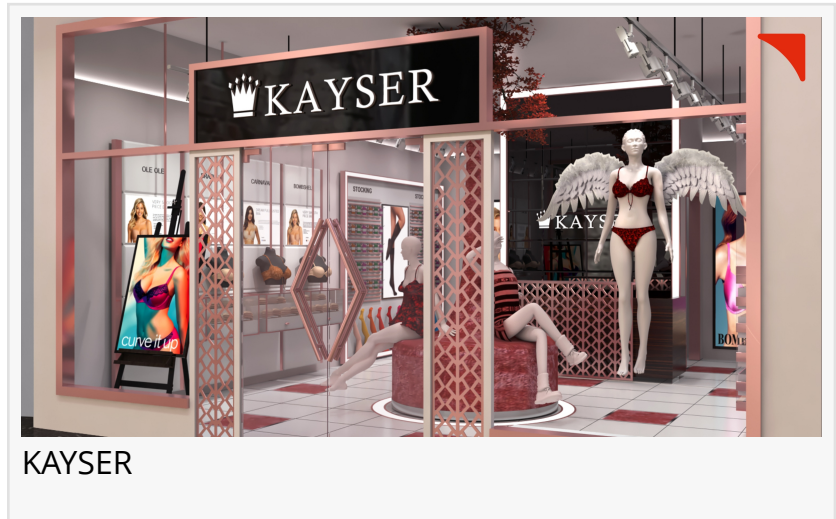


D'Art Design Leads Bold Retail Transformation for Kayser

D'Art rolled out Kayser's new store that redefines lingerie shopping as a sensory journey, celebrates individuality, and repositions retail as an experience

DELHI, INDIA, June 13, 2025
/EINPresswire.com/ -- [Kayser](#), a renowned lingerie brand joined hands with D'Art Design, a 360 degree retail branding and marketing agency to revamp its traditional stores into immersive destinations for the visitors, further providing them with engaging and out of the world shopping experiences.



“

While working on this project, we were not focused on developing a store for selling lingerie. Instead, our strategies aimed at framing it as art, emotion, and expression.”

*Rachhna Dadhich, Worldwide
Marketing Facilitator, D'Art
Design*

The unveiling of the new Kayser store concept wasn't just a retail launch. Instead, it's a story in space, a convergence of product, purpose, and precision. Combining structure and emotion, the concept reinvents traditional lingerie retail with a [store design](#) that puts the customer in an embassading, participative position, further redefining how they perceive the brand and interact with it.

This collaboration between Kayser and the [retail design firm](#) wasn't just an aesthetic exercise. Instead, it was rather considered a deliberate form of experimentation that was concerned about what the store itself could do. This experimentation further resulted in a store layout that places lingerie not just as fashion but as a carefully

selected statement of personality and expression of individuality. Also, the store quietly maintains the persona that underwear, for women, is nothing less than an artistic statement.

Framing the Vision: A Museum of Modern Femininity

Fundamentally, the store design inspiration was rooted in one single, powerful idea: to express lingerie as an extension of inner beauty—pretty, personal, and proper. This vision has clearly been reflected in the implemented interior concept based on "straight frames of the museum." Every design zone inside the store functions as its own gallery corridor that celebrates women and their relationship with the product.

Instead of storing items on nondescript shelves, they are now showcased in the form of curated displays— perfectly positioned on a pedestal, further elevation the visual hierarchy but still accessible in function. The layered effect of rose gold, white light, and deep red under tones makes for an environment that's sophisticated without being intimidating. It can be defined as a perfect blend of intimacy, tradition, and the contemporary.

The store's overall architecture surrenders to calm geometry and regular visuality, which allows each product to occupy the space as a symbol of craftsmanship that it actually is. Mannequins are posed as if they were sculptures. Some sitting with one leg thrown over a chair, while others stand tall with wings. These unique retail fixtures resonate with strength and grace, further evoking a sense of empowerment among visitors.

Execution at the Crossroads of Innovation and Identity

The key achievement by Kayser is not the mere formal aesthetics, but a multi faceted approach to this retail outlet. From concept to in store layout, every detail—including mirror placement, the direction of light, material finish, and spatial flow—was created in a way that it



