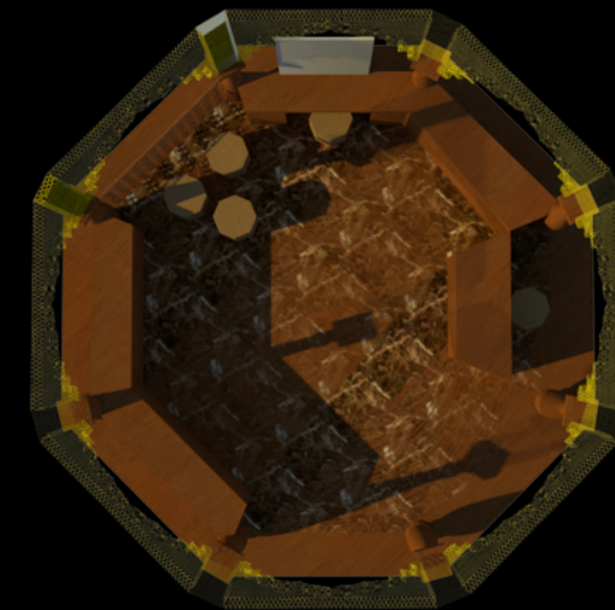
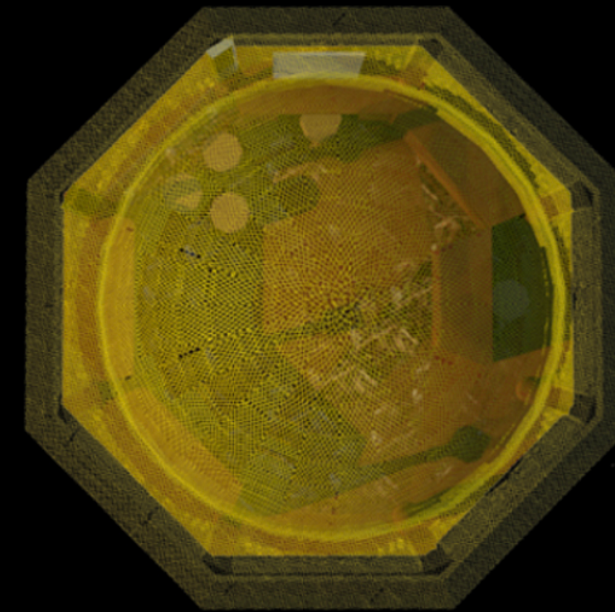


POPOP STORE



Dulhanama

-Anirudh Kapoor-



Area = 28.14 sq. m
Height = 5947 mm

MATERIALS

Pillars - Polished Wood
Counters - Polished Wood
Dome - Golden Painted Wire Mesh
Seats - Wood, Foam, Leatherette
Floor - Marble Textured Tiles

INTRODUCTION

This PopUp store concept for Dulhanama takes inspiration from the historical architectural feature called Chhatris. It is commonly found outside palaces and forts in India.

