



DEVELOPMENT PLAN



**STUDY ABOUT MONTE  
CARLO**



## Company Info

THE NAHAR GROUP started More than fifty years back, in 1949, a humble beginning was made with a small hosiery factory in Ludhiana. The factory called Oswal Woolen Mills. Today, the Nahar Group basks in the glory of being a multi-product conglomerate with a turn over exceeding \$450 million, about 35% of which comes from exports alone. This phenomenal metamorphosis has been possible because of global vision, the burning ambition to grow big and the endless toil by 15000 strong work force.

The Markets of the Nahar group are criss-crossed all over the globe, including countries like USA, UK, Canada, Russia, Holland, Hong-Kong , Singapore and Dubai.

Today OWM is the flagship company of glorious Oswal Empire and a proud owner of widely loved Super Brands in knit wear , Monte Carlo and Canterbury.

In view of the strong brand loyalty enjoyed by the Monte Carlo brand, the company recently introduced a range of premium quality T-shirts under the same brand, which received a tremendous response.. The only thing that has remained constant at OWM is its ultimate objective of offering quality, value-addition and choice to the customer. To create a niche' for itself even in the summer wear range, Monte Carlo has come up with Summers, Sports & Cottons ranges.



## **MONTE CARLO ESSENCE**

### **THE WORLD OF MONTE CARLO**

The introduction of Monte Carlo brand of knit wear products marketed the beginning of the era of high fashion woolen wear in India. Their passion to offer great quality wool and superlative designs to the customer has made this brand synonymous with best.

The vision was clear & simple. They had introduced the brand that captures the spirit of the beautiful, classy and chic French city Monte Carlo. The recognition as the super brand.

Every single garment with a Monte Carlo label deserves all the love, attention, respect and even envy that it attracts. They have ensured not only the finest of wools but also the best European Designers for this brand.

CANTERBURY too is not far behind, featuring high in its very own premium segment.

Today with Brand extension in mind, the Group has broad based its range to introduce MONTE CARLO T-Shirts, Thermals and Cotton Collections for the Indian Market.



## Product category:

### Mens Collections

This winter Monte Carlo Brings back the Very Classy Look for all Kinds of Men. Monte Carlo's Mens's winter 2005-06 Collection is an exclusive range for today's metro sexual man. It brings back the era of elegant, Minimalist dressing in the true sense of the word. For males with suave tastes and moods. The designs are consciously not kept bold. Adding a touch of innovation is Monte Carlo's printed casuals with screen, spray and washed effects for ultra trendy look.

### Ladies Collections

The collection consists of an exquisite range of winter wear including jackets, coats, printed tops, twin sets, cardigans, ponchos and sweaters.

Sweaters, tops and zippers are woven with ornamental details - embroideries, hemstitch works, double laces and crochet are extravagantly used. Long coats are available in structured patterns Contemporary designs and styles - symmetrical hemlines at the bottom, zippers and t-shirts on the jackets and coats are artistically brought into play. The varieties of stylish woolens come in vibrant colors like fuchsia, aqua, turquoise, yellow, greens, mauves, purples and pinks etc. woolens in earthy shades like camel, ivory, beige, and browns and ever enchanting white are also available for the woolen with sober tastes and mood. As, ponchos are a huge style statement these days, It has a wide variety of designs to showcase in capes and ponchos



# RANGE

## MENS RANGE

SHIRTS

TROUSERS

T-SHIRTS

SHORTS

CANTABURY

OUTER WEAR

PULLOVER CARDIGANS

THERMALS

TRACKSUITS

ACCESSORIES

## WOMENS RANGE

SHIRTS

TROUSERS

T-SHIRTS

NIGHTY

CAPERIES

SKIRTS

TOP

SLEAVELESS

CANTABURY

OUTER WEAR

PULLOVER CARDIGANS

THERMALS

TRACKSUITS

ACCESSORIES





## **CLIENT'S BRIEF**

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- To give a retail design solution for Monte Carlo
- Approximately 1000 sq.ft carpet area
- To display the garment Range. A stock approximately for the store is around 3000 pcs.
- Target customers : 25-35 years of age
- 75% stacking and 25 % handing display







## DESIGN CONCEPT

## Concept Note

In this design “*The square*” has been used as a metaphor ,which means honest, idealistic, simple, solidity and sturdiness. This option unlike the first option is more on a straight line simple design in contrast to the forms of the garments.

