

Assignment-1

VISUAL MERCHANDISING TRENDS

SHRESTHA SAHA
BD/20/359



Research Trends Spotting & Research Trends Spotting &

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INTRODUCTION

Trends exist in many forms at different levels and sectors of society. They help direct the continuously evolving and changing the route of fashion as well as the outlets of fashion. There are multiple trends for visual merchandise of fashion brands. Each year the visual merchandise trends are observed majorly for two seasons- Summer/Spring and Autumn/Winter. In this project, three brands have been selected and their visual merchandise trends have been decoded based on practical and theoretical analysis. According to WGSN, there are three trends of visual merchandise for Autumn/Winter 22-23. These trends include 'Supercharged Simplicity', 'Awestruck' and 'Rerooted Nature'. The stores have picked from one or more trends among the mentioned ones to enhance the selling space and store outlook.

VISUAL MERCHANDISING FORECAST OF THE SEASON

VISUAL MERCHANDISING FORECAST A/W 22/23: AWESTRUCK

'Awestruck' brings about an alternate understanding of the real world by merging the futuristic and present world, traditional history with modern mechanisms. The execution of this trend taps into the different senses of the consumer by using various elements from the metaverse. It offers an escape from reality without losing touch with reality. It consists of serene spaces and subtle lighting to build an enthralling environment along the brand image.

VISUAL MERCHANDISING FORECAST A/W 22/23: REROOTED NATURE

This trend presents the different components of nature in the form of design and art through visual merchandise. It honours the authentic techniques of traditional craft and generates rewilding. 'Rerooted Nature' encourages sustainability through the use of artful assemblages. It champions several perspectives and creations through which our connection to the earth can be displayed.

VISUAL MERCHANDISING FORECAST A/W 22/23: SUPERCHARGED SIMPLICITY

The trend of 'Supercharged Simplicity' focuses on the practical scheme of design and layout. There is also a well-defined colour story that keeps the space optimistic but in tune with the brand image. It has interesting details added on several props and furniture to create a layered impact on the viewer. The trend also promotes designs with high durability and fixtures that can be multi-functional.

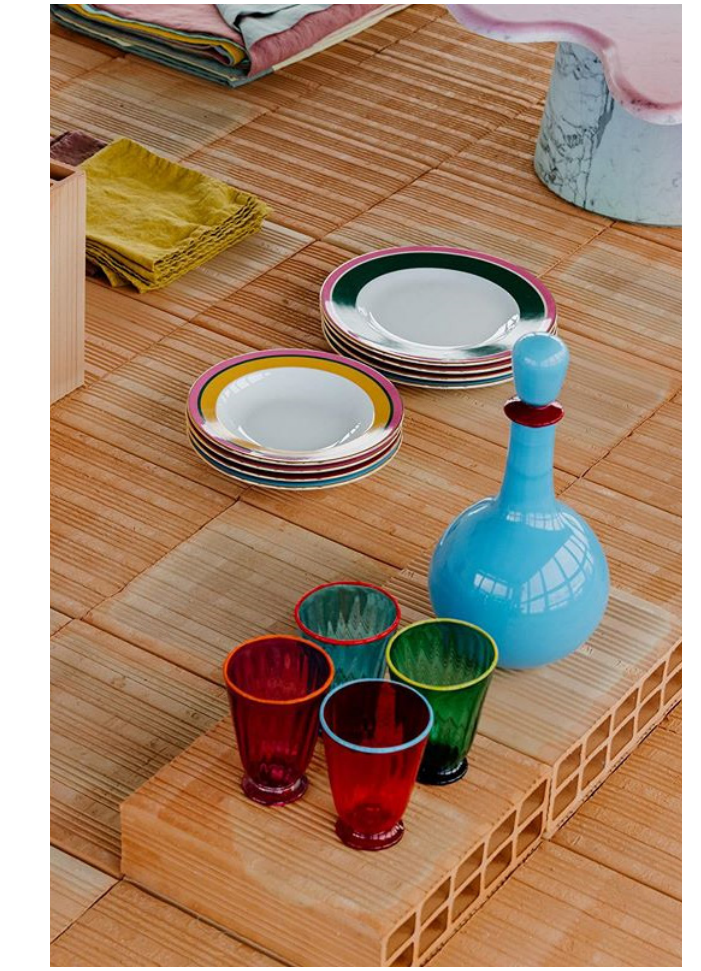
VISUAL MERCHANDISING FORECAST OF THE SEASON



Visual Merchandising Forecast A/W 22/23: Rerooted Nature



Visual Merchandising Forecast A/W 22/23: Awestruck



Visual Merchandising Forecast A/W 22/23: Supercharged Simplicity

CATEGORY:

ETHNIC.
Women's wear.

BRANDS CHOSEN FOR THIS RESEARCH:

1. aurelia
2. BIBA
3. globaldesi

The three brands chosen for this research are Indian brand of eastern apparels that have multiple outlets and also a notable online presence. Ethnic wear is an integral sector in the fashion segment and in the wardrobe of Indian consumers. The stores of such stores are visited by customers of all ages and places because it has a wide range of customer segment. All three of the brands offer an impeccable clothing line along with other products. Biba and Global desi are positioned more toward the premium sector while aurelia is positioned towards the more affordable sector.

RESEARCH PROCESS ADOPTED

The research process adopted for this project includes primary research from the observation of brand stores at different locations. Apart from the primary research, secondary research also played a major role in documenting this research. The secondary research includes the data collected from multiple digital resources, the trend study from the website of WGSN and magazines.



