (°F)	19.3 °C (66.8) °F	22.6 °C (72.7) °F	28.5 °C (83.2) °F	35.2 °C (95.4) °F	38.1 °C (100.5) °F	36.6 °C (97.9) °F	32.2 °C (90) °F	31.4 °C (88.5) °F	31 °C (87.8) °F	30 °C (86.1) °F	26.2 °C (79.1) °F	21.4 °C (70.5) °F
Precipitation / Rainfall mm (in)	53 (2)	69 (2)	48 (1)	33 (1)	34 (1)	126 (4)	323 (12)	305 (12)	171 (6)	16 (0)	5 (0)	25 (0)
Humidity(%)	74%	67%	54%	34%	36%	52%	80%	84%	80%	66%	62%	69%
Rainy days (d)	3	4	4	4	6	9	18	18	11	2	1	1
avg. Sun hours (hours)	7.7	9.1	10.5	11.5	12.1	11.3	9.2	8.8	9.0	9.9	9.4	8.3

LITERATURE STUDY - 1

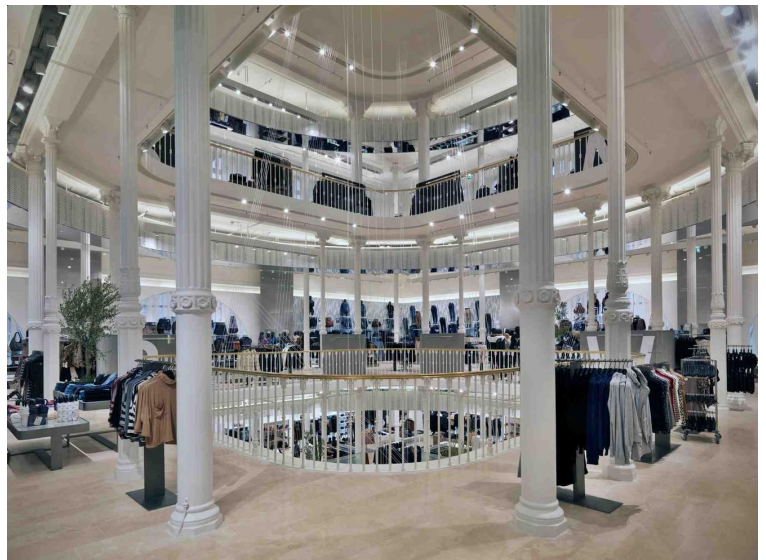
ZARA :

INTRODUCTION :

Zara is a popular fashion brand with stores located around the world, including in Rome, Italy. The Zara store in Rome offers a range of trendy clothing, accessories, and footwear for men, women, and children.

The store is typically located in a central area of Rome, making it easily accessible to both locals and tourists. The store's interior is modern and stylish, featuring sleek displays and a minimalist design that showcases the brand's clothing and accessories.

Shoppers at the Zara store in Rome can expect to find a wide variety of fashion-forward items, including everything from casual wear to formal attire. The store is known for its fast-paced approach to fashion, with new items being added to the collection on a regular basis.



SITE DETAILS :

ARCHITECTS : DUCCIO GRASSI

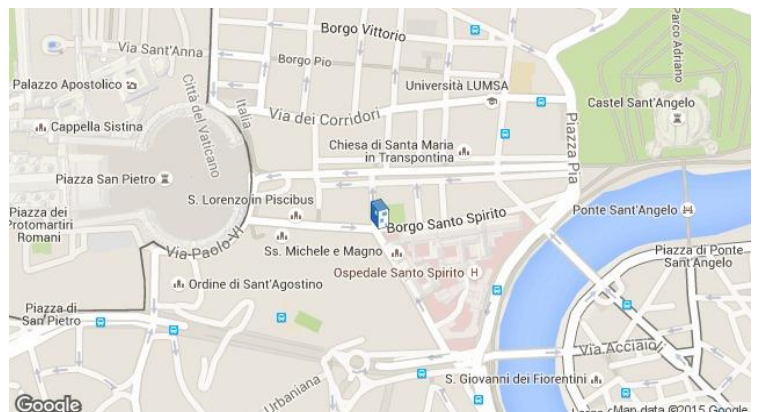
TYPE : COMMERCIAL

ESTD : 2010

AREA : 5000 SQMT

LOCATION : ROME, ITALY

ARCHITECTURAL STYLE : MODERN AND MINIMALIST



ABOUT ARCHITECTURE :

Rome is known for its historic architecture, with buildings dating back to ancient times, the Renaissance, and the Baroque period. Ancient Roman architecture, such as the Colosseum and the Pantheon, is characterized by its use of concrete, arches, and domes. Renaissance architecture, which flourished in the 15th and 16th centuries, is characterized by its symmetry, proportion, and classical motifs. Baroque architecture, which emerged in the 17th century, is characterized by its ornate decoration, dramatic forms, and use of light and shadow.

Modern architecture has also had an impact on Rome, with contemporary buildings designed by renowned architects such as Richard Meier, Renzo Piano, and Zaha Hadid. However, many modern buildings in Rome have been designed to complement the city's historic architecture and blend in with the surrounding urban fabric.



HISTORY AND BACKGROUND :

The Zara store in Rome is located in a historic building that dates back to the 1800s. The building was once home to a cinema and underwent significant renovations to transform it into a modern retail space.

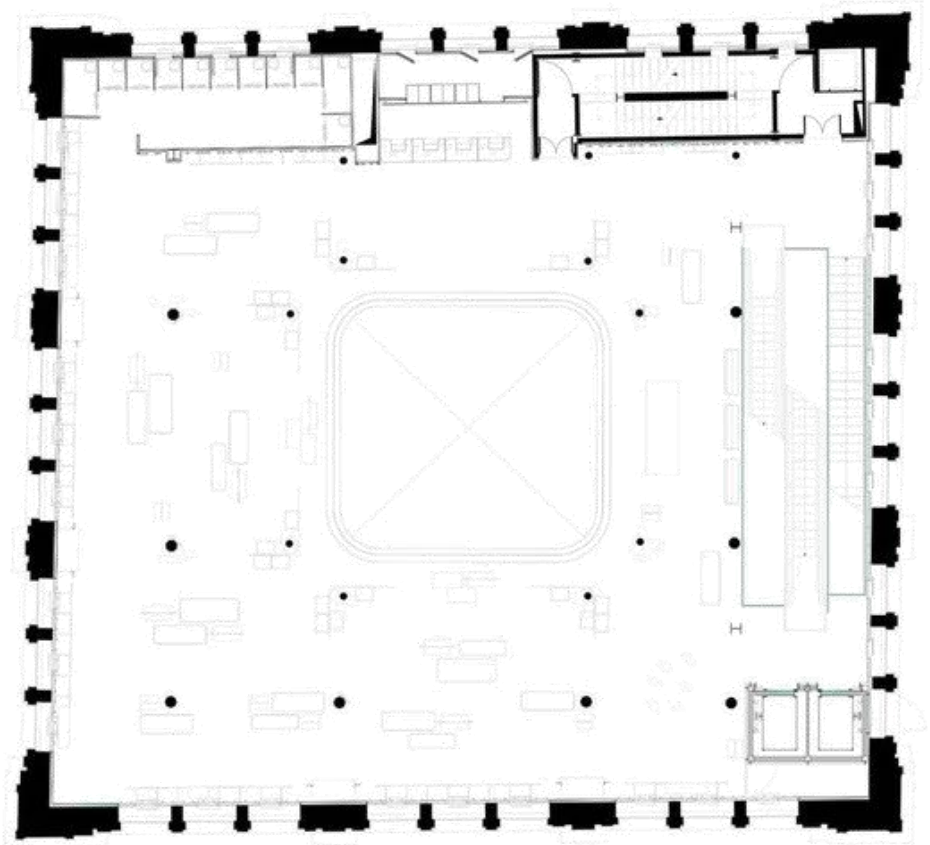
The interior of the store features the signature minimalist design that is characteristic of Zara stores worldwide. The space is bright and spacious, with white walls and floors that create a clean and contemporary look. The clothing racks and displays are strategically placed to create an easy flow of movement for shoppers.

One notable feature of the Zara store in Rome is its use of natural light. Large windows allow for ample natural light to flood the space, which creates a welcoming and inviting atmosphere. The natural light also highlights the clothing and accessories on display, which helps to showcase the brand's products in the best possible way.

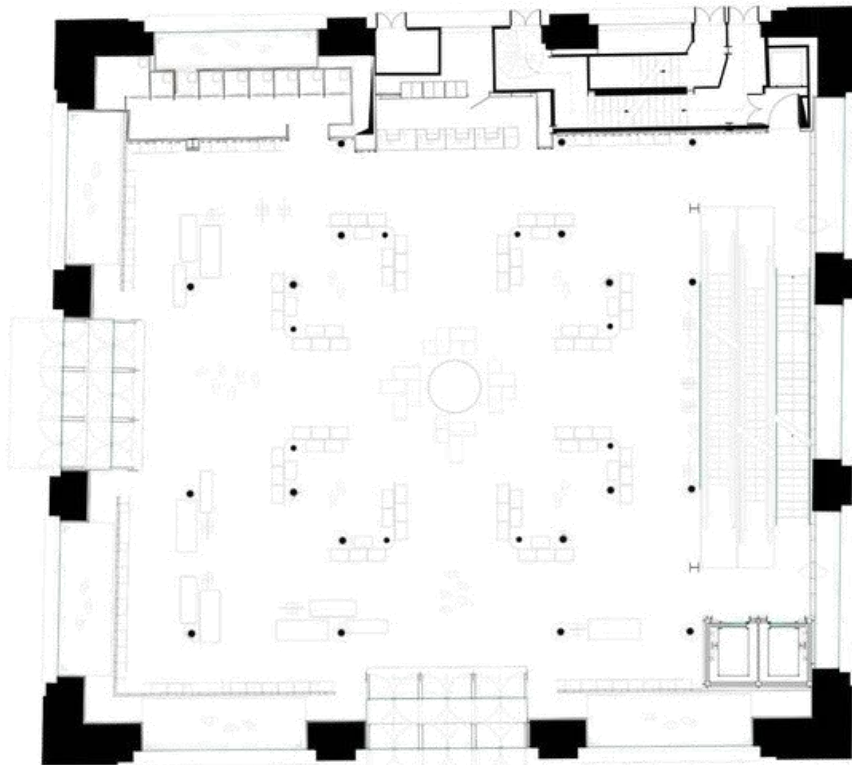
Another design element of the Zara store in Rome is the use of recycled materials. The store incorporates sustainable elements, such as recycled wood and energy-efficient lighting, which aligns with the brand's commitment to sustainability.



