

A large yellow circle is centered in the frame, set against a dark, starry night sky. Inside the circle, a black pyramid is partially obscured by white, fluffy clouds. The text "THE MAGIC STARTS HERE!" is written in a simple, black, sans-serif font across the middle of the yellow circle.

THE MAGIC STARTS HERE!



# रिविज

Rewiz, a dynamic design agency, emerges as an innovative powerhouse in the retail industry, redefining conventional paradigms through cutting-edge creativity. Specializing in crafting captivating retail experiences, Rewiz thrives on blending aesthetics with functionality, seamlessly integrating brand narratives into physical and digital spaces. With a keen understanding of consumer behavior and market trends, Rewiz engineers immersive environments that elevate brand identity and foster memorable interactions. Through meticulous attention to detail and a

passion for pushing boundaries, Rewiz consistently delivers bespoke solutions tailored to each client's unique vision and objectives. In an ever-evolving retail landscape, Rewiz stands as a beacon of creativity, empowering brands to forge meaningful connections and stay ahead in an increasingly competitive market.



# WHO ARE WE

## JAGS

Say what's up to Jags, the retail maestro with a whopping 20+ years of vibe-setting and marketplace wizardry under his belt. He's been the mastermind behind the scenes at big shots like Nike and Steve Barry's, leaving his cool imprint wherever he goes. Well-connected in the industry.

#JagsVibes #RetailGuru

## SUMIT

Meet Sumit, the design aficionado who crushed it at NIFT and leveled up with a management degree from Narsee Monjee. With a cool 15 years in the game, he's been the creative brains behind the scenes, bringing visual magic to brands like Nike and Debenhams. Sumit's the go-to guy for transforming retail spaces.

#SumitKumarVibes

## FARWEJ

Say hello to Farwej, the design whiz who aced NIFT and fine-tuned his craft with a master's in visual communication from IIT Bombay. With over 15 years in the game, he's been the maestro behind crafting eye-catching visual identities and graphics that turn heads.

#DesignMaestro #FarwejMagic



## ARTICLES FEATURED IN RETAIL 4 GROWTH

VARIOUS ARTICLES ABOUT DIFFERENT PROJECTS ACCOMPLISHED BY US COVERED AT INDIA'S MOST POPULAR RETAIL ONLINE NEWS PORTAL

## ARTICLE FEATURED IN VMRD MAGAZINE

OUR PROJECT "STORE DESIGN FOR NEOS" FEATURED AT INDIA'S NO. 1 RETAIL MAGAZINE VmRD.

## ARTICLE FEATURED IN VMRD MAGAZINE

VIEWS OF OUR CO-FOUNDER CAPTURED FOR "BIGGEST TAKEAWAYS FROM 2020" IN THE RETAIL INDUSTRY FOR VMRD MAGAZINE.

Tuesday, February 27, 2024


Login     

**RETAIL 4 GROWTH**

**naman instore**  
www.namaninstore.com

India's Premium Retail Fixture Company



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### CATALYST DESIGN

14 News Found



Aditya Birla Fashion & Retail takes home maximum number of VM&RD



"The right lighting partner can be a game-changer."



A space that brings to life cutting-edge home cleaning



Nike – The Rise Of Phantom



Go ahead and feel good, urges Zivame's VM campaign



OnePlus unwraps minimalism through its futuristic windows



Creativity in Lockdown: OnePlus unveils new eye-catching window



Amante : Floral Rhapsody



## Space of Pace

The 1200 sq ft Neos Store at Surat is a design story stemmed from the passion for running. Catalyst Design mapped the space carefully in an informal design language.



Running today is not only a form of sport but a religion. This idea may have prompted WSF Group when they opened Neos Store at Surat's VR Mall amongst their many sportswear stores in India. Responsible to execute the store design and VM of the store, Jags Rawat of Catalyst Design, explained, "The brief was to create one of its kind running speciality multi-brand chain that connects with runners and provides them holistic solutions under one roof."

In order to make the space more inviting, the store has taken the open façade approach to make the entrance more inviting and windows more accessible. The signage in 3D box letter with LED back-lit is aimed to stand out from the other stores in the mall. The engage podium with body forms in running posture at the center of the store

"Running as a sport is really catching up with the young and fast generation in India. We have interviewed around 20 runners to understand what running means to them. As per most of the runners, it meant freedom and movement. We have inculcated the same approach into our design," says Jags Rawat of Catalyst Design.



demarcates the store into footwear and apparel zone and also works as a navigator for the consumers. The open approach prevails throughout the store, where

exposed ceiling, unfinished brick wall, open back fixtures with perforation creates a space which can breathe. In short, the store resonates with every runner's mindset.

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VM |D April 2017

### Biggest takeaways from 2020

With reduced business and budget cuts, I think 'less is more' sums up perfectly the concepts and executions that happened in 2020. We have learned how to ideate and execute with limited means and this learning goes a long way to create a sustainable world. Also the

'safety first' approach is going to go a long way.

### Safety first approach will go a long way

Sumit Kumar, Managing Partner - Catalyst Design Retail & OBS LLP

#### Biggest takeaways from 2020

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#### What retail design means in 2021

We were anyway stepping into the experience age and the COVID scenario has created the need to ramp that up in the coming year. While online retail offers convenience, offline must focus on creating experiences to engage customers and generate more footprints and this is where the efforts around retail design must also be. Also, creating a safe environment for shoppers through effective communication and strategies will become key attributes while designing retail spaces. Sustainability will also find its strong footprints as far as retail design is concerned in the coming year

Also I believe most of the brands will go with omni channel strategies in a bigger way to bridge the gap between online and offline platforms and AR is going to be an important tool to achieve this.

