



UNIQLO

Ambience Mall

NCR

Store Size: 35,000 sqft

Global Japanese brand and retailer UNIQLO for its India debut proposed to bring Special Global Concept stores. The launch of UNIQLO in India also marks the debut of its concept of LifeWear - apparel that comes from the Japanese values of simplicity, high-quality and longevity, made for everyone, everywhere.

The objectives of the store design was to represent and amplify in certain magnitude the following values and characteristics of the brand-

- Japanese philosophy of Elegant Precision and Functionality.
- Globally recognised Brand and store experience for its loyal customers and a differentiation for its new customers.
- Concept of brand- Lifewear to be manifested in timeless Materials, Technology, detailing and overall experience
- Harmony, balance and minimal approach as Function over Form.
- Embracing local context and neighbourhood guide
- Accessible and Disable friendly design for all human needs

Uniqlo's philosophy of Lifewear extends to store design and layout. Simple arrangement of products and simple shopping aisles along with simple technologies and communication all create a simple easy shopping environment.

Spread over three floors and with a total retail space of 35,000 square feet, UNIQLO Ambience Mall Vasant Kunj welcomes customers with its stunning three-story high bay window façade. The facade was a decision to connect curvilinear edge of mall building with the neighbouring mall in order to add transparency and open the inside of store to outside.

Three floors represent three clear sections of Lifewear along with each floor having a special area representing special merchandise. Each special area is a special edition or limited edition of brand's offering. These special areas are designed and treated differently from rest of areas and form an experience which is more theatric and ultra experiential.

First level special zone is an area for Indian inspired merchandise by fusion of Japanese and Indian sensibilities and hence the area has been inspired by Indian Kota look floor and temple inspired wooden rafters. Keeping minimalism in mind, which the brand represents, the overall treatment still retains its zen experience. Ground level is an expression in all white, where special merchandise and more focused products like Roger Federer signed products and Global designers led merchandise is presented.

A community led spirit program where neighbourhood artist or craftsmen are given special area is also on this level. UNIQLO India's Good Neighbourhood Guide endeavour highlights the hidden gems of local neighbourhood. This is also to showcase local community efforts and bring them forward to all customers.

Interior designs vary by floor, moving from soothing elements with natural materials that integrate the Japanese and Indian aesthetic, to the high-energy LED ticker screen and stainless fixtures that convey a contemporary mood. UNIQLO Ambience Mall Vasant Kunj also carries the UT (UNIQLO T-shirt) line, which transforms T-shirts into canvases of art expressing the individuality and tastes of the wearer. With the UTme! service customers can create personalised T-shirts with their own designs or with a range of UNIQLO stamps.

The UT area on third level takes on an extra-terrestrial look with special T-shirt's and limited editions of the same presented in steel case with cabinets designed like Fridge boxes and ceiling and floor designed with stainless steel coupled with technology through running tickers adding a youth and zing.