PLANS :

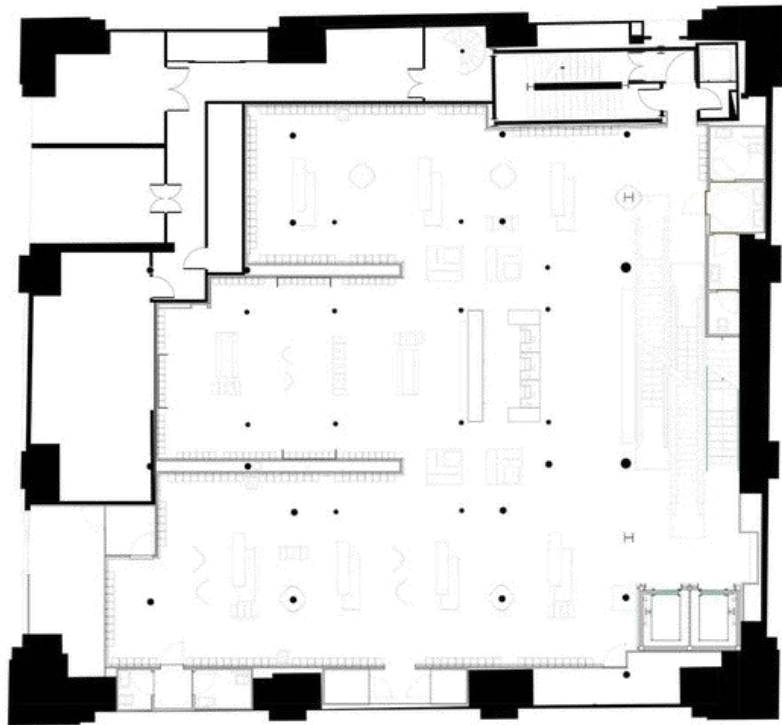


GROUND FLOOR PLAN

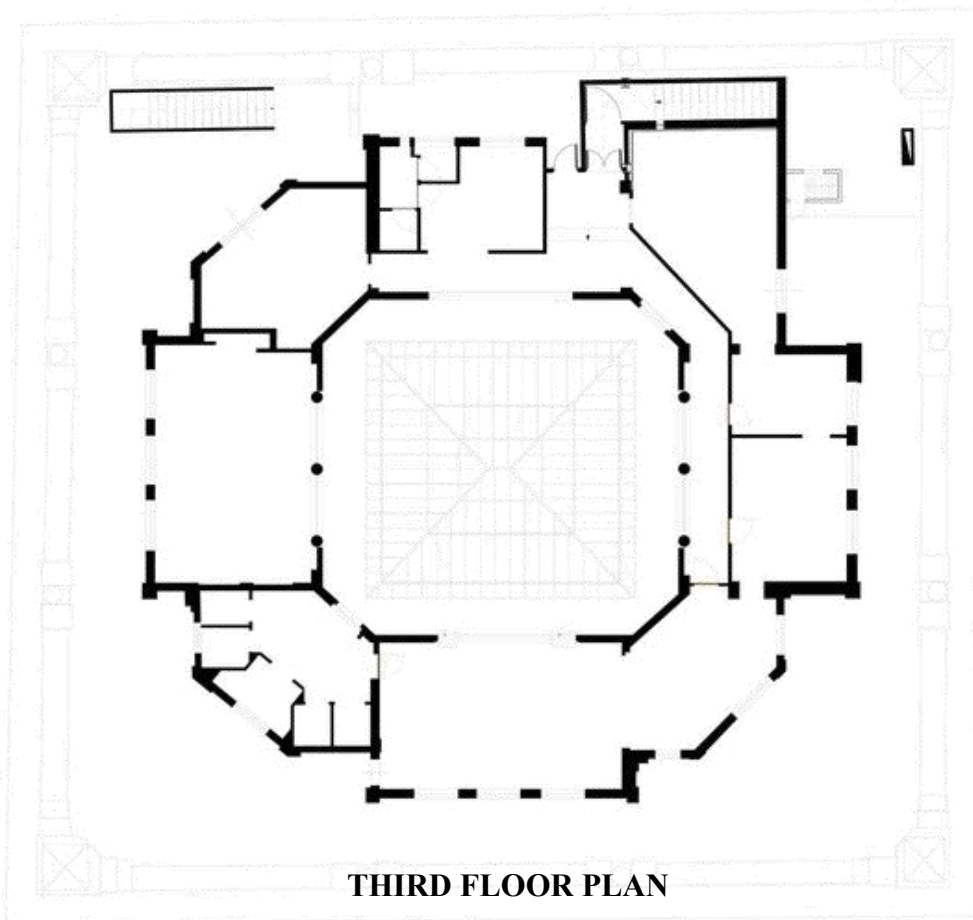


FIRST FLOOR PLAN

PLANS :

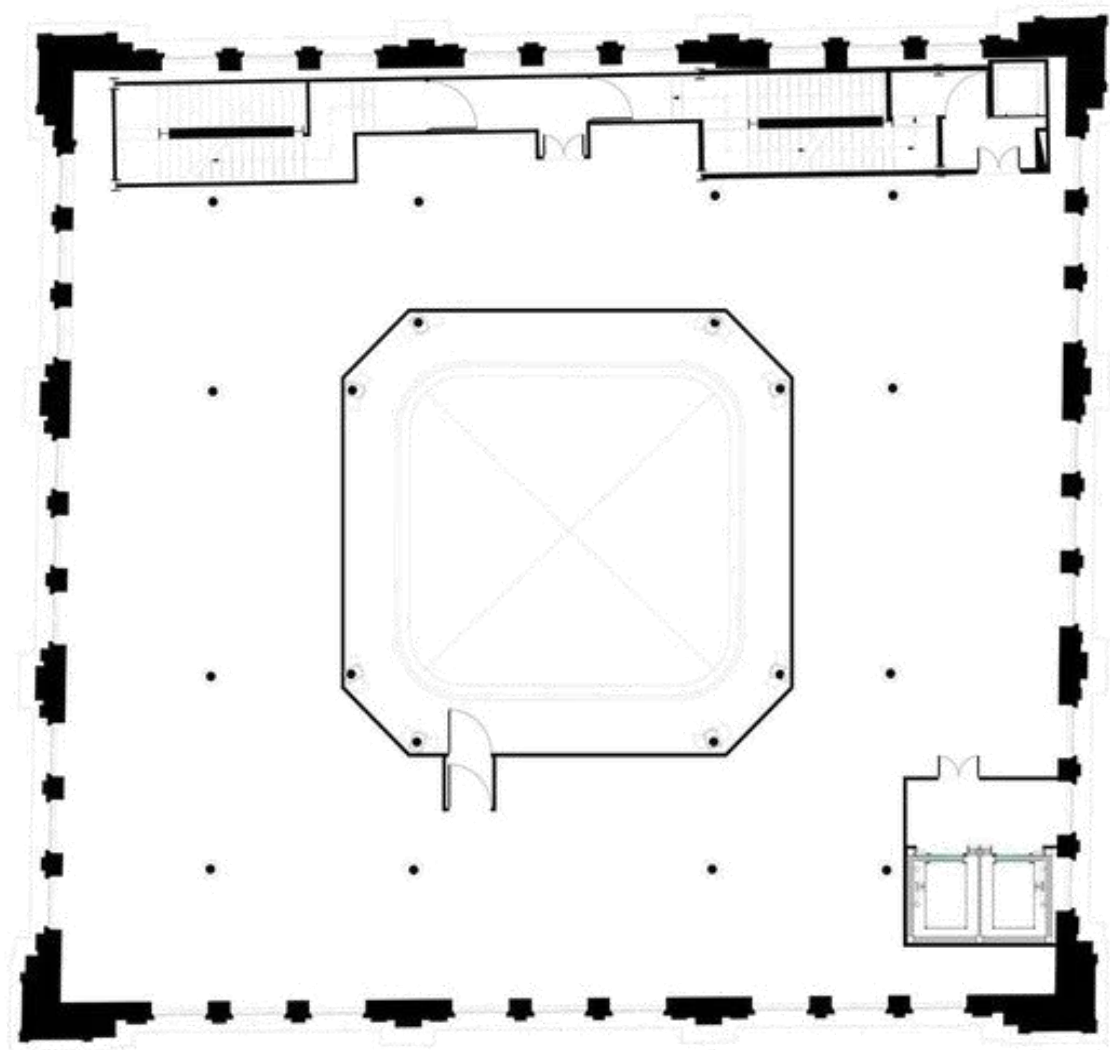


SECOND FLOOR PLAN



THIRD FLOOR PLAN

PLANS :



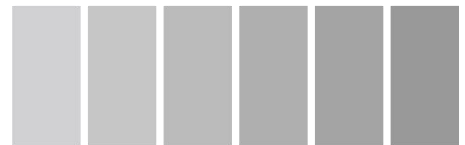
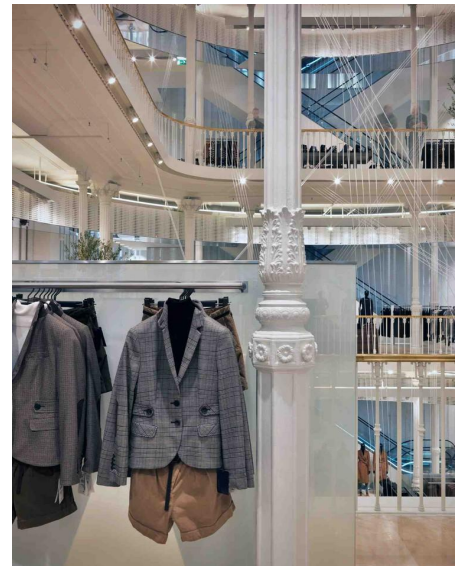
FOURTH FLOOR PLAN

INTERIOR APPROACH :

MODERN MINIMALISM :