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January 2021

### What retail design means in 2021

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LINK: <https://www.retail4growth.com/search/catalyst-design>

LINK: <https://www.catalystdesign.in/space-of-pace/>

LINK: <https://www.catalystdesign.in/safety-first-approach-will-go-a-long-way/>



# OUR JOURNEY SO FAR

2015

Catalyst Design Incorporated

2015

Strategic partnership on VM front was created with segment leading brands

2016

2000sqft production facility was established in Mumbai

2016

South wing of business was formed

2017

7500 sqft production facility established in Mumbai

2017

9000 sqft production facility established in Bengaluru

2018

Catalyst Design starts exporting

2019

Catalyst Designs goes PAN India delivering & executing across the country

2021

Re-emerged after COVID to disrupt the retail space

2022

REWIZ incepted/ Won first Design Award

2023

REWIZ officially established as a separate entity

2024

Rewiz

THE MAGIC UNFOLDS

NEW AGE



Filmmakers

Interior & Architects

Client Servicing

Makers & Fabricators

VM Training

Visual Merchandisers

Animation

Visual Communication Designers

Retail Store Designers

Graphic Designers

Consumer Experience Designers

Installation Artist  
Illustrators & Mural Artists

Art Directors

3D Visualisers





## OUR CLIENTS





**GOAL FOR GOLD**

VMRD RETAIL DESIGN AWARDS 2022, "BEST VM INSTALLATION, ADIDAS JIO WORLD DRIVE, MUMBAI"





# OUR PROCESS

**1**  
DEFINE OBJECTIVES  
AND  
REQUIREMENTS

**2**  
RESEARCH  
AND  
ANALYSIS

**3**  
CONCEPT  
DEVELOPMENT

**4**  
SPACE PLANNING  
& LAYOUT DESIGN

**5**  
VISUAL MERCHANDISING  
&  
BRANDING



# RETAIL

- // Retail Design
- // Brand Book (Brand Bible Guidelines)
- // Brand Identity, Wordmark, Color palette, Typography, Art Direction, Usage, Dos and Dents
- // Store Design Bible / Guidelines (Inspiration/story, Material palette, Color, detail Drawings, usage ) (Interior & Exterior)

# TURN KEY

- // Exterior: Facade, Signage,
- // Interior: Civil, Fixture, Lighting, Cash counter, Trial Room, Stock Room, Screen, Phygital experience,

# VM

- // Window Display
- // Engage zone
- // Lounge Design
- // Hot Spot
- // Murals
- // Props

# VM GUIDELINES

- // Planogram (merchandising guidelines), Dos and Don't

# VM TRAINING

- // Documentation
- // Photography and AV

# KIOSK DESIGN

- // Pop Up Store

# EVENT

- // GTM, In-store event, BTL events

# PHYGITAL EXPERIENCE DESIGN

- // Multi-sensory experience, Touch, AR/VR, Digital content



# RETAIL STORE DESIGN

Retail store design encompasses the thoughtful orchestration of spatial layout, visual merchandising, interior decor, and customer experience elements to create an inviting and immersive environment for shoppers. It is a holistic process that begins with strategic planning and analysis of customer needs, market trends, and brand identity. The design of a retail space involves considerations such as traffic flow optimization, product display techniques, lighting design, and incorporation of technology to enhance the overall shopping experience. From the layout of aisles and displays to the selection of materials, colors, and signage, every aspect of the store design is meticulously crafted to evoke a desired emotional response and foster meaningful engagement with the brand. Successful retail store design goes beyond aesthetics; it seamlessly integrates functionality, branding, and customer-centric elements to create a cohesive and memorable experience that resonates with shoppers and drives business growth.



PROJECT: STORE DESIGN FOR MULTIBRAND SPORTS STORE, NEOS



PROJECT: STORE DESIGN FOR POWER FOOTWEAR BY BATA





PROJECT: STORE DESIGN FOR MULTIBRAND SPORTS STORE, SPRYNT



PROJECT: STORE DESIGN FOR TATA MOTORS ASSURED VENTURE



PROJECT: STORE DESIGN FOR TATA MOTORS DEALERSHIP ENHANCEMENT



PROJECT: WINDOW DISPLAY DESIGN FOR ARVIND STORE BRAND



# RETAIL KIOSK

Retail kiosk design involves the strategic integration of space, aesthetics, and functionality to create compact yet impactful points of sale within diverse retail environments. These self-contained units are meticulously crafted to optimize space efficiency while maximizing visibility and accessibility of products or services. The design of a retail kiosk encompasses considerations such as layout, signage, branding, and product display techniques tailored to the unique needs and constraints of the specific location. From the selection of materials and finishes to the incorporation of interactive technology and lighting elements, every aspect of the kiosk design is carefully curated to attract attention, facilitate transactions, and enhance the overall customer experience. Whether positioned within shopping malls, airports, or outdoor markets, effective retail kiosk design serves as a dynamic extension of the brand, offering convenience and engagement to customers while contributing to the vibrancy of the retail landscape.



