



JOCKEY

Connaught Place, New Delhi
2,500 Sq. Ft.

Jockey, popular in the innerwear and athleisure category, has become a most loved and reliable neighbourhood brand. But for the new flagship it planned to join the high street club and elevate its position that rightfully fit in this retail landscape.

Amalgamating two iconic entities – Jockey & Connaught Place in Delhi- the brand's flagship is sure to make its mark in store design & experience in India. Jockey, founded in 1876 with the legacy of clothing mankind and having invented the first men's Y-Front brief in 1934 meets the iconic Connaught Place, New Delhi a historical monument showcasing Colonial era architecture during its supreme reign.

The store design evolved around 'Coalesce' as a driving concept with an idea to create an iconic store which is rooted in history, legacy and yet progressive and contemporary in its experience.

The approach for design uses two narratives that are interwoven seamlessly-

1-'Respect', 'Reveal' and 'Restore' the heritage and the given architecture to travel back into history.

2-Create an immersive retail experience for the brand using technology and contemporary design language.

The interior exposes original architectural elements built during 1930's such as bricks, wood joinery, Jack Arch Roof, stone ceiling & cornices and showcasing them in its pride as part of overall spatial experience.



Juxtaposing this is modern design elements along with hi-tech screens, LED walls, tickers, skylight effects and lighting that create a perfect 'Co-Existence'.

Jockey Flagship at CP celebrates and dedicates the ground floor to women's range that extends into kids, while the men's range finds its place in the upper level. As the facade is sans windows, an eye-catching runway made of 'Hot Tables' with skylights on ceiling welcome customers. These 'Hot Tables' are used to showcase the range too.

The upper floor greets customers with an 'overlooking' lounge and a cantilevered 'Style Ledge' showcasing a series of 'Looks' the brand has to offer. The dynamic LED portal welcomes you to the men's floor.

Overall lighting design in the store is driven by energy efficient LED fixtures. A mix of accent lights and ambient light has been used create a little dramatic effect across this store. The skylight effect from barrisol lights creates an active urban environment while navigating customers eyes when they enter the store.

Flooring and finishes are inspired by urban streetscapes and hence the use of raw concrete finishes, while the fixtures are inspired by sports locker rooms and are done in wood and metal. Overall, the design ideation of this Jockey store is driven by 'urban', 'activeness' and 'sportiness'.