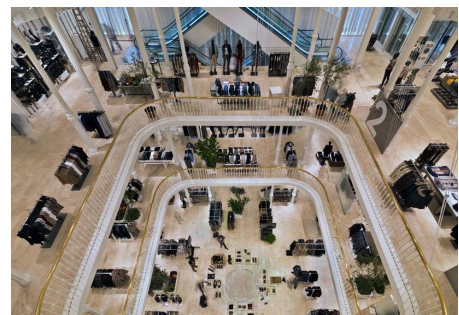
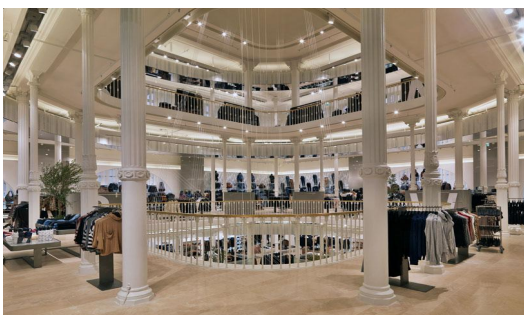
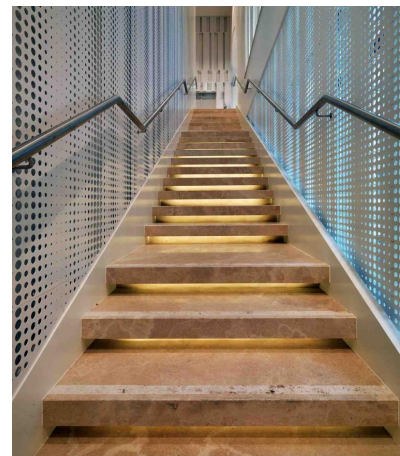
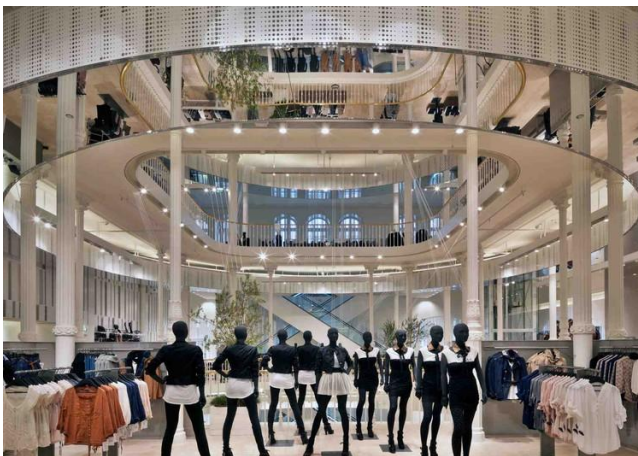
Zara stores often feature a modern, minimalist design that emphasizes clean lines and simplicity.

This design approach helps to highlight the clothing and accessories on display, creating a sleek and sophisticated shopping experience.



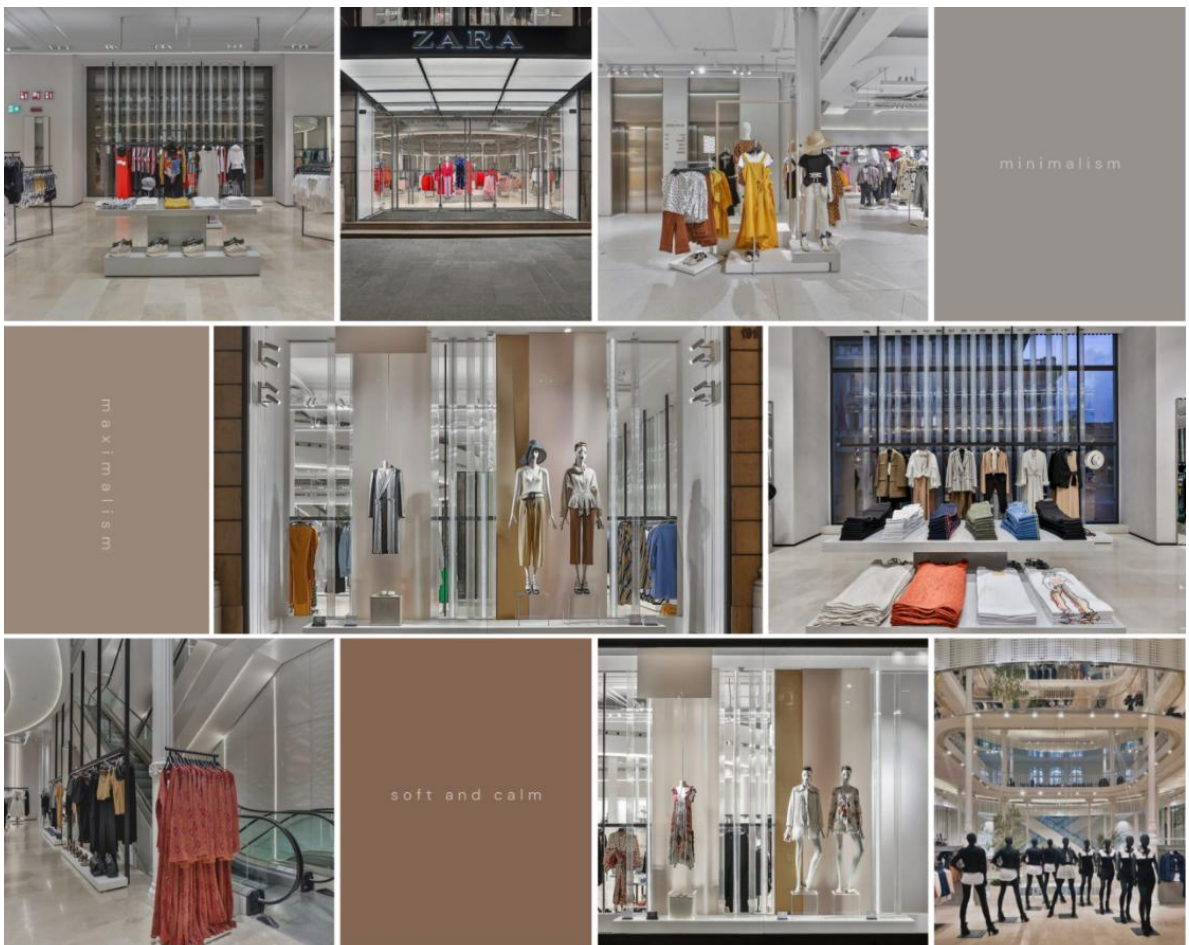
USE OF NEUTRAL COLOURS : Zara stores tend to use neutral colors such as white, black, and gray. This color palette creates a timeless and elegant look that helps to accentuate the clothing and accessories on display.

LIGHTING : Lighting is an essential component of the Zara store design. Stores often feature bright, well-lit spaces that create an inviting and energetic shopping environment. Spotlights are also commonly used to highlight specific products or displays.



DESIGN HIGHLIGHTS :

- Symmetrical design
- Minimal contemporary design
- Display mannequins are focal point
- Fancy elaborated columns
- High arched windows
- White and soft lighting
- Steel, glass, concrete
- Cube architecture and interiors
- Uses of neutral colours



LITERATURE STUDY - 2

SABYASACHI :

INTRODUCTION :

Sabyasachi is a luxury fashion brand founded by Indian designer Sabyasachi Mukherjee, known for his elegant and intricate designs that celebrate traditional Indian craftsmanship. The Sabyasachi store in New York is located in the bustling SoHo neighborhood and offers a unique shopping experience for customers.

The store's architecture and design reflect the brand's aesthetic, blending traditional Indian elements with modern touches. The space features hand-carved woodwork, antique mirrors, and intricate tile work, creating a warm and inviting atmosphere. The store also includes a private salon for bridal consultations and a curated selection of Sabyasachi's signature bridal wear.

In addition to the brand's signature bridal wear, the Sabyasachi store in New York offers a range of ready-to-wear clothing and accessories, including sarees, lehengas, and menswear. The store's design and layout make it easy for customers to browse and try on clothing while immersing themselves in the brand's unique aesthetic.



SITE DETAILS :

ARCHITECTS : LUAY BAHOORA

INTERIOR DESIGNER : SABYASACHI MUKHARJEE

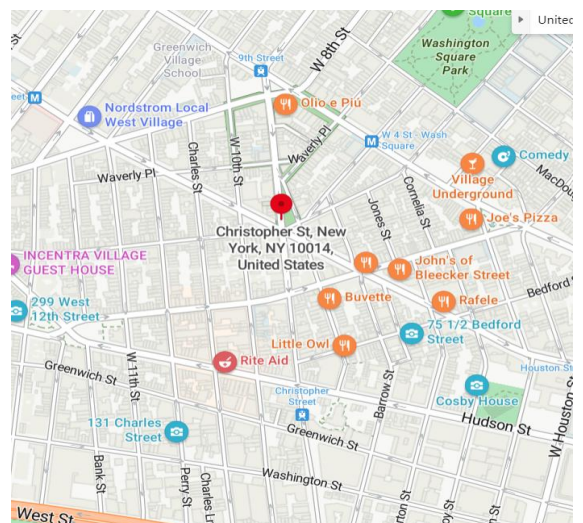
TYPE : BOUTIQUE & ETHNIC STORE

ESTD : 2018

AREA : 4500 SQMT

LOCATION : NEW YORK, US.

ARCHITECTURAL STYLE : NEO-CLASSICAL



ABOUT ARCHITECTURE :

Neoclassical architecture is a style of architecture that emerged in the 18th century as a reaction against the decorative and ornate Baroque and Rococo styles. Neoclassical architects sought to revive the classical forms and motifs of ancient Greek and Roman architecture, which they saw as embodying the values of reason, clarity, and order.

Neoclassical architecture is characterized by a simplicity of form, straight lines, and classical motifs such as columns, pediments, and friezes. Buildings in this style often feature symmetrical facades, with a central entrance and evenly spaced windows on either side.

Some of the most famous examples of neoclassical architecture include the U.S. Capitol Building in Washington D.C., the British Museum in London, and the Arc de Triomphe in Paris. The style was also popular for grand public buildings, such as courthouses, museums, and libraries, as well as private residences for wealthy individuals.



HISTORY AND BACKGROUND :

Sabyasachi Mukherjee is a renowned Indian fashion designer known for his exquisite designs and unique style. He started his eponymous brand, Sabyasachi, in 1999 in Kolkata, India, and has since become one of the most sought-after designers in the Indian fashion industry.

In November 2018, Sabyasachi opened his first flagship store in the United States in New York City. The store is located in a historic brownstone building in the Upper East Side and spans over 4,500 square feet.

The store's design is a reflection of Sabyasachi's signature style, which combines traditional Indian aesthetics with contemporary design elements. The store's interiors feature hand-painted walls, antique chandeliers, and vintage furniture sourced from around the world.