PROJECT: KIOSK DESIGN FOR SOLETHREADS



PROJECT: KIOSK DESIGN FOR NIKE ICC EVENT





PROJECT: KIOSK DESIGN FOR SAFARI BRAND GENIE



PROJECT: KIOSK DESIGN FOR ADIDAS ICC EVENT



PROJECT: FOOTWEAR ISLAND FOR CENTRO



PROJECT: KIOSK DESIGN FOR ONEPLUS INDIA



# RETAIL POS & FSU'S

Retail POS (Point of Sale) and FSU (Free Standing Unit) design are critical elements in the retail environment, aimed at enhancing customer engagement and driving sales. The design of a retail POS system involves the strategic placement of checkout counters, payment terminals, and product displays to facilitate seamless transactions and optimize operational efficiency. From ergonomic layout to intuitive user interfaces and branding elements, every aspect of POS design is tailored to streamline the checkout process while reinforcing the brand identity and creating a positive shopping experience. Similarly, FSU design focuses on creating eye-catching and functional displays that showcase products and promotions in high-traffic areas within the retail space. These freestanding units are strategically positioned to capture customer attention, stimulate impulse purchases, and maximize visibility for featured merchandise. Through thoughtful integration of lighting, signage, and interactive elements, retail POS and FSU design play a crucial role in shaping the overall ambiance and driving customer engagement, ultimately contributing to the success of the retail environment.