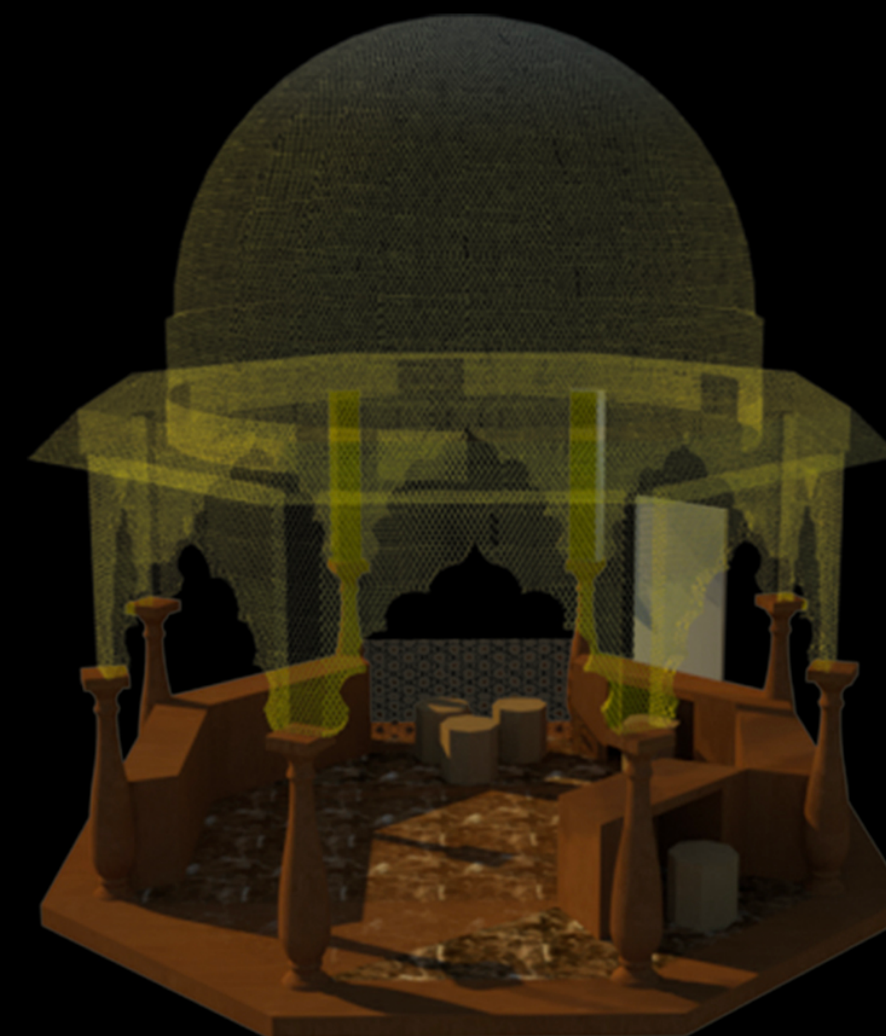
This architectural entity has been modified to suit the modern context on the basis of building material, and ideology.

The store is set up in a way, that a customer enters and exits from the same side, after having circled the store. The customer will take a left from the entrance and start walking clockwise.. The first side of the octagon is free, the second and third side of the octagon are the display areas, the fourth side is the sitting area in case the customer comes with a group, the fifth side is the dressing table, the sixth side is where the customer keeps the shortlisted items and can discuss them with the group, and the seventh side is the billing counter.

LIGHTING

The base of the dome and the dome itself are made from a wire-mesh. This means that a large portion of the light outside the store will enter the store. Additionally, the open sides below the cusped arches allow for the same.

However, there are 10 additional elements of light - 1 on the top of each pillar, below the capital - (8), lighting above the mirror, (1) and a large light within the wire mesh dome which lights up the dome with a golden glow, making the structure look even grander.



ABOUT THE BRAND

Dulhanama was launched on July 31st, 2017. It designs and makes bespoke jewellery made from gota (Fabric patches).

There are no mass produced collections, and each piece is made by hand. This makes every single piece unique.

BRAND CONCEPT

The concept behind the brand, is the fact that you don't always have to spend a bomb to put together a traditional look, and that weddings can be more than more fashionable and affordable for brides and brides maids. Dulhanama makes jewellery which is handcrafted , eco friendly and light weight.

ABOUT THE FOUNDER

Dulhanama was founded by Shubhi Kapoor. A resident of New Delhi, who is a lawyer by qualification, but also has working experience in modelling, make-up, fashion journalism, and styling.

TARGETED USERS

The target clients of the brand are those who want to buy inexpensive jewellery for a specific occasion. The product can be reused as much as the user wants, but the low cost and variation in design, allows the user to buy more jewellery at a lower price.

PERSONAS

PERSONA 1

Jagmeet Kaur.

18 Years old

College Student.

Her cousin is getting married and she wants to do her bit, but she cannot afford to spend a lot of money, because she doesn't earn any.

She wants to do something different and memorable for this occasion.



PERSONA 2

Rita Sharma

38 years old

She has a 10 year old daughter who likes to dress up. Due to the cost, weight, and fragility of regular jewellery, giving it to her daughter will not be a wise decision.



