

**Category** : Best Shop Fitting  
**Project** : Flying Machine  
**GOLD** : Restore

**F**M is a brand that has always tried to push the envelope in its persona, fun and somewhat edgy, with a brand tagline of "The New Cool". And yet, being a denim brand, bringing alive the heritage of the brand is critical – but in a way that connects to its target consumer of the 20-something today. He / she is not particularly interested in the "history" of the brand and yet needs a reassurance, the way all big denim brands are associated with America and have a rich heritage.

One of the main features of this store is the set of customised wall and floor fixtures. Not moving away from the industrial keynote, the store fixtures were specifically designed to stand apart from the crowd. Using black metal mesh as the key material for the space, the shelves were designed with a new look, involving horizontal pieces as well as vertical partition brackets. The caged look on the display highlights the largely blue merchandise most effectively.

Special treatment was done for the women wall which is stencil painted with a vintage grunge pattern. Blue Label Denim (a premium variant they have, designed by an Italian) has a much cleaner and classy finish in white stucco wall texture to reinforce the European feel – with brush steel ceiling to floor verticals and white wood shelves.

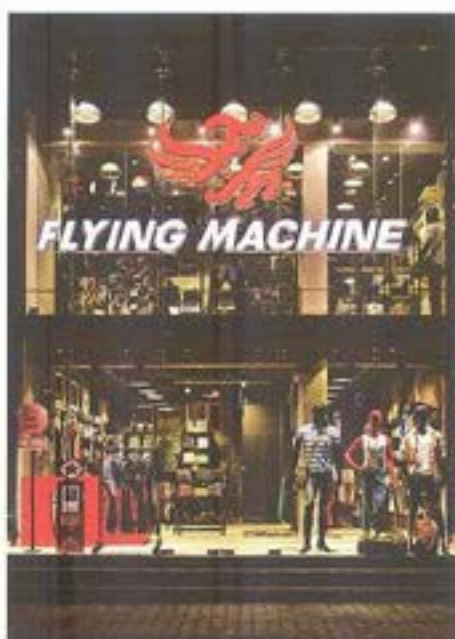
The floor fixtures in the store carry through the black mesh, using specially designed fixtures for new arrivals and combined display highlights of denims, tops and accessories. This is in addition to the 4 way rails with the same mesh aesthetic.

**Main contractor**  
 Krishna interiors





Category : Western Fashion Apparel – Specialty Store  
 Project : Flying Machine  
 MERIT : Restore



**F**lying Machine took on a new retail identity, and Restore was briefed to design a store that has an iconic language which the youth related to. And hence, the design team focussed on building a story for Flying Machine. The brand has always tried to push the envelope in its persona of being fun and somewhat edgy, with a brand tagline of "The New Cool." And yet, as a denim brand, it was critical to showcase the heritage of the brand in a way that connects to its target consumer of the 20-something today.

Spread out over an area of 1200 sq ft, the store takes its inspiration from an industrial aircraft hangar and the material and visual cues associated with it. The façade is bold and unconventional, using its double height frontage to combine glass and metal girders to give it the high-tech feel of an aircraft hangar, as that's where flying machines would be.



The design team uses metal truss along with distressed materials and wall graphics to tell the story. From a cash back that has international flags to the concrete grunge walls with slate pattern flooring, everything in this store speaks of detailed design process.

One of the main features of this store is the set of customised wall and floor fixtures. Not moving away from the industrial keynote, the store fixtures were specifically designed to stand apart from the crowd. Using black metal mesh as the strategic element language for the space, the shelves were designed with a new look, involving horizontal pieces as well as vertical partition brackets. The caged look on the display highlights the walls.



Special treatment was given to the women's wear wall which is stencil painted with a vintage grunge pattern. The staircase walkway is clad with mirrors leading to the first floor where we find the Blue Label Denim wall which has a much classier finish in white textured wall, designed to stand out as a premium category brand.

**Main Contractor**  
 Krishna Interiors