



FABHOME

Hebbal
Bangalore
Store Size: 13000 sqft

FabHome, a home and lifestyle segment of FabIndia, wanted to craft a discerning retail experience for its customers that celebrate the brand's offering in a befitting and homely environment. The store design is driven by the idea of 'discovery' and 'curation', where the journey within the retail store is inspired from 'home'.

FabIndia's largest experience centre is spread across 21,000 square feet, the three-storey store located at Hebbal, Bangalore is the company's largest store in India. It houses FabHome, the largest home and lifestyle store format in the country, which is spread across 13,000 square feet. The captivating exterior with the brick clad façade grabs attention of passersby and gives a sneak peek to the offering housed within the store. The facade is made of clay bricks and terracota colour metal sheets, all complying with Indian vernacular ethos and green building norms.

Walking through the store, the zoning and layout is a fusion between pockets of inspiration with home ideas and marketplace, where one can pick things while strolling down different sections.

With the objective of telling a story and encouraging customers to discover more, the inspiration zones are curated set-up displays. These niches are cleverly encased among see through partitions, while thematic VM as well as hotspot create pockets of interest for customers to move through the store, allowing them to visualise corelated products in real-time setting. In contrast, the marketplace area has dense displays, alcoves and yet crafted to be browser friendly.

The space has been designed to showcase the brands offering in room settings such as living dining and bedroom, which then leads to category specific zones such as wall art, curtains, bed linen, cutlery, cookware, lighting and more. The store also allows its discerning customers to co-create customised furniture and home linens with the Fab Interior Design Studio.



With FabIndia offering vibrant range of home decor items it was essential to keep a neutral canvas for the store to highlight and bring the products under the spotlight. The muted and humble material palette used across the space including Kota Stone flooring, exposed concrete and white oak veneer, allow products to stand out. With sustainability at the core of design, the usage of materials has been devised accordingly ranging from locally sourced material like terracotta jaali to reclaimed wood. The materials such as lighting, paints, finishes and more adhere to green norms.



