Tenant’s design guidelines
The luxury goods market in India is a fast paced, diverse and exciting place. While still in its infancy, the India market has massive potential for innovation and development and is projected to grow to $14.7 billion by 2015*.

"There is a huge difference between Mumbai & Delhi. Delhi is the place where international brands are launched in India... Mumbai is Bollywood & cosmopolitan"

*Naina Juzan, PR Consultant in luxury

*Source: indiaretailing.com
Design Considerations

The Indian Luxury Customer; Key Groups

**THE ARRIVED**
The most affluent group, comprising 49% of the target audience.

**THE ACTUALISED ASCETIC**
This group comprises largely of self-made male professionals or business people in their late 40s or early 50s.

**THE CLIMBERS**
This group is primarily concerned with projecting lifestyle image, rather than the knowledge and taste that other audience groups will have.

**THE LAGGARDS**
This group remains nonchalant about luxury goods consumption. This group is made up largely of college graduates.

*Source: KSA Technopak*
This document outlines the design guidelines and criteria for the layout and design of your unit. Primary design aspects for each unit type are detailed for each area.

**Key design considerations**
To assist you with the development of your retail environment we have highlighted some of the challenges often experienced by tenants and provided insights and examples of how these have been successfully addressed in other retail, food & beverage environments.

**Key criteria and considerations are;**

1. Shopfront Design
2. Signage
3. Sense of Place
4. Shopfront Display
5. Visual Merchandising
6. Lighting
7. Unit interior
8. Cash Desk Principles
9. Canopies
10. Interface with the Airport
11. Materials
12. Security
13. Sustainability
Design Considerations

Open shopfronts are proven to perform more successfully in an airport environment than the enclosed approach. An open shopfront lends itself to a **seamless experience** where customers are invited to enter and **browse without inhibitions or barriers** to their retail journey. Considerations which may assist you in creating an attractive, dynamic shopfront include:

### Dynamic design
The use of sculptural elements, fixed display and graphic panels help create a dynamic approach to the shopfront and enhance the retail offer. This approach creates a **three-dimensional interface** with the terminal concourse and common areas. It **differentiates retailers** and **encourages passengers to explore** the retail offer.

High level signage may project beyond the demise creating an opportunity to explore the potential of your unit and its key approaches.

### Passenger Flow
The shopfront should be designed to directly address passenger flow and encourage entry into the unit. The design should incorporate both ‘primary’ and ‘secondary’ branding as well as seasonal retail display areas.

> “The Indian luxury customer wants to journey seamlessly through a multifaceted stylish universe”

[forbesindia.com](http://forbesindia.com)

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**Sculptural elements, fixed displays and graphic panels create a dynamic approach to the unit.**

**Each unit front is surrounded and highlighted with an architectural frame. Shopfront designs are required to sit within this frame.**

**Flat continuous fascias and signage which run across the full length of the shopfront will not be permitted.**

**Technical information and dimensions are available in the individual unit shell and core guidelines.**

**High quality materials and considered display lighting methods will communicate the luxury aspects expected in the terminal.**
Design Considerations

- Stark use of colour highlights product
- Architectural features and vibrant colours
- Innovative approach to shopfront design
- High quality materials instill sense of quality
Signage provides one of the primary touch point opportunities along the customer journey. With this in mind, we encourage all of our tenants to **explore the possibilities of high quality signage**.

Exterior signage is an integral part of unit design. Individual letters, sculptural signage, back illuminated letters and other **innovative lighting techniques are all encouraged.**

- Standard back illuminated box signs & Pulsating/strobe lighting are not permitted.
- Only one primary brand sign will be permitted unless specific site conditions require otherwise.
- Carefully considered and well executed signage will build strong brand equity and will communicate the luxurious tone expected in the terminal.
Mumbai has a rich cultural history which is unique, distinctive and cherished. MIAL encourages all tenants to reflect these qualities throughout your store designs, enabling you to create a distinct and memorable ‘sense of place’.

Bespoke store designs, which reflect the unique personality of the location provide tenants with an opportunity to create a meaningful experience which resonates with visitors. By approaching store design in this way, tenants differentiate their exclusive offer from that of the high-street.

“India is a vast country with a diverse mix of tastes and preferences; luxury brands need to look to India specific experiential strategies to effectively connect with customers.”

forbesindia.com

Sources of inspiration include local colours, patterns, textures & materials.
Design Considerations

The integration of display areas into the store design creates a consistent sense of dynamism and freshness. These opportunities enable tenants to target customers tactically and promote key product lines, new merchandise, seasonal displays and local events.

