

VISUAL MERCHANDISING *for*  
**BENARES**



Good Earth Design Collection 2015-2016

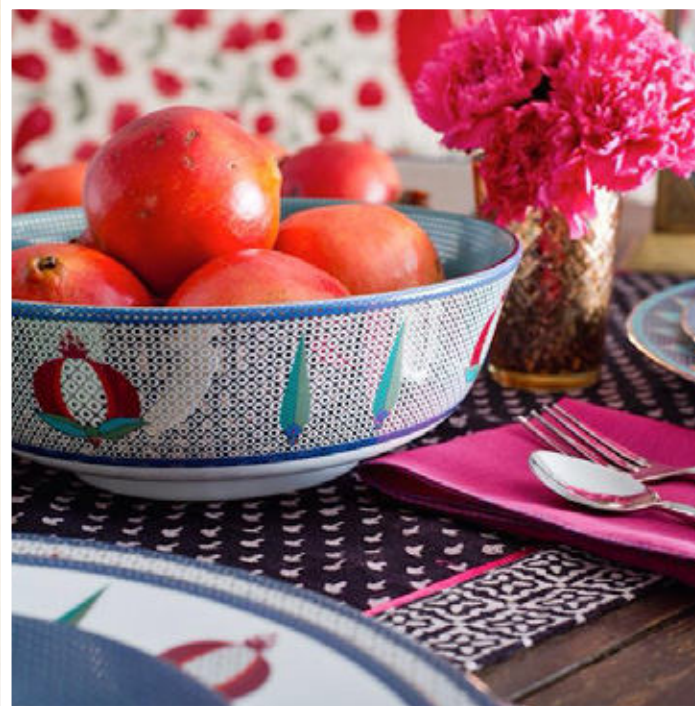




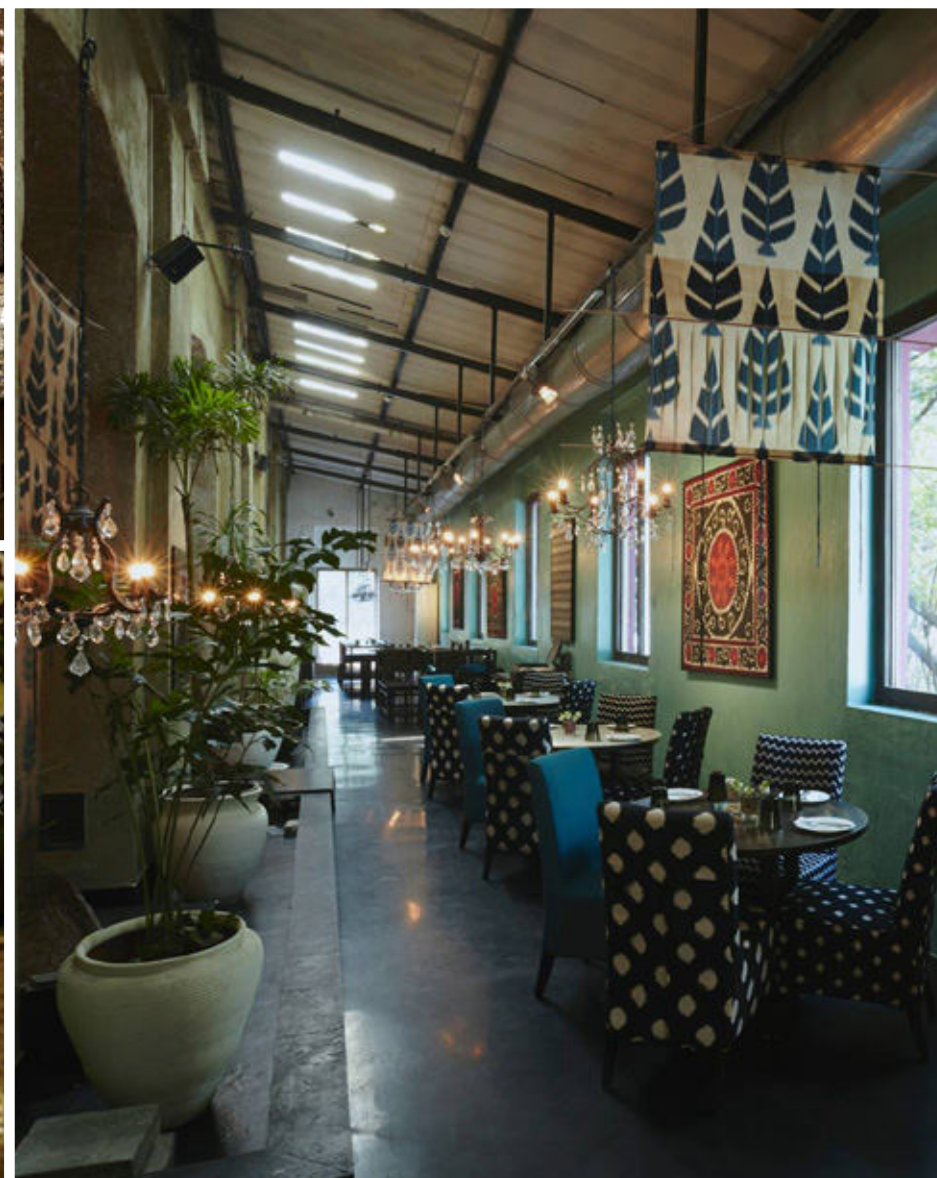


- Lifestyle & home decor brand
- Nine stores over India, Flagship Store at Raghuvanshi Mills, Lower Parel, Mumbai
- Designer dinnerware,
- Hand block printed fine textiles,
- Natural organic skin-care,
- Luxurious bedroom linen,
- Home fragrances and more.

CRAFTED BY HAND,  
INSPIRED BY NATURE AND  
ENCHANTED BY HISTORY.











## *Design Story*

- Celebration of the heritage of the Indian sub-continent and of surrounding areas across Asia
- Storytelling
- Sustaining a craft community