Aurelia is an Indian brand under the TCNS CLOTHING CO. LIMITED, a company owned by - Mr. OS Pasricha and Mr. AS Pasricha. The other well-known brand under the same umbrella is the brand called “W”. The brand is based on apparel products of the ethnic flare. They have tried to blend the styles of artistic heritage designs with a modern approach. The products align with their visual merchandise because the interiors are based on minimalism while the products are mostly on maximalist mentality.



DECODING VISUAL MERCHANDISING TRENDS

Bringing together the different vibrant products under one one roof , the store outlets of Aurelia offer an experience of comfort and accessibility. They have been observed at three different locations in Kolkata- Mani Square mall, Diamond Plaza and City centre I. The reflection of certain visual merchandising trends ca be vividly in these store outlets. The stores have picked up different elements from different trends. These trends along with the most suitable elements have been ranked according to the trend they resemble the most and mentioned below:

1. SUPERCHARGED SIMPLICITY Visual Merchandising Forecast A/W 22/23



Fig 1. Elements of 'Supercharged Simplicity'. Source : WGSN



Fig 2. Minimalism in 'Supercharged Simplicity'. Source : WGSN



Fig 3. Interior of 'Supercharged Simplicity'. Source : WGSN

Supercharged Simplicity has a back-to-basics design approach uplifting the daily lifestyle through uplifting colours and modular designs for VM and online merchandising . It celebrates the warmth that is offered by stability and the relief that comes from letting go and living with less. (WGSN, 2021).

Common Elements between the trend and Aurelia:

Provides homely environment and rejuvenating display.

Aurelia’s use of warm shades and tones of yellow and occasional touch of cyan builds a cosy ambience where the customer feels convenient to look around. The products often are placed with respect to colour coordination. Hence, it’s easy for the eyes to find their choice of colours.

Designs in the details

The stores of Aurelia have minimalistic designs but there are intricate designs in the furniture over small areas. They seem to blend in with the same room but they have the same colours as the furniture.

Flexible Interior

The interior decoration of the Aurelia stores is such that they can conveniently be redesigned and maintained. They mostly have plain surfaces. Each season they spice up their display by adding on posters or other craft elements to the existing mannequins and props.

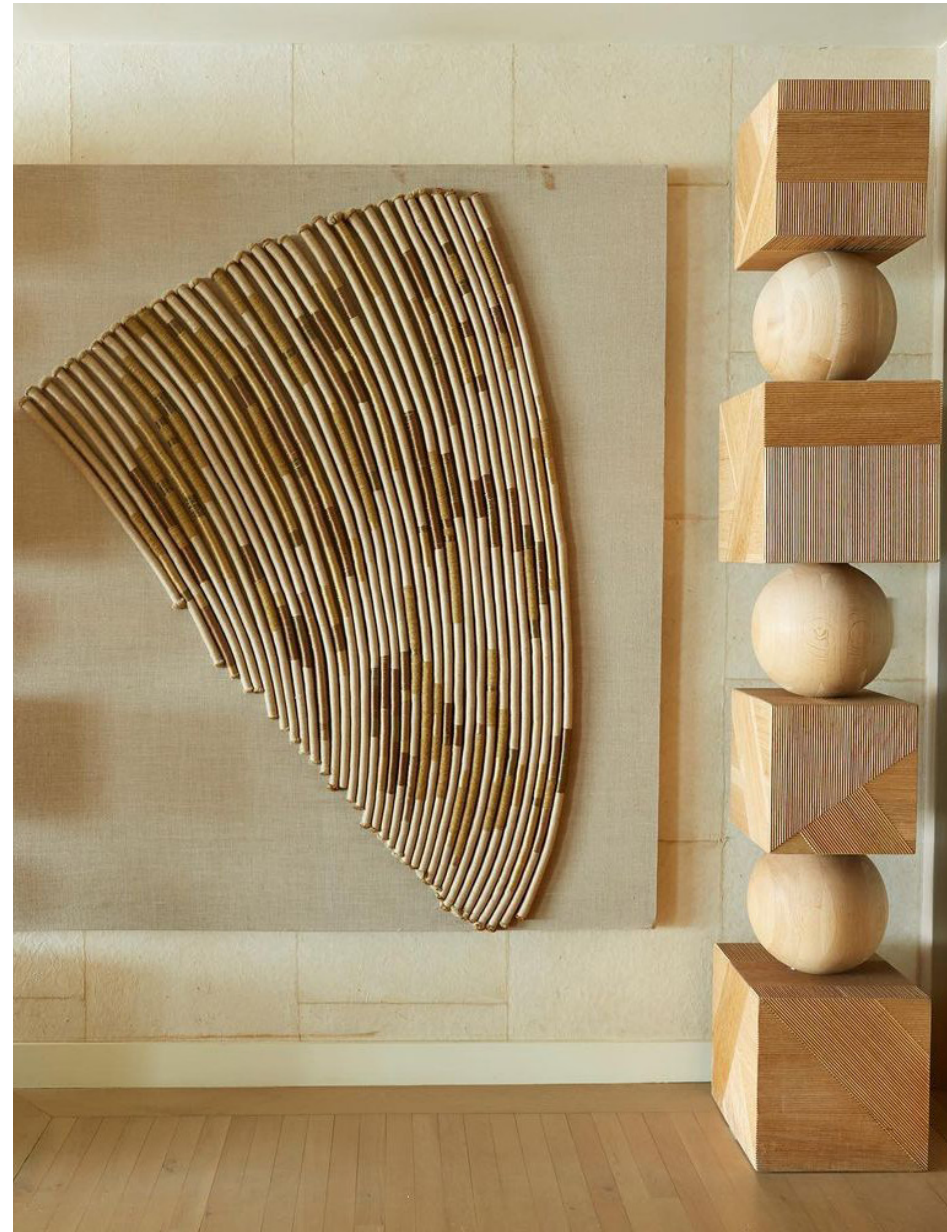


Fig 4. Subtle artistry of 'Supercharged Simplicity'.
Source : WGSN



Fig 5. Patterns of 'Supercharged Simplicity' that influenced Aurelia's visual merchandise.
Source : WGSN

