



HIMALAYA, RETAIL

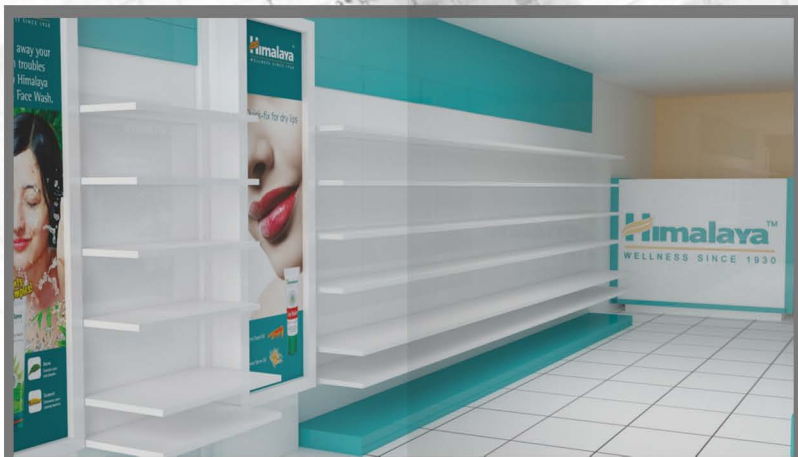
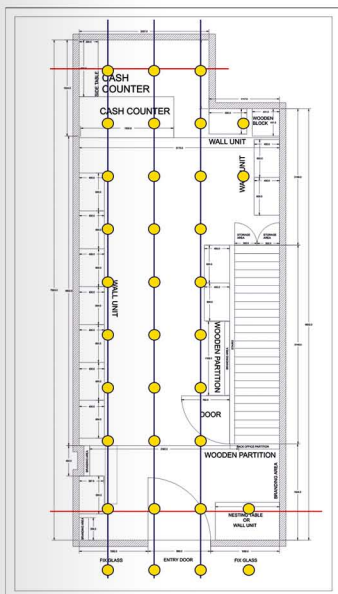
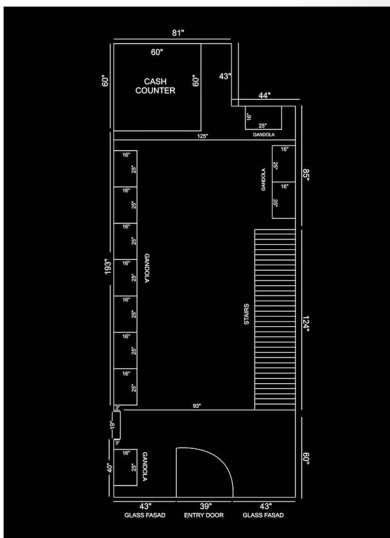
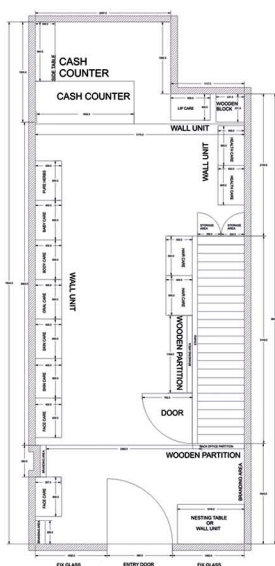
KOREGAON PARK, PUNE

A new flagship store in KOREGAON PARK, PUNE was developed for HIMALAYA selling the latest cosmetics, skin-care products and beauty supplements. With a few stores already running in INDIA, HIMALAYA DRUG COMPANY approached us to develop a larger store concept to showcase a broader range of AYURVEDIC Asian beauty products. With only two weeks to design and document the concept, we deliberately chose a simple palette of concrete,

A basic shelving format with plenty of storage was developed, integrating of LED light illumination for product display. ON ENTRANCE product branding with lighting to increase the visibility of entrance façade. The store commands a wide shopfront to the entire ROAD, so we maximised this with full height glazing and a custom double sided box display cabinet, along with full height custom designed doors. A small treatment room at the back of the store introduces an additional beauty service not provided in their other stores, which allows customers to try before buying.

HIMALAYA RETAIL

(KOREGAON PARK STORE)
PUNE



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