



BAGH

CMH Road, Indiranagar, Bangalore
5,000 Sq. Ft.

Aptly named after this ornate textile pattern, Gujarat-based 'Bagh' brand offers Indian apparel range with motifs which are deeply rooted in Indian crafts. Catering to Indian women who want to embrace Indian wear as daily wardrobe, the range brings the best of Indian ethnicity and functional wear.

'Bagh', which originates from the heart of the country - Madhya Pradesh, are typically geometric, paisley, or floral compositions, which are hand printed wood block relief prints with naturally sourced pigments and dyes.

Located on a busy street in Bangalore, the facade represents a progressive contemporary look with natural concrete finish while patina wooden louvers resonates with the brand's origins. The silent & subtle facade stands out strongly among the street clutter.

The overall ambience mimics a silent space where one can focus on intricacy of the apparel print and explore styles gradually meandering between zones. With Bagh being a mass-premium brand, the challenge was in managing high density while avoiding visual clutter. For this, fixtures have been cleverly designed to take higher capacity but with an open & lighter look. This helped in conveying the feel of abundance in choice yet rarity in design.

The space is crafted with natural & local materials that celebrate Indian wood & stone craftsmanship in a contemporary way. The flooring is done with yellow Kota stone from Gujarat,



where the pattern & stone craftsmanship takes on a modern twist. Fixtures are done in Indian teak, with glass for a lighter look. Hand-woven material like Sisal, made from woven rope have been used tastefully in certain areas like the cash wrap and screens.

The flexible sections and fixtures also allow the store to refresh its look periodically. One of the highlights of the store design is the custom-built metal screens with Khari linen block printed with the brand's signature pattern, which creates a soft textured backdrop.

They also become hotspots and set the VM language in the store without props.

The store design and formation of space was done keeping in mind the ever evolving merchandise and style of Bagh merchandise. Overall, Bagh's store design tells story of humble designs elevated to become aspirational.