Lighting

The stores of Aurelia have minimalistic designs but there are intricate designs in the furniture over small areas. They seem to blend in with the same room but they have the same colours as the furniture.

Materials and Patterns.

Aurelia stores have decorative simplicity because they had carved patterns on the top of their shelves. It brought out the ethnic brand essence to life. There was a well-balance of graphic patterns and minimalism in most of the Aurelia stores.

Props and Fixtures.

The props and fixtures were set up in such a way that it follows the trend of super simplicity and also highlight the brand ethos. For example, the stands they made to place the shoes and accessories.

PREVIOUS TRENDS THAT INFLUENCED THE STORE OUTLET:

2 .CONSCIOUS CLARITY

Visual Merchandising Trend Concepts A/W 21/22

Autumn/Winter 21/22 saw a new trend for visual merchandising called 'Conscious Clarity'. This trend has a warm and minimalist approach that fused tactile texture and luxurious design along with inspiration from the digital world. The colours are elegant and come with classic materials. The trend is centred around the 'less-is-more' concept.



Fig 6. Serene ambience of 'Conscious Clarity', also observed at Aurelia's stores.
Source : WGSN

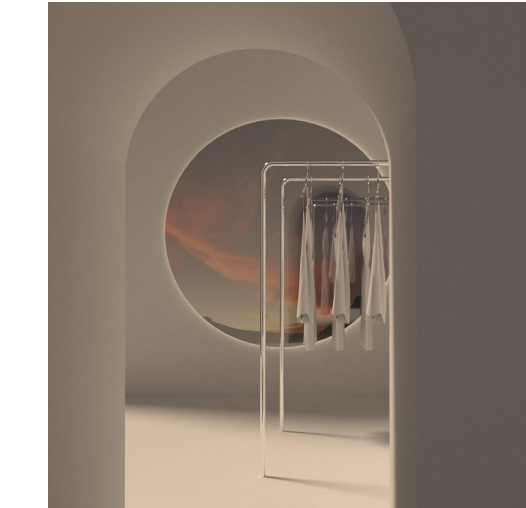


Fig 7. Balanced simplicity of 'Conscious Clarity'.
Source : WGSN

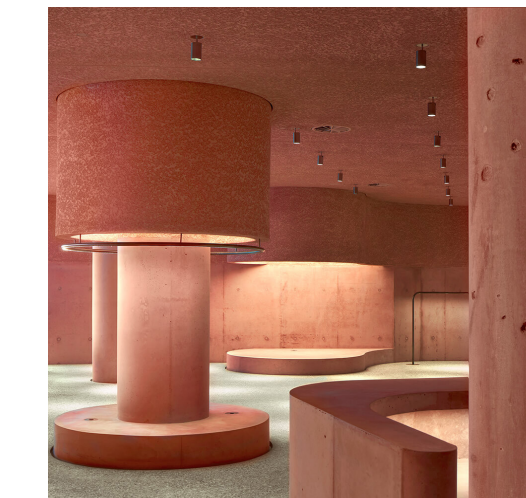


Fig 8. Colour consistency of 'Conscious Clarity'.
Source : WGSN

Common Elements between the trend and Aurelia:

Calming Ambience:

Aurelia's stores have limited colours in their stores and the products are categorized are well- either according to colour or type. Hence, it creates a sensible shopping experience. The set-up of these stores urges the improvement of one's emotional and mental state.

Premium and Balanced Simplicity:

The simplicity of the interiors provides a hassle-free experience. The feel of luxury restores all the worries about the quality and longevity of the product. They have balanced calmness and stability with different materials and fixtures.

Durability of Materials:

The materials and props used are for long-term use as they are simple materials like ceramic, fibre or wood. Hence, it can be concluded that the shops o Aurelia are designed for longevity. The driving direction for the design of materials was minimalism.

MEDIA SCAN

OFFLINE STORES

Location: MANI SQUARE MALL, Kolkata



Fig 9. Window display of Aurelia at Mani Square.
P.C - Shrestha Saha



Fig 10. Lights typical of Aurelia's VM, at Mani Square.
P.C - Shrestha Saha



Fig 11. Colour co-ordinated products at Aurelia's store.
P.C - Shrestha Saha

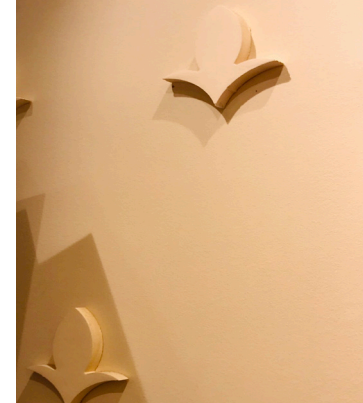


Fig 12. Nature motifs carved on the walls.
P.C - Shrestha Saha



Fig 13. Fixtures for enhanced product display.
P.C - Shrestha Saha



Fig 14. Video ads and posters for product sales and new collections.
P.C - Shrestha Saha



