



### It's all about creating brand value

**The interiors of any store should be in sync with the brand so that the customer keeps coming back**

By **Priyanka DasGupta**

Interiors are not just about creating fancy designs. In retail parlance, it is more about creating brand value. It is the concept of the brand, not eye-catching designs that help in creating the true identity of a store as well as the interiors.

“The interiors of any store should be in sync with the brand, says Ajay Naqvi, strategic partner, Shark Designs, a design consulting company. “The basic idea is that customers should keep coming back again and again. To facilitate that you need to introduce changes quite often,” he says.

In other words a thorough understanding of the consumer's mindset plays a key role. “We try to incorporate the essence of a particular brand in the designs that we create. In fact, we try and ensure that the interiors become the extension of the brand itself,” he says

For instance, while designing the Yamaha bike stores, the one thing that Naqvi and his team had to keep in mind was the fact that brand wants to position itself in the youth segment.

Accordingly, the store was created as a zone, where the youth could hang out. “We created a rock corner and a coffee section. We also created space for bike accessories and T-shirts,” he says.

Rohit Singh Rana, head marketing and communications, Sankalpan, a Mumbai-based real estate and design consultant company, said while designing a premium store like Central, at Goregaon, Mumbai they had to keep in mind that it is targeted at slightly premium range of customer. The brand value of a store like Central was shop, eat and celebrate. “The store design aptly reflects this fact. We created superior colour combination and visually appealing lights to retain customers. The display and visual merchandise are also put at a premium position unlike any mid size store,” Rana says.

Interestingly the Central store has the entrance located a little sideways from the main entrance of the Oberoi mall. “We had to create special design at the store entrance, to shift the attention of the customer,” Rana adds.