

Project: 'Pretty in Pink' Retail Design by Studio Skapa Architects

This chic retail store houses three young and upcoming design Labels, making it a couture paradise (Megha Kapoor Label, Aviva Bidappa Swimwear and Morning Glory). To begin with, the retail store is located in a newly built mid-rise apartment that is just off the High-street, making it a perfect location for a clothing brand.

Being a ground floor 3 bedroom 1,400 sft apartment, our first challenge was converting a residential layout into a commercial one. The plan for the store grew quite organically. We started with space allocation for each brand and shared functional spaces such as converting the powder room into the changing room, the kitchen, into a meeting room and the utility into the store pantry. We also maintained only one functional bathroom and converted the other two into storage rooms for fabrics.

The concept for the store unfolded very easily, we knew we wanted the space to resonate with the women behind their labels and came up with the three 'F's - Feminine, Floral and Fun. The intention was to reinvent a classic French boutique keeping it elegant yet fun. Nobody said classy can't be convivial.

The Main Floor (Megha Kapoor Label)

The main floor, originally the living and dining area of the apartment is now converted into the reception and show space for one of the 3 Labels. Many little elements were carefully designed and put together to make this space a whole. The main door is a simple classic four window French door in white Duco with a delicate gold handle. The door opens into a space that has a punch of character without being overwhelming. The first thing you see is the rustic pink wall which makes a lovely backdrop for the colourful lehengas displayed against it. This space is subtly lit by a gorgeous Chandelier that has a dripping effect of diamonds that's allowed to shine through it's sheer shade.





The center piece is a beautiful custom circular seating with a center table that has a dull gold frame and a glass top. We picked a dusky pink velvet fabric and gave it a tufted finish which immediately turned out to be a house favourite. Comfortable, functional and makes a statement right in the middle of the main floor. While that is certainly eye catching, the hero of the space is the mirror wall. This is where the element of fun comes in. The wall dividing the main floor and the backend is clad with narrow strips of bevelled glass and has a neon sign board of the clothing label's logo mounted on it. This wall is literally everything, it makes the space look larger while reflecting the beautiful pink wall, custom furniture and the colourful couture. The neon pink sign brings in the funk and an edge to the elegance around it.



The changing room is a refreshing break from all the pink. What was originally the powder room was converted into the changing room in a way that can easily be converted back into the powder whenever necessary. The pattern blue tiles on the floor are contrasted with plain white subway tiles and have a modern Moroccan vibe to it. It's kept simple with a full length mirror opposite another mirror behind the sliding door making the space feel way more spacious and gives the customer a chance to view the outfit from all angles.



Floral wall and Jewellery display

The transition zones have been given a function too. The wall between the two rooms is clad with sheets of premium quality faux flowers that almost look real. It introduces spring cheer to the space and makes the perfect backdrop for photographs. Flower power!!

The jewellery display is one of our favourite features too. We have created four box frames that act as display niches with an openable storage unit at the bottom. Solid wood frames have been given a white distress finish and kept simple to allow the jewellery on display to shine through.

Comfortable seating with wicker furniture that the clients already owned with new floral upholstery to break the colour blocking and beautiful huge indoor plants dotted throughout the store adds a cozy hygge vibe to the space. You would almost feel at home while shopping!



Bridal Room

We've continued the language of the main floor into the bridal room. This is a more personal space that gives a chance for the designer and her clients to get into a conversation. You can see the rustic pink wall is featured here again and the room has two full length mirrors on either side of the window maintaining a symmetrical balance. Many small details make this space. We've reupholstered an old couch into this chic new piece using the same dusky pink velvet fabric. A custom made mirror table is placed in front of it adding a bit of glamour. And a laser cut bridal sign hangs above dotted with faux flowers. A rustic grey chandelier in the center compliments the grey rug that balances the colour palette in this room.



Brand two (Morning Glory)

While one of the bedrooms was converted to the Bridal room, the other two were reserved for two of the other Labels each. We kept this space simple and decided to go with wall art that represents the brands Logo. We had an artist come in hand paint vines of morning glory over the walls. A beautiful Corinthian chandelier in the center makes a statement in this room.