Fig 15. Front view of the store.
P.C - Shrestha Saha



Fig 16. Design details on shelves.
P.C - Shrestha Saha



Fig 17. Cyan arch on the ceiling and mannequins at the entrance of the store.
P.C - Shrestha Saha



Fig 18. Wooden and off-white shelves of the store.
P.C - Shrestha Saha



Fig 19. Beige sofas and table for convenience of shopper's experience.
P.C - Shrestha Saha



Fig 20. Cash counter at the Aurelia store of Mani Square.
P.C - Shrestha Saha

ONLINE MEDIA SCAN

Location: CITY CENTRE MALL, Kolkata



Fig 21. Tagline of the brand on their mirror.
P.C - Shrestha Saha



Fig 23. Trial room of Aurelia's store.
P.C - Shrestha Saha



Fig 22. White and yellow shelves of the store.
P.C - Shrestha Saha



Fig 24. Symbolic yellow of Aurelia used on the head of their shelf.
P.C - Shrestha Saha

Location: DIAMOND PLAZA



Fig 25. Entrance of Aurelia's store at Diamond Plaza mall.
P.C - Shrestha Saha



Fig 26. Aurelia's store at Pacific Mall, Delhi.
Source: pacificmalls.in



Fig 27. Aurelia's store at Infiniti Mall, Mumbai.
Source: infinitimall.com



Fig 28. Interior and manequins of Aurelia's store in Jharkhand .
Source: bokaromall.com



Fig 29. Window display of Aurelia's visual merchandise.
Source: whatshot.in



Fig 30. Mannequin placement of Aurelia's visual merchandise.
Source: 7482170228108382430140-clothingstore.business.site



Fig 31. Advertisements of Aurelia's visual merchandise.
Source: 7482170228108382430140-clothingstore.business.site

KEY ELEMENTS FOR VISUAL MERCHANDISE OF AURELIA

The visual merchandise of Aurelia is following seasonal trends while maintaining the essence of the brand.

All the store outlets have warm lighting and the symbolic shelves are in the golden-yellow shade of yellow which is the major colour story of Aurelia.

Few walls and shelves have detailed motifs inspired by traditional Indian designs carved into them.

There are interesting props to highlight one particular product. For example, a flower-shaped stand lined with LED lighting holds a pair of shoes in the center of it. This enhanced focus and appearance of the product.

Another symbolic fixture in the stores is the arches merging with the ceiling. They are in a beautiful cyan colour that creates a beautiful contrast with the dominant off-white and yellow colour scheme of the interior.

The banners and posters mostly consist of their latest campaign that helps in marketing the new collection.



Fig 32. Mrs. Meena Bindra
Source: apparelresources.com



BIBA Apparels Private Limited (“BIBA”) is one of the strongest standing brands in the ethnic segment of the Indian fashion market. It was founded by Mrs Meena Bindra in 1988 in New Delhi. The brand has had an incredible journey from then till now. The brand has a versatile range that caters to women of a wide age range and sizes, including kids. Biba has more than 150 brands outlets and 225 multi-brand outlets. The term ‘Biba’ means a young and pretty girl in Punjabi. The brand allows us to explore the joys of traditional dressing through its flexible collections of contemporary looks and crafted ‘salwars’. The brand started as a home-grown company offering affordable clothes with good quality and designs. Today it is a premium brand and is often worn by celebrities. Movie characters have also been styled using products from BIBA several times. Some such movies are ‘Devadas’, and ‘Baghban’. Etc.

DECODING VISUAL MERCHANDISING TRENDS

BIBA also has a very interesting visual merchandise scheme. All their stores have the same concept across different locations and thus, follow highlight the same type of trends. On-site observations of store outlets of BIBA at different locations showed they have different characteristics from different trends but the same appeal overall. These trends along with the characteristics are mentioned below:

1. REROOTED NATURE Visual Merchandising Forecast A/W 22/23



Fig 33. Contemporary essence of ‘Rerooted Nature’.
Source: apparelresources.com

Common Elements between the trend and BIBA:

Props and fixtures acknowledging rewilding:

The store outlets have conserved nature by bringing nature-inspired elements into an indoor setting. There just like this trend supports there are foliage-filled fixtures and props that resemble plants. They seemed to have been inspired by lush nature-themed displays. The blending of outdoors and indoors will form minimalist and large-scale immersive designs for both products and spaces.

Contemporary essence:

The craft resembling nature fuse both the cultural and contemporary aesthetic. Many refined nature-inspired motifs and sleek forms are made that are seen on the products, shelves, decorative elements, and other things.

VISUAL RESEARCH

Lighting:

There is minimalistic warm lighting on the false ceiling to illuminate nature spots and fixtures crafted to highlight the environment and heritage. There are mostly circular lights that dissolve with the interiors. The lights are positioned in a way so that it cancels out additional visual noises and highlight integral spaces with an artistic appeal.



Fig 34. Fixture elements of 'Rerooted Nature'.
Source: WGSN

Mannequins:

The mannequins at Biba are very symbolic because they use a different and same colour of bronze. They are used to introduce elements of nature through the larger-scale immersive display. The mannequins have innovative backgrounds that are inspired by nature. They make the products on the mannequin stand out more by creating a highlighting contrast between the background and the subject.



