

D'Art Establishes a Scalable Retail Expansion Framework for STUDDS

D'Art transformed STUDDS' retail presence with a scalable phygital retail framework, enabling future-ready expansion through strategic design and execution.

DELHI, INDIA, August 11, 2026

/EINPresswire.com/ -- Retail outlets are no longer considered as spaces that simply allow consumers to purchase the products that they need/require or complete mere financial transactions.

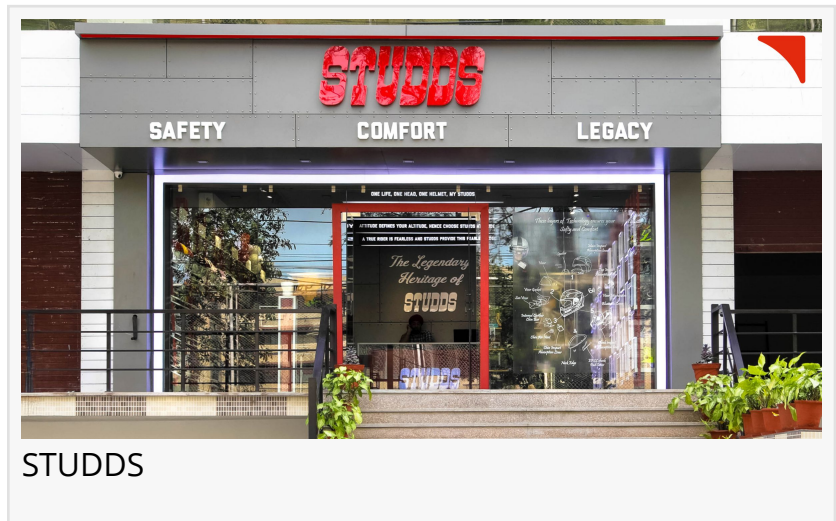
Instead, they today play a very

important role in shaping how people experience a brand. Every single element within a store, including its layout, product displays and way of presentation, interior branding elements, and the overall atmosphere, significantly contributes to shaping customers' perception about the

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Retail expansion succeeds when every store delivers a consistent brand experience. Our collaboration with STUDDS created a scalable model that was specifically designed for long term growth.”

Rachhna Dadhich, Worldwide Marketing Facilitator, D'Art Private Limited



brand and determining whether or not will they visit again. As modern consumers regularly change their purchasing patterns and expect brands to meet their needs and requirements, retailers are increasingly focusing on developing and establishing in-store environments that are both engaging and memorable, and also align with their overall identity.

Studds, one of the largest helmet and automotive accessories manufacturers in the world with approximately 25.66% market share in the Indian helmet industry, did not want to be left behind in this scenario. Instead, the brand wanted to rethink the main purpose of its retail spaces and wanted to set up an environment that went beyond conventionally displaying helmets and offered an

environment that strengthened on-ground customer engagement while presenting the products in a more meaningful and impactful manner.

In order to convert this unique vision into an immersive reality, Studds decided to join forces with a leading [retail expansion agency](#), D'Art Private Limited, that is specifically known for providing integrated business-oriented retail transformation solutions, from design to deployment, under one roof.

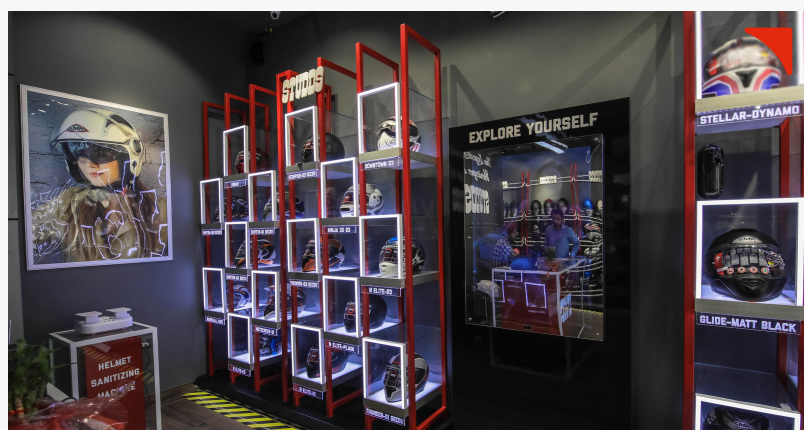
Experience-Led Retail: A New Blueprint for Store Success

The collaboration between D'Art and Studds gave birth to an immersive retail outlet that clearly went beyond displaying helmets and other automotive gear in a traditional manner, and instead acted as a space that allowed interested customers to seamlessly experience the immersiveness of a thoughtful [store design](#), innovation, and brand storytelling at a single point.

Instead of just setting up a conventional, one dimensional showroom, the branding agency decided to develop a space that offered memorable experiences by allowing customers to take a break from their hectic schedule, relax for a moment, and explore and interact with products on deeper levels. In addition, the respective space also educates and excites the store visitors while letting them deeply understand the brand values, story, and overall mission.