- Contemporising the Indian aesthetic

### **SAMARQAND -**

Crossroads of the Silk Route  
Good Earth Design collection 2014-2015



# *Benares*

Good Earth Design Collection  
2015-2016

Mosaic of religion, culture,  
architecture, history & art

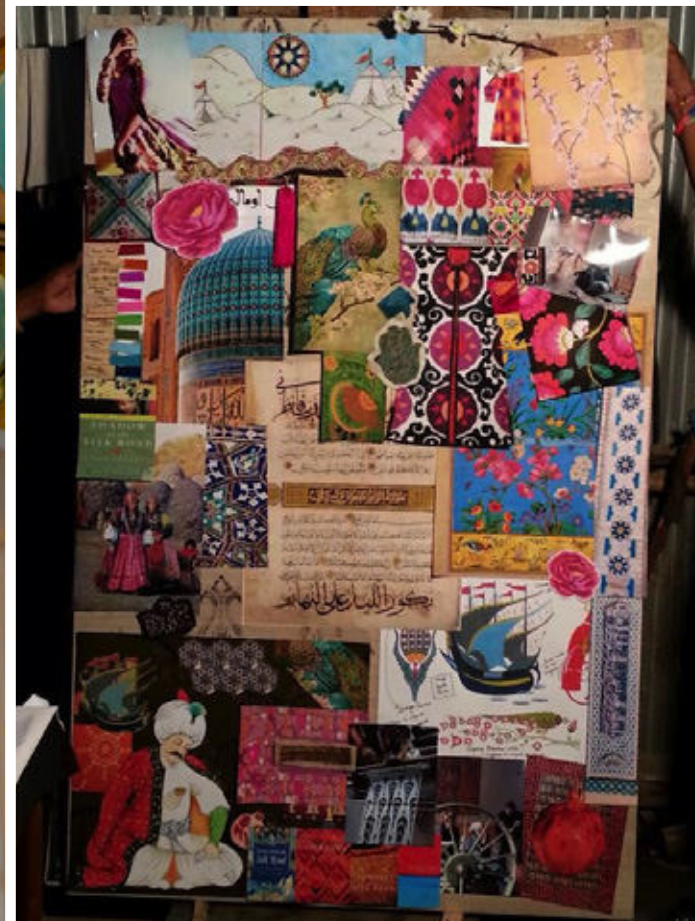
- Diversity in the people
- Hybrid architecture - Colonial & Mughal influences
- Arts & craft - Silk weavers, brocade textiles, brassware



**Moodboard  
&  
Colour Palette**







## *Visual Merchandising*

Presentation of the store and its merchandise to attract the attention of potential customers

- Store decor & display
- Ambience - experiential shopping
- Props & Installations