Fig 35. Texture details of 'Rerooted Nature'.
Source: WGSN



Fig 36. Intriguing product placement.
Source: WGSN

2. SUPERCHARGED SIMPLICITY

Visual Merchandising Forecast A/W 22/23

Supercharged simplicity is the trend that enhances and uplifts the retail environment with the power of simplicity. Biba's stores stand at par with this same concept as seen from the placement and colours of their furniture and products. They support democratic design aligned with comfort.

Uniform Furniture and Materials.

The pieces of furniture at all the showrooms of Biba stay true to the concept of 'Supercharged Simplicity' because they have a consistent bronze shade with a uniform number of shelves and spacing. They have fluid softness with respect to tactility and spatial design. The simplicity at Biba is utilitarian with refined forms of ethnic patterns.

Strategic Space

Biba's showrooms highlight minimalism so it also draws a store with sufficient spacing that creates a relaxing and convenient shopping experience. This falls under the umbrella of 'Supercharged simplicity'. A layering narrative is created through soft and hard materials and tone-on-tone visuals.

Flexible surface and designs

The stores of Biba have simple surfaces that can be reworked and flexible designs. Hence, they can be made new or altered to a completely different look in a shorter amount of time and with lesser effort. This can bring forth more engaging and fresh shopping experiences for the customer.



Fig 37. Bronze aesthetic of 'Supercharged Simplicity'.
Source: WGSN



Fig 38. Flexible designs of 'Supercharged Simplicity'.
Source: WGSN



Fig 39. Strategic space of 'Supercharged Simplicity'.
Source: WGSN

PREVIOUS TRENDS THAT INFLUENCED THE STORE OUTLET:

CONSCIOUS CLARITY

Visual Merchandising Trend Concepts A/W 21/22

This theme reflects the depth and clarified design that comes through when we are conscious of the quality and amount of material we use. This concept also includes the use of monochromatic and long-lasting fixtures. It also shows the re-evaluation of retro themes that encapsulate timeless artistic appeal on all categories. The different factors from the trend observed in BIBA showrooms are mentioned below:



Fig 40. Utilitarian props of 'Supercharged Simplicity'.
Source: WGSN



Fig 41. Bronze furniture common to BIBA and the trend of 'Supercharged Simplicity'.
Source: WGSN

Common Elements between the trend and BIBA:

Consistent Furniture and Props:

The stores of Biba have shelves of the same colour of bronze across all outlets that have fused the retro gold home décor looks with the modern effect. There also multiple crafted props like the backdrops of the mannequins at the window display that show the conscious clarity of the brand.

MEDIA SCAN OFFLINE STORES Location: MANI SQUARE MALL, Kolkata



Fig 42. Racks to hang the clothes of the BIBA store at Mani Square.
P.C- Shrestha Saha



Fig 43. Entrance of the BIBA store at Mani Square.
P.C- Shrestha Saha



Fig 46. Seating arrangement at the BIBA store.
P.C- Shrestha Saha



Fig 44. Trial room of the BIBA store at Mani Square.
P.C- Shrestha Saha



Fig 47. Circular wall-hanging advertisement at the Mani Square outlet.
P.C- Shrestha Saha