The store offers a wide range of Sabyasachi's creations, including bridal wear, couture, and ready-to-wear collections. Sabyasachi's designs are known for their intricate embroidery, luxurious fabrics, and attention to detail, and are a favorite among celebrities and fashion enthusiasts.

The opening of the New York store marked a significant milestone for Sabyasachi, as it allowed the brand to expand its reach and cater to a global audience. Since then, Sabyasachi has opened more stores in Mumbai, Hyderabad, and Kolkata, and continues to be a prominent name in the Indian fashion industry.

**CHRISTOPHER ST POOL
IN NYC 1960**



SITE PLAN & AREA ANALYSIS :

New York is known for luxury flagship retail boutiques mainly areas like Fifth avenue, Madison avenue and the upcoming SoHo.

Sabyasachi store will be located in Madison Avenue which also consists of powerful brands like Giorgio Armani, Oscar de la Renta, Kate Spade, Celine, alexander Mcdean and so. Madison Avenue is known for the big names in the luxury retails and has become a tourist destination.



GROUND FLOOR PLAN

INTERIOR APPROACH :

The Sabyasachi store's interior design style is known for its opulent, vintage-inspired aesthetic with a modern twist. The brand's design philosophy is rooted in traditional Indian craftsmanship, and this is reflected in the store's interior as well. The store's design features a mix of traditional Indian architectural elements and modern design elements, creating a unique and luxurious shopping experience.

The store's color palette is typically rich and warm, with muted tones of gold, beige, and brown. The lighting is carefully chosen to highlight the merchandise and create an ambiance of luxury and elegance.



DARK KHAKI	TAN	LIGHT FAWN	LIGHT TAUPE	IVORY	CREAM	ECRU	BEIGE
CAMEL	BRITISH TAN	FAWN	TAUPE	KHAKI	SAND	BUFF	STONE

The store's interior design is also characterized by its attention to detail, with intricate patterns and textures featured throughout. The use of luxurious fabrics and textiles, such as velvet, silk, and brocade, adds to the overall opulent feel of the space.



DESIGN HIGHLIGHTS :

- USES OF RICH & WARM COLOURS LIKE GOLD, BURGUNDY, AND DEEP GREEN WHICH EVOKE A SENCE OF GRANDEUR AND RICHNESS.
- INTRICATE PATTERNS AND DETAILING ON WALLS, CARPETS, AND FURNISHINGS, INSPIRED BY TRADITIONAL INDIAN ART AND ARCHITECTURE.
- USE OF LUXURIOUS MATERIALS LIKE SILK, VELVET, AND BROCADE FOR UPHOLSTERY, DRAPES, AND CUSHIONS.
- SHOWCASING THE DESIGNER'S SIGNATURE BRIDAL WEAR COLLECTION, WITH ELABORATE LEHENGAS, SAREES, AND GOWNS.
- DISPLAY OF ACCESSORIES LIKE JEWELRY, BAGS, AND SHOES, WHICH ARE DESIGNED TO COMPLEMENT THE CLOTHING COLLECTION.
- USE OF AMBIENT LIGHTING TO CREATE A COZY AND INVITING ATMOSPHERE, WITH CHANDELIERS, LAMPS, AND CANDLEHOLDERS.

CASE STUDY

BETWEEN THE LINES :

INTRODUCTION :

Between the Lines is a stylish and modern Indian clothing store that has been making waves in the fashion industry since its establishment in 2018. Specializing in Indian fashion, the store offers a wide range of trendy and fashionable clothing that embodies the rich culture and heritage of India while staying true to the latest fashion trends.

From traditional sarees and lehengas to contemporary fusion wear, Between the Lines has something for every occasion and taste. The store is known for its exceptional customer service, attention to detail, and commitment to quality, making it a go-to destination for fashion-forward individuals who want to look their best. With a team of experienced designers and stylists, Between the Lines is always at the forefront of the latest fashion trends, providing customers with a unique and unforgettable shopping experience.



SITE DETAILS :

ARCHITECTS : VARIENT DESIGNERS & BUILDERS

PROJECT NAME : BETWEEN THE LINES

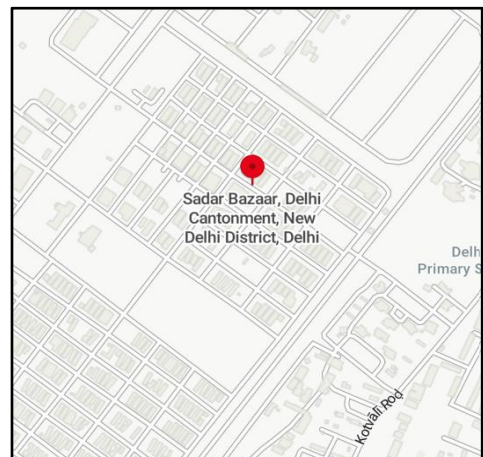
TYPE : BOUTIQUE & ETHNIC STORE

ESTD : 2018

AREA : 92 SQMT

LOCATION : CANTT AREA, NEW DELHI

ARCHITECTURAL STYLE : MODERN & MINIMALIST



ABOUT ARCHITECTURE :

Contemporary architecture and minimalist architecture are two design styles that are often used together, but they are not the same thing. Here's an overview of each style:

Contemporary architecture refers to a design style that is characterized by a sense of fluidity, openness, and a connection to the surrounding environment. It often incorporates the use of new technologies, materials, and construction methods. Contemporary design also emphasizes sustainability and often includes features such as energy-efficient systems, green roofs, and solar panels.



Minimalist architecture is a design style that emphasizes simplicity and the use of minimal elements. It often features clean lines, basic shapes, and a limited color palette. Minimalist design aims to create a sense of calm and tranquility by reducing distractions and clutter. The focus is on creating a space that feels uncluttered and open, with a minimum of ornamentation. Contemporary and minimalist design styles can be used together to create a building that is both visually stunning and functional. Contemporary design can provide a sense of openness and fluidity, while minimalist design can create a sense of calm and tranquility. By combining these two styles, architects can create buildings that are both aesthetically pleasing and highly functional.



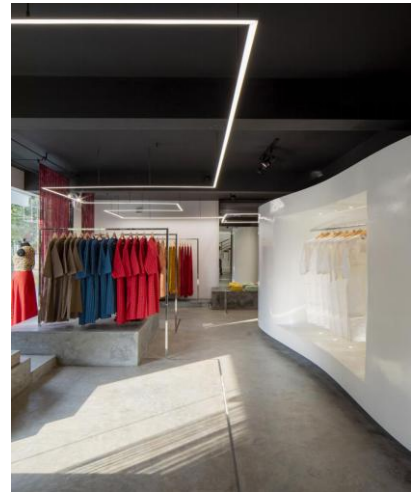
INTERIOR APPROACH :

The interior approach of minimalist and contemporary design combines clean lines, simple forms, and neutral colors to create a sleek and sophisticated space.

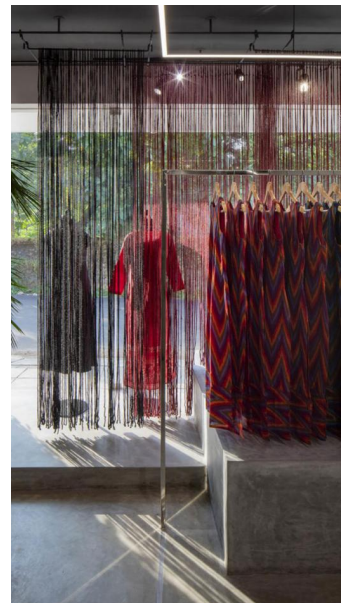
The store takes maximum advantage of the prime location. With its large existing windows to the street side, a certain level of visual translucency is achieved, by strategically orchestrated window display, aiming at giving the passerby a sneak peek into the store prompting them to drop in and explore further.



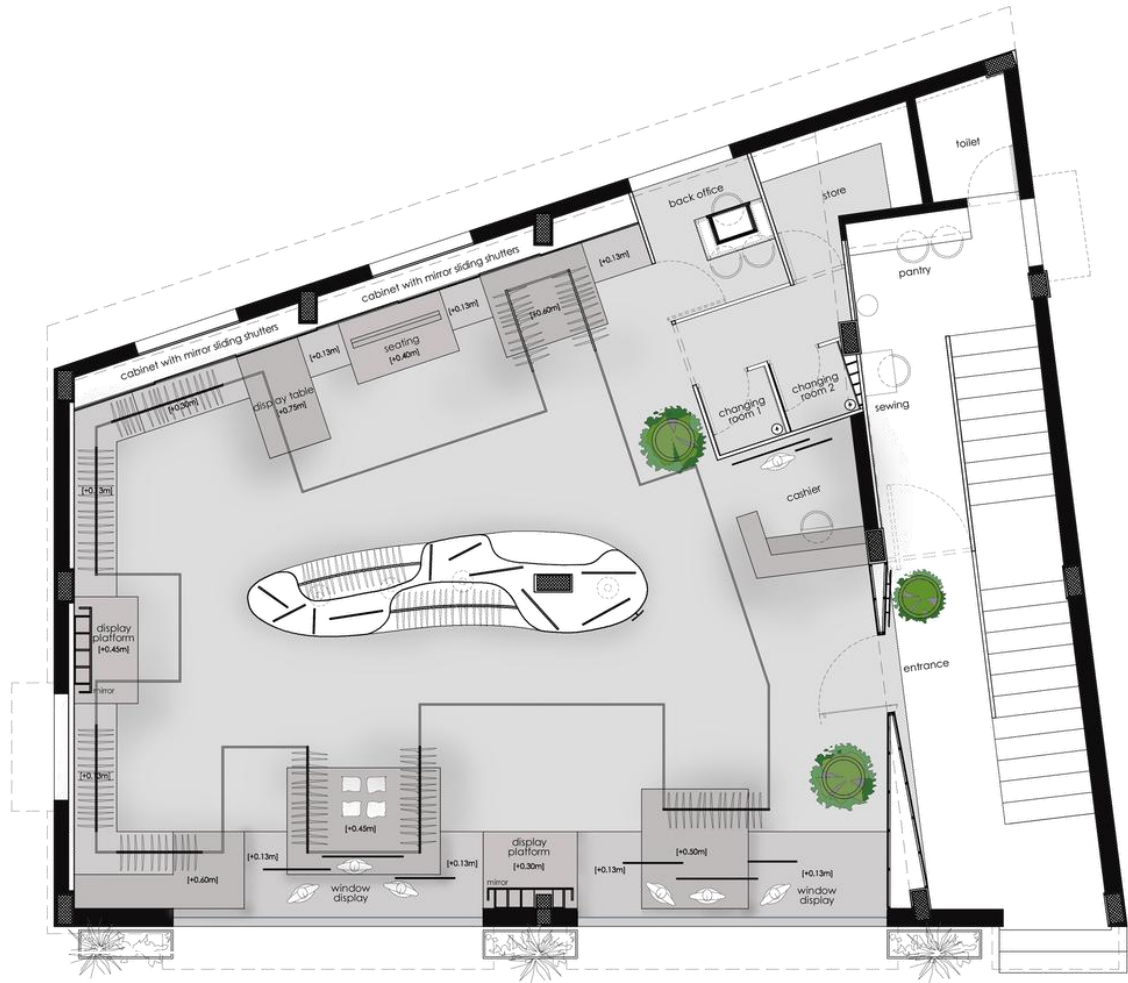
The facade of the store devoid of any major changes from the existing building and is brought. Though the store is designed to create spatial drama, it allows an intimate and tactile experience of the products displayed within it. At the center of the room sits a large white display unit, in glossy automotive paint finish, contrasting the rest of the interiors that creates a display zone for exquisite higher end products. This unit while hiding a central column creates a loop in the layout of the store that prompts the customers to walk around it discovering things, in the store, as they go along.



