

The Allen Solly Experience 2.0

Allen Solly from the house of Madura Garments has always strived to convey its identity as an Indian originated brand offering a retail experience with a global outlook. Their new store at Connaught Place, Delhi takes the retail experience up a notch.

Spread over 3,000 sq. ft, the store grabs ample space to express its identity. Threads of Allen Solly signature elements continue in this store as well. The space is explored through design to give the customer a convenient Allen Solly experience. Beginning from the facade, the windows have elevated displays for better visibility. It also adds to the premium feel of the store on the high street.



The VM at the window takes a holistic approach with the mannequin presentation elaborated with accessories which are not from the house of Allen Solly. They give a complete look to the ensemble which is similar to the customer walking into the store. The concept of price signages on the window display is very European. The windows devoid of a backdrop flaunt the store through

the transparencies.

The customer enters the store through a buffer space floored with the Allen Solly mascot in the mosaic. This eases the customer's entry into the store. Once inside the store, the mere scale of the space is designed to boast of the openness the space can afford. The premium feel intended is now evident. An elaborate nesting table greets the customers which has been pre-thought to accommodate any VM theme on board Allen Solly.



The hint of greenery in VM displays lend a touch of personalisation to the store. A clear distinction is seen in the different departments of the store. The men's section, women's section and Solly Jeans — all have distinct characteristics.



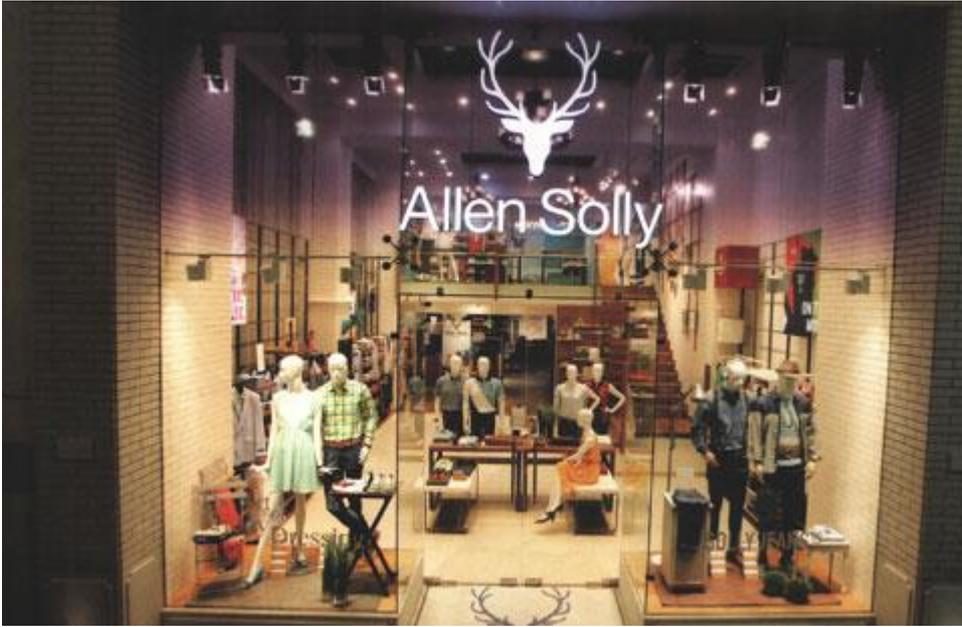
Allen Solly signature elements running through the store bind them as a single entity. Starting with the men's wear section on the ground floor, the store's length moves deeper to showcase the Solly Jeans area. The men's wear section asserts its prime with the double heightened volume, ample browsing space and a seating area as well. The zoning for this particular section is quite strategic considering the way males shop. It is right at the entrance to the store which facilitates a quick shopping experience. In such a scenario, the creation of seating space is questionable.



VM plays a huge role in establishing the Allen Solly identity. The clip-on graphics on the wall and display of props add life to the space. The way the flooring flows in the space is also a mark of the nature of the space. The men's wear section with its premium feel is floored with Kajaria London Marfil tiles which changes to wooden herring bone flooring, indicating a move towards a casual environment. The flooring in the Solly Jeans section is done up with Nitco grey tiles in a herring bone pattern with brass grouting. This renders a rough feel to the space which is actually the requirement of a Solly Jeans atmosphere. The white painted exposed brick walls, the glass mosaic flooring beneath the nesting table, and the VM accents draw a complete picture of a run-down setting.



Moving to the mezzanine floor, the Allen Solly stag stares at you in its multi-layered wooden avatar. The end of the stairway exposes you to the women's world at Allen Solly. An entire floor just for her! What more can she want? Once she's done with browsing the collection, a spacious trial room area allows her to explore her choices. The mirror studded aqua wall, the exclusive seating area with consciously chosen magazines on the table, a few accessories to complement the outfit — all of them render a comprehensive experience. The fact that the details have been worked out consciously keeping the Solly Woman in mind, reveals through the little detailing integrated in the design. Pretty photo frames and flowers create a girly ambience. Baskets for dumping clothes, racks for personal belongings in trial rooms cater to the minute requirements a customer might find helpful.



All in all, the store is done up in a way to cater to the varied expectations of its customers.