

# THE Retail Jeweller

India's favourite business magazine for jewellery retailers

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**JEWELLERS AGAINST  
EXCISE**



# RETAIL INNOVATION

## ENTICE, New Delhi

KGK group prepares for a new homecoming after capturing the pro-Indian sentiment in China and Hongkong with its retail chain brand **Entice**. Preeta Agarwal take a tour of the brand's newly launched third exclusive showroom in the capital's most premium jewellery highstreet. **Preeta Agarwal** finds out more about the new store in the capital.



**Sanjay Kothari**  
Vice Chairman- KGK group.

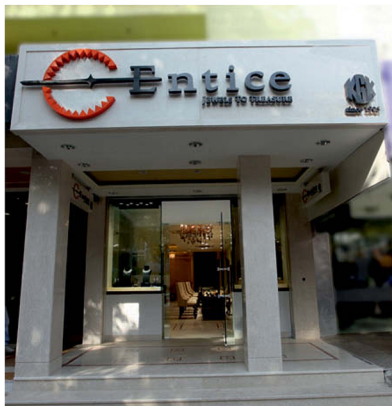
“ We have plans to open expand our retail presence in India soon and take special efforts to elevate the luxury retail shopping experience to new heights”

### A NEW ERA

Started in 1905, KGK opened its diamond jewellery boutique in Delhi, early March this year. With the launch of its store in Delhi, Entice marks the beginning of a new era in India in the precious jewellery industry as their products sport international design aesthetics and a remarkable craftsmanship at par with international standards. The boutique was inaugurated by Arvind Singh Mewar of Udaipur.

### TRULY DELHITE

The new store is the first stand-alone boutique in Greater Kailash 1, which is in the heart of Delhi. M Block market, one of the few markets to survive the mall culture







gracefully, is famous for its lined corridors of exclusive stores and especially for precious jewellery. The boutique is designed for retail keeping in sync with traditional heritage roots by DCA Architects, headed by Rahul Bansal. DCA was briefed to create an intriguing and

tactile shopping experience, which is contemporary in appeal to enhance the international jewellery, yet keeping it very traditional at heart.

Jitender Jain, Director, Entice says, "DCA understood that luxury retail requires a high level of

sophistication and style. For Entice, we had given them a task of creating an atmosphere of opulence, appealing to all senses in retail spaces and sending a message of exclusivity along with being contemporary, yet traditional and appealing in equal measures to clientele of all ages."

#### HERITAGE MEETS CONTEMPORARY

The facade is made up with a classy display of exclusive jewellery to attract one in the first sight. The display is backed by an opaque fusion glass, which allows a little light to pass, but also restricts complete view of the showroom in the first go giving full emphasis to the display. A large clear glass door allows one to peek inside into a plush boutique with a warm ambience created by cove white lights. The Irish brown Italian marble walls on both sides of the

store reflects the elaborate crystal chandelier lights from Venice and welcomes one into the 1200 sq. ft. boutique. A subtle mix of LED lights to save energy and CDMT light to increase the intensity of light, adds to the sparkle of diamonds. The interiors in shades

diamond flowers in jewellery to floral wallpapers for the lounge and fresh flowers to greet the clients. A well groomed and knowledgeable sales staff dressed immaculately in neutral shades of grey, eagerly waits to assist its clients to choose their most

#### AMPLE SEATING SPACE

The seating arrangement is done specially to create privacy for each client with curved counters and plush chairs. For clients in need of a more informal and relaxed approach, an opulent lounge is created at the back end of the



of beige and browns, with shimmer paint for the walls, make the diamond jewellery quite catchy.

The main area of the boutique is made up of Italian Crema Marfil marble beige floor and seems to envelope one into a world full of warmth and purity. The front corridor, entrance lobby and the central pillar have floral inlay work in Australian white and Irish brown stone highlighted with cove lights. Floral inspiration for motifs continues throughout the boutique from the pears and marquise

treasured jewels. Every counter with its jewellery display and the back wall display is a section in its own with a backlit onyx panel from Afghanistan, encased in a mughal inspired arch frame with a jewellery display in the center. The wall displays are spaced out giving emphasis to each piece displayed individually in the windows. Suited to the jewellery, the décor is not overdone and is classy yet pristine. Chairs in a striped beige fabric give comfort to the clients allowing them to focus better on the jewellery.

boutique with imported wallpapers and a Venetian chandelier to create the mood. The shopping experience is enhanced with fresh beverages and delectables offered to the clients by the courteous staff. Together, Entice creates a memorable experience with a modern palatial impression making one feel like a queen... ready to be bestowed with magnificent jewels.