Modernizing Retail Identity Design with Tech-Enabled, Strategic Innovation

Every retail transformation is unique in its own way. What made this project an exception was the integration of technology in the overall store design. In order to enhance customer interaction and facilitate a seamless as well as informative, and comfortable product exploration



STUDDS



STUDDS



STUDDS

process, D'Art introduced a phygital retail format that directly eliminated passive browsing.

Features like augmented reality (AR), virtual reality (VR), smart mirrors, and touch tables were added inside Studds' first ever phygital store. Apart from enhancing the store aesthetics and visual appeal, these digital elements also improved the overall functionality by promoting seamless product trials.

Shoppers no longer had to physically try on every helmet or other accessories as they could easily visualize different styles and features in real time. Also, VR helped in providing customers with a realistic demonstration of how the helmet and other gear would help them if they unfortunately landed in an emergency.

The team at D'Art also came up with another innovative idea that further made this retail transformation even more unique. They added a helmet sanitization machine within the store. This particular step was specifically conducted as a gesture of care from the brand's side.

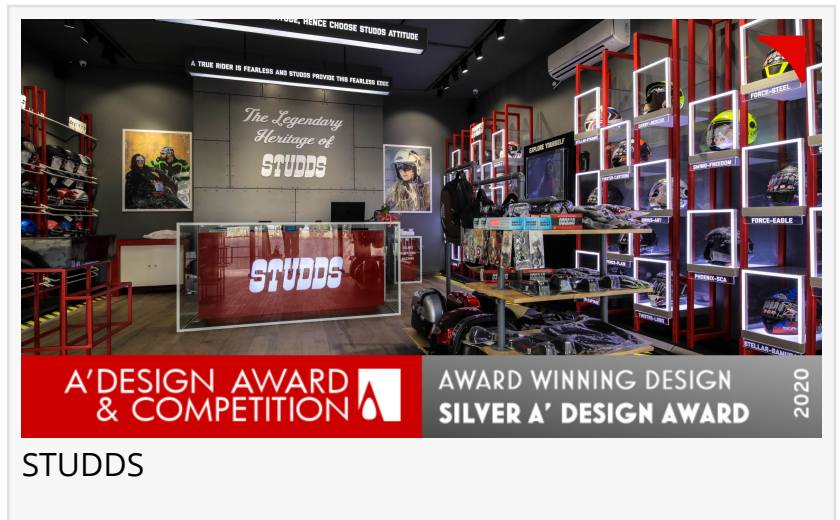
Considering the COVID-19 pandemic and the everyday hygiene concerns associated with riding gear, this initiative reflected the brand's commitment to customer well-being. Since helmets often accumulate sweat, bacteria, and germs with regular use, the in-store helmet sanitization machine offered riders a convenient way to maintain hygiene while reinforcing the brand's customer-first approach.

This facility was not just available for Studds' consumers, but instead, people who never shopped a single thing from this respective brand could also utilize the machine without any cost or pressure to shop from the store. Apart from promoting safety and hygiene, this significantly boosted foot traffic while positively shaping customers' perception about the brand.

This particular step/initiative helped in strengthening Studds' position as a customer centric brand that fulfills its social responsibilities and significantly contributes to the well being of human beings.

Excellence Recognized Across the Industry

The impact generated by [Studds' phygital store design and retail execution project](#) was quite measurable and immediate. The helmet and automotive manufacturer and exporter noticed a considerable amount of increase (around 4X) in overall foot traffic and customer dwell time. Customers had an engaging and unique experience that automatically encouraged them to spend more time within the store, exploring products and interacting with the brand. The overall



ambiance positively shaped shoppers' perception and boosted their overall purchase considerations. As a result, the conversion rates increased, and Studds was able to foster a loyal customer base.

The retail deployment carried out by D'Art was indeed recognized at an industry level. The branding agency was honored with the Silver Design Award by one of the most prestigious design awards in the world, the A' Design Award and Competition. This industry level recognition highlighted both the branding agency's and the helmet manufacturing brand's commitment to being and bringing the change.

A Roadmap for Sustainable Growth and Scalable Retail Expansion

This retail transformation project by D'Art allowed the helmet and automotive gear manufacturing brand to establish a strong foundation and scope for future store expansion and growth.

The introduction of an adaptable as well as scalable retail design and standardized store execution process will assist Studds in developing a streamlined framework that could be seamlessly scaled across locations and different retail formats while maintaining quality and brand integrity.

This retail initiative is indeed a solid proof of how thoughtful design and strategic execution can help brands shift from traditional to modern techniques. By simply establishing a well defined retail rollout strategy, brands can prioritize uniqueness and brand differentiation while simultaneously staying true to their values, mission, and business goals.

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