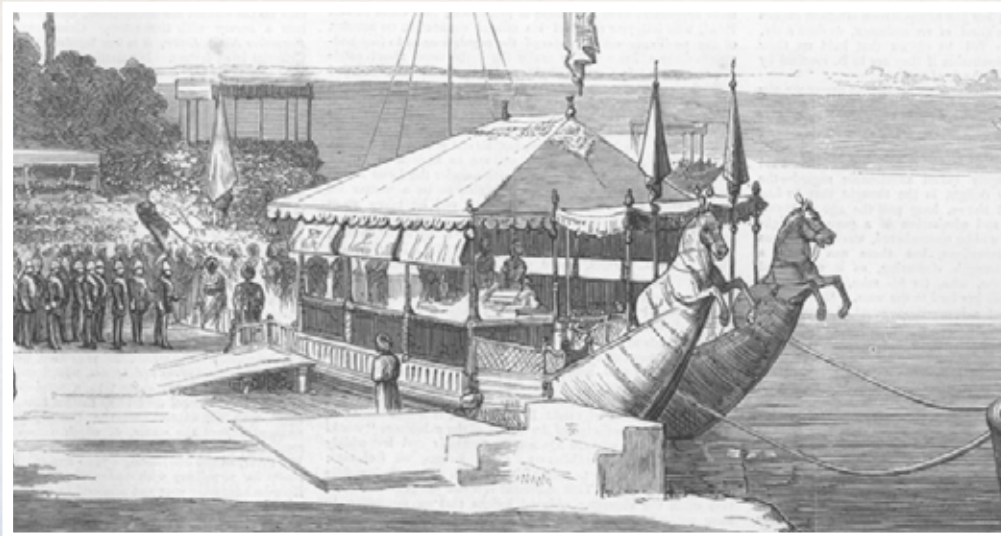
**SAMARQAND -**  
Visual merchandising & decor



## *Objective:*

To portray the story of the cultural sangam of the mystical city of Benares

- Capture imagination
- Ignite nostalgia
- Use of metaphor
- No direct connection to religion



A glimpse of the  
old Benares

## Task 1: *Swan Chariots*

Devas descending upon Benares in their celestial chariots and showering flowers as blessings upon mortals

- Pichhwais - decorative wall hangings
- Celebration
- Kitsch







*The Development  
of the form*



VIMAANA

+



MEHRAB

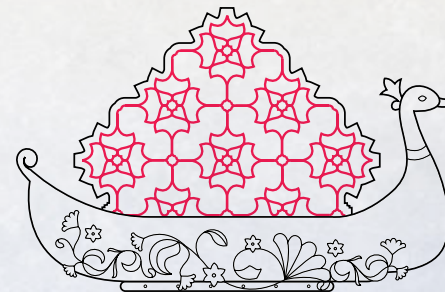
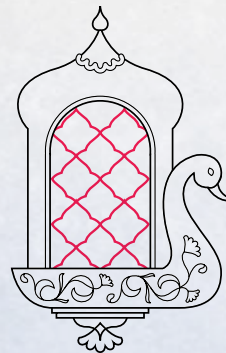
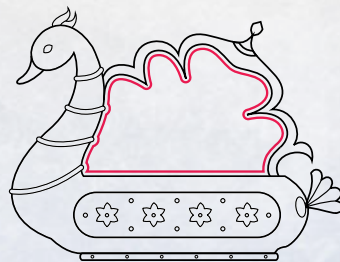
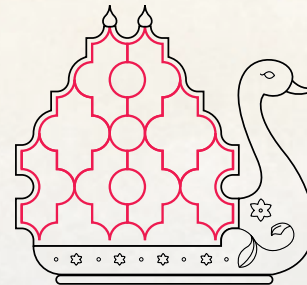
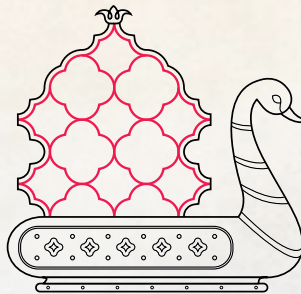
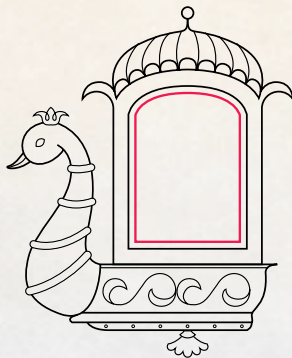
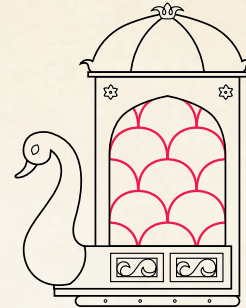
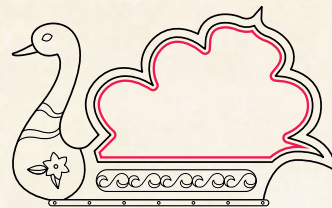
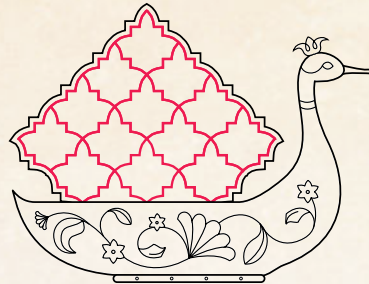
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JAALI