PROJECT: GONDOLA FOR 100 PIPERS, PERNOD RICARD



PROJECT: FLOOR STACKING UNIT FOR NYKAA





PROJECT: FLOOR STACKING UNIT FOR ILIFE



PROJECT: KIOSK DESIGN FOR ONSITEGO



PROJECT: VM INSTALLATION FOR TATA MOTORS JET EDITION



PROJECT: VM INSTALLATION FOR TATA MOTORS EV CAMPAIGN

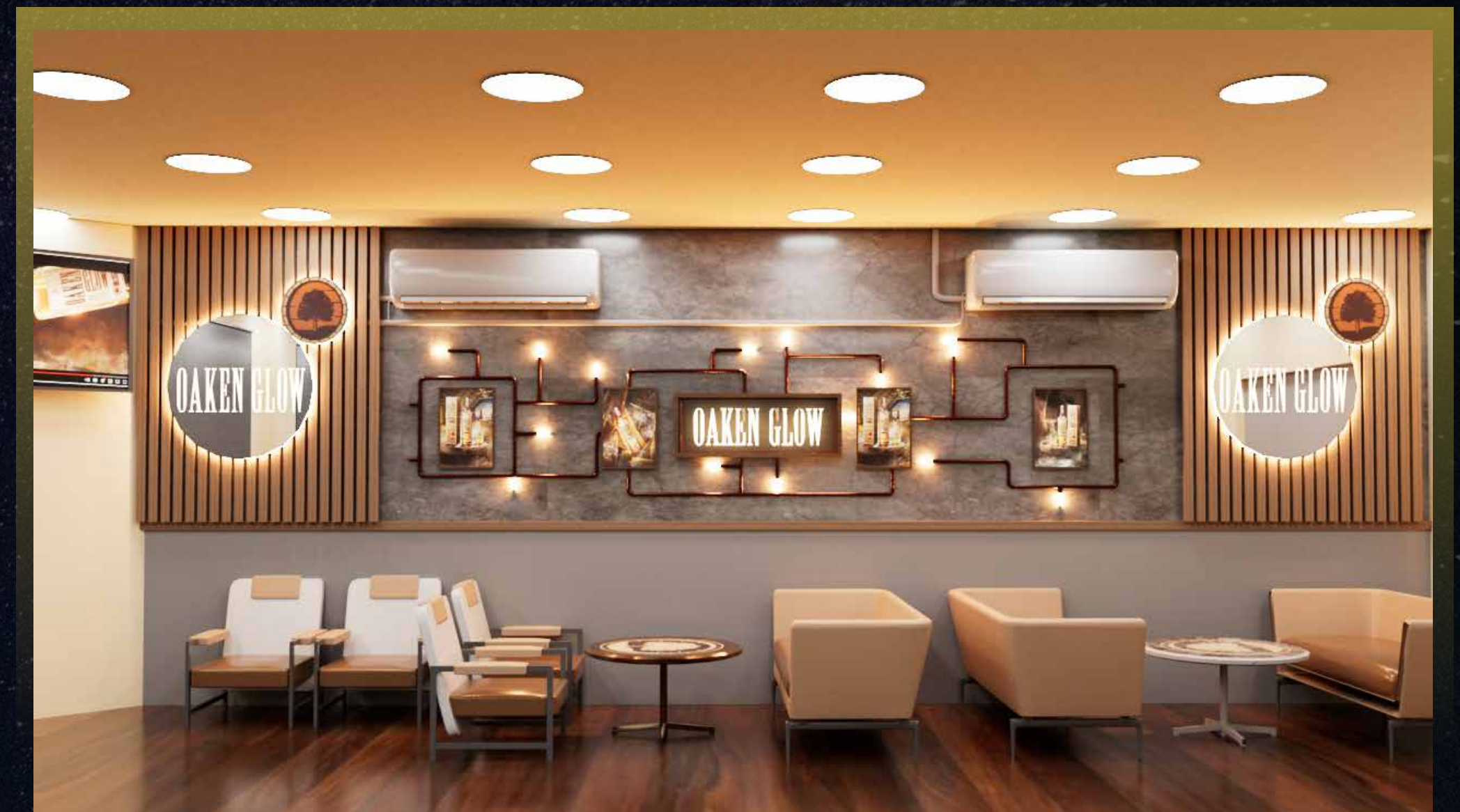


# SPECIALITY RETAIL

Salon and bar designs embody an intricate fusion of ambiance and functionality, tailored to evoke specific moods and enhance customer experiences. In a salon, sleek lines, soft lighting, and inviting textures converge to create a serene atmosphere conducive to relaxation and self-care. Thoughtfully curated spaces feature ergonomic furniture for comfort during lengthy treatments, while strategically placed mirrors amplify spatial depth and visual appeal. Meanwhile, bar designs harmonize aesthetics with social dynamics, incorporating dynamic lighting, trendy decor, and intimate seating arrangements to foster conviviality and elevate patrons' enjoyment. From minimalist chic to vintage charm, each design narrative reflects a unique synthesis of style and purpose, emblematic of the establishment's ethos and clientele.



PROJECT: SALON DESIGN FOR PAGE3



PROJECT: BAR ENVIRONMENT DESIGN FOR OAKEN GLOW, PERNOD RICARD

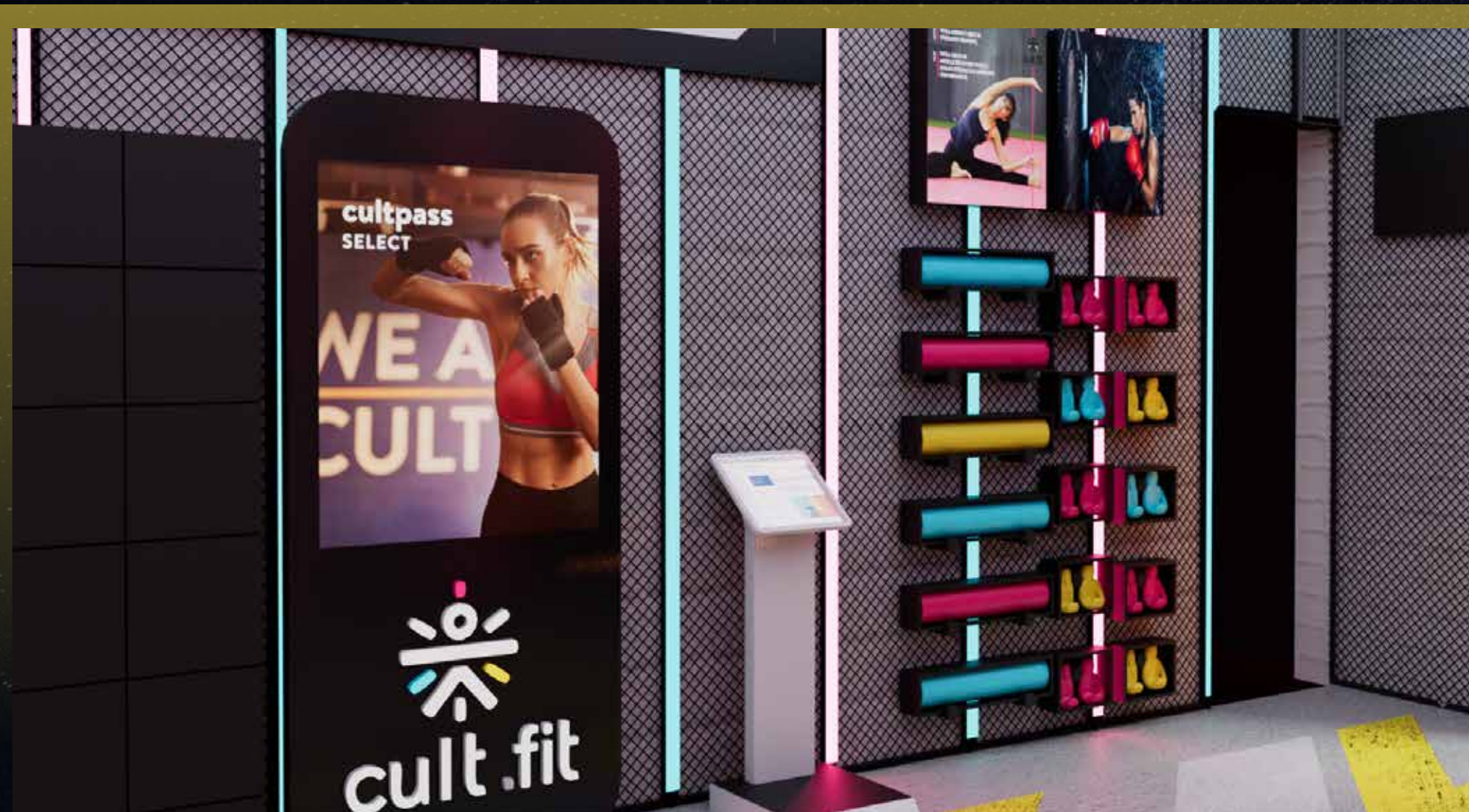




PROJECT: BAR ENVIRONMENT DESIGN FOR 100 PIPERS, PERNOD RICARD



PROJECT: BAR ENVIRONMENT DESIGN FOR BLENDERS PRIDE, PERNOD RICARD



PROJECT: GYM DESIGN FOR CULT FIT



PROJECT: WALL DESIGN FOR CULT SPORTS



# RETAIL FIXTURES

Retail fixture designs are the cornerstone of creating engaging and functional environments that entice and accommodate customers. These fixtures serve as the backbone of product presentation, organizing merchandise in a visually appealing and accessible manner. From shelving units to display cases, retail fixtures are crafted with both aesthetics and practicality in mind, often integrating elements such as lighting and signage to enhance the overall shopping experience. Moreover, fixture designs must align with the brand's identity, conveying its values and narrative through material choices, colors, and layout. Versatility is key, as fixtures should adapt to evolving product lines and promotional campaigns while optimizing space utilization and traffic flow within the retail space. In essence, retail fixture designs embody a delicate balance of form and function, seamlessly integrating into the larger narrative of the store environment while spotlighting the products they showcase.



