ZIMSON

Jayanagar, Bangalore
2,000 Sq. Ft.

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A trusted retailer of wrist watches since 1948, Zimson houses renowned international brands across its stores in South India. For its newest store at Jayanagar – Bangalore, the retailer had to strike a fine balance of a premium environment yet inclusive and warm to welcome a wide spectrum of audience.

For creating an experiential store design to house Premium & Luxury watches, the idea was to take a step back and allow air, natural light, spatial volume and even the neighbourhood to take the lead in design while materials, fixtures, technology and other retail design elements complete the experience.

Located on the busy street lined with many brand stores, Zimson had to standout with its façade and amplified to announce its presence. Mimicking its design language of the previously built flagship at Indiranagar, this store front follows the linear and contemporary look and feel. With good visibility of the store interior across two levels, the façade exudes an elegant and refined yet bold look.

The overall design was crafted to appeal to a mix market, from sub-premium, premium to luxury watches. And for this, it was imperative that the ambience does not intimidate any customer. Spread across two level, the space was crafted in a way that both are visually interconnected, where the ground level is dedicated to luxury watch brands and the upper level houses premium and fashion range.

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The luxury watch zone is more calm and sophisticated, a boutique like vibe & display that these brands command. Whereas the premium & fashion segment has a more cheerful and youthful feel along with a denser placement with more collections.

An interesting feature that connects both levels is the oval cut-out in the centre, where the double height instantly adds a wow factor to the space and customers know that there is more to the store.

Some key design elements include the play of vertical transition and heights, lights, staircases and railings. Seen from the top, the elevated staircases appear as installations.

Whereas the lighting and chandelier above the double height cut-out sets the premium look for the store. Juxtaposed with this, the upper level harnesses great amount of daylight, creating a very fresh vibe and being in sync with the street outside.

The environmental experience has been led by the use carefully chosen materials right from Italian marble and glass display cases that creates a luxurious setting to the contemporary chandeliers, terrazzo floors and uber chic seating that sets a more refined urban taste in the upper level.

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The gallery like display and zoning welcomes its customers to walk around and self-browse more collections, but is equally a high-service environment that incorporates many personal lounge setups with acoustic design encouraging customers to discuss in private.

All attempts were made to avoid a department store-like experience, where even the cash counter was designed to avoid queuing. The service centre also gains prominence here, with plenty of seating is considered.

Having renovated an old building and from an existing store, the store design for Zimson at Jayanagar came with its own set of architectural challenges. The design team overhauled the space to make it more bright, open and connected. For this they reconstructed the staircase, utilised top height of the floor and created the ceiling cut-out in the centre.

The result is the creation of a customer journey & movement that is natural, unhindered and exploratory inside the store. Overall, the store evokes the Zimson's brand philosophy, its signature vibe yet adapted with a new flavour and cleverly to the neighbourhood it sits in.

Design Associate: StoryStudio
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