

D'Art Design Powers Bold Retail Transformation for Leading Fashion Brands

D'Art elevates store experiences for lifestyle and apparel brands using BTL activities, data insights, and display precision to boost engagement and growth.

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/EINPresswire.com/ -- The fashion and apparel industry in India has long been driven by tradition and personalization.

The sector is presently at the crossroads of heritage and evolving expectations of the modern customers.

As changing buying behavior and

consumer perception continue to grow, retailers now seek design driven changes that aren't just visually appealing and highly functional, but that adequately mirror the emotional and cultural context of both their brand and the Indian shoppers. In this complex scenario, D'Art Design, an

integrated retail branding and marketing agency, is reinventing the world of physical retail for various leading players from the fashion and apparel industry.

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We strongly believe that the future of apparel retail lies in storytelling through space. Every layout, fixture, and light is curated to elevate products and enhance customer connection.”

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

Each individual project has its unique challenges due to various aspects, including legacy, product offering, market ambitions, and attitudes driving consumer behavior and shopping patterns. They all had one thing in common: a mission to achieve productive, human focused retail spaces that elevate brand storytelling and enhance shopper engagement.

Repositioning Paulsons: Where Minimalism Meets Heritage



Repositioning Paulsons: Where Minimalism Meets Heritage

Paulsons is a renowned clothing brand with a legacy dating back to the 1980s. It has always dealt with women's ethnic wear, primarily in the unstitched segment. As the world continued to evolve

and customer demands shifted, modern women leaned towards ready to wear offerings. Recognizing this, the brand was seeking a perceptual shift: one that could retain its traditional DNA while appealing to a younger demographic.

D'Art Design's approach revolved around establishing a thoughtful balance between generational vision and business clarity. Facilitated by strong insights and competitive benchmarks, the project began with slicing and dicing the brand's strategic market positioning aspirations into different store typologies: average, upper, and luxury.

The eventual direction, anchored in minimalism, was more than a stylistic choice—it became a strategic tool to represent elegance, restraint, and contemporary India. Drawing on cues from traditional Indian motifs, modern spatial layouts, and psychological behavior typical of Tier 3 shoppers, D'Art sculpted an environment that reflected womanhood through subtleties.

The space was enveloped in clean [retail fixtures](#) and soft timber textural elements and warmed by the use of grey. This understated background simply celebrated the product, further ensuring maximum visibility.

Importantly, focused zoning allowed the division of narrative. Easily separating casual ethnic wear and bridal, both categories were able to breathe and seek attention without imposing on each other. A bright and airy facade with glass entries reinforced transparency and motif inspired wall treatments reflected the heritage of Paulsons' brand.



Top Brass: Creating a Luxury Story Around Men's Stylish Excellence



Latin Quarters: Scaling with Clarity and Execution Precision



Kayser: Retail as Art for a Brand Rooted in Ornamentation

This change increased the number of store visitors, along with a significant boost in engagement. More than a physical overhaul, the redesigned space transformed the static legacy brand into one with a modern yet timeless feel that still celebrated its history.

Top Brass: Creating a Luxury Story Around Men's Stylish Excellence

Top Brass, a name in the men's working professional attire and accessories range, joined forces with D'Art Design for a [store design](#) that was more about quality. It actually revolved around the narrative of craftsmanship. The goal was clear: to convey premiumness without being out of reach and to build an emotionally rich experience around the brand's craftsmanship.

The answer was nuanced and researched. Consumer insights were turned into a flagship store design strategy that balanced architecture, storytelling, and visual tags equally. On the store front was an arch shaped architectural feature that gives a sense of grandeur and invitation.

Internally, the experience focused on the artistry of shoe making, further providing visibility on handcrafted detailing. This was actually the brand's key focus areas. One of the more 'unique' elements of the store was the adoption of a mascot driven story. The figure, representing the designer, manufacturer, and salesperson, not only embodied the brand's values but also created a human connection with the shopper.

By employing a dual tone color strategy and de cluttered layouts, the store achieved both elegance and functionality. It now stands as a reference point for brands looking to narrate legacy through space while maintaining a refined, minimalist outlook.

Latin Quarters: Scaling with Clarity and Execution Precision

Unlike Paulsons and Top Brass, Latin Quarters had different goals—mainly scale and consistency. As a rapidly expanding new women's clothing brand, it was in need of a simple, clean, and easily re created store environment that could showcase products in a retail setting and reflect its urban attitude.

D'Art's intervention emphasized deployment excellence over thematic excess. The store layout design framework was kept clean and precise, allowing the brand's seasonal merchandise to shine without visual clutter. This execution first approach allowed Latin Quarters to expand



W for Women: Fusing Fashion and Beauty in a BTL Driven Retail Format

seamlessly across metro cities, preserving design uniformity, visual alignment, and consumer experience standards.

Kayser: Retail as Art for a Brand Rooted in Ornamentation

For Kayser, a women's lingerie and accessory label that views its collections as an artistic extension of personal identity, D'Art envisioned a retail space that elevated the product to the level of fine art. The resulting layout design positioned the retail environment as a museum inspired experience, where each display unit resembled a gallery frame.

Rather than crowding the layout with displays, the store used strong vertical lines and symmetrical zones, creating a gallery like ambiance that emphasized sophistication. Materials, lighting, and spatial arrangements were selected to give each product an ornamental status, reinforcing its symbolic and aesthetic value.

W for Women: Fusing Fashion and Beauty in a BTL Driven Retail Format

In one of the more bold moves, D'Art handled the brand challenge of infusing cosmetics into W for Women's traditional apparel spaces. A seamless customer journey and consistent brand experience were actually the main requirements of this hybrid store model.

Everything was designed through the lens of character driven storytelling. For people to be able to work comfortably, both clothes and cosmetics should be displayed without visual or physical interference. Easy to navigate sight lines, parallel merchandising, and warm lighting allowed for an efficient movement of customers while driving cross category discovery.

To reinforce this experience, [BTL activities](#) were integrated at key store touchpoints, helping engage shoppers directly and boosting the trial of the cosmetics line. The bond between the customer and the brand was made even firmer: every design element—along with in store activations—communicated the brand's modern day authenticity, particularly to the fashion forward customer who likes to multi task shopping experiences. Also, this tactic served as a master stroke to boost impulse purchases as well.

Designing for Emotion, Purpose, and Growth

Across these diverse projects, D'Art's methodology remained consistent: deeply understand the client's heritage, assess market gaps, and craft experiential spaces that speak in the brand's native tone—whether it's minimalist elegance, professional luxury, scalable efficiency, or artistic storytelling.

While each brand carried unique challenges, the consistent thread was a commitment to design thinking rooted in real human behavior. In each instance, the physical retail space was not just a showroom—it became an emotional canvas for the brand, a vehicle for narrative, and a silent yet

persuasive ambassador of identity.

As India's fashion sector becomes increasingly nuanced and competitive, such purposeful design execution becomes more than aesthetic—it becomes strategic.

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