Shopfront designs should incorporate a flexible infrastructure, enabling tenants to easily change the display, maximising opportunities to directly attract passers and encouraging entry into your unit.

- Lighting schemes should be designed to specifically enhance and reflect the changing nature of display.
- A positive response to shopfront display opportunities is required in design submissions.

Shopfront Display

- Effective graphic imagery
- Large scale props
- Visually attractive display unit integrated into shopfront
Good visual merchandising principles are key to attract, engage and motivate customers into making purchases.

It is important to keep Indian tastes & sensibilities in mind when merchandising in store.

A variety of elements should be considered when creating displays including: color, lighting, space, product information, sensory inputs (such as smell, touch, and sound), as well as digital displays and interactive installations.

Effective merchandising allows customers to easily locate products, self-select, co-ordinate and accessorise. It is also important to recommend, highlight and demonstrate particular products at strategic locations.

A positive response to shopfront display opportunities is required in design submissions.
Design Considerations

Lighting

The design team has created a lighting system which both enhances the architectural integrity of the terminal and establishes lighting as a highlight feature throughout the terminal.

To create synergy with the iconic lighting theme, we urge concessionaires to take an equally innovative approach to the lighting within their unit and vistas.

A multi-paced approach to lighting is encouraged. Concessionaires should seek to create a varied atmosphere within their unit, where lighting intensities and colours are used to accentuate areas of merchandise.

“When the luxury Indian customer walks in to a store, they want to instantly experience a feeling of luxury & space.”

verveonline.com

Lighting designed to draw customers eyes to the rear of the unit, or, highlights key areas of display, is encouraged.
Maximising the potential of a rear wall display creates a focal point, visible from the shopfront, which will encourage customers to browse the full interior of the unit. Merchandise displays should be varied with a range of focal points in order to attract the viewer’s eye and break up long wall runs. To ensure sight lines remain unbroken through the unit, floor displays and fixtures should be designed to work at low-levels.

Unique forms, finishes and planning should be utilised to create distinctive retail environments.

Ambience & design expectations of the Indian luxury consumer include spaciousness, timeless elegance & comfortable surroundings.

- Cash desks should be positioned with views from the shopfront to avoid unsightly till equipment.

- Open display shelving forms separate areas while retaining lines of sight.
**MUMBAI CHHATRAPATI SHIVAJI INTERNATIONAL AIRPORT**

**Design Considerations**

**Unit Interior**

- Impressive internal superstructure and colour changing LEDs
- Individual display plinths highlight product
- Three dimensional organic pattern as a complimentary background
- Eye-catching metal forms mimic rolls of fabric
It is important that cash till counters be carefully designed and located to address both functional considerations as well as sales opportunity maximisation.

Positioning of a cash desk is important and should aid customer flow. Security considerations should be addressed while remaining sympathetic to the views from the concourse.

Merchandise displays should leverage opportunities such as impulse buying at point of sale. Merchandise displays should be visible while queueing.

Queueing space should also be considered to allow clearance around the point of sale and accommodate flow through the unit. Bag shelves should be carefully positioned to allow for passenger baggage.

Merchandising a cash desk is a task that requires daily attention but one that can pay off handsomely with incremental sales and a positive customer impression.
There is opportunity for a number of units to incorporate a canopy in to their design. **Canopies should be eye-catching** dramatic and create a visual focal point in their immediate location.

A canopy will enhance the presence of the unit and well help to create an **intimate atmosphere** within the immediate area of the location.

The Indian luxury customer is a 360° consumer, with a particular love of craftsmanship and the artisanal. Luxury for this consumer evokes increasingly strong emotional reactions.
Design Considerations

Where shopfronts interface with airport common areas, particular care should be taken in detailing and finishes. Stainless steel angles are used throughout the airport to separate the tenant and landlord floors. At the junctions between the airport’s bulkhead, pilasters and the shopfront, care is required to ensure precise alignment. Where alignment is not a feature the shopfront should finish on a separate plane to that of the bulkhead. Shadow gaps should be used to create crisp differentiation between finishes.

Interface with the Airport

Mumbai Chhatrapati Shivaji International Airport narrates a city with a glorious past where heritage and tradition inspire a vibrant present and unlimited future.

Interfaces with terminal flooring, pilasters and bulkhead should be resolved at concept stage to enable a fully considered unit to be constructed.
Materials should be carefully selected to maintain the level expected of an international airport. Materials should convey the tone of an upmarket department store and should reflect the quality and standard of the entire terminal.