MARKET SURVEY

- Fabric Jewellery in itself is not a completely new concept, but Dulhanama offers a bespoke and traditional Indian style of fabric jewellery, which sets it apart from the rest.
- In the global market, fabric jewellery does not pertain to any particular theme or style, due to the physical as well as ideological flexibility of the material, in addition to the non-existence of popular tradition within the segment.

EXAMPLES OF OTHER FABRIC JEWELLERY



STORE CONCEPT

- The design of the store, much like the brand's ideology itself, is based on adding a modern dimension to traditional values, beliefs, and ceremonies.
- The atmosphere of the store is designed in a way, which provides a sense of luxury and royalty to a consumer, in a way they least expect it.



*CONCEPT INSPIRATION

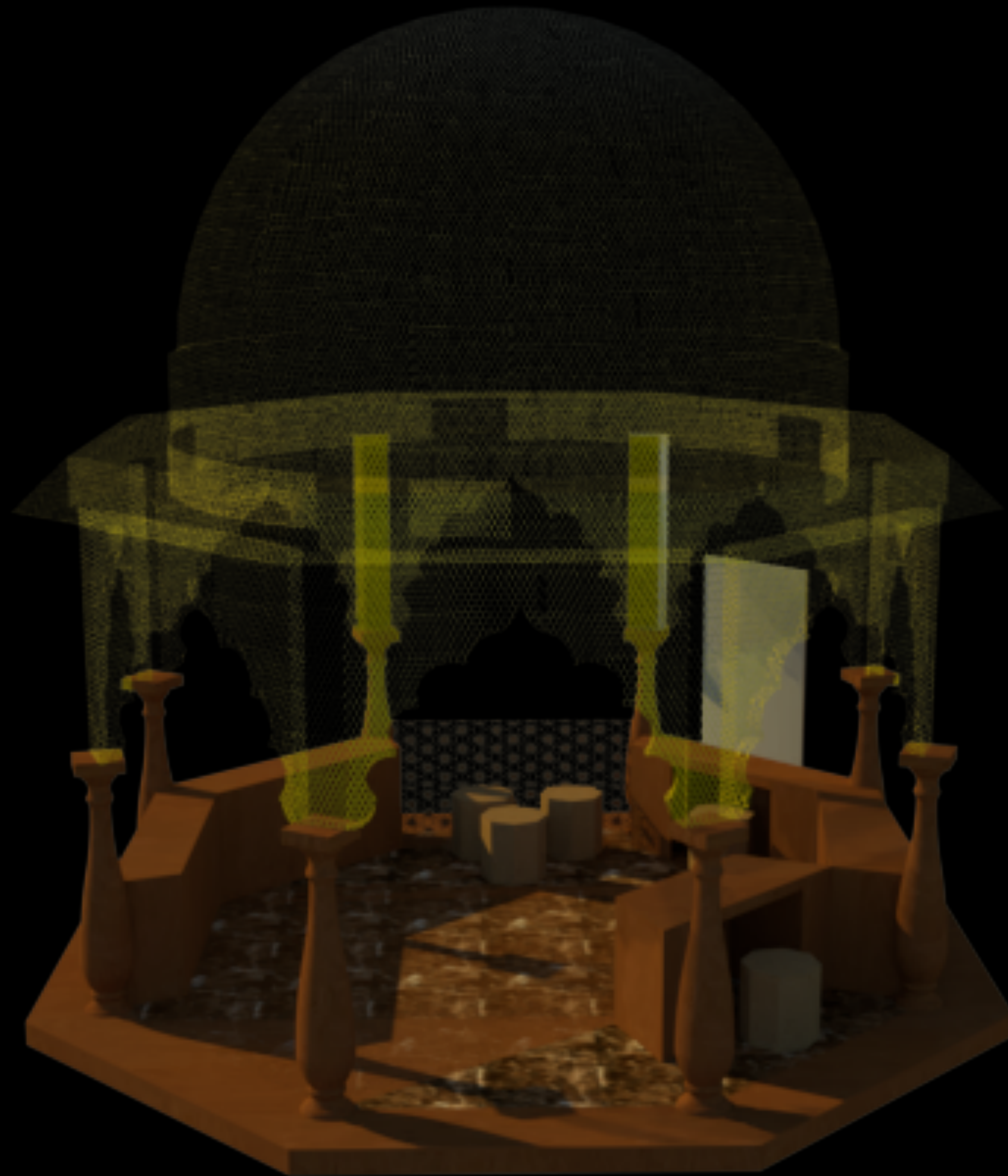


Commissioned for a large-scale event in the Emirate of Abu Dhabi, **Edoardo Tresoldi** in collaboration with **Design Lab Experience** have constructed a vast indoor "*piazza*" of architectural fragments.

Based in Rome, **Edoardo Tresoldi** is an artist whose practice focuses on spatial interventions, scenography, and sculpture. A large proportion of his works are built using wire mesh – from figurative shapes to architectural space.

I have used inspiration from this concept to lend my concept a lighter, more modern look.

