



PIGEON

Frazer Town, Bangalore
810 Sq. Ft.



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Pigeon, a leading brand in the kitchen appliances industry, which was debuting with its exclusive brand outlet and wanted to create an impactful store experience that reiterated its philosophy to enhance the life of the homemaker without adding burden to their pockets.

The retail design approach was centred around the 'Sense of Familiarity', 'Sparking Joy' along with the experience mimicking as a 'Problem Solver' in the kitchen for the customer.

The main idea was to create a friendly neighbourhood one-stop-shop for kitchen and home appliances that was warm, inclusive and helped solve kitchen needs for everyone.

For the business, the store design was also crafted in a way that was easy to adapt by any franchisee and execute by local contractors and developers.

Pigeon's store façade stands out in the busy street with its pristine white tiled storefront, which reminisces the classic kitchen walls of the 90s. In contrast, the bright brand signage and messaging is sure to capture the attention of the passer-by and product icons that clearly indicate that the brand offers more than cookware.

As compare to cluttered home & kitchen stores in the market, the Pigeon exclusive store takes on an organised and easy self-browsing approach with the store organised into activity zones such as cooking, cooking appliances, food preparation, kitchen and home utilities. The specially created 'Hero Wall' highlights certain product categories such as pressure cookers, and pans. The idea was to present the entire range in a way that triggers the idea of how the brand brings ease in today's kitchen needs & living.



The floor displays includes product highlight tables and new arrival counters that works well to inform new launches, while encouraging customers to touch and feel the products without assistance from staff. The simple and functional fixture display allow the brand to display a variety of products with ease and sufficient inbuilt lighting to highlight product features.

With this being the brand's debut in having an EBO, the in-store branding has been done tastefully without overwhelming with information. Communication at the store and shelf level was vital in the store experience, that helped in conversing with the customer about product information, top of mind queries and to ease in decision making. The digital catalogue also adds dynamism in the space, while broadcasting the brand's product range, tips & hacks and more.

The brand story also found its rightful place behind the cash desk, speaking of the brand's legacy and manufacturing expertise. The 'Our Shared Moments' Wall connects with the community where happy customer messages reassures the customers of their purchase. Overall, the store design achieves the objective of increasing brand visibility & awareness in the market with these experience centres. Additionally it works as a one-stop-shop for Pigeon's full product range and strengthens trust among its patrons in a humble, supportive yet aesthetically pleasing environment.