Materials such as natural stone, backpainted glass, laquered wood, metal, detailed pre-sprayed metal and timber are encouraged.

The use of innovative materials are encouraged. These materials should be hardwearing and detailed.

The use of high quality materials reflect and reinforce the luxurious tone of the environment and offers.

“Interiors should be enhanced by the use of the finest materials... that reflect the Indian heritage of quality & craftsmanship.”

verveonline.com
Design Considerations

Security

Unit security should be considered at the concept design stage and integrated into the overall design of the shopfront. For in-line units vertical or horizontal shutters may be used. Island units should incorporate security features into cabinetry so as not to detract from the unit design concept.

Locks, mechanisms and guides should not be visible from the shopfront and should be integrated wherever possible.
The selection of materials and the design of the lighting scheme should consider environmental issues such as renewable resources, recyclability and energy consumption.

The active use of energy efficient control systems for HVAC and lighting are encouraged.
Tenant’s design guidelines
The process of designing and submitting necessary documentation to Mumbai International Airport is described in detail in the Technical Criteria Manual issued to all tenants as part of the Tenant Package.

**Tenant Package Contents**

2. Tenant’s Design Guidelines (this document)
3. Premises Plan
4. Premises relevant technical section and terminal architectural details, as applicable

### Tenant’s Design Document Submittal Process

1. Tender stage
2. Concept design stage
3. Technical drawing submission

#### 1. TENDER STAGE

1.1 Introductory Meeting
   - This meeting will be in the form of a presentation to the applicant and will consist of an overview of the development, the specific retail unit, the points of contact and the overall design and approvals process.

1.2 Tender Period
   - This is the period where the applicant and their design team develop their initial concept for tender submission.

1.3 Tender Concept Presentation
   - At this stage the concession applicant will submit their tender concept document as part of their tender, this should include mood boards, a sketch design scheme and materials proposals. This document will then be evaluated by the Retail Team and the Project Concept Designer. On completion of this step the successful applicant will be conditionally appointed and invited to an inaugural meeting to discuss the concept design stage.

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**Design Management Process**

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**MUMBAI CHATRAPATI SHIVAJI INTERNATIONAL AIRPORT**
2 CONCEPT DESIGN STAGE

2.1 Inaugural Design Meeting
This meeting will be in the format of a presentation given by the project’s concept retail design team and the retail development manager to the successfully appointed concessionaire and their design team. This will cover an overview of the development, the design concept for the development and specific design parameters that the tenants will have to incorporate within the design of their units. Coupled with the design parameters, a programme for the development and specific milestones for the tenant's design, fit out and opening will be discussed and agreed. At this stage the tenant will be issued with all the relevant information relating to their unit (i.e. The Shell & Core pack).

2.2 Concessionaires Concept Design Period
This is the period during which the tenant and their design team develop the concept for their unit. This should remain consistent with any approved designs at the tender stage and take into consideration any comments from MIAL during the tender stage. The tenant's designer may discuss directly with the retail designer aspects of their concept prior to sign off by MIAL Group during the next stage.

2.3 Full Concept Design Presentation
This is the tenant’s formal presentation to the retail team and the project’s concept designer, of their concept design for sign-off. At the end of this step an agreement will have been reached on the “look and feel of the unit”. If the comments are of a major concern then the concessionaire will have to revisit those aspects of the design prior to commencing the detailed design.

The concessionaire's presentation should be in an electronic format and should take the form of the following:

- Plan
- Reflected ceiling plan
- External elevation of shopfront
- Internal elevations of all walls
- External & internal perspectives
- Notated material board with electronic copy
- Any other supporting information that illustrates design intent

Food & beverage units should also include:

- Furniture layout
- Specifications and pictures of all tables, chairs and other furniture
**3 TECHNICAL DRAWING STAGE**

The tenant will then develop their detailed design in line with the signed off concept and in accordance with relevant MIAL Group standards. During this period there may be a need for the tenant’s designer to meet with the Retail Team to discuss the more technical aspects of the design, site logistics and any other site specifics. If possible, a site visit to look at the unit may be beneficial.

The tenant will be required to submit fully dimensioned drawings in electronic format including:

- Floor plan including fixtures and floor finishes
- Reflected ceiling plan including lighting design
- Elevations, internal and external
- Sections
- Shopfront details including all junctions with airport finishes
- Signage details
- Materials specification and fire certification
- Final visuals
- Fire rating certificates where appropriate
- Overall electrical loadings

**Food & beverage units should also include:**
- Servery details and kitchen layout

The tenant will submit an electronic copy of their as built drawings to MIAL upon completion of the fit-out process.