ELEVATION



AREA - 28.14 SQ.M

SIDE OF OCTAGON - 2414 MM

TOTAL HEIGHT - 5947 MM

COUNTER HEIGHT - 780 MM

SEAT HEIGHT - 450 MM

PILLAR HEIGHT - 1558 MM

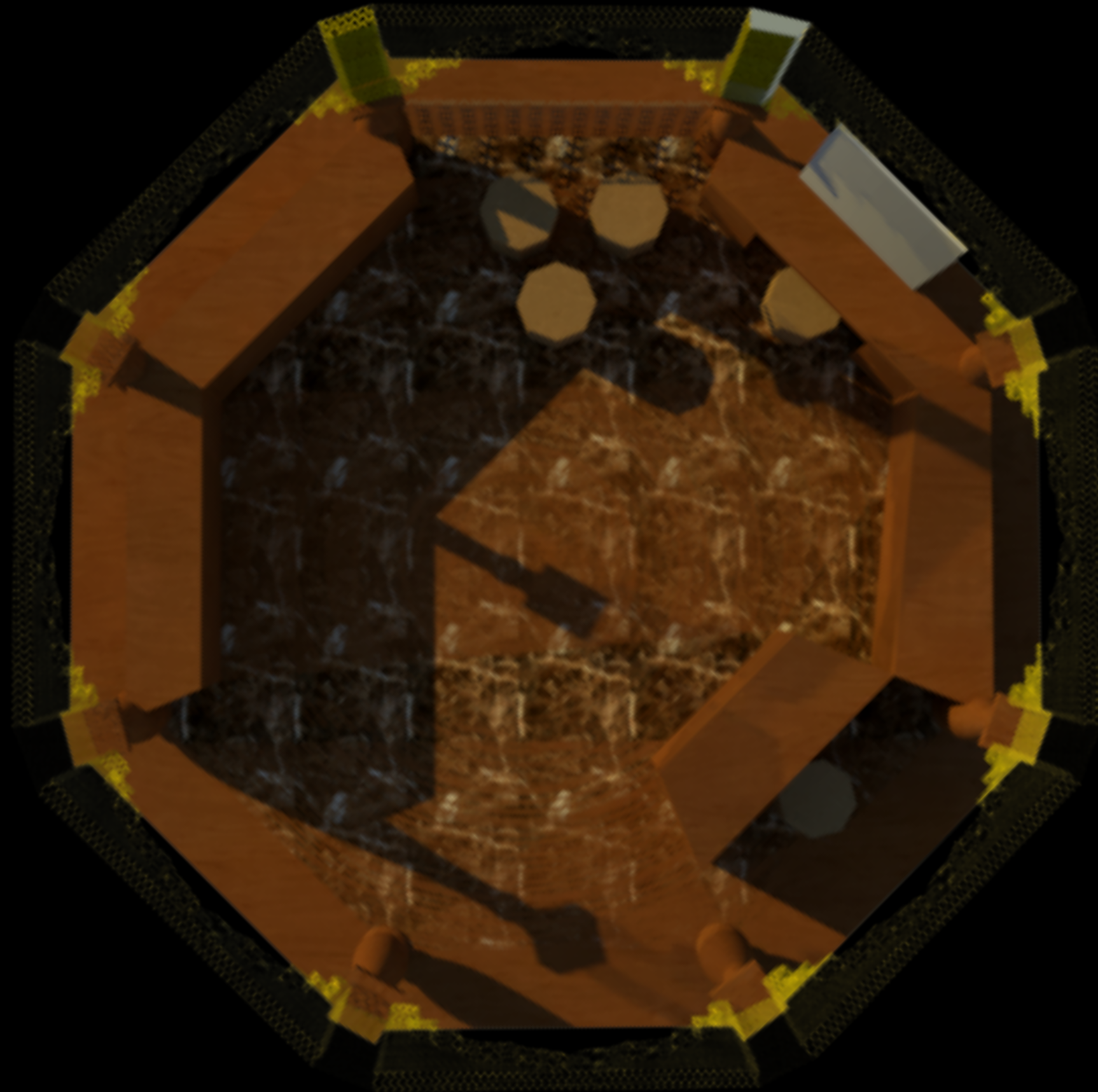
