

Pretty Solly

Allen Solly's exclusive women's wear store in Bangalore's Phoenix Market City caters to the discerning woman shopper in the inimitable British style.

As one of the many to follow, Allen Solly opened its exclusive women's wear store in Phoenix Market City, Bangalore. The store focuses on having the prettier gender indulge in retail therapy in an environment specially created for her. It is after all an Allen Solly store. The brand ideas and interior language dwell on their cohesion in this store as well. The subtle as well as overt nuances which bring out the feminine features of the store are what set them apart. They are the catalysts that aggravate the inborn shopper instincts of a woman. Visual merchandising comes to the aid of interior architecture to curate the desired experience. A flawless experience thereby beckons.



The Allen Solly Women encounter begins right from when you come down on the escalators at Phoenix Market City. The facade of the store has a tilt which allows for more exposure from a distance. It feeds information to the customer to draw her nearer to the store and from the threshold the journey is bound to proceed further inside. The facade tilt reveals a part wall from a distance which the brand prefers to call the 'brand wall'. At present adorned with artistic plates donning a British attitude, this 'brand wall' is meant to communicate concepts to the customer. The enhanced façade height adds to the visibility factor. Blue vinyl with downward gradation is an Allen Solly facade signature. Since this is a women's store for Allen Solly, vinyl in pink gradation is applied at the bottom of the facade. What spells 'women's only zone' better than a stereotyped colour? A mirror in an artistic form is placed at the window as an accessory which is a popular must-have in the women's category. The idea of mirrors continues in-store as well.



The store interiors carry forward the Allen Solly language. A play of British design styles influences the store. Added elements of a feminine nature underline the statement the store wants to make. The store is a corollary of fused styles seamlessly woven into a singular visual vocabulary. The plates on the brand wall are an introduction to the British impressions. As soon as one enters the store, the immediate eye-catcher is the pink table on the left. If the references till this point in the experience were not enough, the pink table leaves no scope for ambiguity. Done up in a British furniture style, the table is designed as if only half of it is emerging from the wall. Such a gesture has no logic but adds to the aesthetic and interest level. It works as a display station for a few girly accessories and falls in the VM department.



The height of the store and the width of the wall are used to an advantage to create a composition of British style mirrors. These along with the pink table create a first impression for the store which summons the expression 'Awww!' The colours in the store come through with the merchandise on display.

Talking about the architecture, the space is sectioned with columns. The displays on the walls are separated by columns to define the merchandise category. Central displays are meant for new trends. All walls in the store are MDF brick tiles cladded on plywood. They are the trademark interior walls which prevail in all Allen Solly stores. They are a modified version of British exposed brick walls. Zooming into the details, the walls culminate at the ceiling with British influenced cornices. For the 750 sq. ft. store, the enhanced ceiling height renders a spacious feel to the store. The ceiling is covered in textured wallpaper and the central part is pushed further up to accommodate the chandeliers and cove lights.



The merchandise display is fashioned in front of neutral gray backdrop. The display walls are designed in a 3-layer system with the gray wallpaper being the base; MS fixtures in front form the support system and the outer layer as an obvious choice is made up of veneer shelving units. VM elements like the bird cages and the enlarged visuals are supporting narratives of the women's wear theme.

The front and back of the store are floored with wood in a herringbone pattern and the central space is done up in white tiles which is a continuity of the colour palette. The wooden effect in the store renders a requisite warmth to the store's theme. The pendant lights and the two-part cash counter are again inferences drawn from the British

culture. The cash counter is simply brought together with existing pieces of furniture. It is a very British idea to adapt existing elements for their utility purpose.



From the service point of view, the staff is well trained and aware that their customers need to be pampered. Keeping in mind that the female shopper usually faces issues of size availability and also appreciates being taken care of with quick service, the store houses all sizes in adequate quantity which might not be on display but would be easily available on request.