



Tashi

Mumbai, India

DESIGN

JGA, Southfield, MI

CHAIRMAN

Ken Nisch

CREATIVE DIRECTOR

Gordon Eason

ARCHITECT/PROJECT MANAGER

FRDC, Bangalore, India

CHIEF ARCHITECT

Sanjay Agarwal with Vineeth, Aditi, Jim, Karthika, Prachi, Shameem, Abhilash, Fazal, Sanjay

LEED CERTIFICATION/ENERGY CONSULTANT

Ms. Prerna Dhapola, Archipedition, Bangalore, India

VM PLANNING & DESIGN

Charles Perez, ADIG Studio, Concord CA

BRAND & LOGO DESIGN

Leo Burnett, Big Apple A, Mumbai, India

CLIENT TEAM

MANAGING DIRECTOR

Noel N. Tata

VP RETAIL

Deepak Deshpande





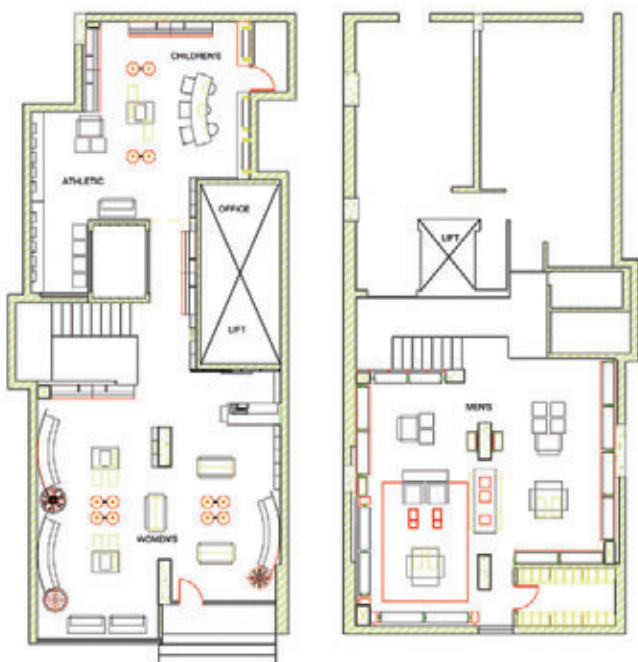
The goal set for Tashi by Tata International was to have a brand prototype shop that would combine the consumers' love of shoes and fashion with the corporation's desire for social responsibility and "green" practices. The designers at JGA of Southfield, MI had the task of designing this 3,000 sq. ft. shop in Mumbai that would not only show shoes for the entire family, but also leather goods such as wallets, belts and jackets. The product offering — high fashion and formal, to casual and ethnic — was to be shown in a unique setting that was "green" and eco-friendly. With the assistance of FRDC, Bangalore-based architects for project management, and with the talents of Ms. Prerna Dhapola of Archiperdition to guide the "green" design to LEED certification, the design that is shown here evolved.

"For the love of shoes" became the guiding mantra or the focus along with "value and bringing together the

emotion, place with product — all in an earth-friendly environment." The oversized shoe, on the façade, immediately sets this store apart from its surrounding retailers and also serves to attract shoppers, as it makes a strong fashion statement. The oversized stiletto sculpture stands seven feet tall with a fifty inch heel and is eleven feet from back to toe. The logo is the symbol for Tashi which means "prosperity and well-being" and is represented by three dots. The dots signify "trust, reliability, service" — the three key attributes of the parent company, Tashi International.

The shop interior is zoned for men and women and within each area it is further defined by lifestyles such as City Lights (upscale urban), Glitz & Glam (appealing to the spectacular persona within each shopper) and Caravan (for life's adventures). The women's area has curved, light and airy fixtures, pedestal tables, white finishes and





butter-tone leather. “Combined with hot pink stools, it is feminine without being frilly.” More structured and block-like fixtures appear in the men’s area — organized on a grid — neutral in finish with wood, taupe leather and stone. For the children’s and sports sections the fixtures have radius finish and are more geometric in shape. Elements vary from small, detail-driven signage to highly communicative visuals and graphics, to tables, coasters and lampshades. The use of wood and stone wall cladding and acrylic and brushed steel distinguish everyday wear from premium. “Dynamic graphics and resourced artifacts add to the experience that brings style to life. Lighting adds sparkle, illuminates, directs, highlights and defines the merchandise and adds to the experience.” For the LEED certification efforts were made to reuse existing materials and minimize imports. Leather waste from shoe manufacturing was used to finish some of the walls.

“Tashi is all about democratizing style, celebrating life to add a soul to every sole to create an ongoing lifestyle experience in-store.”