ARCH HEIGHT - 1438 MM

SEAT HEIGHT - 450 MM

MIRROR HEIGHT - 1400 MM

DOME RADIUS - 2039 MM

PLAN



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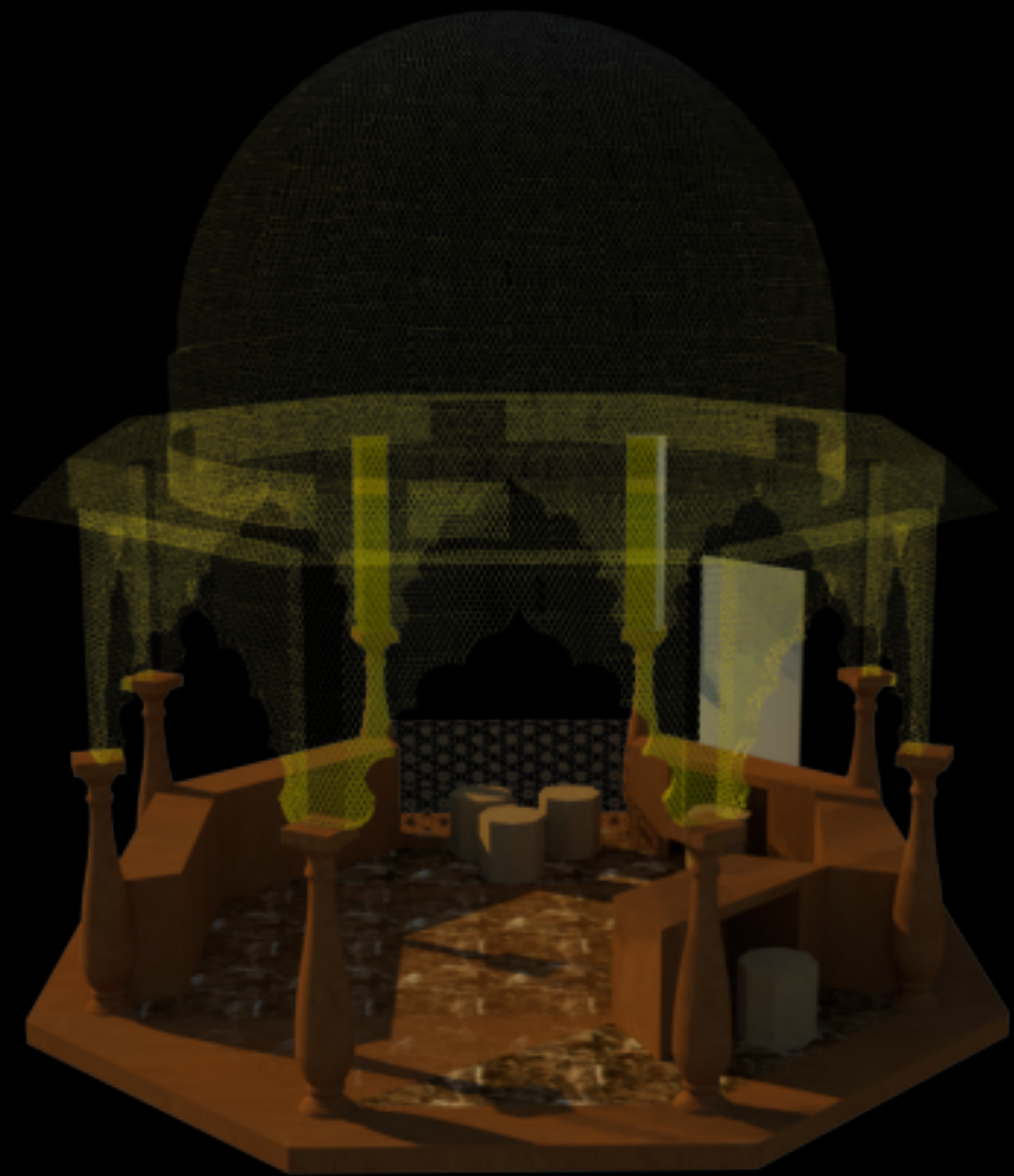
