



B>MORE

Façade and Interior Design for a Apparel Retail Showroom

Client:	Mr Vijay Chaliawala & Mr Ketan Chaliawala
Site Location:	B>More, Opp. Parle Point Palace, Besides Classic Complex, Athwa, Surat- 395007
Façade Area:	Approx. 4000 sq ft / 370 sq m
Retail Store Design Area:	Approx. 8000 sq ft / 743 sq m
Cost of Project:	Confidential
Year of Completion:	2021
Services:	Façade Design, Interior Design, Integration of Services
Firms Involved:	Essteam



THE SITE

THE PROJECT:

The clients have been a part of the Retail industry for many years and have inherited the legacy for generations. At B>More, they not only deal with a wide variety of Indian traditional garments but western formal wear as well. Their main emphasis was to create an experiential design to keep their customers visually engaged for a longer time span, increase the customer foot fall and design minimal interiors to focus more on the garments and its intricate details.

THE SITE:

Located in the city of Surat, the site is in the commercial heart of the city. It is right on the main road facing a flyover that makes it easily accessible as well as attracts more customers commuting everyday. The existing site was divided into two shops that were combined to create a bigger spacious store with ground plus four floors catering to different garment styles.



THE EXISTING SITE

Bhagwandas & Co.



THE EXISTING SITE

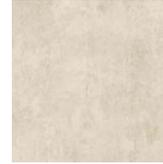
The existing site was divided into two segments that got combined into a bigger spacious retail showroom incorporating more apparel varieties and brands. This combined store with extension made B>More the largest independent store for Menswear across the state of Gujarat with an area of about 30,000 sq ft. The existing façade was dismantled and various façade design options were created keeping in mind the visual appeal that would attract maximum customers. Also while designing the façade, it was extremely important to visually disconnect the customers from the outside while they are inside the store, as the windows would overlook a busy road and flyover that would act as a distraction.



FACADE DESIGN OPTIONS

B > MORE

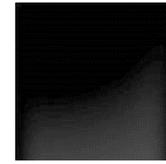
Eventually B>More's iconic 'Greater-than' illusion was created and incorporated on the façade with artificial lighting that enhanced the sleek lines and shadows that depict the same. A very raw yet modern material palette was chosen for the façade design to make it look eye-catching as well as classy, showcasing only what was required and portraying the brand the way it deserved.



PORCELAIN
TILES



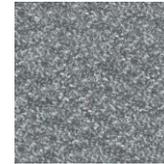
ANTIQUÉ BRASS



BACK PAINTED
GLASS



RECTIFIED PORCELAIN
STONEWARE
(FULL BODY)



GRANITE



FABRIC



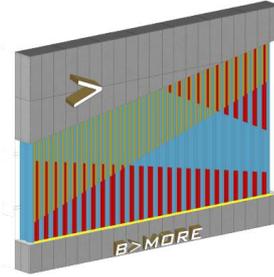
ACRYLIC



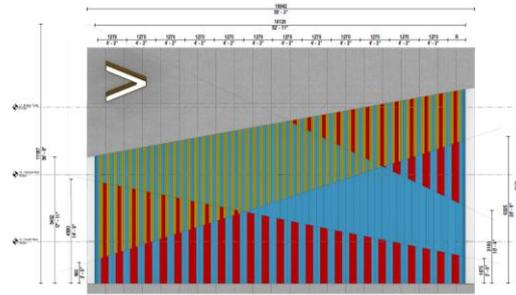
Two 3D diagrams illustrating the facade design layers. The first diagram, labeled 'LAYER 01', shows a grey top panel with a white 'greater-than' symbol (>) and a blue slat layer below it. The second diagram, labeled 'LAYER 02', shows the same grey top panel and blue slat layer, but with a red slat layer added below the blue one. Both diagrams have the 'B>MORE' logo at the bottom.

