

VM-RD

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Brand Retail Solutions

Western Fashion Apparel – Specialty Store

Project : Breakbounce Streetwear

Merit : Fadd Studio

VM-RD Retail Design Awards 2016



Taking a men's street wear brand from online space to the offline space, the first EBO of Breakbounce Streetwear at Vadodara is simple yet functional. Since the storeroom space was minimal, the design and display had to accommodate storage in a smart and attractive way.

The concept of the Breakbounce store is a fusion of opposites. While it is grungy and almost unfinished in its choice of raw materials, it is stylish and refined in design and finish of those same materials. Keeping in mind that the products need to be the main highlights, the colors chosen were muted and neutral. A composition of vertical MDF/Cement board slats that make up the walls of the store. The purpose of this is two-fold approach was both design and storage. The thinner slats have products rolled up in cylinders while the bigger slats will have bulkier folded products. The boxes are meant for bags and shoes. For the floor display, the store has several units that are straight-lined in design for various



product displays - whether it is folded, stacked or hung. The use of a container in the store is noticeable – whether used for in-store demarcation or for pure aesthetics. •

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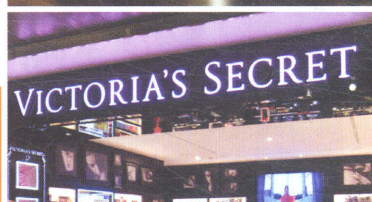
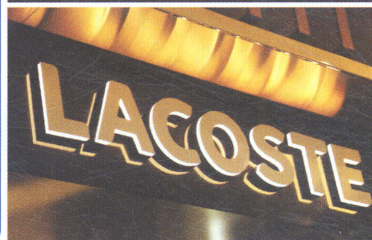
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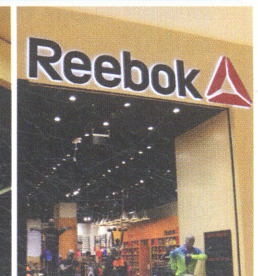
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