

Interior Design Appreciation

Lanna Peterson

January 16, 2021

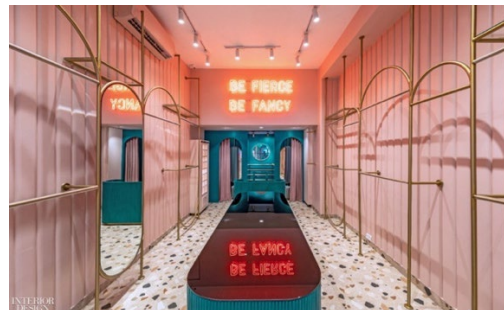
Design Article 2

The retail interior to be analyzed is Fancy Pants, a clothing store located in Mumbai, India. The interior style is very retro, with 70's and 80's vibes running wild throughout the store. The store was designed by Quirk Studio, a solely female-run design firm, which I find to be very well thought out since the mission statement of the store is to “empower the women of Mumbai.” This is the second store to be built and designed for this company.

This article caught my eye for a couple of different reasons. My initial interest was sparked by the iconic pink, LED sign stating to “Be Fierce, Be Fancy.” This sign is a huge attention grabber and is a great strategy for attaining a potential customer's attention. It is placed on the back wall of the store directly above the dressing rooms, which entices people to walk in and stroll through the aisles. This sign also restates the store's mission statement in a more “hip” fashion.



Clothing on the racks and jewelry on the island



A look into Fancy Pants from the entrance: Photos by Kuber Shah

The second biggest attention grabber about the store is the color palette used. My interest was initially sparked by the LED sign, but my favorite feature about this project are the bold emerald used on the island, desk, and dressing room wall. This color draws attention to the aspects of the store that the customers should be made aware of upon entry, such as the dressing rooms and jewelry island. The emerald accents really bounce off the walls and cabinetry since the other palette color is a lighter, more pastel “mauve” pink. This subtle wall color covers the rest of the interior within the store and heavily compliments the terrazzo floor coloring and pattern.

The blue dressing room wall and mirrors



Photo by Kuber Shah

The terrazzo floor adds a great deal of dimension to the interior and excites the room a bit with its different color combinations of darker browns, tans, and blacks along with some white which contrasts the gentle, pink walls. The mauve walls also help balance the activity in the room between the popping, emerald wall in the back and multi-colored flooring. The use of such bold coloring in the back is also well tied into the rest of the room by using the mauve as the color for the dressing room curtain drapes. Another special feature of the back wall is the placement of the mirrors. There is a small, round mirror found on the outside of the dressing

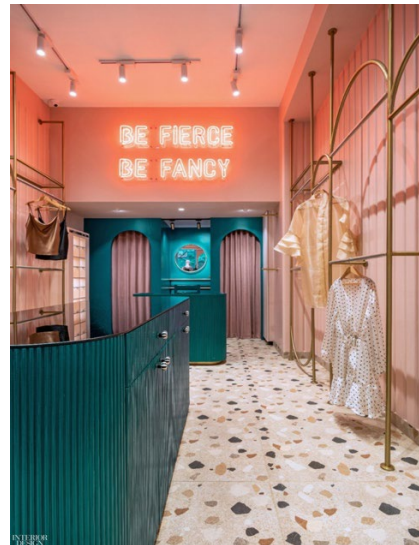
room wall, one larger oval shaped mirror in each dressing room, and one mirror on the main floor in the middle of one of the clothing racks which is the same style and size as the ones in the dressing rooms.

Each mirror was placed in their assigned spots to help direct floor traffic.

There is a vending machine found beside one of the dressing rooms. This item is very unusual to be found in a clothing store, especially when the color and style of it is considered. It is a baby pink, thinner set up with a divider between the two compartment sides. Another unique feature is the addition of track lights to the store. This idea was actually brought in after seeing some local arcades and places of that nature and sort of bounces off the LED sign.



The vending machine, desk and left dressing room



Main floor and textured island: Photos by Kuber Shah

The last detail to be discussed is the use of gold railing throughout the store used to display the clothing on the walls. As opposed to using plain, stainless steel hangers protruding through the walls and clumping the clothes altogether, this approach allows the clothing to be dispersed evenly in a single fashion and give each particular article its own wall space. The clothing is not grouped in a section with many sizes, but instead singled out and made more special. The gold

railing is also tied into the dressing room area by lining the large oval mirrors found inside of the two rooms.

I loved this project's ability to be bold and independent of other store's layout and color schemes. This interior was a more rogue design with much consideration made to making its spaces loud enough to be heard, but elegant enough to be appreciated and easily approached.

The store's interior experience can be summed up by the words of Quirk Studio's co-founder Shivani Ajmera as she states that, "while the store is filled with warmth and visual stimulation, the space is designed for a seamless shopping experience (Halman)."

Works Cited:

Halman, Quinn. "Bold Colors Welcome Shoppers to Fancy Pants in Mumbai by Quirk Studio."

Interior Design.net, 16 January 2021. <https://www.interiordesign.net/projects/18788-bold-colors-welcome-shoppers-to-fancy-pants-in-mumbai-by-quirk-studio/>. Accessed 19 January 2021.