Fig 45. Accessory fixture.
P.C- Shrestha Saha



Fig 48. Standing banners marking the entry to the store.
P.C- Shrestha Saha

Location: DIAMOND PLAZA, Kolkata



Fig 49. Front view of the BIBA store at Diamond Plaza.
P.C- Shrestha Saha

Location: ACROPOLIS MALL, Kolkata



Fig 50. Entrance of Biba outlet at the Acropolis mall.
P.C- Shrestha Saha

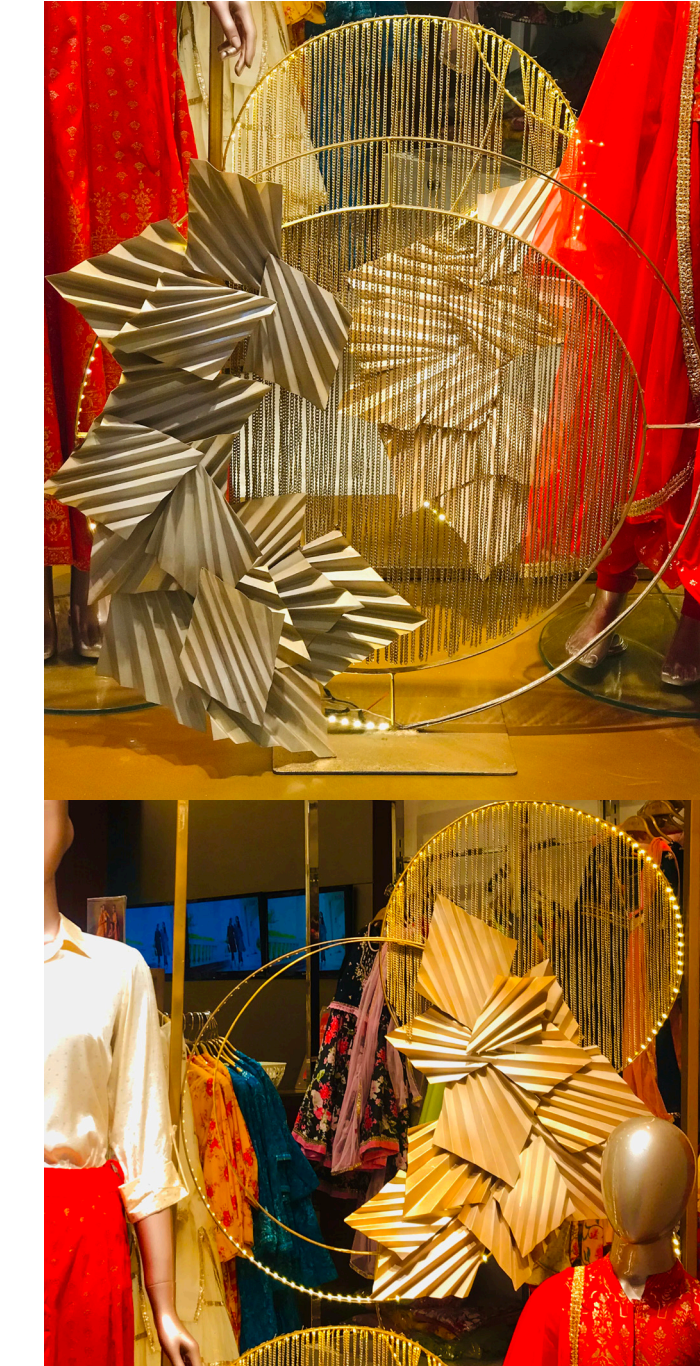


Fig 51. Props surrounding the mannequin.
P.C- Shrestha Saha



Fig 52. Intricate details on the props symbolic to BIBA.
P.C- Shrestha Saha

ONLINE MEDIA SCAN



Fig 53. Exterior design of Biba's flagship store at Vasant Kunj.
Source: indianretailer.com



Fig 54. Chandelier at Vasant Kunj's store outlet.
Source: indianretailer.com



Fig 55. Central display at Biba showroom of Jaipur.
Source: newsroompost.com



Fig 56. Visual merchandise of Biba inspired by nature and earthy tones.
Source: newsroompost.com

KEY ELEMENTS FOR VISUAL MERCHANDISE OF BIBA

The showrooms of Biba at Acropolis mall, Mani square, and city center 1 follow a similar thematic and colour story. The trend of 'supercharged simplicity' can be clearly seen in these outlets with the lining of 'conscious clarity'.

Their entries have standing banners showcasing the latest launches and ongoing offers. The outlet at the City Centre I was influenced by elements of nature as they had a hanging garden on their ceiling just after the entrance.

The window displays are also extremely notable as they specially crafted golden-coloured props styled along with the mannequins. The forms and shapes of these props had the lining of flowers and leaves enclosed in a circular frame.

The shelves and product holders have a sophisticated bronze shine, elegantly shining against off-white floors and walls.

The showrooms have bright lights along the false ceiling and lights lined along the edges of the shelves. The latter lights enhanced the colour and visual appearance of the products. The products were also colour coordinated.

Some showrooms have music playing with a well-curated playlist of songs pertaining to the ongoing season. For example, Bengali songs about durga puja was being played during that season the showroom of city centre I.

They have a spacious outlook because the furniture and fixtures are placed accordingly. This creates a seamless shopping experience for consumers as they can conveniently shop.

MOOD BOARD



This board for BIBA has been curated based on the visual merchandise of the brand and the trends it follows. It also stays within the boundaries defined by the brand in terms of colour. The comfortable and urban experience the brand builds for the customer is also framed with the overall aura of the board.

COLOUR BOARD



global desi

Global Desi is an Indian brand under Ochre & Black Private Limited, a prestigious fashion organization. The brand focuses on creating products that blur the line between ethnic wear and western apparel with their unique creation. Fashion is used as a tool to embrace the subject of individuality which ranges from free-spirited, creative, and open-minded to an avant-garde attitude. Modern Indian designs are one of their major focus in design. They have a warm approach to lifestyle along with practical resolve.



DECODING VISUAL MERCHANDISING TRENDS

The visual merchandise of Global Desi have beautifully encapsulated the brand essence along with fitting elements from the present VM trends. Global Desi's showrooms have been observed at three different locations in Kolkata- Acropolis Mall, Mani Square mall- City centre I. These trends along with the most suitable elements have been ranked according to the trend they resemble the most and mentioned below:

1. SUPERCHARGED SIMPLICITY Visual Merchandising Forecast A/W 22/23

Common Elements between the trend and Aurelia:

Creative space and Patterned Walls :

The space inside the Global Desi store has been designed to have a creative approach as they have mirrors, shelves, and tables in a neat yet appealing manner. Decorative simplicity can be observed on the floor with a pattern of a square 'mandala' at the center of the outlet at Acropolis Mall.

Furniture

The construction of the furniture is flexible enough to be used for a long period of time. They are versatile enough to be made changes as and when needed. They use flexibility as their basic concept for the fixtures and furniture usage and placement because they have chairs placed inside and outside the trial rooms- they can be used in either one of the spaces alternatively. They have circular tables for display and shelves that have a back-to-basics approach. The cash counter was also simple and could be used as a cash counter and table top for display of accessories and small standing banners.

Trial Rooms:

Another feature resembling this trend was their painted messages on the mirror of the trial room in this store. It said "On Insta" with a heart beside it and conveyed to tag Global Desi on the social media platforms if they were their clothes. This also highlights the intelligent and minimalistic design approach to their social media marketing. The showroom of Global Desi at Mani Square also has tiny bells outside their trial room that can be rung from inside the trial room in case the customer trying the clothes needs help. The trial rooms have a supercharged utilitarian purpose with a simplistic approach.