# *The Chariot designs*





# *Prototype*

## Miniature model

- Mobile of swan chariots
- Jaali sandwiched between two frames
- Trinkets & Charms

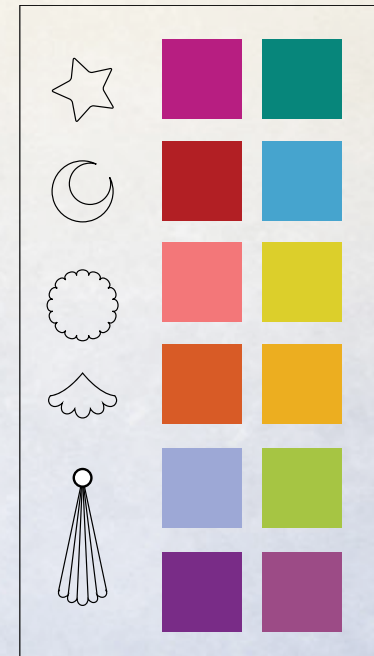




## *Style & appearance*



- Wooden chariot frames, painted with white and gold, distressed look
- eclectic mix of metal charms & bells, with pom-poms, stars, chands, beads and tassels





## Task 2 : *Diorama*

A glimpse of Benares & its story through the window display. A moodboard collage to show the development and process of the collection.

- Sketches
- Photographs
- Fabrics & textile samples
- Motifs & flowers

Repackaged as a *Ghatscape* - a nostalgic window to the ancient city.