The interior walls is in pure white with very rough texture finish..

The square elements finished in Black Wenge veneer with niches for displaying the product along with props. The niches has frosted glass top with light inside to create a lighting effect. These square elements also act as partition for the different sections. The display section has pelmets for lighting

The shelves in the display sections are in glass with brushed stainless steel section along the front edge.

The gondolas and the cash unit is a combination of Black Wenge & B.E.M dyed white colored veneer, glass, and a brushed stainless steel.

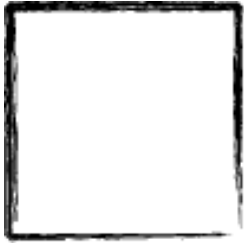
The ceiling has three square elements with wood finish which has a 0’-9” drop with light along the edges of the square. Concealed light is used for general/ambient lighting of the store. The flooring is in light beige colored stone textured tiles which has a rough appearance.

Mannequins are placed near the fixed glazing of the store and on a raised podium opposite the main entrance door with changing themes. The changing themes for the show windows and the mannequins inside would help giving a new look to the store for the customers throughout the year.

The following slides would help in understanding the design in detail.



## Element used in our design



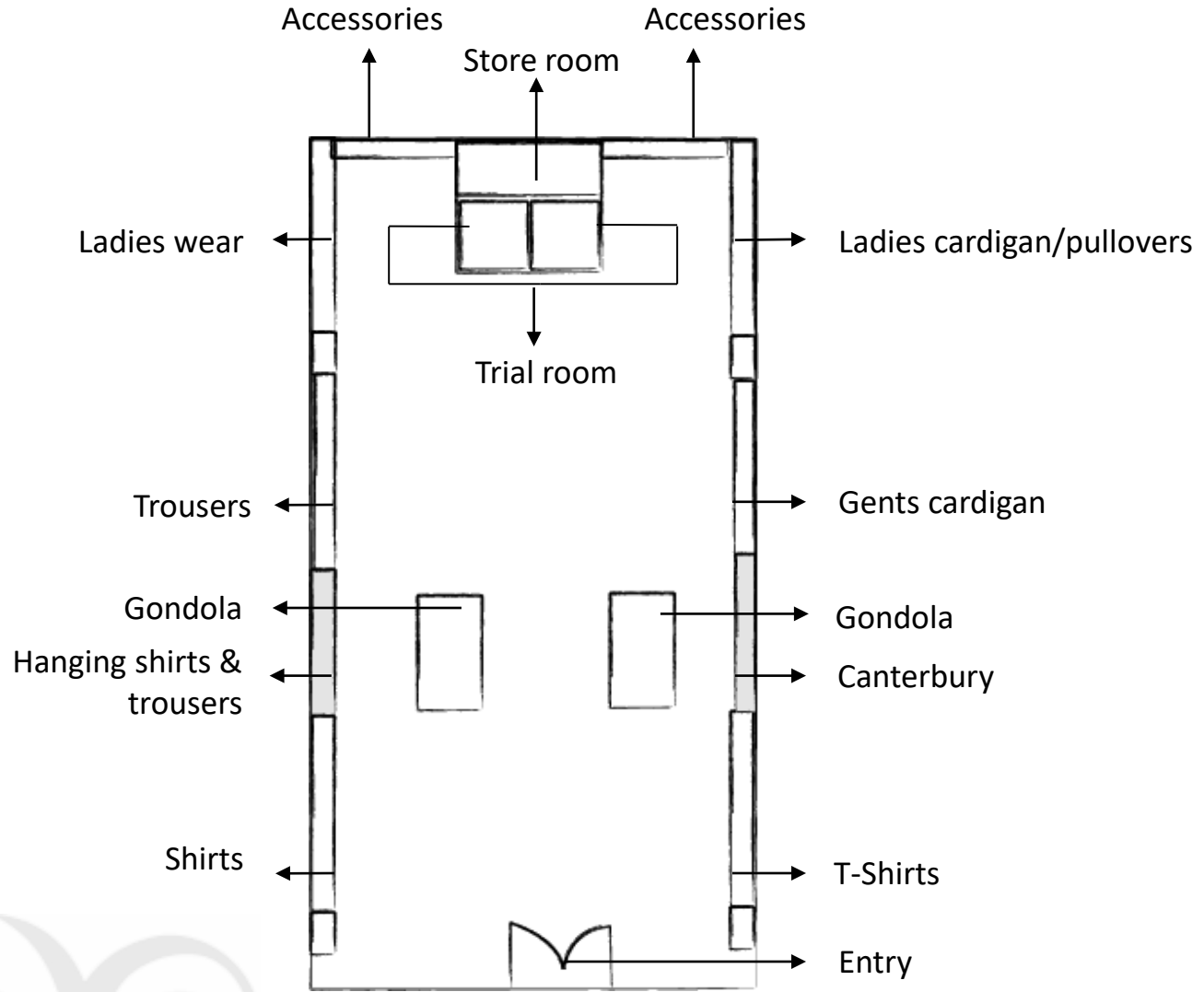
Square or cube

Considered to be honest ,idealistic ,simple & special segment

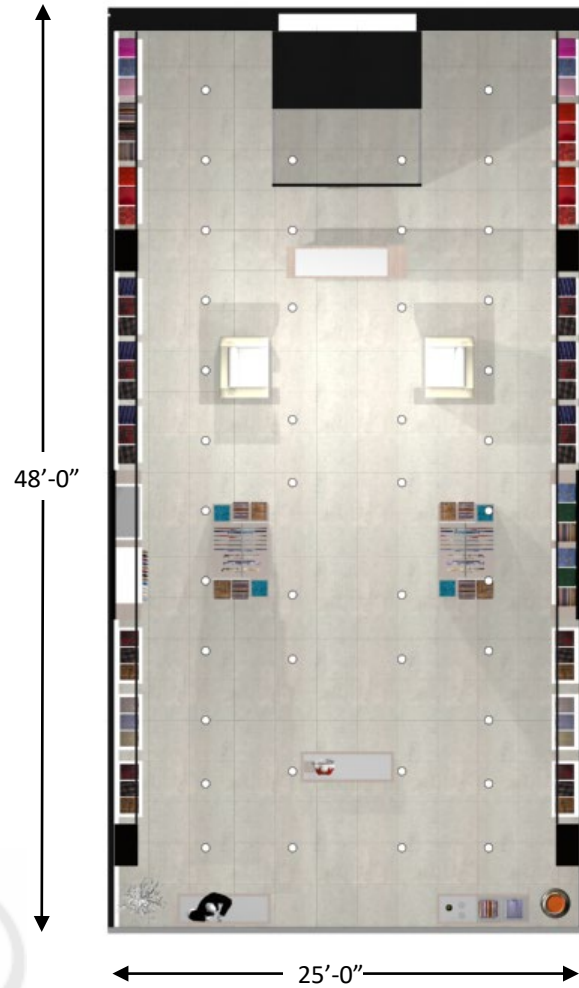
Forming a right angle

Characterized by block like solidity or sturdiness.