The several cement finished platforms, that scatter about the internal periphery of the store, rise as a continuation of the cement finished flooring, in varying heights and act as a pedestal for stacking the products, accommodate props during seasonal decorations and become a seating for customers or a table for discussions. This allows changes in the general display configuration from time to time, creating interest in their frequent customers.



SITE PLAN :



GROUND FLOOR PLAN

DESIGN HIGHLIGHTS :

Simplistic and clean lines are a defining characteristic of minimalist design. This style emphasizes a "less is more" approach with minimal decoration or ornamentation.

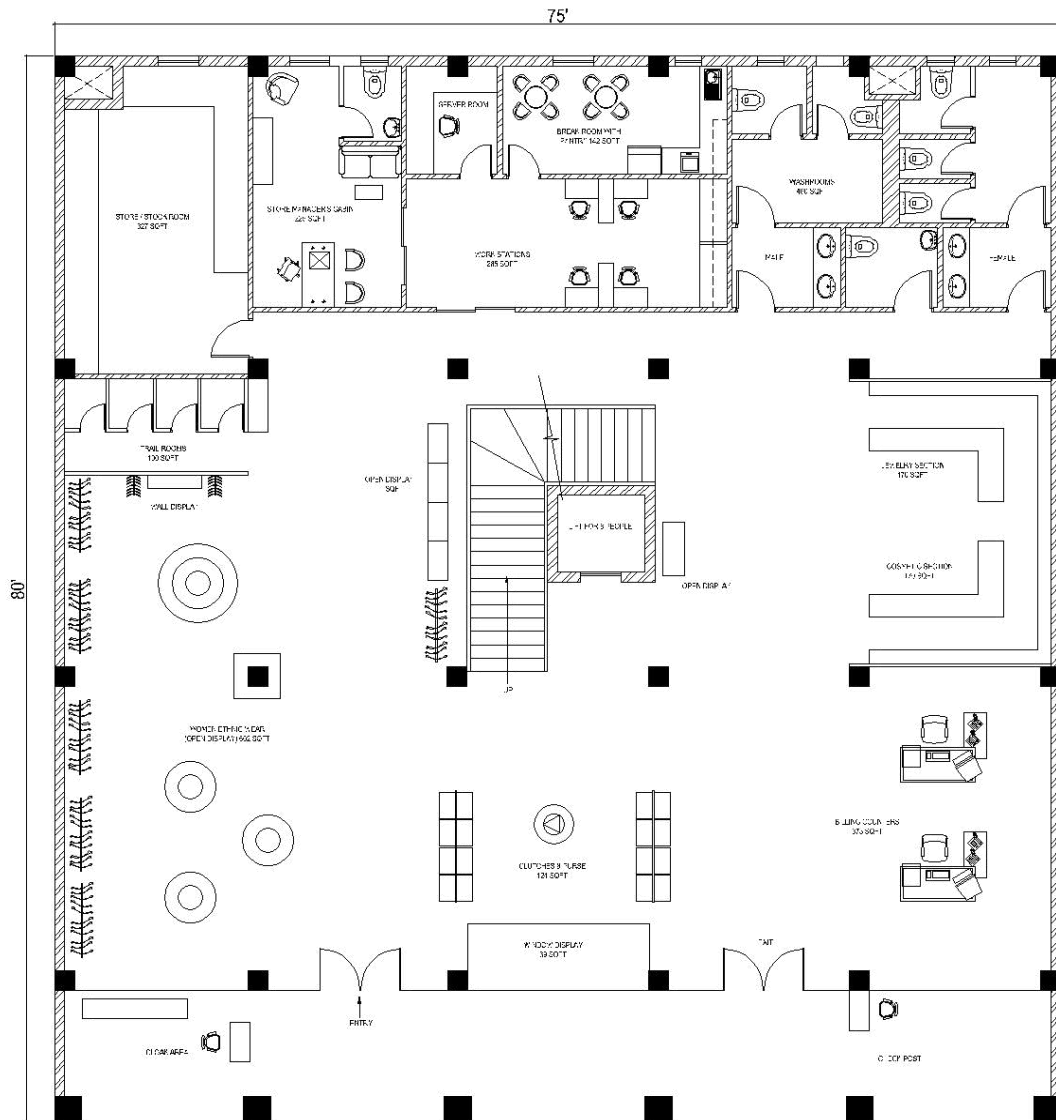
Neutral color palettes, including whites, grays, and blacks, are often used in minimalist design. Furniture is often sleek and simple with clean lines and geometric shapes.

Natural light is important in minimalist design, with large windows or skylights being popular features.

Storage is often built into the design, with hidden cabinets and drawers to keep clutter out of sight.

CONCEPT

Maximalism is a design style that embraces bold colors, patterns, textures, and objects. It is an eclectic and highly decorative approach to interior design that involves layering multiple design elements to create a rich and visually stimulating space. The style celebrates abundance, extravagance, and indulgence, and it's characterized by its fearless use of contrasting patterns, textures, and colors. In maximalist interiors, there are no rules and every piece of furniture or decor is considered an opportunity to add more interest and personality to a space. Maximalism is all about creating a space that is vibrant, fun, and unexpected.



Maximalist is by no means a modern trend; maximalists have existed across the globe for centuries. "Wealthy people throughout history have practiced forms of maximalism as ways to showcase their riches," notes Alessandra Wood, vice president of style at interior design service Modsy. "One of my favorite examples of this practice can be traced to 16th-century cabinets of curiosities." The items placed on display would vary—first, animal specimens were popular, while in later years, individuals chose to highlight artwork and other goods, Wood explains. "Cabinets of curiosities were like small, private museums that were stuffed top to bottom with treasures," she adds. "Every surface covered with something."

Maximalist theme interior design is known for its bold and eclectic style, characterized by an abundance of colors, patterns, textures, and decorative elements. Here are some key characteristics of maximalist theme interior design:

Rich Colors: Maximalist interiors often feature vibrant and bold color palettes. Deep jewel tones, such as emerald green, sapphire blue, and ruby red, are commonly used. These colors create a visually stimulating and dramatic atmosphere.



Layered Patterns: Mixing and layering patterns is a hallmark of maximalist design. Various patterns like florals, stripes, geometrics, and animal prints can coexist in the same space. The key is to find a balance and create a cohesive look through color coordination or complementary patterns.



Decorative Accessories: Maximalist interiors are adorned with a variety of decorative accessories. Collections of art, sculptures, vases, trinkets, and other curiosities can be displayed throughout the space. These accessories contribute to the overall visual impact and tell a story of the homeowner's interests and travels.



Abundant Artwork: Maximalist interiors often feature an extensive display of artwork. Walls are adorned with paintings, photographs, and other artistic creations. Large-scale artworks or gallery walls can become focal points in the room, adding visual interest and personal expression.



Bold Wall Treatments: Maximalism extends to the walls, which are often treated as canvases for creativity. Wallpaper with intricate patterns, vibrant colors, or textured finishes can be used to make a statement. Accent walls or even entire rooms covered in bold wallpaper can create a captivating backdrop.



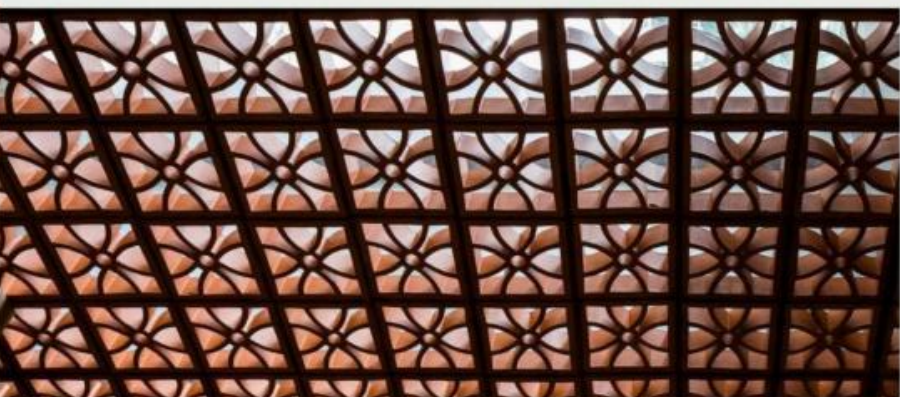
Personal Expression: Maximalist design allows for personal expression and encourages individuality. It embraces the idea of surrounding oneself with things that bring joy and reflects one's personality and interests. Maximalist spaces often tell a story and are unique to the homeowner.

