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Cover image courtesy : Pic 1 : Kama Schachter, Pic 2 : Jewelex, Pic 3 : Sama, Pic 4 : Priority, Pic 5 : Damara Gold, Pic 6 : Nazraana, Pic 7 : Gold Star

I INSTORE VM

In VM, Speed Only Kills (Ideas)



“We have to make sure that the illumination should not affect or over-burn the jewellery which is delicate and precious and at the same time it should not be too timid to highlight the intricate detailing to attract the attention of the store visitors.”

Bipratip Dhar

Principal Architect, Epsilon

should tell a story envisaged by the company and the architects to communicate the brand's vision. All the agencies and vendors should spend a good amount of time in the planning stage so that better cohesion leads to better propagation of the same story.

The point which I want to put forward is that the process of designing has to be holistic and comprehensive. All the design elements have to have a co-relation. And that can only happen if all the elements [mentioned earlier] work in tandem and the jeweller or the store owner has a clear vision.

But in reality, a store designer has to design the store, as I have mentioned in the beginning, at a breakneck pace. The store owner shows the store designer the space and wants him/her to come up with a lay-out within a short-notice, giving scant respect to the fact that whether the store design will be able to carry forward the story that the owner is weaving through his/her products and advertising communications. We took up projects that require doing a 2000-3000 square-foot store within 2-3 months. That's the dilemma we, the store designer, have been facing.

However, had there been some method in the madness, things would have been different. For instance, if a jeweller is planning to launch his store on the onset of the festive season of 2014, they should start the preparation for the D-day from now. The ideal way to go about is to have a joint-meeting with the advertising agency representatives, product-development head and store designer to make sure that everyone is in sync with the story or the theme that the store is supposed to carry forward or project.

Hence, the store designer obviously needs time to get the best out of various vendors and agencies involved at the various stages of the process of designing the store. The person who has been mandated to design the store needs room to carry out various experimentations with various

More often than not, retail stores, jewellery or otherwise, are planned, commissioned and executed at a breakneck speed to meet deadlines. These deadlines are imposed because jewellers want to cash in on various seasons of festivities to increase profitability. As a result of that, store designing often turns out to be a hurried piece of work devoid of any connections among the brand, the VM and the overall interior. Intricate workmanship and meticulous detailing have to be overlooked and compromised because the project has

to be executed within a stipulated time.

Ideally, to execute a successful and effective retail design, the jewellers have to begin the process well in advance through working closely with the architects and various consultants, defining functionality, space planning, VM and aesthetics. Ideally, all minute details right from the advertising campaign to the attire of the sales team should be well-integrated with the VM theme and the overall experience of the store. The VM and the overall design



Getting the illumination level right for a jewellery store is critical and get the accuracy in that front requires time.

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MAGZTER