PROJECT: FIXTURE DESIGN FOR RARE RABBIT



PROJECT: FIXTURE DESIGN FOR TITAN BRAND, IRTH



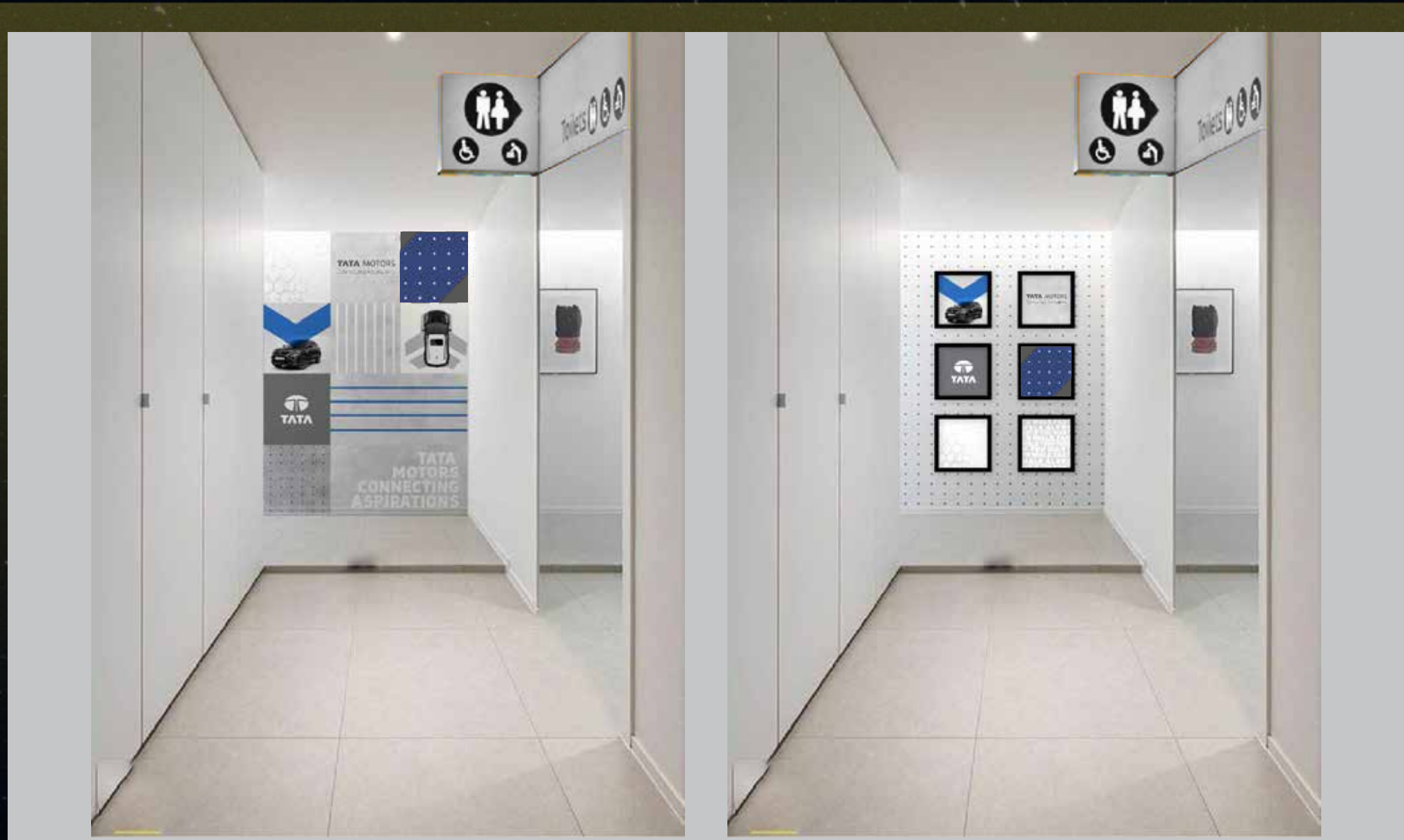
# RETAIL BRANDING

Retail branding encapsulates the essence of a company's identity and communicates it to consumers through a diverse array of channels and touchpoints. It is the strategic orchestration of visual elements, messaging, and experiences that shape perceptions and cultivate loyalty. Effective retail branding extends beyond mere logos and color schemes; it encapsulates the brand's values, personality, and promise, resonating with the target audience on an emotional level. Consistency across all interactions—be it in-store, online, or through advertising—fosters familiarity and trust, ultimately driving customer engagement and advocacy. Through storytelling and immersive experiences, retail branding creates a distinct narrative that sets the brand apart in a crowded marketplace, forging enduring connections that transcend transactions. At its core, retail branding is a dynamic dialogue between the brand and its audience, continuously evolving to reflect shifting trends, aspirations, and consumer preferences.



