

ZIMSON
— THE WATCH STORE SINCE 1948 —

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ZIMSON

Indiranagar, Bangalore
2,000 Sq. Ft.



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Zimson has been a trusted retailer of wrist watches since 1948. With over 50 renowned international brands and over 40 stores spread across in South India. They wanted their new store to be bold and sophisticated with a strong entrance and exclusive finishes that would reflect their heritage and legacy of excellence.

The design brief was to create a space that was elegant and refined with a bold entrance. A space that would create a sense of calmness and have premium presence. They also wanted to have a specific section that would cater to client consultation and would house the high-end luxury brands.

Within the bustling and busy area of Indiranagar, Zimson Watches makes its presence felt with its clean and contemporary look. The sleek yet captivating store front makes Zimson watches stand out in a major shopping district in Bangalore.

The first look of the store prepares you for the overall bold and sophisticated style of the store. The façade has a strong and clear presence. The glossy window display shows selected time pieces in a tall and slender glass case. There are two main sections to the store. The luxury brands can be found on the ground floor and the high-end premium brands can be found on the first floor. The two floors are connected by a stately looking staircase. The entrance is also embellished with copper tube pendant lighting fixture that emulates the warmth and resonate with the colour of the staircase.



The clean lines and crisp finishes are complemented by simple layout of the store. The display systems are constructed with the idea of elegant finesse and functionality. The marble and walnut wood express subtle opulence.

On the ground floor, a special section is carved out on the ground floor for Omega, Rado and Mont Blanc which finds itself with lush red carpeted niche. The central aisle has selective pieces in similar tall glass casing as the window display.

Overall, the space is warm and creates a comforting atmosphere with warm tones.

The first floor is much cooler in its ambience, with its custom-made terrazzo flooring, bejewelled with chips set in a white base. The wall to wall display has a softened look with the use of light birch wood and a confident yet contrasting deep powder blue display fixture in the center.



