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News

Raymond Ready To Wear store bags Speciality Store award at RDI's 45th Annual International Store Design Competition

The Retail Design Institute presented the winners of its 45th Annual International Store Design Competition at the Hilton Anatole, Dallas on March 12, 2016. More than 125 projects from around the world competed in 21 categories reflecting both hard lines and soft lines in formats ranging from department, speciality, supermarket and mass merchant to pop-up and common area. Under the category, Soft-Line Speciality Store, the Raymond Ready to Wear store in Bangalore, designed by Gensler bagged the first place.

Conceptualised by Gensler, a reputed design firm of USA and designed by FRDC Bangalore, Raymond Ready To Wear store expands the product offering beyond RTW to include Made to Measure in an environment that inspires with curated product displays, hospitality, impeccable service, unique digital shopping and fitting room experience.

"An international recognition for an Indian brand store amongst who's who of global retail is an indeed a proud achievement for all of us as design community!" says Sanjay Agarwal, MD, FRDC.

"This is another first by Raymond, among many Indian brands, to win this prestigious retail design award on a global platform. It is a great boost to chase the dream of a contemporary retail environment that we created and translating it in more stores across India," Nagendra Pratap Singh, Head - Events (Lifestyle Business) & Central VM (Group Apparel), Raymond.●

