Amyra

The design of the store adopts a rectangular floor plan and converts it into a vibrant, visually stimulating space. Apart from the necessary areas such as the studio, office, pantry, washrooms, and storage, the remaining space is imaginatively redesigned to form a central circular presentation area. This design deviates from the conventional linear design, creating an atmosphere of flow and close-up. Elliptical racks elegantly protrude from the curved walls, echoing the fluidity of silver jewellery. The counters are jewellery shape-inspired, blending detailed intricacies with sculptural beauty. The result is a well-planned, emotionally charged retail space that reflects the brand's personality.

Project Details:

• Size:

• Location: Vijayawada

• Project Cost:

• Cost per sq.ft:

• Context: Dual frontage corner plot with great visibility and views from a nearby flyover.

Client Brief

The client had in mind a boutique shopping experience that deviates from traditional layouts packed with repetitive boxy racks. They wished to accentuate curated areas with organic forms, hoping to showcase signature pieces while projecting sophistication and refinement. Key elements involved wall-mounted displays, supportive areas (such as the studio, office, pantry, etc.), and an unobtrusive shopping experience that balances functionality with brand identity.

Originality

The concept, "Flow of Curve," incorporates earthy forms drawn from the serenity of silver jewelry. A serpentine curve directs guests through the area, fashioning sculpted racks around a circular middle display. The soft light purple and beige colour scheme provides balance between richness and calmness, developing a sophisticated, contemporary brand image. Gentle curves and ellipses replace abrupt corners, establishing an immersive, poetic environment.

Innovation

Shelves glide smoothly up from the curved walls, mirroring the lines of jewellery. These elliptical shelves blur the boundaries between furniture and architecture. Sculptural countertops abstractly depict jewellery forms, introducing a sense of continuity and narrative. Each detail is intentionally crafted, combining aesthetics with functionality.

Creativity

The display counters are geometrized to replicate the diamonds' geometry with layered surfaces, which appear like facets. In order to lift functionality as well as aesthetics, stretch lights are ingeniously installed into the ceiling, adding more organic character to the design. The cash counter has soft curves that blend organically with the interior's language, creating an exquisite balance of form and functionality.

Functionality

The design achieves an ideal balance of aesthetics and functionality. A circular display is used as the anchor for customer flow, and functional areas such as the office, studio, and storage spaces are carefully placed around it. Additional storage is conveniently hidden in leftover spaces, and welcoming green oases in corners by the entry provide comfort and elegance, utilizing space to the fullest without compromising on design.

Sensorial & Spatial Experience

The warm, sweeping design encourages exploration, with gentle curves, textured variety, and warm glows of light creating a comforting environment. Displays are bordered in a manner that invites moments of discovery, and the inclusion of greenery and the subtle scent of wood further adds to a carefully crafted, calming atmosphere.

Contextual Reference

Located on a corner property with exposure from two sides and a flyover, the store has a façade covered in PVC pipes and augmented by cove lighting, duplicating the soft curves within. Video walls integrated within also maximize the exposure of the brand, making it prominent.