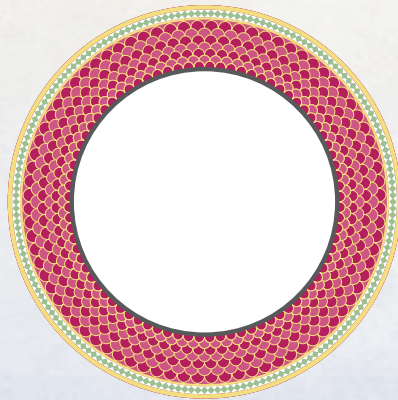




# *The Design*

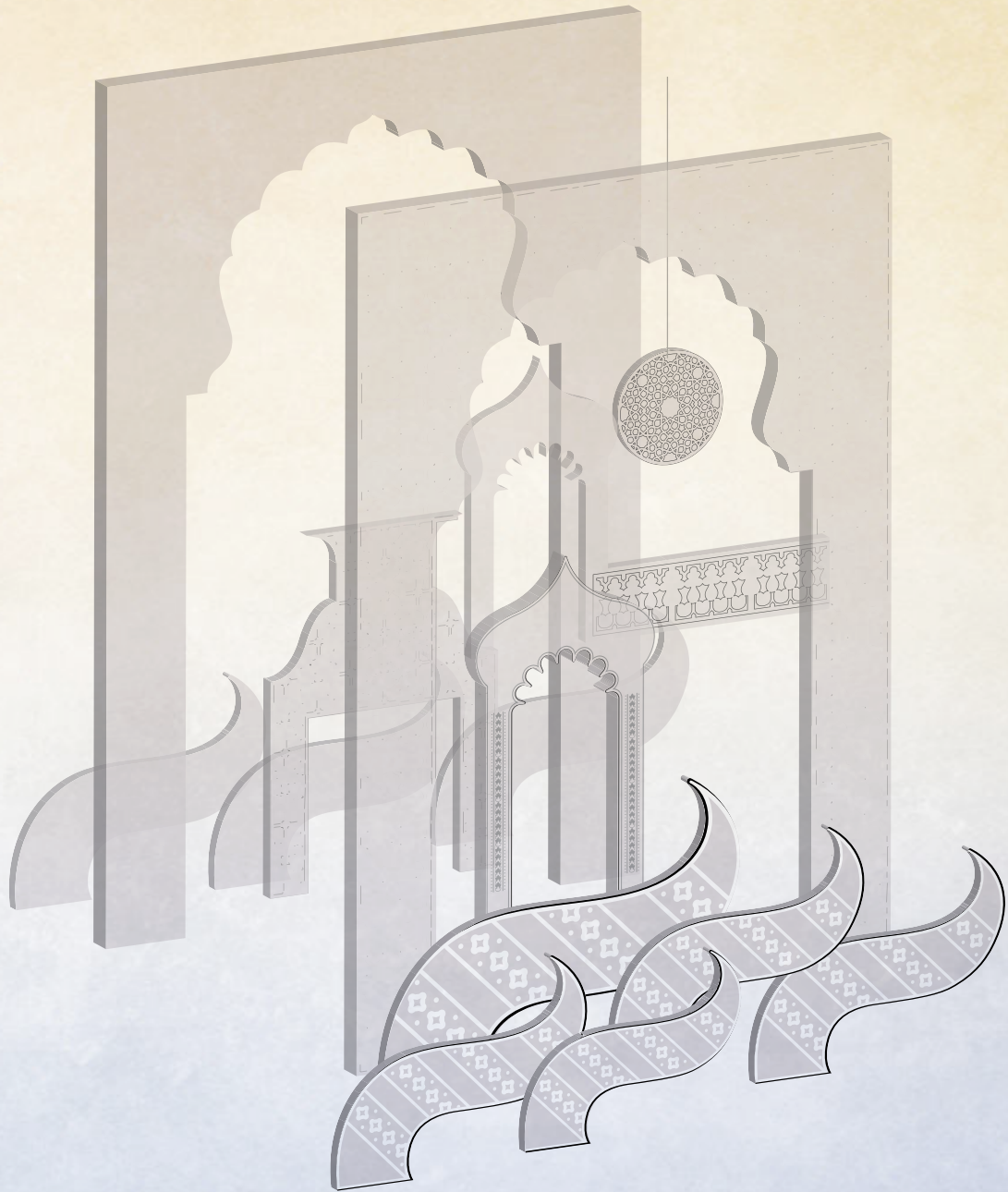
Form of a jharokha - a window revealing a Ghatscape of the mystic city

- Florals - Lotus, jasmine & marigold
- Brocade for the border and silk for the arch
- Architecture
- Jaalis
- Fauna
- Glimpses from lead collection- Varuna





*The Layers  
of the Ghatscape*





### *Task 3: VM Proposal*



Outline a brief of styling and decor ideas that shall transform the space in time for the launch of the collection.

This would include, the two installations - for the atrium & the window display. In addition, I had to also:

- Floral arrangements
- Use of Brocades
- TTR Screens
- Atrium decor



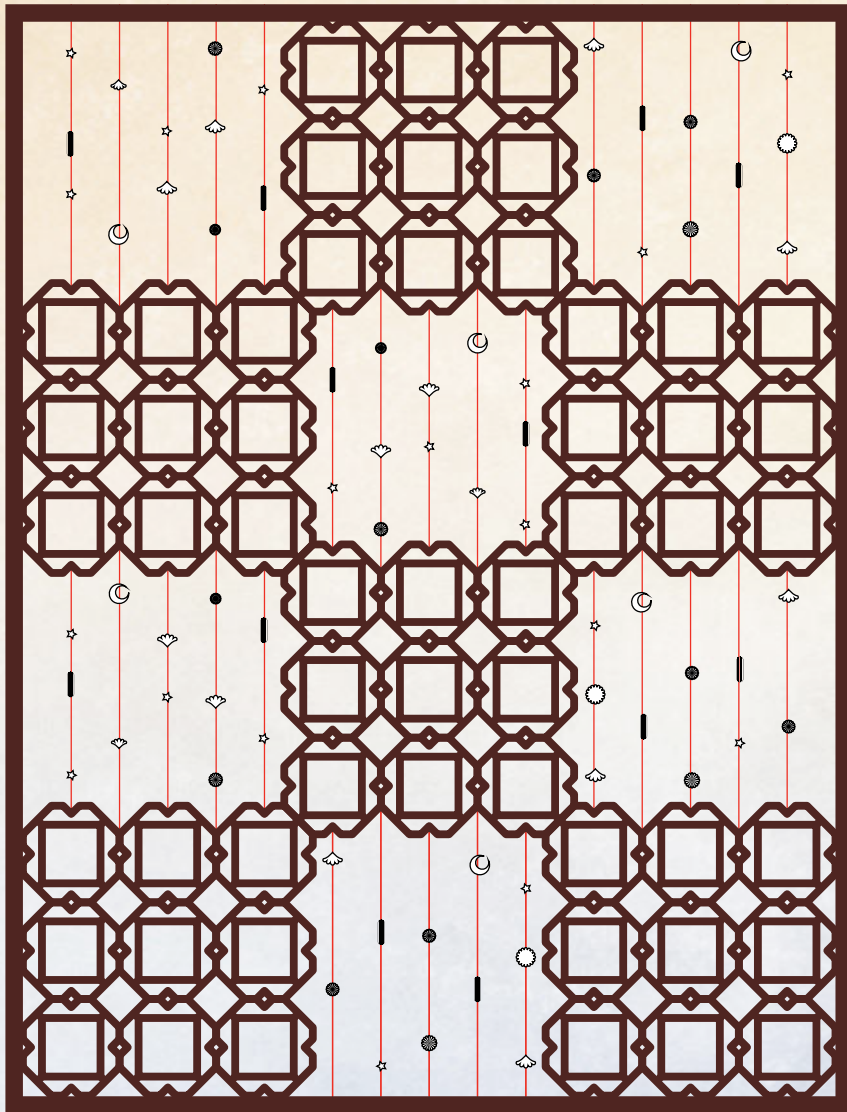
## *Atrium & the staircase*

The area where the swan chariots installation would be hung.

- The walls leading to the next level will be painted a dusk to dawn ombré and showcase the city by the river in golden lineart.
- The waves of the river, & the night stars will be embellished with shimmering sequins.







## *The Tasting Room*

Decorative panel design -  
a jaali frame made with wood, shall have  
niches to place in the flower lamps.  
Inspired the patravali lamps, they shall be  
shaped like origami boats and hold fresh  
flowers and tealights.

The alternate areas of the panel will once  
again mirror the cultural sangam and consist  
of metal charms and trinkets.

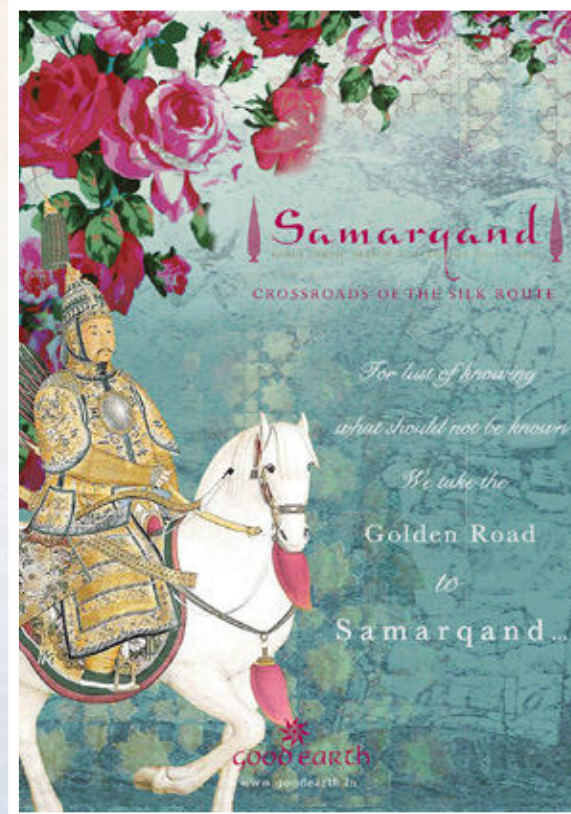




## Task 4: Collateral

Photo collages that adorn the walls of the store. Similar to a moodboard but more cohesive and tells a story.

