

ताशी

Täshi



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the showroom stand brightly lit projecting each of its cars in a glamorous and alluring manner

INDIAN DESIGN

Shoe Struck!

From sole to soul, Tashi builds a bridge for all those shoe-lovers. A venture that's new shores to Tata, TASHI stands out from the clutter at Linking Road, Bandra. Making a style statement, starting from its front yard, TASHI – the new footwear brand has entered with a bang!

Pass by Linking Road, Bandra, and you would rarely miss the newly launched "Tashi" store. Catering to footwear for both the sexes, Tashi – a new business undertaking under the Tata International banner, stomps its way into an array of already existing clutter. But with a well executed store design conceptualized, planned and created by a true international team comprising of retail design professionals from Detroit, San Francisco, Los Angeles, Mumbai and Bangalore, Tashi sure stands out of the clutter.

'Tashi' signifying 'prosperity' and 'well being', are virtues that have been further worked upon in the designing and creation of the store. Taking into account every tiny element that's part of the store design and ambience, Tashi has been designed to refresh one's senses; an aspect peculiar to Tashi.

Romping with a difference into this new retail arena, Tashi has implemented a one of its kind strategy that reads - "No turning back!" Most of the elements used in its designing is either never heard of, or have been presented with an edge.

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dots. The dots signifying: Trust, Reliability, and Service, the 3 key ingredients of Tata International have now been brought down to retail. Attracting maximum attention, the window display used by Tashi, is a bright red stiletto! A fashion statement made, the rest of the window, stands clear, a direct view into the length of the store, promising the viewers a story within.

The store standing tall across a total area of 2800 sq ft spread over two levels, Tashi is born out of a well implemented store plan. Keeping in mind the differences in both the sexes, Tashi has designed the men's and women's section in a way appealing to both sexes using the Yin and Yang strategy. The women's section is on the ground floor along with the kids and sports section, whereas the men's section is laid out on the first floor.

In reference to the layout, women's needs are brought to the forefront, with a wide range of footwear to choose from, as per occasion and their lifestyle needs. This section is designed in a sensuous manner giving it a candle light dinner effect, celebrating a mix of fashion, glamour, style and comfort, whereas the men's section has been showcased in a bold manner that's spells sophistication. Tashi houses these contrasting mannerisms, in both the sexes,



Men's section has been showcased in a bold manner that's spells sophistication



Various elements in store from small detail driven signages to highly communicative visuals, graphics to tables, and coasters to lampshades portray a democratized style of celebration



The binding factor in the store being the terrazzo flooring, fixtures and the leather clad back walls, as well as the off-white color that manifests in the interiors of the store



Women's section is designed in a sensuous manner giving it a candle light dinner effect

displayed as a unified whole. The binding factor in the store being the terrazzo flooring, fixtures and the leather clad back walls, as well as the off-white color that manifests in the interiors of the store.

Creating an ongoing lifestyle experience, various elements in store from small detail driven signages to highly communicative visuals, graphics to tables, and coasters to lampshades portray a democratized style of celebration. Wood and stone wall-cladding, acrylic and brushed steel fixtures, categorizes the standard wear from the premium. Horizontal grooving adds on to the sleek look, enabling flexibility in changing shelves as per requirement. Also, dynamic graphics and resourced artifacts add to providing a unique experience. Breaking away from the norm, Tashi has presented its merchandise in a totally different manner. Different ranges provided by the brand are presented in a lifestyle display format.

The most innovative and thoughtful initiative by the brand is its environment friendly approach. Thus going green, the store has used a unique air conditioning system, charged with oxygen and fresh air, a de-stresser and refreshing element for the customers as well as the employees; CO2 levels are also monitored inside the store. One of the most energy efficient stores planned in India



All interior materials, methodology and designs comply with LEED (Leadership in Energy and Environment Design) under USGBC (US Green Building Council)

consuming at least 40% less energy, Tashi has been equipped with an intelligent system to drive energy usage in conjunction with the day and night, off-peak and peak times; solar power generation further reducing energy consumption.

Furthermore, all interior materials, methodology and designs comply with LEED (Leadership in Energy and Environment Design) under USGBC (US Green Building Council). Reusing maximum existing materials and minimize imports, Tashi has made visible efforts using leather waste from Tata International factory inside the stores.

wooing its target audience, the store has its design, color and lighting working together in unison. Each element in the store visibly works into creating an extraordinary experience. For instance, the lighting used - CDMTs and LEDs, play varied roles, where in the women's section it adds a sparkle-y and auspicious effect, whereas in the sports, kids and men's section, it illuminates, directs and highlights, defining every merchandise and category it caters to.

Diving into a turbulent sea, Tashi has decided to swim against the tide, taking inspirations from the modern artists Pete Mondrian. Hence following a contemporary retail environment, timeless design and materials, the brand has emphasized on an emotional appeal, a new-fangled strategy in the footwear arena seen in India. Positioning itself as a global fashion brand, showcasing an international and fresh ambience, the store prioritizes customers comfort zone.

Giving due importance to visual merchandising aspects, the store has based itself on the fact that, "Invitation, Stimulation & Motivation Create Sales & Success." Already an established figure in manufacturing international quality leather, Tata International is continuing what it does best: "...breaking new ground in product development....something that hasn't been done before"; and all this: "For the love of shoes." ●

Smitha Samuel

Vision, Planning, Direction and Design Crew:

Vision & Direction

Deepak Deshpande, VP-Retail Tata International

Principal Design

JGA, Detroit

Principal Architect

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VM design

ADIG Studio, SFO and FRDC

Branding Design

Vikas Gaitonde

Window prop design & Installation

Guruji Bros., Mumbai

Green Design & LEED Consultant

FRDC and Archipedion, Bangalore

Lighting Design

Turquoise Lighting Design, Los Angeles

Mumbai Stores:

HVAC Design

Sampcon Consultants, Mumbai

Electrical Consultant

Riddhicon, Mumbai

Project Direction

FRDC, Bangalore

General Contracting Agency Details, Mumbai

Fixtures

Disha Retail Fixtures, Bangalore

Fixture Hardwares

Visplay, Gmbh

Light Fixtures

Plus, Focus Lights

LED Lights

Autoramaa, Mumbai

Audio

Onkyo

Signage

Diamond Signage

Delhi Stores:

Hvac Consultant

Creative Service

Electrical Consultant

Sarimanya

Project Management

FRDC Team

General Contracting

Chooyal Woodcraft, True Dimensions & Sneha

Electrical Contracting

Everest Electrical

Solar panels

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