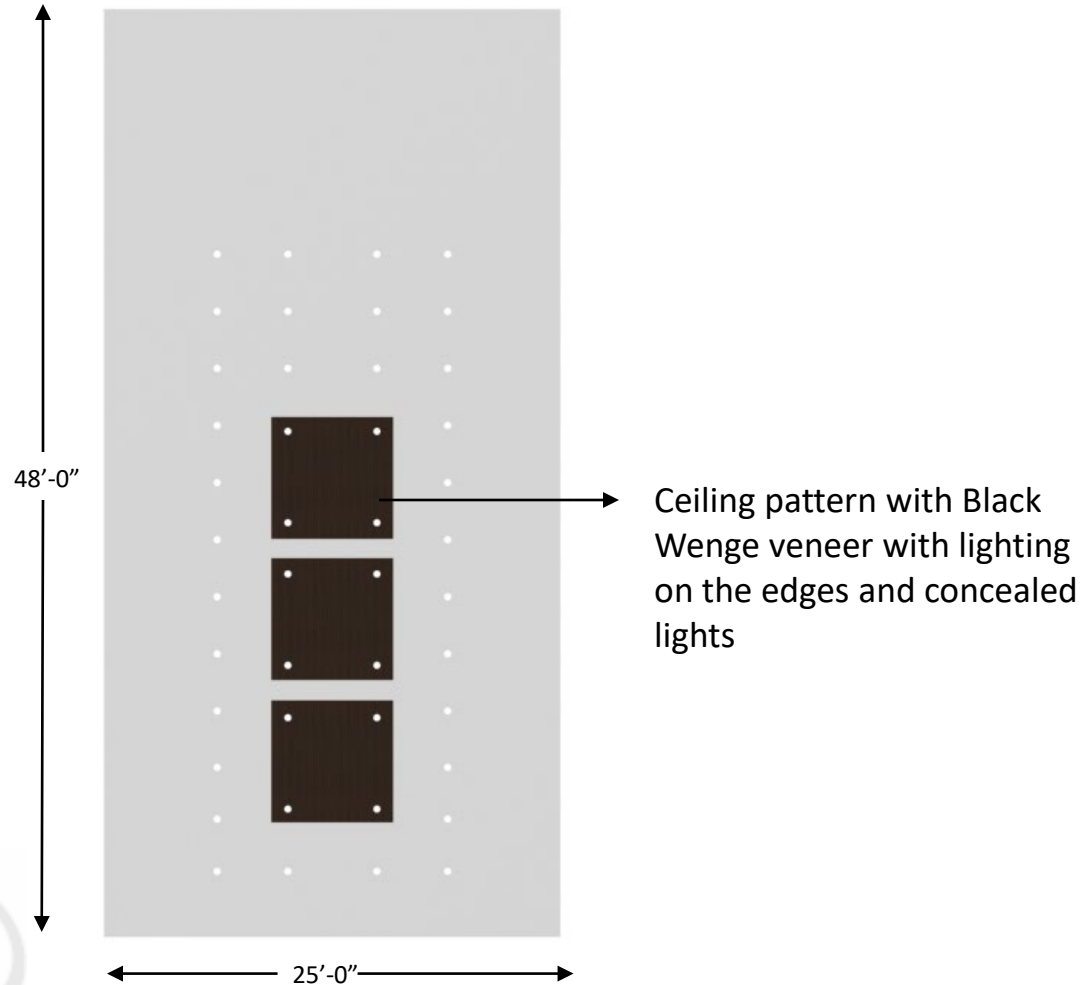
# Zonal Plan



## Layout plan



## Ceiling plan



## VIRTUAL TOUR

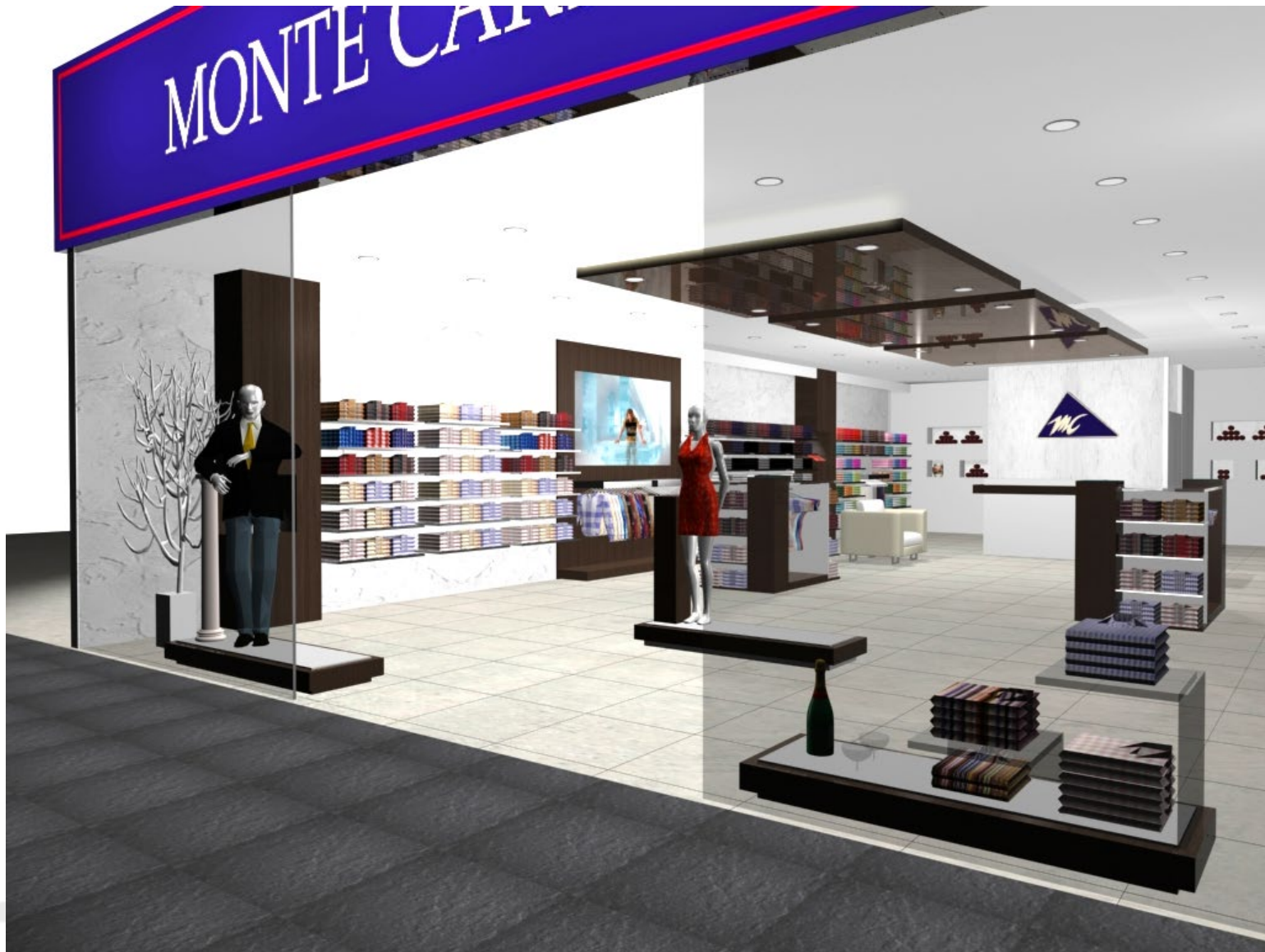


Front facade





View: Outside



View: Outside



View: Outside

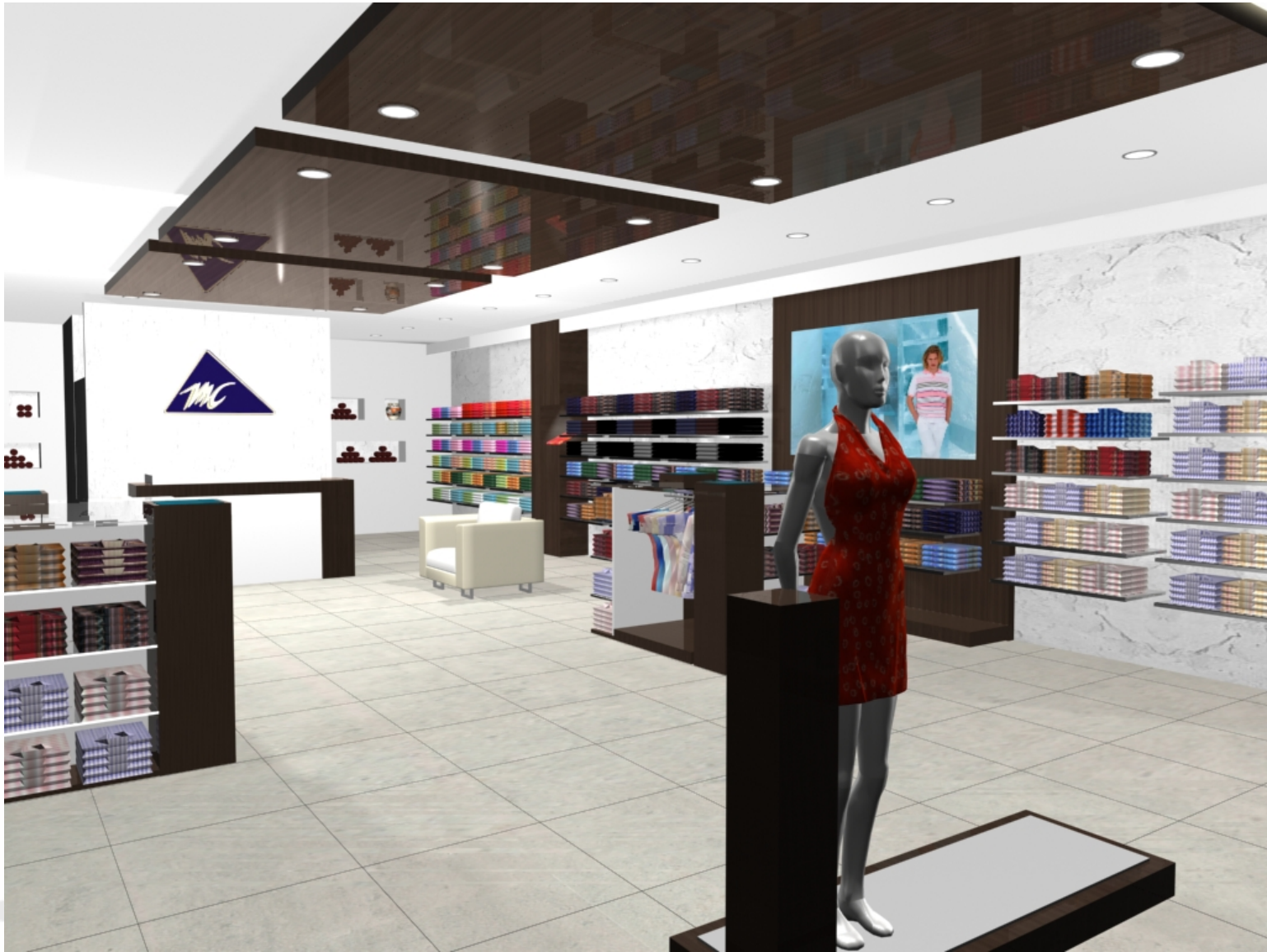




View: inside



View: inside





## Section 1: Shirts



## Section 2: Trouser



### Section 3: Ladies





## Section 4: Accessory



## Section 5: Pullover



## Section 6: Cantabury





## Section 7: T-Shirts





## **DESIGN DETAILS & MATERIAL SPECIFICATION**

## Ergonomics

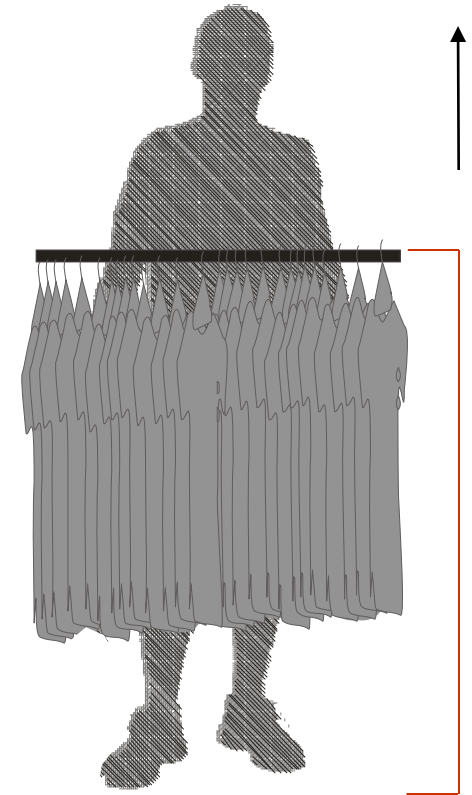
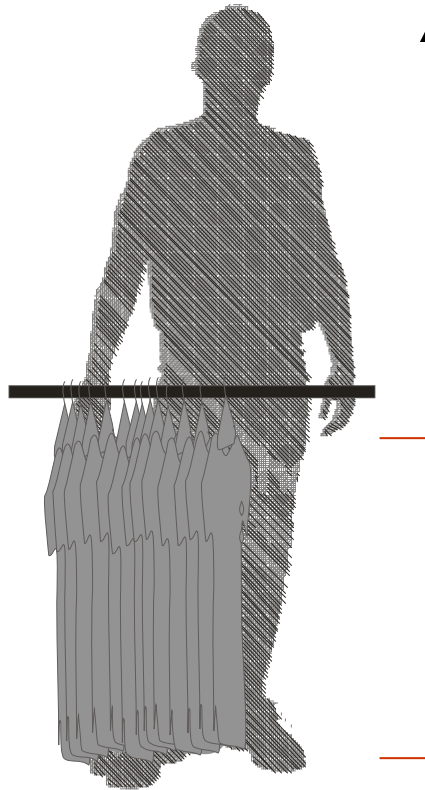
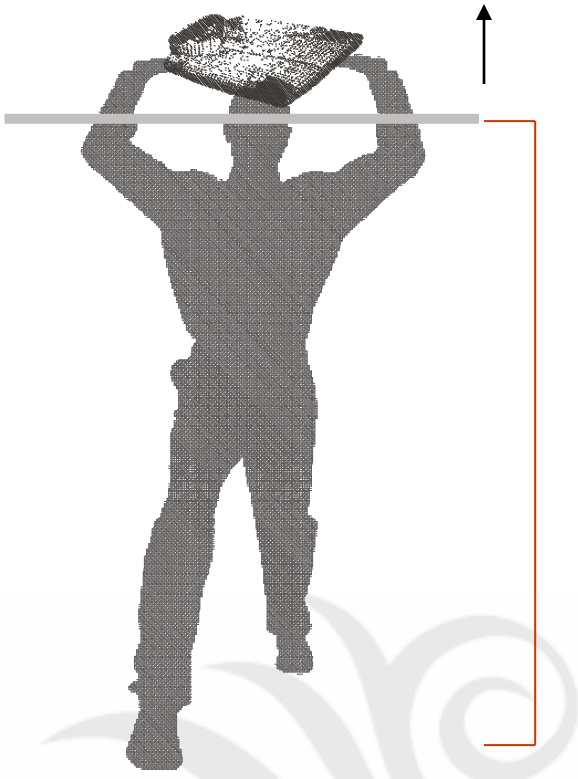
The applied science of equipment design, as for the workplace, intended to maximize productivity by reducing operator fatigue and discomfort

Average height of a men taken is  
5'9"

Shelves are 5'4" high

Rods in gondolas are at 3'6" high from the ground level.

Rods are 4'2" high from the ground level on wall display.



# Wall elevations

Right