Lighting:

The lighting is subtle because they have warm small lights that are placed only where needed to highlight the products at the store outlet of Acropolis Mall. The stores in the other showrooms also have soft warm lighting. The lights are into architectural forms or underneath shelves to elaborate the narrative of that visual merchandising.



Fig 57. Patterns resembling Global Desi's alignment with the trend.
Source: WGSN



Fig 58. Room planning of 'Supercharged Simplicity'.
Source: WGSN

Supercharged simplicity aligns fashion, food, beauty and interiors with subtle elegance and delicate details. Two of the major components in this trend are colours for the season and material for the collection. It brings forth longevity in the form of purpose encapsulated with significant utilitarian value. It furnishes the essence of minimalism through letting of things that offers lightness.

2.REROOTED NATURE

Visual Merchandising Forecast A/W 22/23

Rerooted nature plants the seeds of organic forms through various techniques of raw material depicting elements of nature. It stitches together a significant heritage with a craft and community via elements from the outdoors. It gives rise to new paths embracing ancient aesthetics inspired by historical wisdom and rituals. Another crucial element of this is the biophilic advancements and new modern technology that makes an individual get closer to nature with respect to tactility.



Fig 59. Models surrounded with floral elements inspired mannequins surrounded with similar elements at Global Desi.
Source: WGSN

Common Elements between the trend and BIBA:

Artistic rewilding at window display:

The window display of Global Desi has posters in the shape of flowers and flowers crafted around mannequins, immersing shoppers in nature. The flowers are almost the height of the mannequins. It created visible symbols of support for artisans and craftspeople. The mannequins were surrounded by elements of the environment in an incredibly creative that outlined the essence of the brand and the trend of Rerooted nature at the same time. It also shows Global Desi's factor of working on sustainability's clarity of the brand.

Earthy props, fixtures, furniture:

The props were in sleek forms and fixtures with artful assemblages of flowers, leaves, and plants. The whole store has an earthy palette, especially with its wooden interior scheme for the texture and color of shelves, chairs, and tables. The wallpaper had patterns that resembled heritage designs inspired by nature and environmentalist themes. Similarly, there were nature-inspired motifs and patterns on the header of the window display. The trial room also had a green colour scheme- which is the primary colour of nature.



Fig 60. Monochrome patterned wallpaper at Global Desi's outlet.
P.C - Shrestha Saha



Fig 61. Traditional seating arrangement.
P.C - Shrestha Saha



Fig 62. Front view of the Global Desi showroom at Acropolis mall.
P.C - Shrestha Saha



Fig 63. Floor design of geometric patterns.
P.C - Shrestha Saha



Fig 64. Trial room promoting social media engagement.
P.C - Shrestha Saha



Fig 65. Window display with floral props and mannequins.
P.C - Shrestha Saha

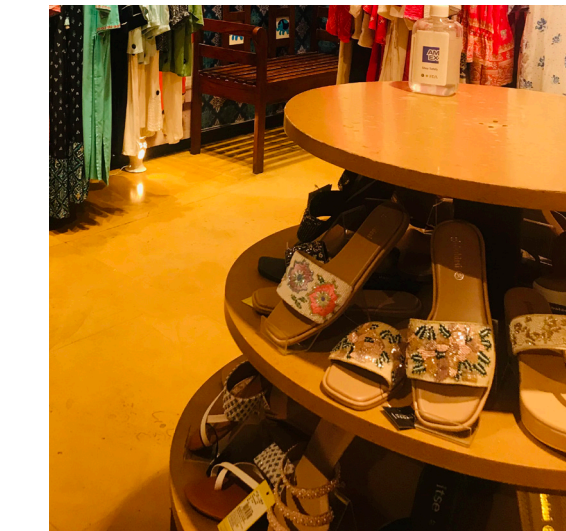


Fig 66. Circular fixture for product display.
P.C - Shrestha Saha

MEDIA SCAN

OFFLINE STORES

Location: ACROPOLIS MALL, Kolkata

Location: MANI SQUARE MALL, Kolkata

ONLINE MEDIA SCAN



Fig 67. Seasonal Fixtures.
P.C - Shrestha Saha



Fig 68. Seasonal greetings on the exterior of the Global Desi store at Mani Square.
P.C - Shrestha Saha



Fig 69. Global Desi at Mani Square.
P.C - Shrestha Saha



Fig 70. Seasonal banners promoting offers.
P.C - Shrestha Saha



Fig 71. Consistent colour scheme and patterned walls and floors at the Global Desi of Vadodara.
Source: retail4growth.com



Fig 72. Pop colours and homely furniture at Mumbai's store of Global Desi.
Source: retail4growth.com



Fig 73. Wooden aesthetic, typical to Global Desi's visual merchandise.
Source: retail4growth.com

KEY ELEMENTS FOR VISUAL MERCHANDISE OF GLOBAL DESI

Global Desi has created outlets that specially cater to their brand essence. They have a rustic touch along with traditional patterns reflected on pastel light beige wooden interior scheme for texture and colour.

The influence of the trend called 'Rerooted nature' can be vividly noticed in their decoration of window displays. Artificial and colourful flowers of heights equal to that of the mannequins were used to fashion the mannequins to display a creative showcase of the products on the windows.

The outlet at Acropolis mall has floors with geometric patterns. Their walls also had certain areas with geometric patterns. For example, the wall area behind the cash counter.

They have wooden chairs outside the trial rooms but cushioned sofas in the shopping area.

The trial rooms across all the outlets have a colour scheme of pastel green or hot pink.