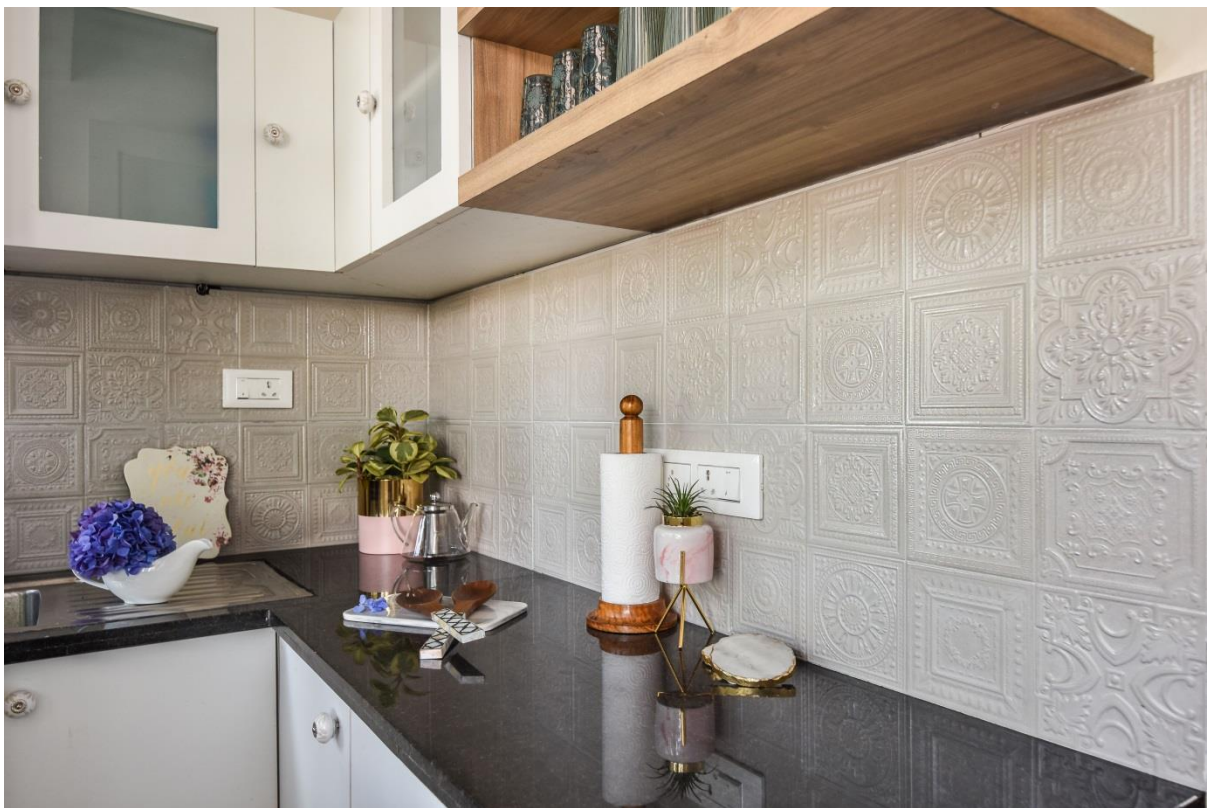
Brand Three (Aviva Bidappa swimwear)

A funky casual vibe is what we went for in this space to resonate with the swimwear label. White walls with wicker furniture, floral upholstery and indoor plants gives it a subtle tropical vibe. Of course the bold pink neon signage brings in the quirk that represents the fun prints the swimwear label offers.



Pantry

After all the thought that went into the rest of the space, we weren't going to neglect the Pantry!! What was originally intended to be the utility with just enough space to house a washing machine, was converted into the pantry for the store. With the right small-space solutions we managed to maximise utility of the space available to us. We wanted to continue the chic French vibe into this space, although we went with a monotone, this tiny space is packed with character. We knew we wanted to stick to whites to make the space feel larger. We also installed large sliding windows that ensure ample sunlight gushing in through the day. Since we didn't want to play with colours we brought in textures to add depth to the space by picking these gorgeous embossed white tiles and ceramic knobs for the shutters. The pantry is visible from the road and the white looks beautiful against the earthy brick cladding on the exterior wall of the building.





PROJECT INFORMATION

Architects: Studio Skapa Architects (We are a young Bangalore based Architecture and design studio).

Instagram handle : @studioskapa.architects

Founder and Principal Architect: Charita Kishore Rupa

Instagram handle : @cherryontop_ck

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Clients: Megha Kapoor Label

Morning Glory

Aviva Bidappa Swimwear

Photography by: Nayan Soni

Instagram handle: @nayansoni21

Contact Details

Name: Charita Kishore Rupa

Phone: +919880222324

E-Mail: charita.k.r@gmail.com