



# FABHOME

Indiranagar, Bangalore  
7,000 Sq. Ft.



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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 'homes'.

Located on the busy street in Indiranagar, Bangalore, FabHome is spread across 7,000 sq ft and recreated from an existing residential bungalow. A sense of character, warmth and old Bangalore charm gets a new look with this store experience, where home furnishing, decor and furniture is beautifully nestled in this residence turned store. Here the sensibly designed labyrinth of rooms, staircase, courtyard and terrace spaces showcase merchandise in a rightful ambience. A play of seek and find, each room reveals products and coordinated setups that is attractive and easy for customers to visualize before purchase. Little pockets that are intimately charming and some that celebrate a product category, this store is a space where one can comfortably enjoy shopping for new homes or even that seasonal upgrade

The façade retains the character of the home it used to be, while making it attractive on the high street location where multi-pocketed glass sections allow a peek into the store. The front compound wall was brought down, welcoming passersby with an open entry, while also connecting with the regional language through its large & celebratory signage in Kannada. Existing balconies and bedrooms were crafted into window displays, with the signature FabIndia look and character. Pockets of green plants add to the warmth and softness to the home store.



The façade's large glass panels creates an 'inside outside' impact, where not only does one connect the interior of the store with the outdoor elements but also works well in harvesting daylight. This also mimics the ambience and lighting of real-time setting of homes.

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 x flooring, concrete texture paint and white oak laminate, 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 to reclaimed wood that's used at the cash wrap. The materials such as lighting, paints, finishes and more adhere to green norms.





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