PROJECT: POSTER DESIGN FOR UPCOMING NIKE SHOE, WINFLO 3





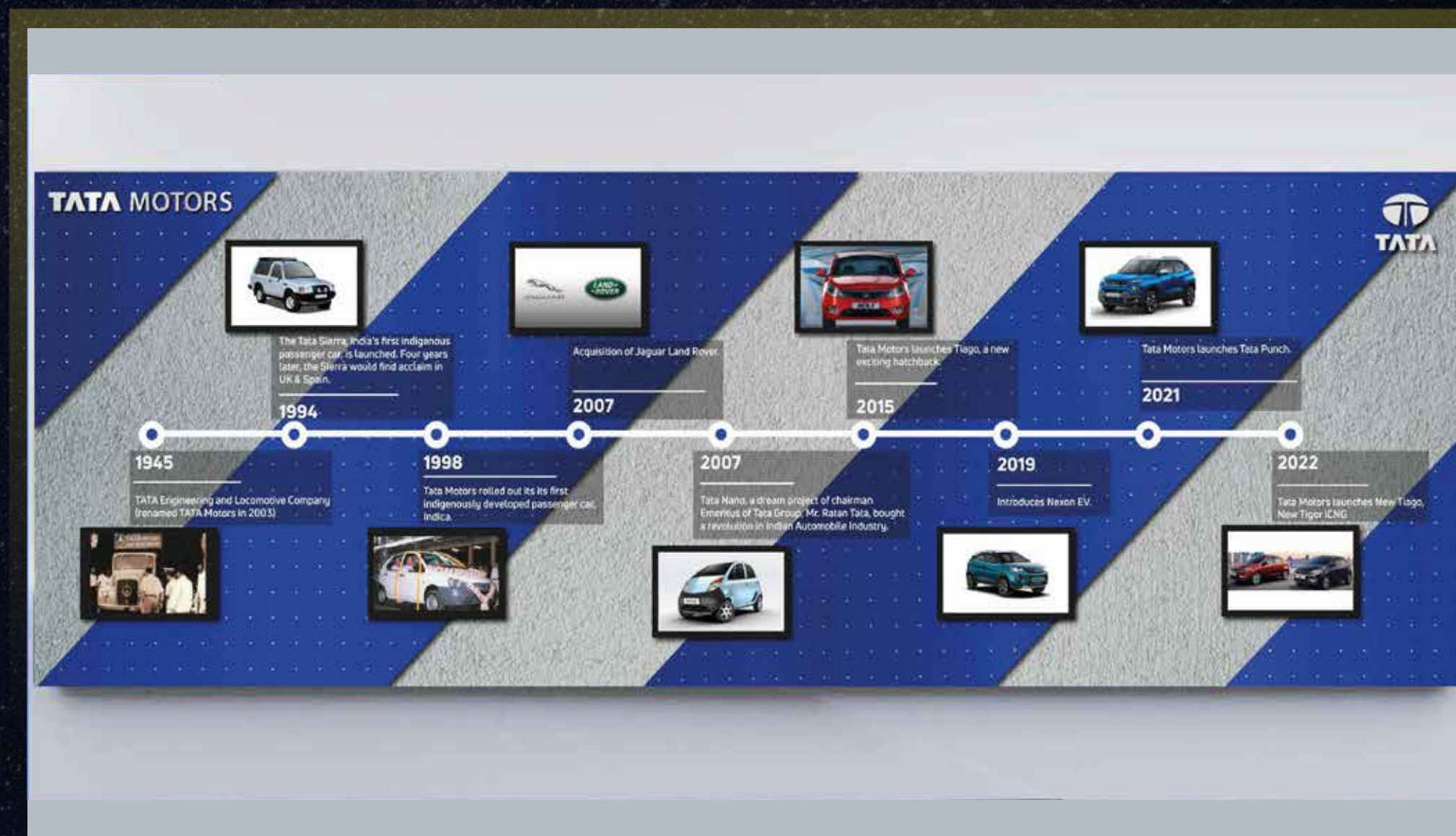
PROJECT: WHEAT POSTER FOR TATA MOTORS



PROJECT: LOGO DESIGN FOR THE MBO, NEOS



PROJECT: BRAND COMMUNICATION CONCEPT FOR SPRYNT



PROJECT: HERITAGE WALL DESIGN FOR TATA MOTORS



# MARKETPLACE TRANSFORMATION

Marketplace transformation in retail unfolds as a captivating synergy of diverse fields, seamlessly merging visual merchandising, retail design, and visual communication. This convergence doesn't just showcase products; it crafts immersive narratives, turning retail spaces into experiential domains. Through the alchemy of these disciplines, we transcend mere transactions, creating memorable journeys that resonate with customers on a deeper level