LAYER 01

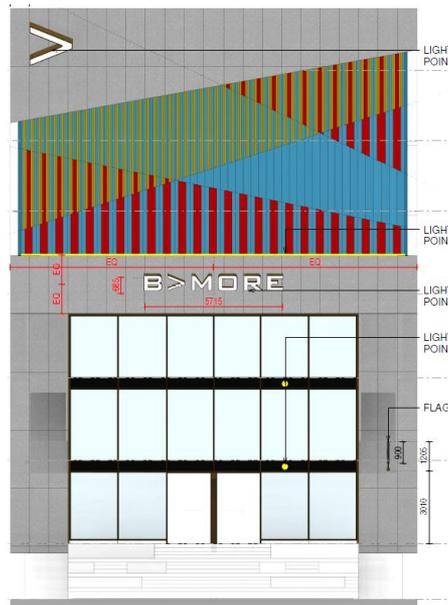
LAYER 02



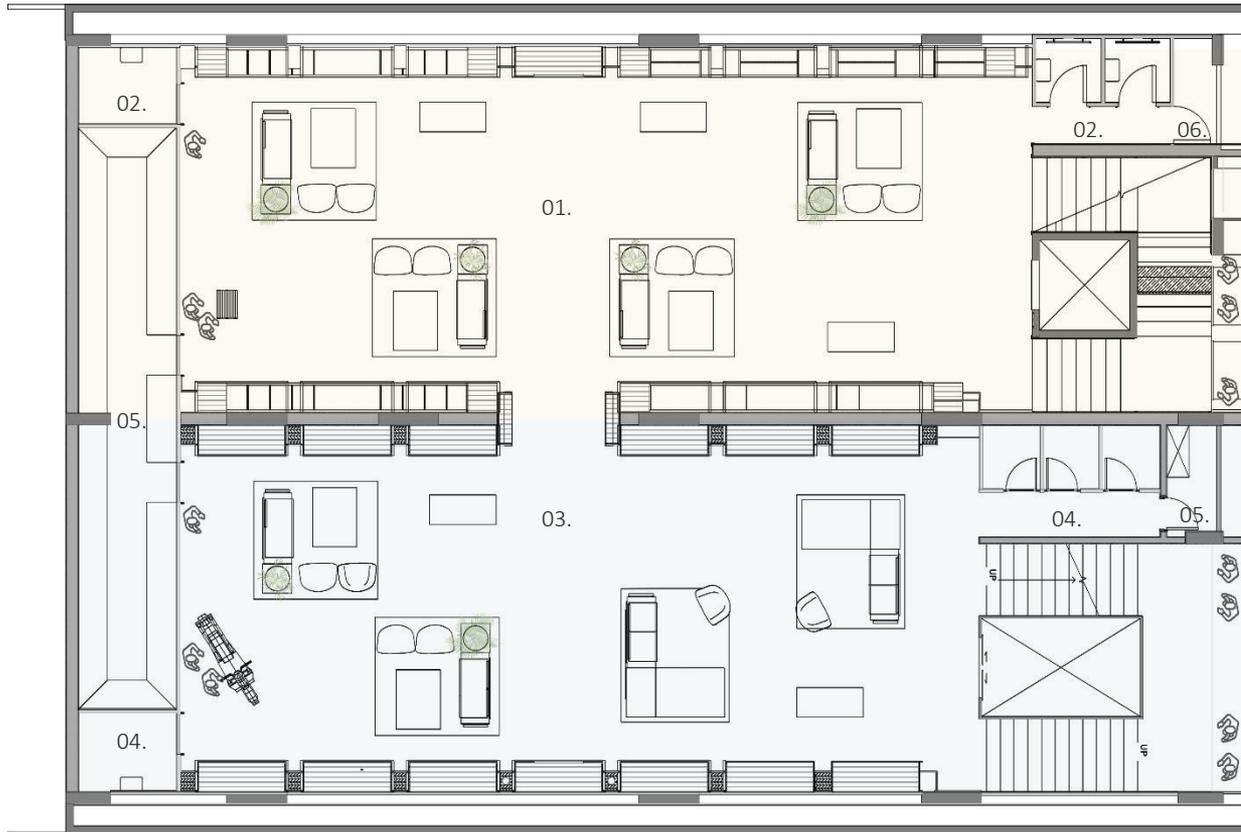
LAYER 03



THE ICONIC 'GREATER- THAN' FACADE DESIGN LAYERS

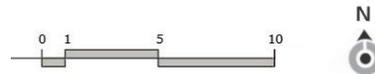


THE ICONIC 'GREATER- THAN' FACADE DESIGN



LEGENDS:

- 01. Traditional Kurta Section
- 02. Traditional Section Changing Room
- 03. Italian Formal Section
- 04. Italian Section Changing Room
- 05. Storage





BANDI SHIRT



BANDI SET



BLAZER



DESIGNER SHIRT



KURTA

EXISTING THIRD FLOOR APPAREL ARRANGEMENTS WITH VARIOUS CATEGORIES



CRAFT CONCRETE
GREY TILE



TEAK VENEER
FINISH LAMINATE



BRASS



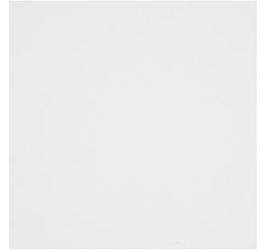
STATUARIO LAMINATE



LEATHER



JUTE CARPET



WHITE MARBLE STONE

The material palette plays a crucial role further adding in warmth and sleekness to the design with its plush look that makes the spaces extremely inviting as well as fresh. The selection of the materials is also in-sync with the two themes displayed on the floor- Indian traditional and Western formal wear, that would enhance the ambiance matching the same, overall. The interiors were kept minimal for the customers to focus more on the garments and its details.



TRADITIONAL INDIAN GARMENT SECTION

For the Indian traditional section, we took elements like old door frames, brackets, traditional art frames, b/w 'Raani-ni-vaav' photographs and a lot more to give a cultural touch to the interiors, engaging the customers visually. Indian Kurtas are in itself quite detailed and heavy, so the design is kept as minimal as possible for keeping the customer's search easy. The Fitting experience is extremely satisfying not only due to the personal assistance provided but also the setting created following a similar theme.



TRADITIONAL INDIAN GARMENT SECTION



TRADITIONAL INDIAN GARMENT SECTION



TRADITIONAL INDIAN GARMENT FITTING ROOM



WESTERN FORMAL WEAR SECTION



For the Western Formal wear section, various elements from Italy added a modern hint to the interiors. The island and seating arrangements were planned according to the requirements which also had specific ceiling light punches for better viewing of the color combinations in blazers and suits. The unique design element in this store was that a customer will view garments anywhere they look- 360 degrees around them, keeping their focus intact.



Niches were created in the 18 mm x 18 mm antique brass rod to accommodate only a selected number of garments to maintain the aesthetics and make it look organized. Specific calculated display of garments were arranged at an equal distance that made the customer experience simpler as well as boosted the sales due to easy and quality navigation.





Climbing the staircase was made uniquely interesting as it provoked a desire to give the customers a 'teaser' as to what to expect on the upcoming floor level.





The fourth floor is specially created for the Grooms along with a B>Café that was designed by us enhancing the customer hospitality as it serves fresh in-house beverages to the Groom and his family who generally tends to spend a longer time for their outfit selections and fittings.

GROOM'S FLOOR WITH THE B>CAFÉ



•
SURAT

•
HYDERABAD

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