- Posters
- Wallpapers
- Marketing
- Gift wraps & tags





# *The Elements of the Collage*

Certain repetitive elements each year which makes them distinctly Good Earth

- Botanicals
- Vintage Ephemera
  - \*James Prinsep
- Architecture
- Textiles
- Fauns
- Quotes







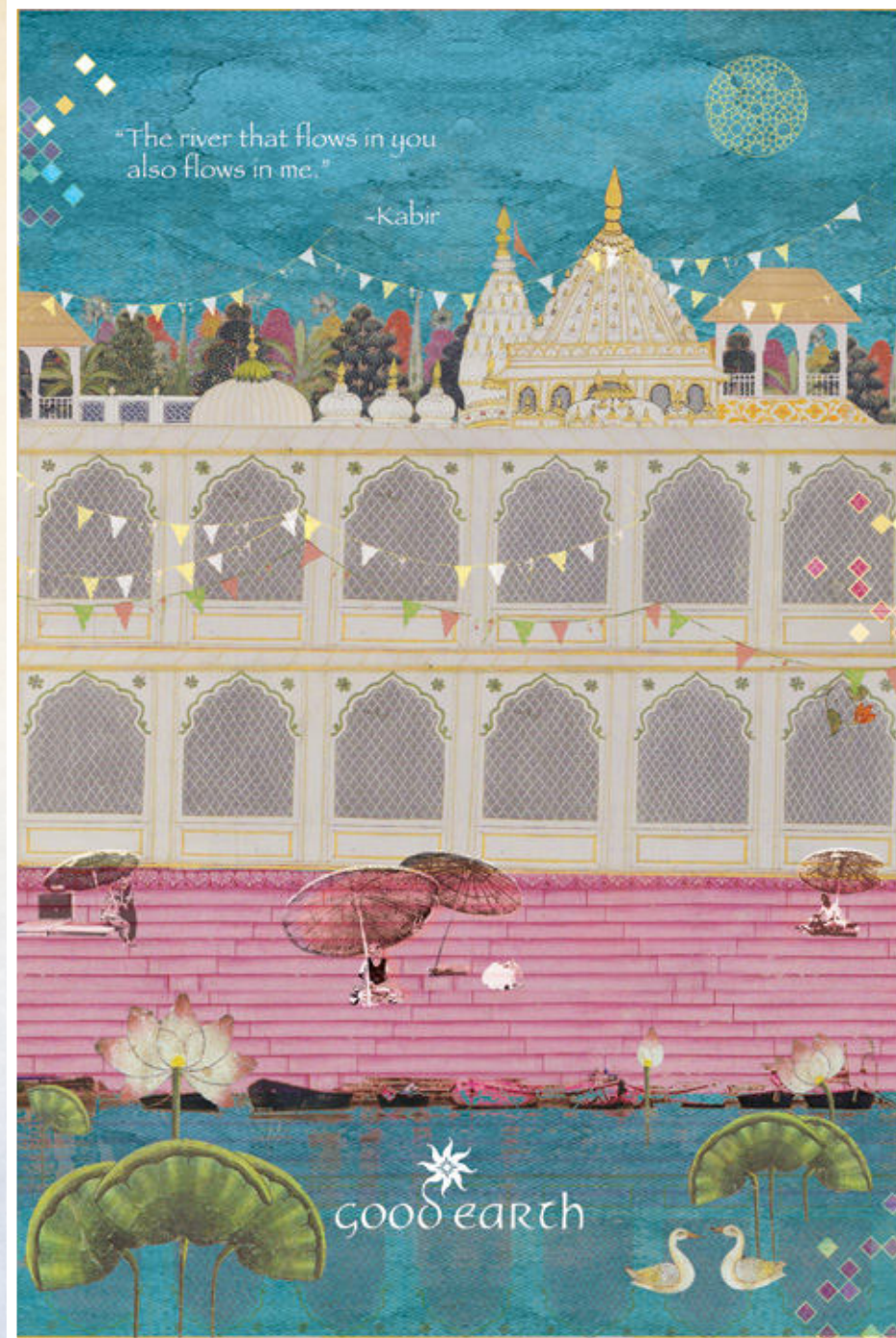
## *Collateral 1*

BLESSINGS FROM ABOVE



## *Collateral 2*

ALONGSIDE THE GHATS







## *Task 5: Domakonda*

Concept & moodboard for the interiors & styling of the Domakonda Fort.

Transform the ruined fort into a a luxury boutique hotel and encompass the Good Earth lifestyle in every inch of its architecture.

Styling ideas for:

3 Suites

4 Rooms



## Presentation

Presentation with our moodboards and image references.

Sorting and pairing furniture and upholstery with walls and interiors. We had to also consider the lighting and chandeliers, the material for the furniture and decorative pieces, colours and tones for the walls and ceilings, along the way.

A few slides from the presentation:





*Thank You*