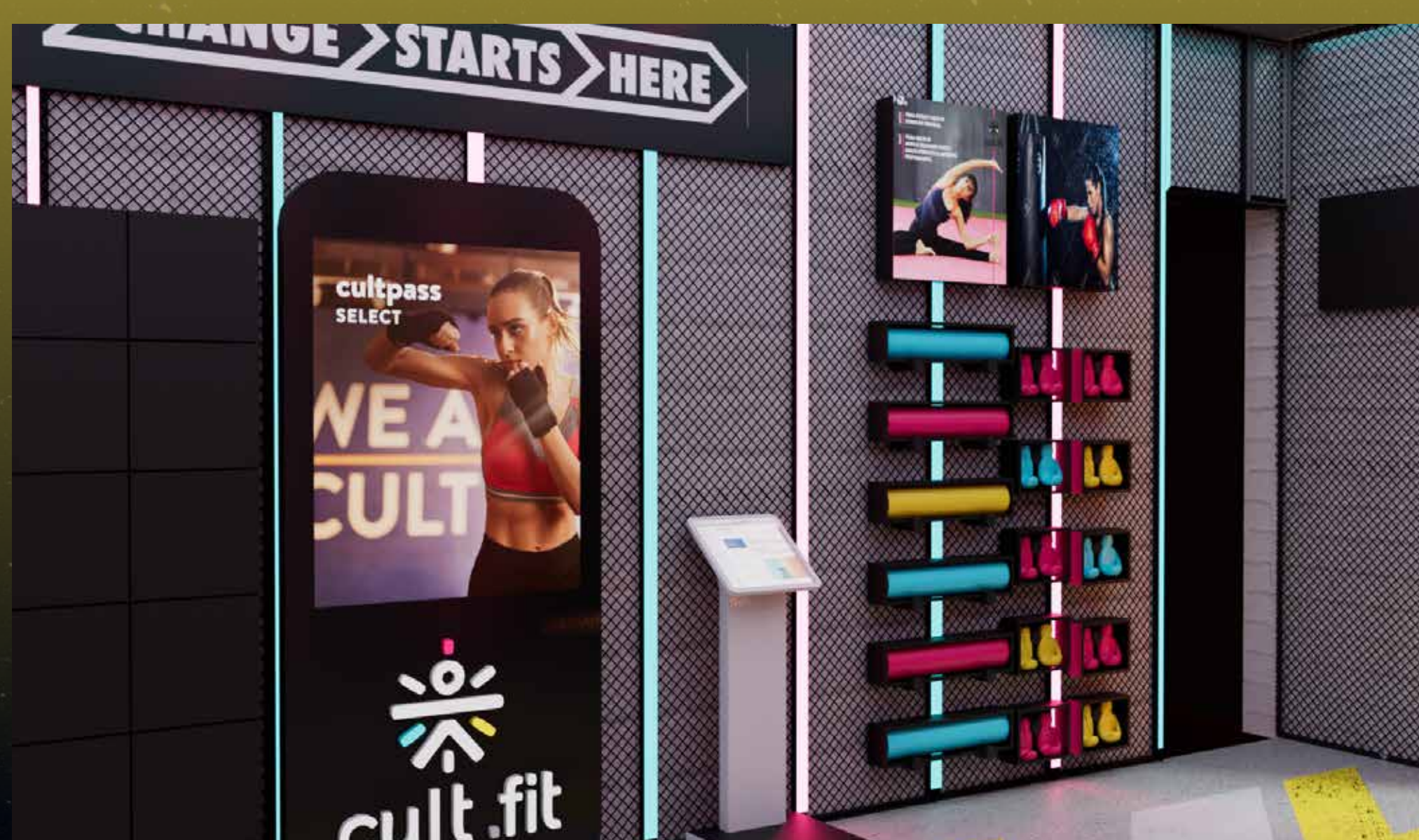


PROJECT: TATA MOTORS ASSURED



PROJECT: TATA MOTORS ASSURED





PROJECT: CULTFIT GYM DESIGN



PROJECT: TATA MOTORS DEALERSHIP ENCHANCEMENT



PROJECT: CULTFIT GYM DESIGN



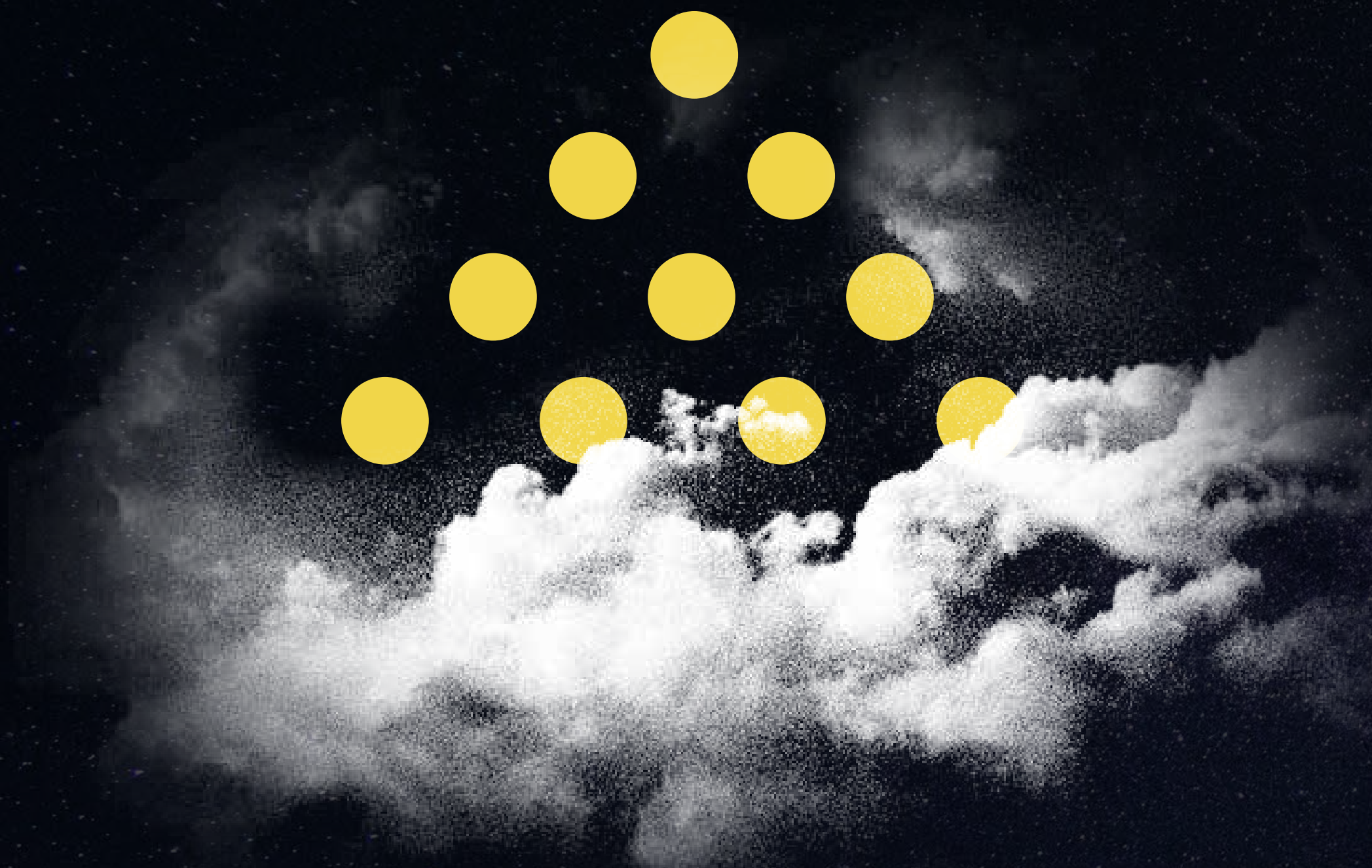
PROJECT: TATA MOTORS DEALERSHIP ENCHANCEMENT



**WHY CHOOSE REWIZ?**







# EXPERT DREAM TEAM

**Presentation:** Our powerhouse team comprises industry titans with over 85 years of collective experience in retail design, visual merchandising, and fabrication.

**Impact:** Your project benefits from the wisdom and creativity of seasoned professionals who turn visions into retail masterpieces.





# PROVEN EXCELLENCE WITH GLOBAL BRANDS

**Presentation:** REWIZ has successfully delivered projects for renowned MNCs like Adidas and Tata Motors.

**Impact:** Partnering with us means aligning your brand with a proven track record of excellence and innovation, setting you on a trajectory for success.





# INNOVATION AS STANDARD

**Presentation:** Our commitment to fresh, innovative perspectives is ingrained in our approach.

**Impact:** By choosing REWIZ, you embrace cutting-edge design concepts that not only meet but exceed industry standards, ensuring your brand stands out in the market.