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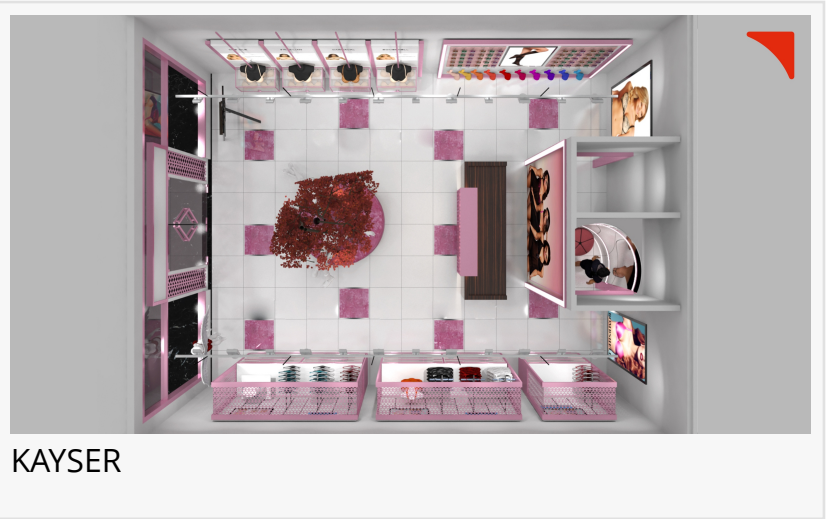
KAYSER



KAYSER

counterbalances practicality with emotional resonance.

Behind the scenes, the effort was grueling. D'Art Design's concept, design, and implementation teams collaborated to translate abstract ideas into physical dimensions to further keep the store rooted in Kayser's brand essence. Prototyping, VR walk throughs, physical material testing in real time and several iterations between client and vendor teams were some of the main aspects of this product coordination.



One of the most interesting aspects of this execution is how the seating pods merge with the fitting rooms. They are not only a comfortable place to relax but have actually become part of the visual language of the store. Curved seating perches below a sculptural anchor—a fake tree that provides a soft anchor point, connecting nature to femininity in a stylized but hushed manner.

One of the senior spatial designers at D'Art Design who was handling this project commented, 'While conceptualizing and designing the Kayser store, we did not aim for developing a space just to sell products. Instead, we joined forces in order to choreograph an experience that felt deliberate yet effortless. Each and every retail aspect of the store, including surface, frames, mannequins, texture, etc., echoes the same value: this is a space for appreciation and not just for consumption.'

An Intentional Departure from Conventional Retail

For Kayser, the retail concept for this store is a deliberate rupture with the average, traditional commercial atmosphere. This choice of referencing art galleries and museums wasn't merely aesthetic for the sake of form. Instead, it was actually conceptual. The idea was to create a world where the product would not scream for attention but would capture it through presence and elegance.

Visual communication within the store has a subtle yet powerful influence. Different product categories, including OLE OLE, BRAZILIAN, BOMBSHELL, CARNAVAL, etc., are presented with clean, editorial echoing at an idle. Way finding is modest, relying on the user's intuition to navigate. Everything is delimited with a precise light zoning, which is concentrated directly on the product elevations and creates soft and neutral transitional zones.

According to the head of retail marketing at Kayser, 'This store was not just a format. Instead, it

is actually a framework of how we see and perceive the future of our brand. We are not just selling lingerie; instead, we curate stories, emotions, and comfort. What D'Art Design built for us is a reflection of that ambition—not flashy but functional and fundamental.'

A Retail Design Format That Sets an Example!

The Kayser store isn't just a standalone design exercise. Instead, it is a blueprint for future rollouts that has enough flexibility to evolve while still reflecting the brand's experiential DNA. The visual narrative set here is scalable across both physical footprints and how customers engage.

By doubling down on narrative and positioning the product as an artifact of personal identity, this concept also demonstrates that retail can feel different without actually sacrificing its business value. It does not encourage the customers to simply shop but to pause, take a break from their hectic schedule, and relax for a while. It pushes the customers to consider how every day can also be expressive and how a space can help define that message without saying a word.

From layout and lighting to mannequin pose and mirror angle, each and every gesture in this project is intentional and paid high attention to. All these elements meld into a place where innovation is not loud but lived and where execution quietly takes its place.

Looking Forward: Innovation as a Standard, Not a Strategy

The Kayser project reinforces an increasing industry reality that design driven thinking isn't a luxury available to only flagship stores or luxury brands. Instead, it is a necessity or requirement for brands that want to be relevant, resonant, and respectful of the people they serve.

With this launch, the message sent by both Kayser and D'Art is cool and clear: thoughtful execution and authentic expression of the brand are mutually exclusive paths. Together, they are the building blocks of a retail experience that's both timeless and timely.

The success of Kayser's retail design and execution project does not rest on footfall data alone. Instead, it is actually rooted in the shift of perception that it encourages. The freshly rolled out lingerie completely revolves around rethinking categories, breaking norms, and, above all, remembering that design is not just about what is seen; instead, it is felt right from the moment a customer steps inside a store.

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