Left





Interior Front wall



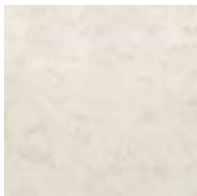
## Colors for wall and material specification

We have considered one basic colors in our design. Reason being:

-  • **White:** we will be using B.E.M Dyed veneer on wall with texture finish . White is the color of freshness, purity, youth & simplicity. Thus we have tried to show here the freshness in showroom for always, purity as of gold, youthfulness to be carried away with, and simplicity to be understood by a common man. Since all the products are very vibrant in colors the white acts as a good background for the range
-  • **Brown:** we are using black wenge veneer on shelves. Deep brown color suggests an honest, down-to-earth and a structured supported lifestyle., appreciating. Brown is the color of Mother Earth, and it will break the monotonous look of the showroom,

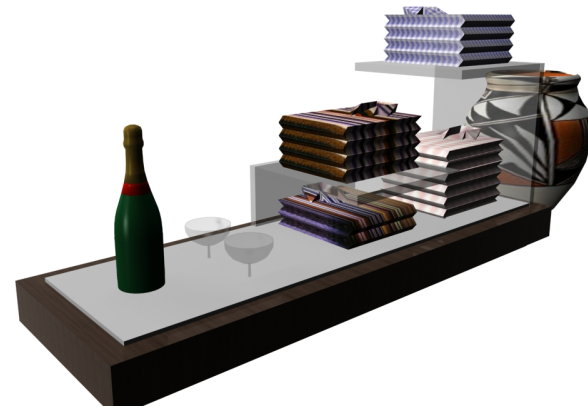
## flooring

By considering this flooring we have tried to depict long life, rough use and strength of the product.