The trial rooms at the Acropolis mall promote social media engagement by encouraging posting their pieces online because in their trial rooms they have placed the Instagram handle on the mirror along with the tagline "Post. Tag. Repeat."

At the trial room of City Centre I there are bells outside the rooms, which customers inside trial room can ring if they need assistance from outside.

There are many interesting creatives to communicate with the customers like a board outside the trial room saying "Three's a company we like it like that" signifying only 3 clothes are allowed.

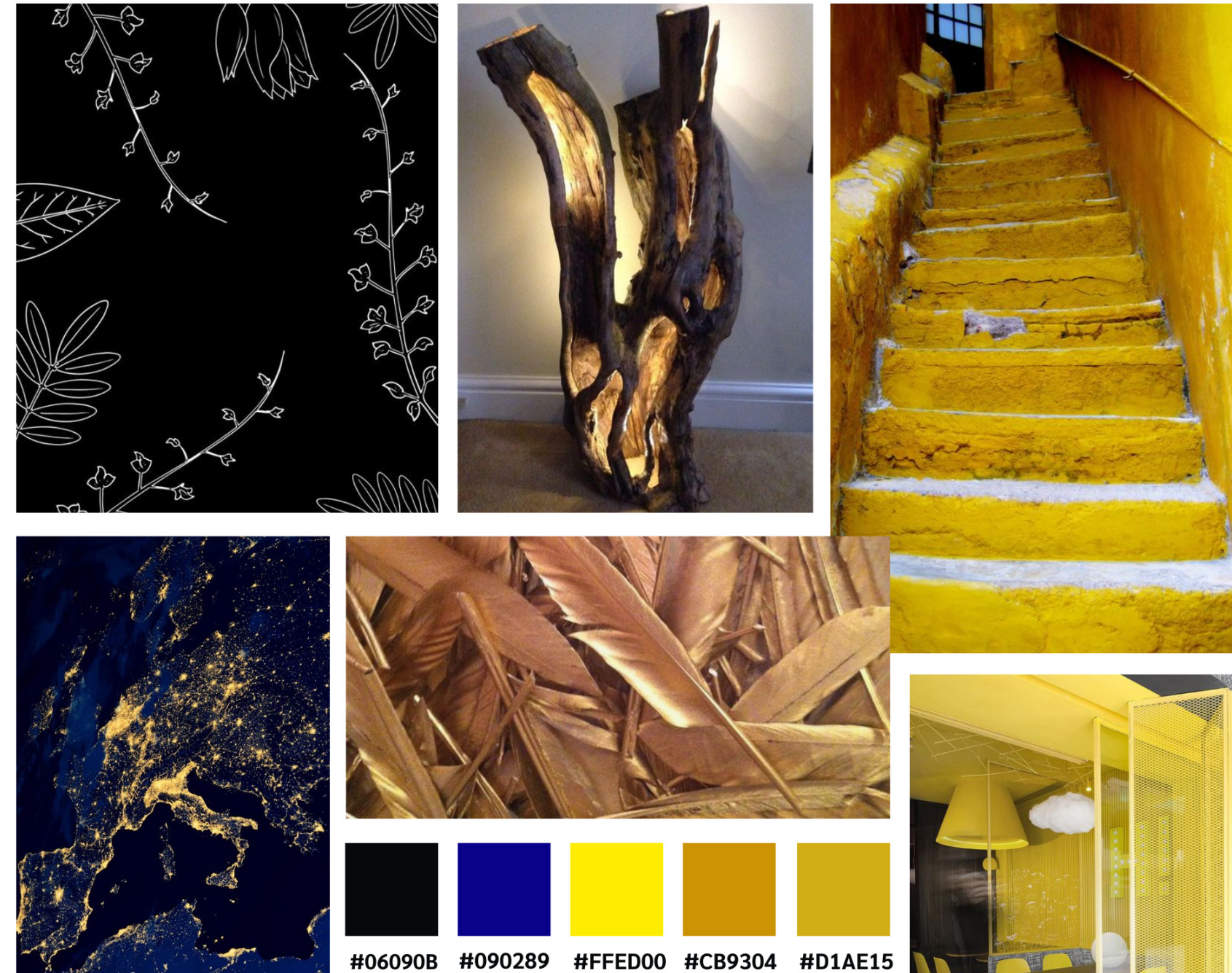
They also have boards with their pledges and brand missions written on them, behind the cash counter at the outlet of City centre I while video advertisements of their brand being played on TV behind the cash counter at the Acropolis Mall.

There are also big frames about 3/4th the wall height attached to the wall and special seasonal banner posters.

MOOD BOARD



COLOUR BOARD



Collective Key Elements

The visual merchandise of all three brands - Aurelia, Biba and Global Desi has a justified aesthetic and set-up in all their outlets. They maintain the richness of cultural backgrounds but also carry the sharpness and smartness of modernity. The essence of the brands was vividly reflected in their store planning and decoration. The beauty of the interior was organized in such an interesting and innovative way that it was a visual treat in itself just enough to enhance the beauty of the product and elevate the focus on those products. They also have multiple creative props and fixtures inspired by the present trends of visual merchandise. Another common ground between all the stores was the banners and posters highlighting their latest product launch, discounts, and the brand's ambassador. The window displays were also put together and impactful. The trial room was unique for each of the brands and individualistic creativity was rooted in them through communicative creatives or mechanisms. Most of the stores had warm lighting. All in all, the visual merchandise of all three brands had similarities enough to have a trending visual merchandise but also differences well enough to sketch the speciality of the brand's image.

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THANK YOU.