

SHAHENAZ HOME NEW STORE CONCEPT

Client & Brief

It all started when a young entrepreneur contacted us interested in launching a HOME DÉCOR shop on the Mumbai suburban . What they had in mind was a store that combines both modern and traditional characteristics. An ideal destination for a relaxing break enjoying shopping s. The shop would offer a wide variety of both modern and indian handcrafted for any time of the day and every occasion. As the store is quite centrally located, it is a perfect spot for all .

Challenges

Balance modern and traditional elements
Deliver within a very limited time frame
Goals

The main goals of the concept, based on the strategic guidelines, were to:

create a distinctive modern & contemporary shop

address the needs of a modern retail space, create a design that fits in, considering the typical Cycladic style of the property and surroundings

Concept

For balancing modern and traditional elements, we designed a shop that has modern look and feel, using stylish wood , old drawers and windows, furniture with thin lines, white and black colors. We added to this some traditional details in shapes and finishings, such as the wooden floor, lights, wooden shelves and partitions. The name of the store, shanaze is the word for metal & acrylic with led ,aiming at enhancing the products' This traditional props characters is another touch that blends contemporary style with tradition. Last but not least, We placed two display in the two sides of the store in order for more visibility, The project has a great outcome and the store is now a successful, well-functioning concept!



SHAHENAZ HOME STORE VIVIANA MALL, THANE