MOOD BOARDS

Neutrons

Neogen NEUTRALS

RECEPTION AND
WAITING AREA



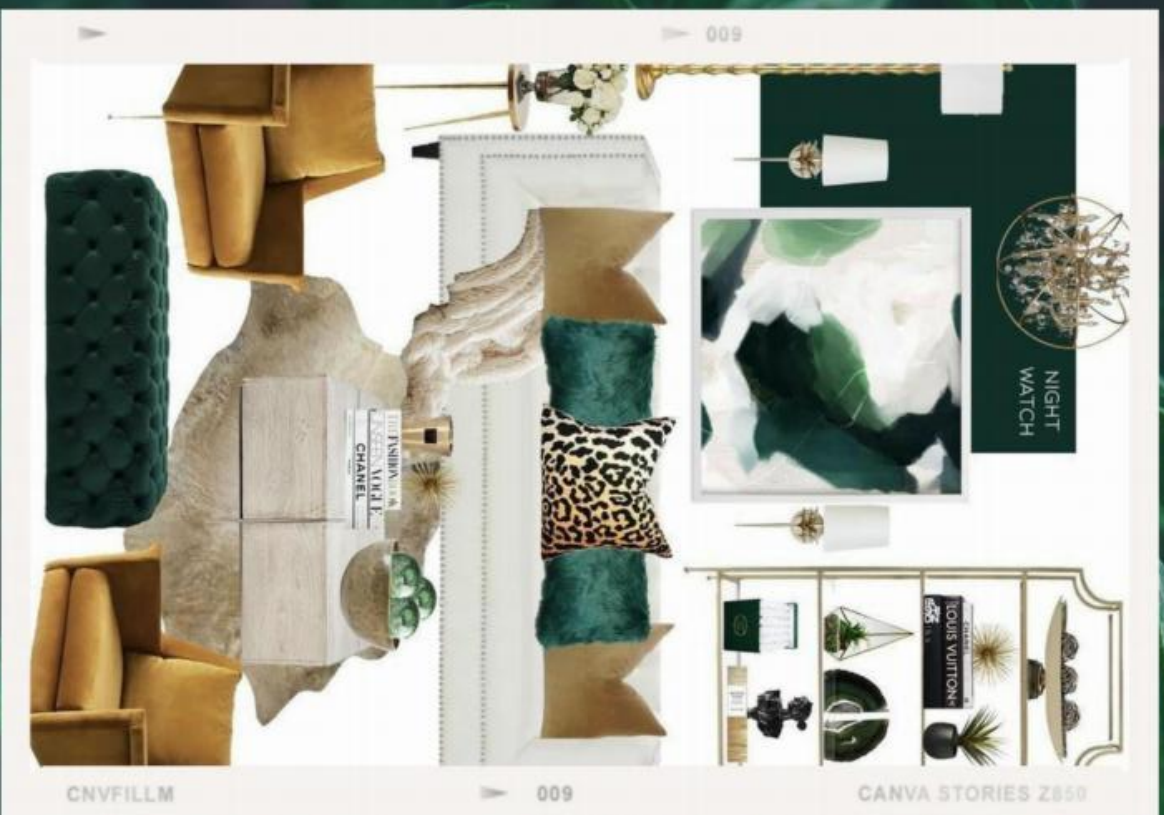
MOOD BOARDS

FABRIC MOODBOARD



DÉCOR ACCESSORY MOODBOARD





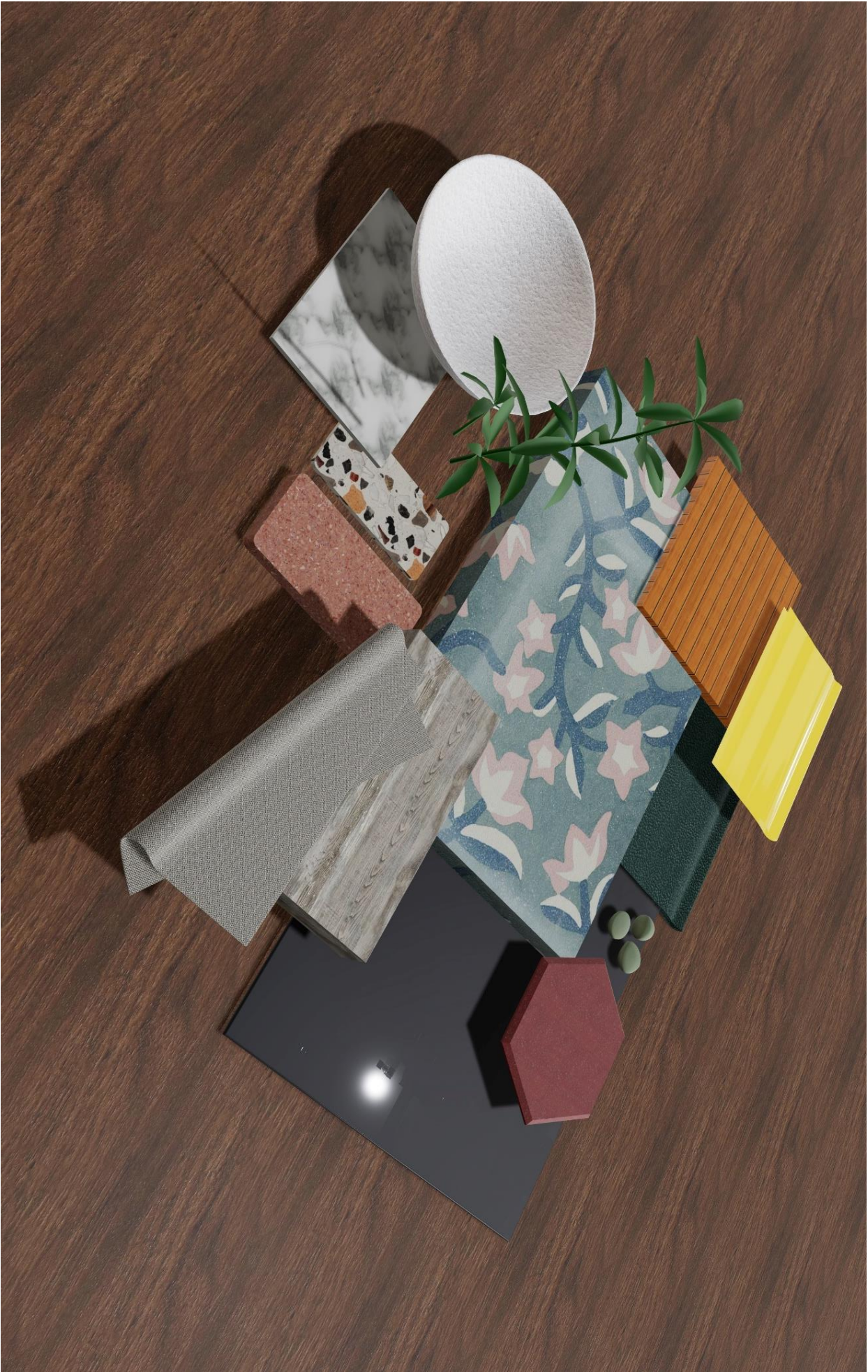
*opulent
in green*



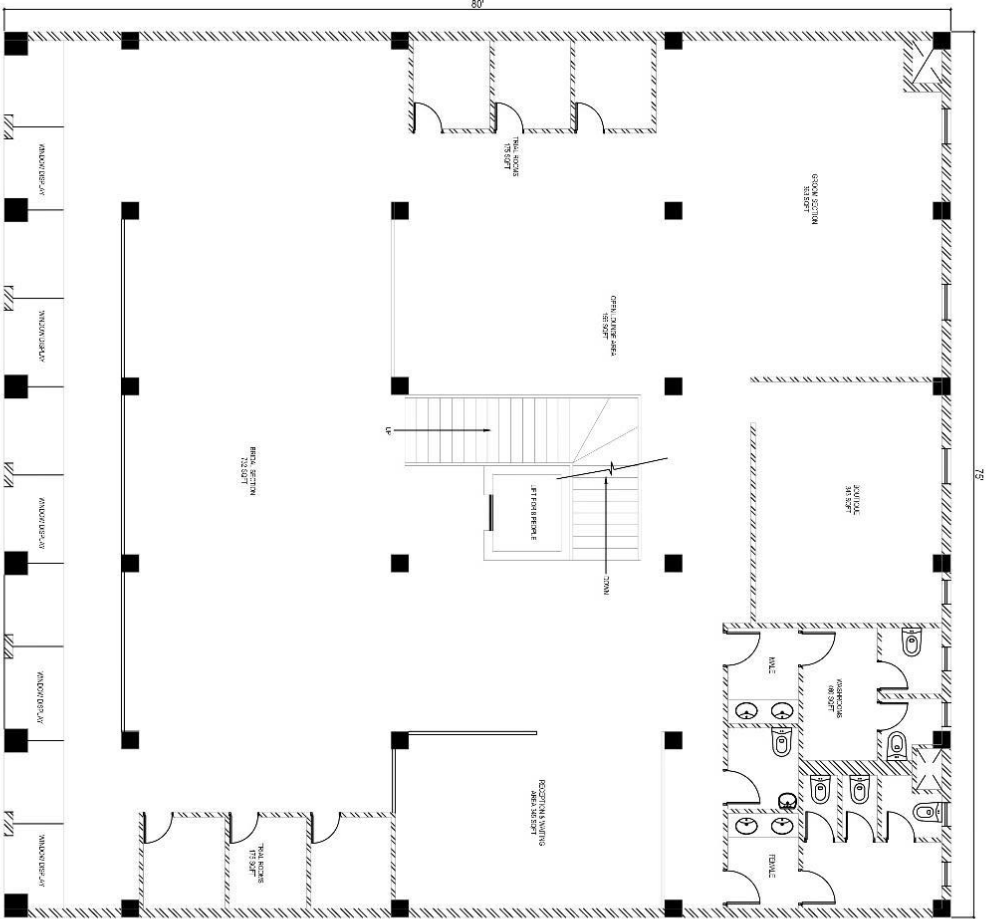
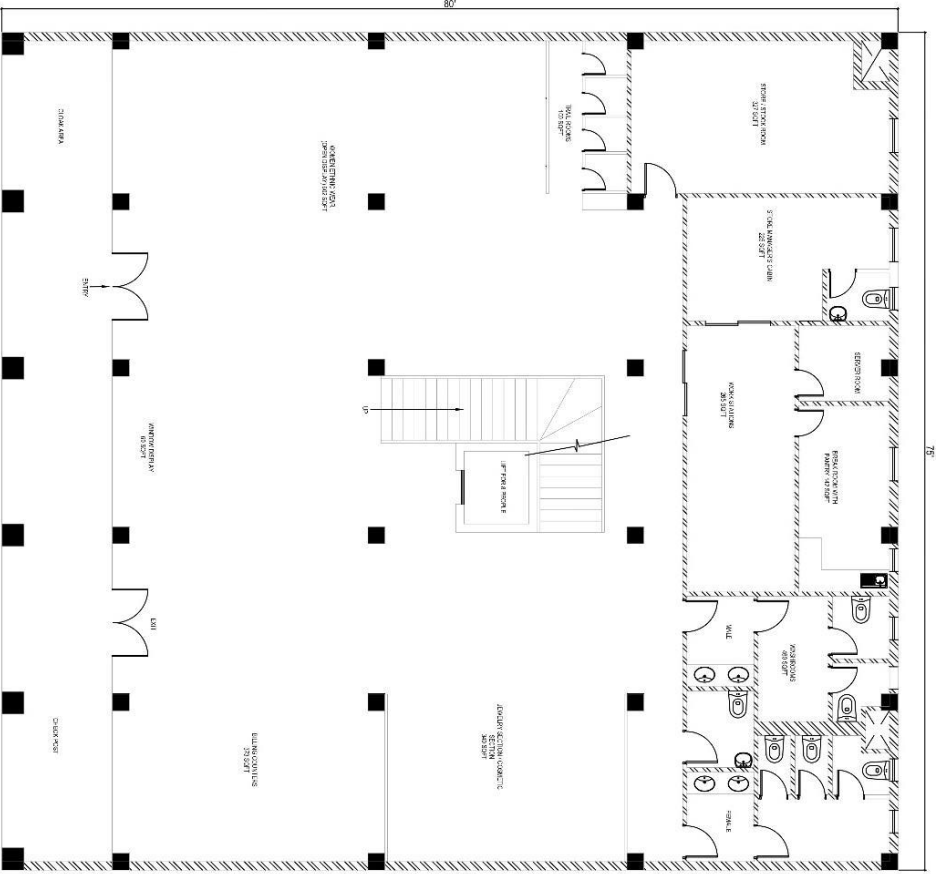
LOUNGE AREA