# TAILORED SOLUTIONS FOR EVERY CLIENT

**Presentation:** At REWIZ, we understand that each project is unique, requiring customized solutions.

**Impact:** Your brand receives personalized attention, ensuring that the final design aligns seamlessly with your vision and goals.





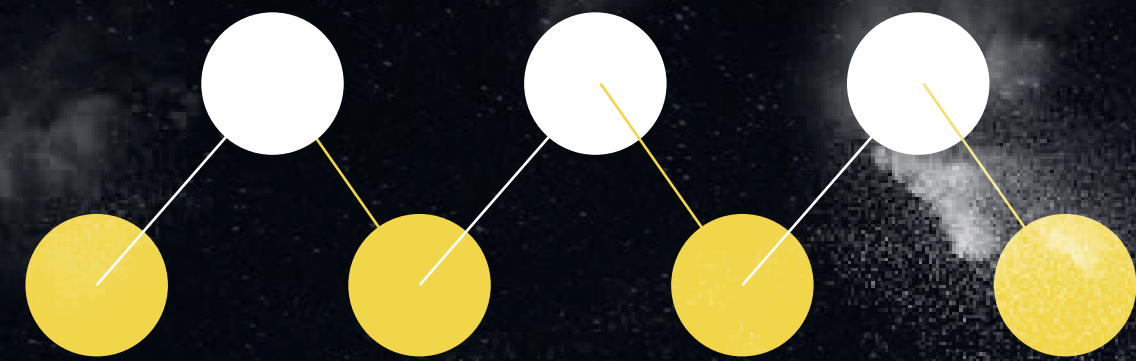
# NAVIGATING CHALLENGES CREATIVELY

**Presentation:** Challenges are opportunities for creativity and growth at REWIZ.

**Impact:** With us, you don't just overcome hurdles; you transform them into innovative solutions that elevate your project to new heights.



# COLLABORATIVE JOURNEY WITH CLIENTS



**Presentation:** We see each project as a collaborative journey, involving clients at every stage.

**Impact:** Your input is not just valued; it's integral to the success of the project, resulting in a space that authentically represents your brand.



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Krishnarajapuram ITPL Main Rd, Hoodi,  
Bengaluru, Karnataka 560048

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**Rēwiz**  
DESIGN STUDIO

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THANK  
YOU