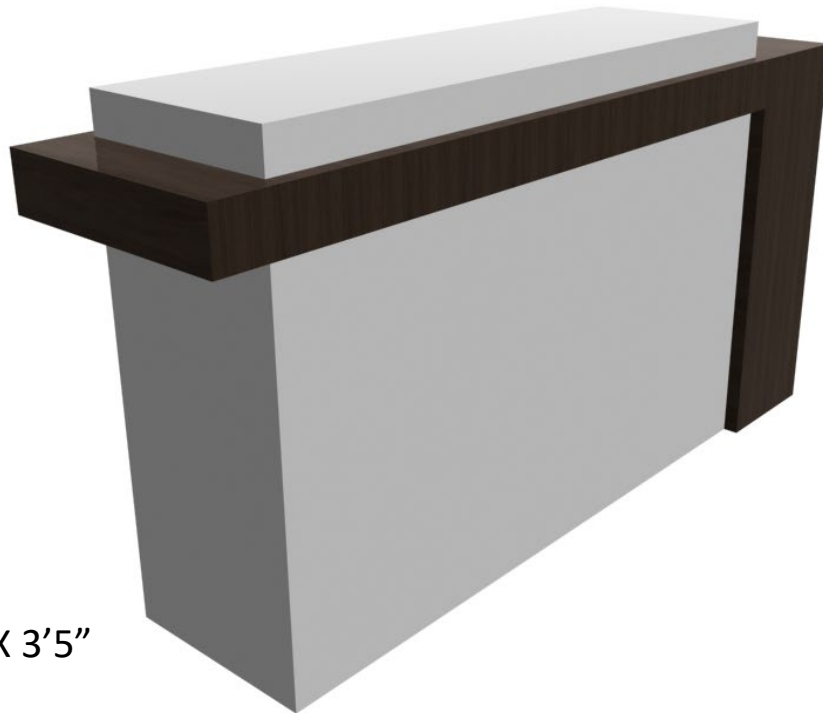




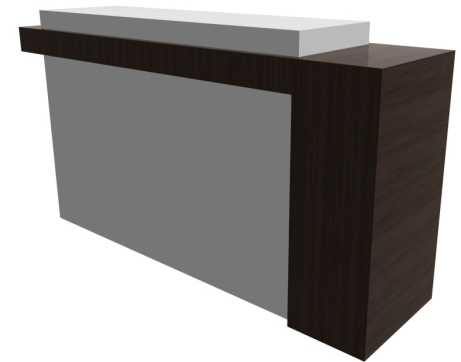
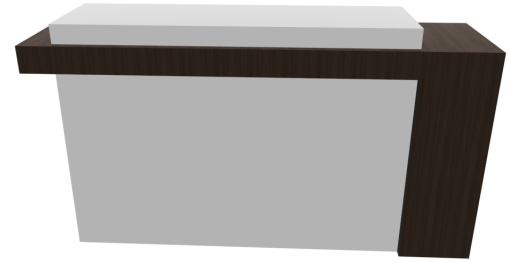
**DETAIL OF DISPLAY SECTION: show window**



## Cash wrap unit



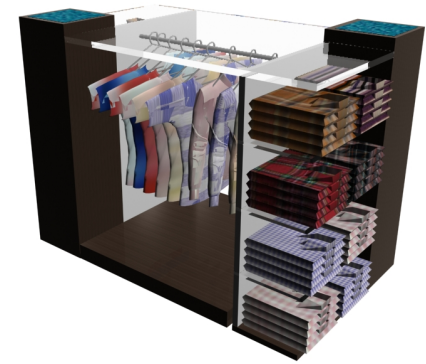
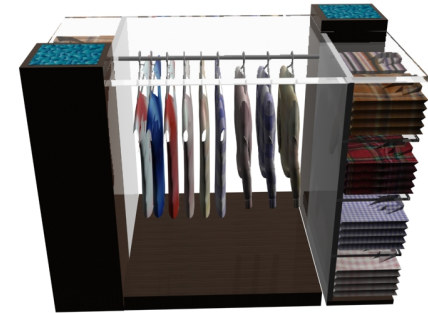
6'-5" X 1'-9" X 3'5"  
L X W X H



## Gandola



5'-3" X 3'-0" X 3'9"  
L X W X H



**THANK YOU**