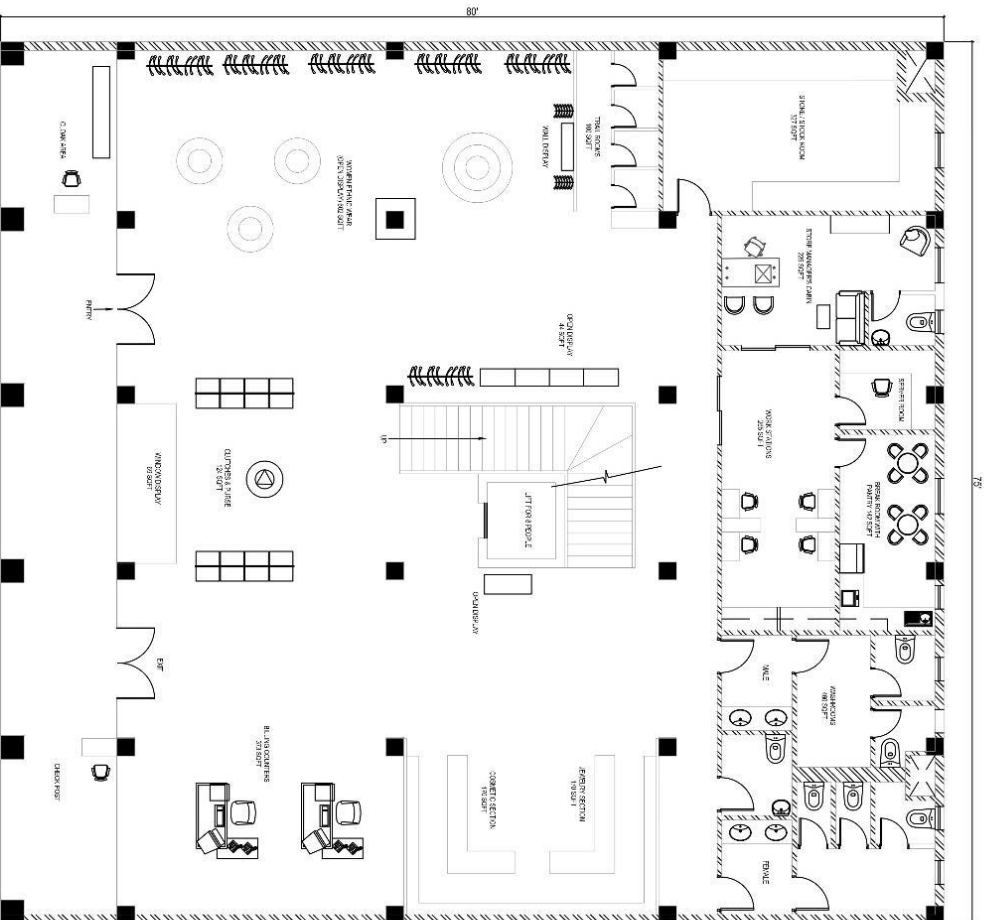
- glow section

MATERIAL BOARD

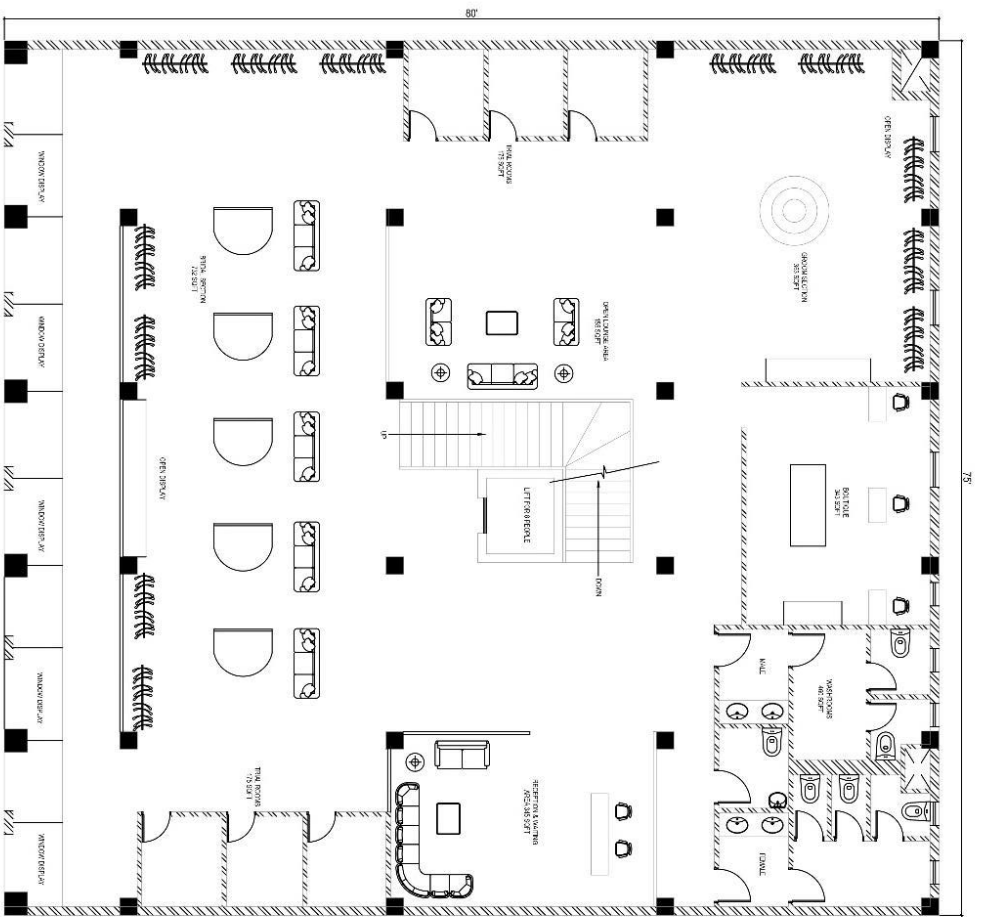


2D DRAWINGS

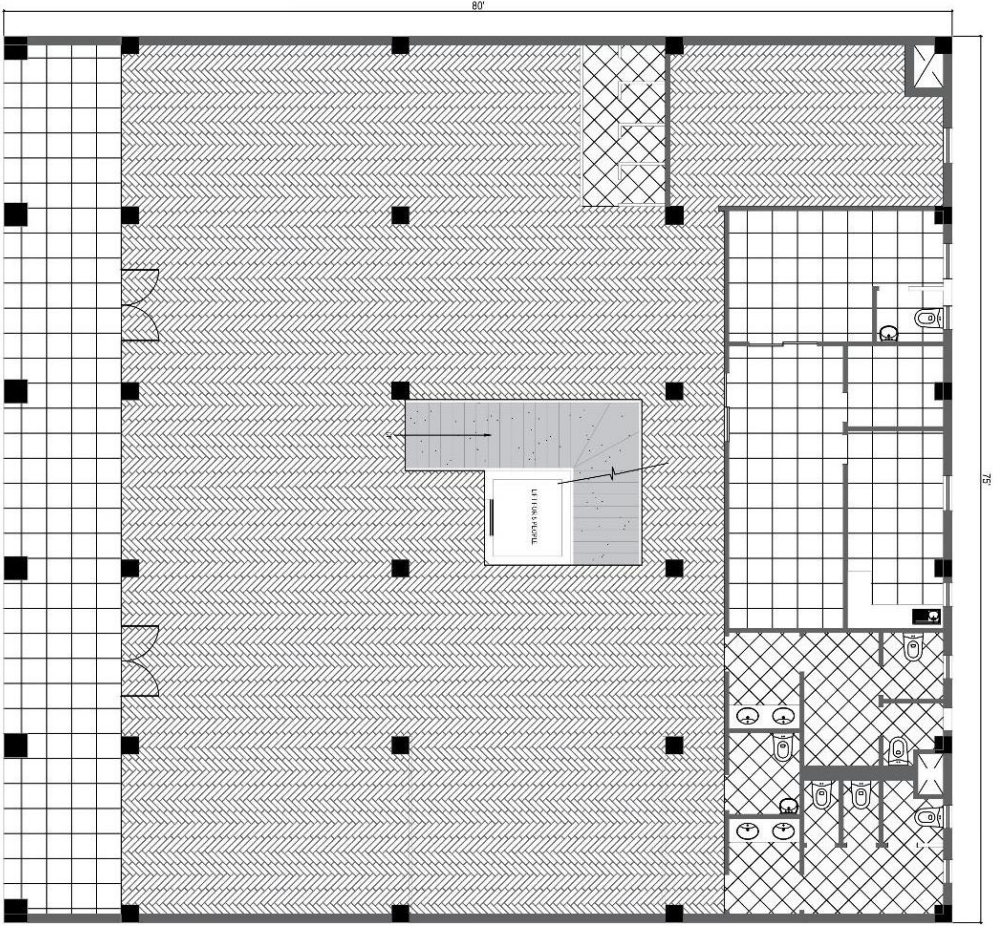




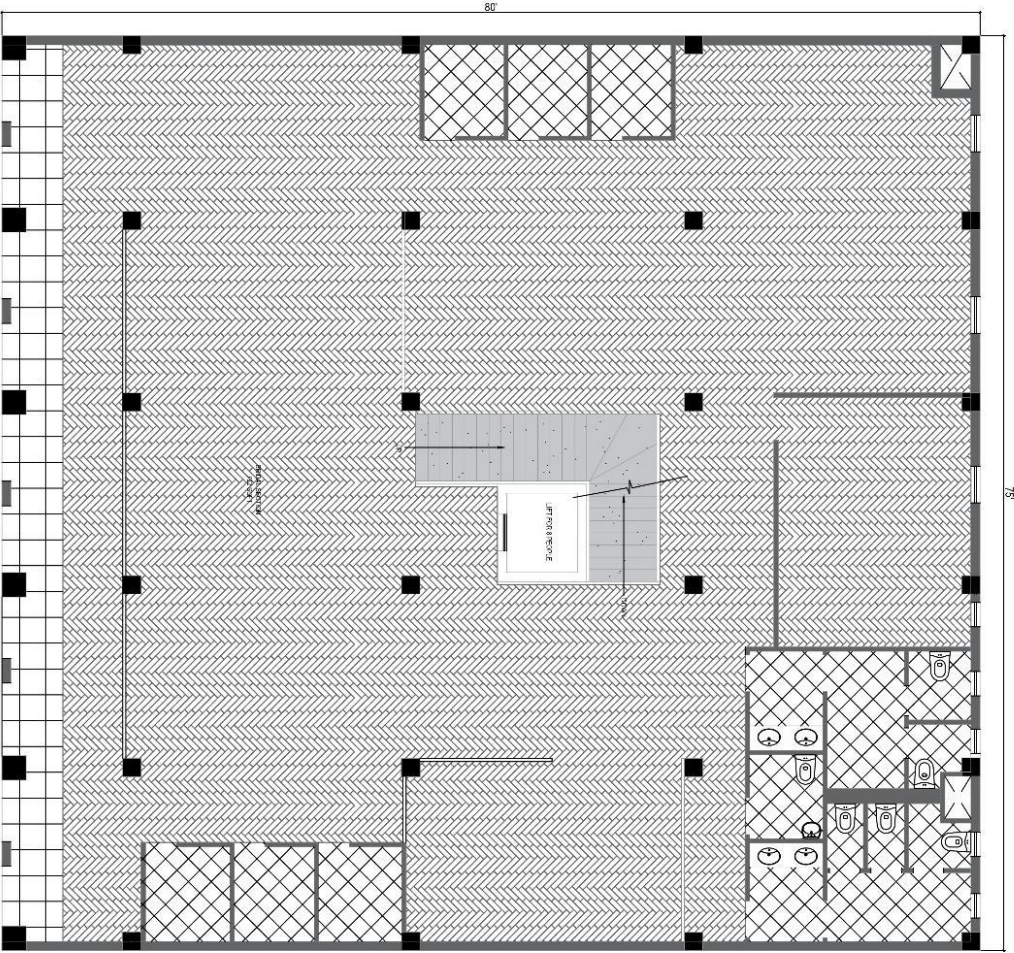
GROUND FLOOR FURNITURE LAYOUT



FIRST FLOOR FURNITURE LAYOUT

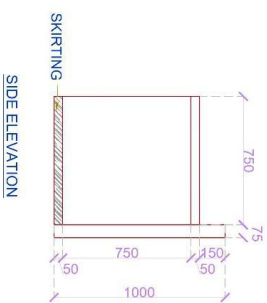
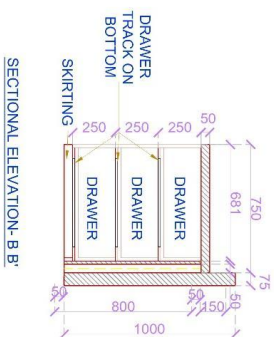
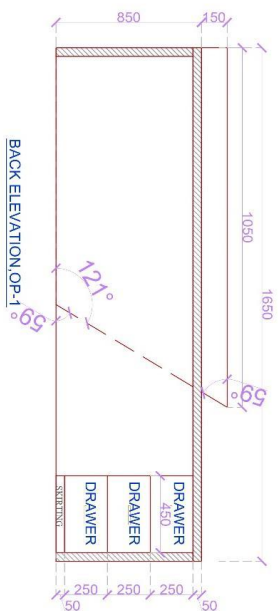
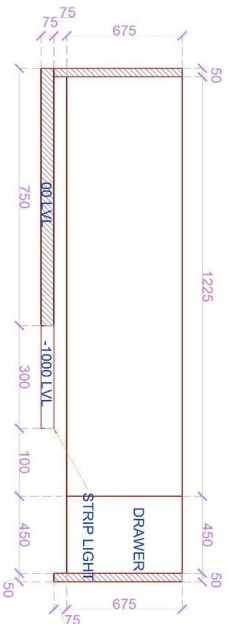
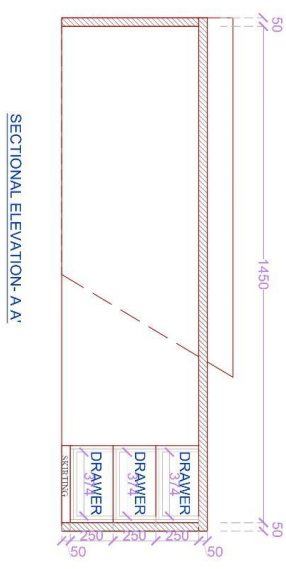
