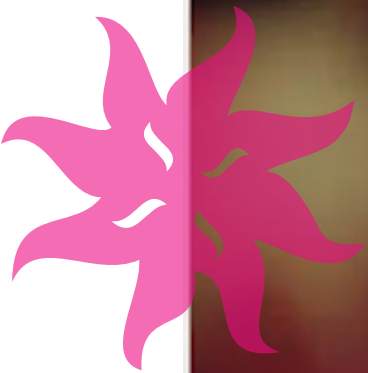




good earth



## BRAND VISION

Encouraging quality craftsmanship and the revival of lost Indian traditions that are beneficial to the environment and to the society.



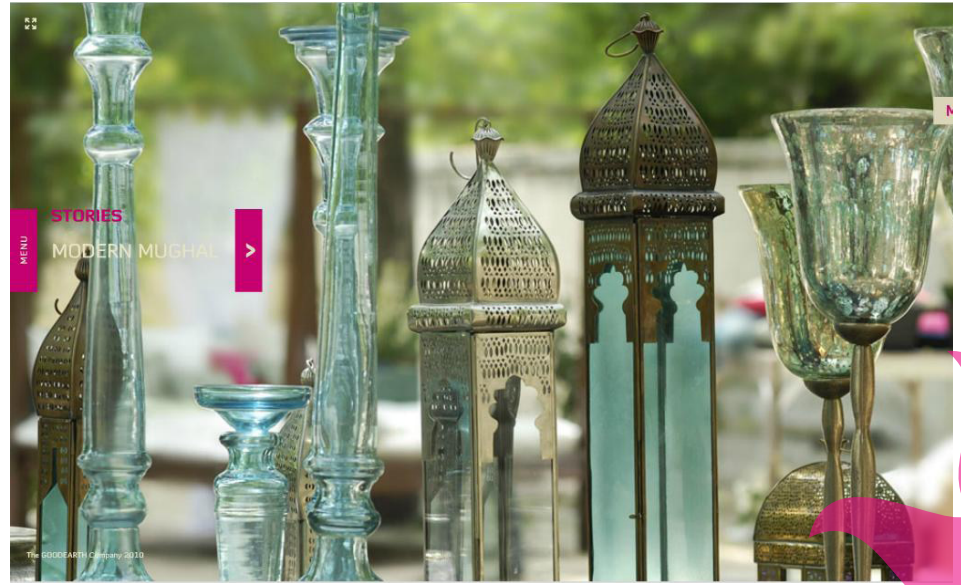
## FACADE

Situated at the street corner, Good Earth has a huge façade giving it ample space for window displays.

The colors used on the outer are bright and welcoming.

It gives a sense of contemporary mix of Venetian and Moroccan interiors.





## WINDOW DISPLAY

The store has around 12 HUGE WINDOWS in all. Their window displays have a COSY feeling.

Each window has a unique home setting with chandeliers or Moroccan lamps along with various products displayed on ancient stools and tables.

Use of glasses, candles, cushions, flowers, mirrors and Buddha statue is ample.





## HIGHLIGHT ZONES

Good Earth bases its visual language on the interiors of a house using some of the key elements to create a similar ambience.

The store in Khan market has a number of sections based on the merchandise that is on display and interesting 'highlight zones' are created to define them on a broader basis.

For instance, the display at the entrance resembled a fireplace, with props such as printed cushions, crockery items and antique lampshades. On the other hand, the display at the crockery section consisted of archaic styled tables set for a tea party with all the necessary crockery placed elegantly, and adorned with flower vases and hand crafted bougainveillas. Antique lampshades with intricate metal jaaliwork.

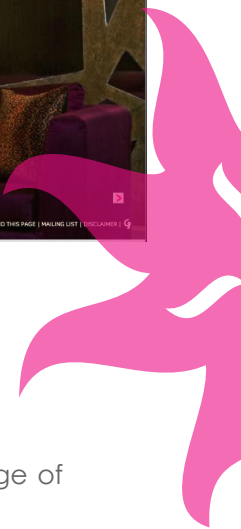


## HIGHLIGHT ZONES

Some other highlight zones made use of ancient paintings, mirrors to create an appropriate ambience.

The section for linen and home decor had a complete setting of a bedroom with curtains, lampshades and a wide range of cushions.

On the other hand the incense section had perfume bottles and soaps arranged in ivory bowls with petals strewn around to give it the gracefulness and elegance that was required.





## PRODUCTS

On the Ground Floor there is Textiles, Spa, Bar and Dinnerware in that order as you walk through the store with each category looking different and the decor complementing the products.

Good Earth provides an array of beautifully designed products such as fine tableware and glasses, luxurious bed linen, cushions and pillows, pure authentic skincare and home fragrances by the name of "Amritam".

There is also a special Children's section.





## PRODUCTS

On the Second Floor are Clothes, Accessories and Furniture.

Exquisite silver plated accessories and a unique line of apparel by the name of "Tilla" based on natural handspun fabrics, using traditional craft skills is displayed beautifully.

As on the Ground floor, Children's clothing is displayed separately.

On the Third Floor is the Good Earth Cafe - Latitude where clients chat, rest and refresh.





## INSTORE GRAPHICS

Paintings and Graphics inspired from rajput/moghul paintings, still very graphic and quirky.

Graphics including Indian elements like autorickshaws, meters, chai cups etc.

