

D'Art Design Reimagines Experiential Store Design for House of Red Chief

With modular displays and lifestyle zones, the new House of Red Chief store redefines retail by engaging customers through experience driven design.

DELHI, INDIA, June 17, 2025

/EINPresswire.com/ -- In a bold, strategic, and forward looking move to strengthen its brand identity in the competitive market, the House of Red Chief partnered with D'Art Design, a renowned retail design agency. The leading men's footwear and

accessories brand was looking forward to establishing a bold identity that seamlessly blends innovation, functionality, and immersive design. The new store, which brings together the brand's sport, casual, formal, and specific women's collections under one roof, recently earned global recognition with the Iron A' Design Award in Interior Space and Exhibition Design.

“

Design is not decoration—it's direction. This store leads the customer through a journey where every step is intentional and every moment is immersive.”

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

This milestone is a clear reflection that not just a design overhaul, this store revamp by D'Art Design is actually a reimagining of the retail experience itself. The respective retail outlet moves beyond aesthetics and further gives birth to an environment where storytelling, spatial planning, and customer engagement blend seamlessly.

A Transparent Invitation to Explore!

From the initial stages, including concept and design, to execution and finalisation, the [store design](#) clearly communicates a specific and concise message to its customers: this outlet is not just about shopping; instead, it is actually a place to experience.

The design firm ditched the typical retail entrance and implemented a transparent, open front



House of Red Chief

facade in order to provide passersby a clear view into the curated store interior. This visual openness doesn't just break down psychological and visual barriers but also evokes a sense of curiosity in interested customers, further encouraging them to step inside the store and engage with the available products.

This strategic use of sightlines allows the store to seamlessly communicate with the customer even before a word is spoken, further pulling customers in not by force but through the medium of its design.

Visual Merchandising with Purpose!

Inside the House of Red Chief's freshly designed and executed retail outlet, the concept of visual merchandising is not just about enhancing the aesthetic appeal or the overall functionality. Instead, it is more about facilitating experiential storytelling. There are different zones in the store that feature immersive lifestyle elements, including a treadmill, climbing wall, basketball court, etc.

These elements were not used as gimmicks but as central as well as unique ideas that align perfectly with the sports and casual product ranges.

This allowed customers to test the selected products in an environment that actually reflects their real life usage, further empowering them to make more informed and mindful shopping decisions.

Material finishes and lighting schemes adapt fluidly across the store to match each category's mood. The formal section feels refined and structured; the Lamour collection, expressive and vibrant. Through subtle design cues and spatial transitions, customers are guided intuitively through the brand's universe without feeling directed.



House of Red Chief



House of Red Chief



House of Red Chief

'While conceptualising the design, we did not approach the space as a showroom but instead as an experience map,' stated the retail marketing head at D'Art Design. 'Each and every element, either small or large, was placed with a specific purpose: to inform the customers, inspire them, and create a sense of movement,' he further added.



House of Red Chief

Retail Fixtures That Do More Than Hold Or Display Products!

The [retail fixtures and displays](#) implemented in the store are far from static. Designed with modularity and movement in mind, they serve dual roles as functional elements and silent brand communicators. Eco friendly and sustainable materials such as green cast acrylic and paper wood were chosen not only for their sustainable qualities but also for their capacity to enhance the sensory experience.

One of the key highlights of the freshly executed House of Red Chief's store is the conveyor belt display. This inventive solution mindfully addresses the challenge of presenting over 3000 product categories without occupying unnecessary space and simultaneously eliminating visual clutter. This continuous loop does not only guide customers organically but also connects them to product zones and product zones with each other, further serving both practical and experiential purposes.

Shelving and display units are integrated into the design to elevate rather than crowd the merchandise. In doing so, they help products stand out—not just visually, but contextually—by placing them in environments that reflect their use and identity.

Recognition That Reflects Executional Excellence!

The success of the project is underscored by the Iron A' Design Award, a global recognition for design that is not only visually striking but also meaningful and effective. This accolade places the [House of Red Chief transformation](#) among a distinguished class of retail environments that prioritise thoughtful execution over surface-level spectacle.

For House of Red Chief, the recognition affirms its commitment to pushing boundaries in retail innovation. "This transformation is more than a redesign—it's a reaffirmation of our belief in design as a strategic tool," said a spokesperson from House of Red Chief. "Our goal was to create a store that doesn't just display but deeply engages. And thanks to D'Art, we've achieved exactly

that.”

Looking Ahead

By launching this immersive commercial outlet, the House of Red Chief is setting a new benchmark in the Indian retail design for the men’s footwear and accessories industry. This collaboration with D’Art Design clearly demonstrates that meaningful innovation is not about adding more. Instead, it lies in designing with clarity, intent, and purpose. The revamped retail space invites product exploration, encourages customer engagement, and elevates each and every aspect of their retail journey.

Mr. Chiranjivi Rajhans

D’Art Pvt Ltd

+91 7503475038

info@dartdesign.in

Visit us on social media:

[LinkedIn](#)

[Bluesky](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/822993579>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.