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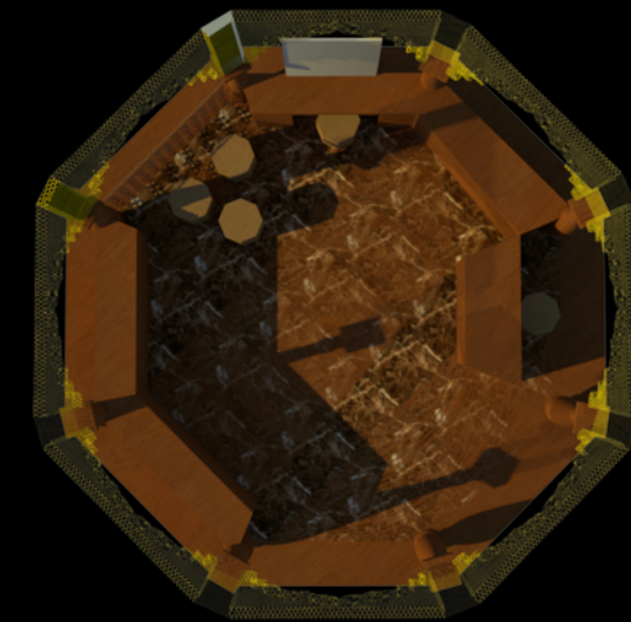
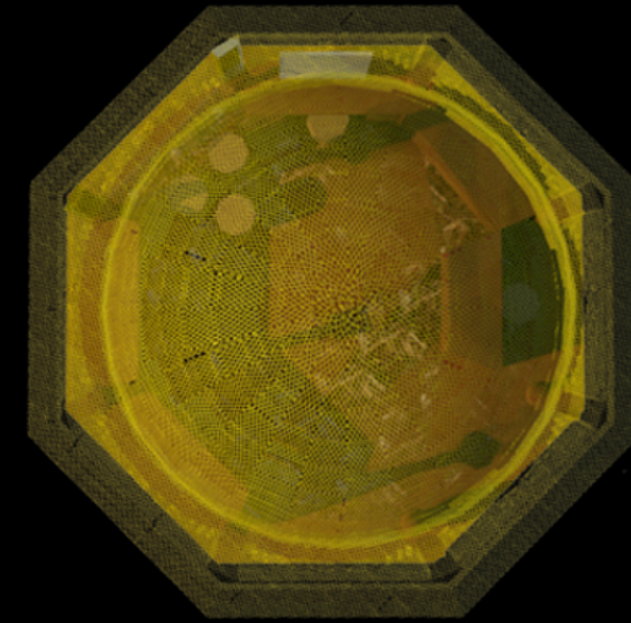
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