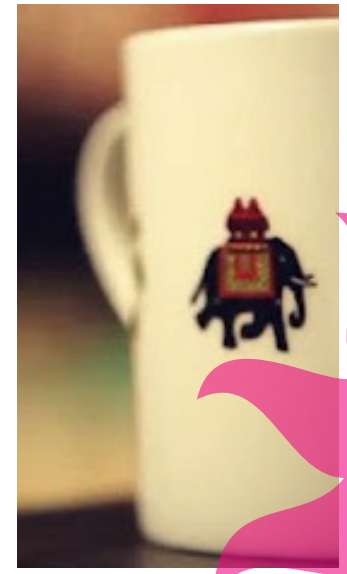
Some paintings having glitter and sequins, giving them a kitsch, yet classy look.

Animal inspired motifs. Peacocks, Tigers, Elephants.

The graphics in the areas with kids' products were very cute but still had patterns or indian motifs.

The roof of the cafe had a beautiful pattern of tiger, lotus flowers and vines.





## FONTS

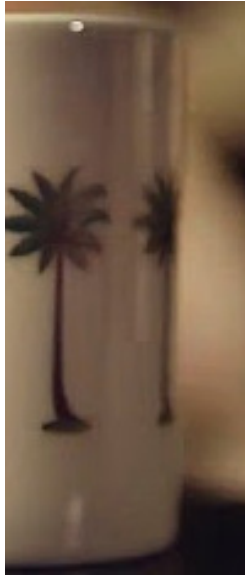
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Animal inspired motifs. Peacocks, Tigers, Elephants. The graphics in the areas with kids' products were very cute but still had patterns or indian motifs. The roof of the café had a beautiful pattern of tiger, lotus flowers and vines.

Clean as well as ornamental fonts. Clean sans-serif fonts for product descriptions & signages.

Zapfino, Castle Pro, variations of Melanie etc used for graphics and posters.



## SIGNAGES & PROMOTIONAL MATERIAL

Signages were made of glass.

White/Brown colour.

Poster on Store Locations in India with animal graphics.

All the products had write-ups alongside adding to the appeal of the product.

One brand also had a small brochure.



## FIXTURES

The fixtures work for them very strategically as they are also part of the furniture they are intending to sell. Mirrors have been used with objects that illuminate for added reflections

Fixtures are in accordance with the kind of products they are placed with, like a cushion is displayed on a lavish couch and perfumes are displayed on a sleek soft edge racks with glass closets and a mirrored wall. Kids section was particularly colorful with clothes hanging from the ceiling along with wind chimes and the closets were like in a house. Crockery was on an antique dining table very conveniently like mentioned before both the items were on sale.

Glass cabinets were used for crockery. A lot of stuff was hanging from the roof, the clothes were hung on a rod suspended with the help of two ropes hanging from the roof. The scarves were tied in this huge fixture on the wall with circular protrusions.



## LIGHTING

All the compartments were lit individually

Mostly top lighting

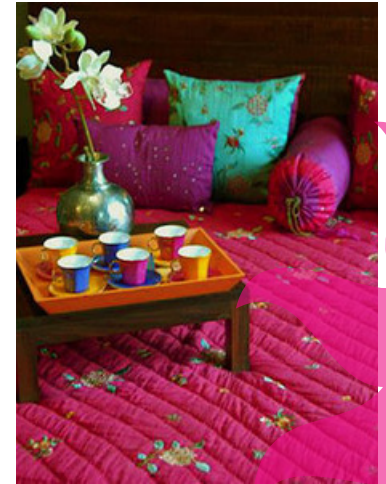
The staircase was lit

Obscured or partial lighting was done on walls with light passing through a carved wooden plate.

Intricately carved chandeliers and lamps that were used for display were again working as a source of lighting too.

The store is a little short on space so the roof was a little high with not very strong but ample ambient lighting.

The façade has large window openings to get in enough light along with the use of ample mirrors on the wall to reflect that light.



## MATERIALS

### SHELVES

Wood with wooden finish  
Wood with finish of stone slab ( light grey)  
Wooden frame with glass plank  
Metal frame with glass plank

### CEILING

Concrete panels  
Patches of gold in form of squares.  
Lighting to highlight gold patches of ceiling.

### FLOORING

Poor flooring on ground floor. material- cement

### WALLS

Brick and cement- raw look  
Essence of a construction site  
Air conditioners painted with the colour of background wall.  
Some walls on 1st loor are plastered with cement maintaining the overall essence of the store.



## HIGHLIGHTS

Mirror in the area of highlight on ground floor. To conceal space constraints mirror was used so as to give illusion of a space beyond.

## PROPS

Groundfloor- antique wooden (black)staircase (portable) used as a prop to hang upholstery for sale.

Wooden towel rods customised to display upholstery hanging from it.

## SIGNAGE

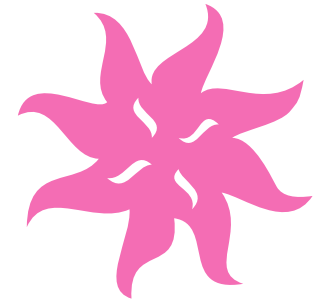
Sunboard, Fibre/ plastic, Glass held on the wall by steel brackets

## STORAGE

Storage cabinets at the skirting of the shelf with sliding doors on ground floor.Storage cabinets with mirrors on doors to give sense of space mainting aesthetics.

## SMELL

2-3 times a day a traditional pooja fragrance "lubaan" in ethnic vessel is taken through parts of store to give aroma and feel of Indian culture. The same lubaan is for sale in the store hence this practice results into impulsive buying by sense of smell.



**GROUP MEMBERS:**

Aakancha  
Ananya  
Kritika  
Sampada  
Kalyani