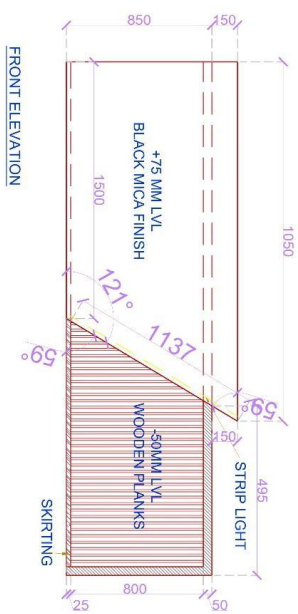
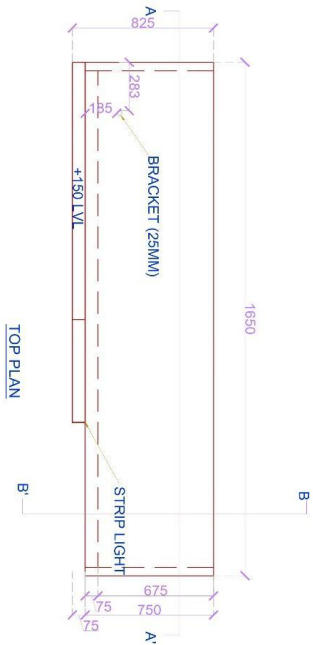


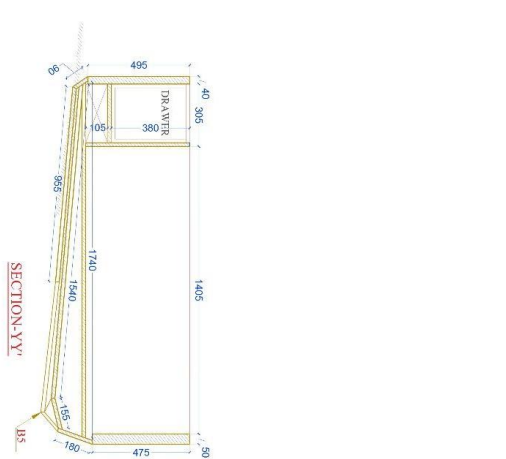
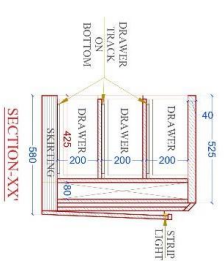
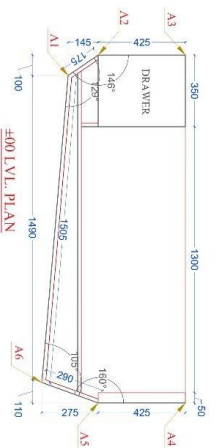
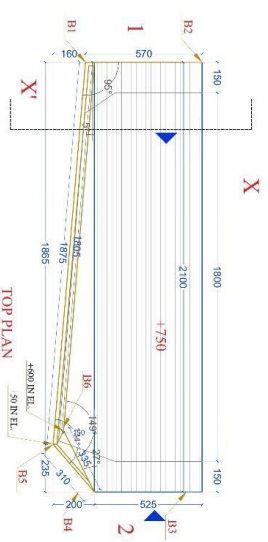
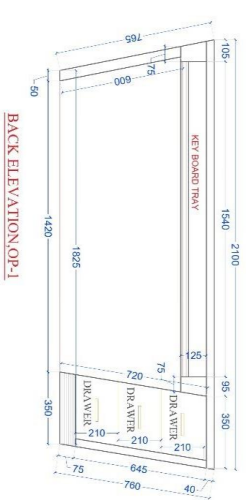
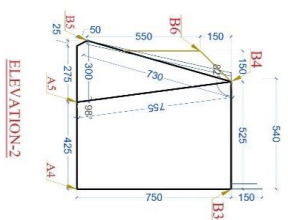
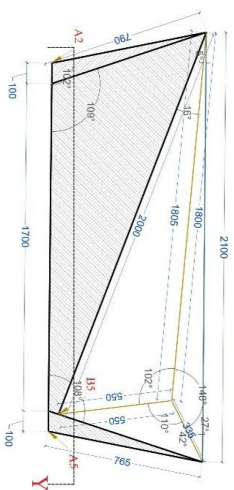
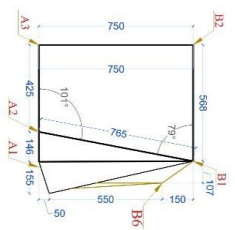
GROUND FLOOR FLOORING LAYOUT



FIRST FLOOR FLOORING LAYOUT

ELECTIVE





3D VIEWS















