

Display Design Elements of a Jewellery Store: A Review

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Abstract

In the realm of retail, jewellery showrooms hold a distinctive position, necessitating a meticulously curated interior design that exudes warmth and opulence to attract customers. This study delves into the pivotal interior design components that shape the allure of these showrooms and their impact on the overall retail experience. The examination focuses on crucial elements such as lighting, display cases, flooring, and wall décor, all contributing to the creation of an appealing and functional space. Extensive research reveals that a harmonious interplay of natural and artificial lighting, transparent and minimalist display cases, premium flooring and wall embellishments, comfortable seating, and a well-organized layout plays a decisive role in crafting an inviting and captivating atmosphere. Supported by both primary and secondary case studies, this research underscores the effectiveness of incorporating these design elements to foster a luxurious and unforgettable shopping experience for customers.

This research explores the significant interior design elements in jewellery showrooms that contribute to creating an alluring and luxurious retail experience. The study focuses on essential aspects such as lighting, transparent displays, premium flooring, comfortable seating, and a well-organized layout. Supported by a mix of primary and secondary case studies from showrooms like Diamond Tree, H S Jewelers, Guru Krupa, the research aims to provide valuable insights to help optimize interior design for an inviting and memorable shopping atmosphere.

The paper concludes that the interior design of jewellery showrooms significantly impacts the customer shopping experience, emphasizing the importance of elements like lighting, display cases, flooring, wall decor, seating, and layout. By understanding customer preferences and optimizing these design aspects, retailers can create an engaging and aesthetically pleasing environment. Future research could focus on combining and optimizing these elements for the most effective retail environment and analysing their impact on customer behavior and satisfaction.

Keywords: jewellery showroom, lighting, display cases, flooring, minimalist, transparent display

Introduction

Jewellery has been a popular form of adornment for centuries, and jewellery (Bennett & Mascetti, 2005) stores have long been an important destination for consumers seeking to purchase high-quality jewellery. In recent years, however, the jewellery retail landscape has become increasingly competitive, with online retailers and boutique stores vying for customers'

attention. In this context, the interior design of jewellery showrooms has become a critical component in creating an inviting and engaging retail space. Lighting (Schielke, 2019) is one of the most important elements of jewellery showroom design. A combination of natural and artificial lighting can create an inviting and engaging environment and help to highlight the jewellery on display. Display cases are also critical in creating an attractive showroom, as they provide a showcase for the jewellery and should be designed to enhance the overall aesthetic appeal of the space. High-quality flooring and wall decor can set the tone for the entire showroom and create a luxurious atmosphere that can help to elevate the customer experience.

Table 1: Parameters that impact jewellery showrooms.

Source: Chitra Chellam, 2015

Consumers' opinion about the jewellery marts (Likert's scale technique)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	average	Rank
Innovative design	555	380	126	14	2	1077	4.19	4
Variety	545	424	93	6	8	1076	4.18	5
Good Quality	590	412	57	28	3	1090	4.24	3
Fair resale value	345	376	207	30	10	968	3.77	9
Low making charges	130	348	216	72	37	802	3.12	14
Adequate seating facility	95	304	189	114	42	744	2.89	16
Attractive Interior	370	404	147	56	5	982	3.82	7
Credibility	675	352	87	10	0	1124	4.37	2
Reputation	690	392	57	4	0	1143	4.45	1
Impressive advertisements	560	344	123	34	1	1062	4.13	6
Good Exterior	490	300	123	34	26	973	3.79	8
Lower wastage	250	276	123	76	59	784	3.05	15
Good ventilation	370	268	180	40	36	894	3.479	11
Adequate space inside the showroom.	270	244	198	52	50	814	3.17	13
Adequate parking facility	195	184	213	70	66	728	2.83	17

Chitra Chellam table convincingly demonstrates that attention to interior design elements (Monga & Das, 2018), such as effective lighting, pleasing aesthetics, skillful use of colors, and an inviting exterior, are key factors in establishing successful jewelry marts and showrooms. By focusing on these aspects, businesses can create an alluring environment that resonates with customers, fostering a positive shopping experience and ultimately leading to increased sales and customer loyalty. It also illustrates the correlation between customer interest and its impact on the space. Specifically, it highlights the significant role that interior elements of design play in the success of jewelry marts and showrooms.

By adding a touch of creativity (Amboro et al., 2022) to the mix, businesses can craft spaces that transcend the boundaries of the conventional, sparking a sense of wonder and fascination among customers. Bold and innovative design choices can evoke emotions and create a memorable atmosphere, leaving a lasting impression on visitors and fostering a deeper connection with the brand.

The aim of the paper "Review of Display Design Elements of a Jewellery Store" was to specifically focus on evaluating and critiquing the display design elements within jewellers' showrooms from an interior design perspective. The study aimed to thoroughly assess and analyze key components, including lighting, display cases, flooring, wall decor, seating, and layout, with a specific emphasis on their impact in creating an engaging and memorable shopping experience for customers. By adopting an interior design approach, the research sought to provide valuable insights into the strategic utilization of these elements to enhance

the overall visual appeal, functionality, and ambience of jewellery showrooms, with a keen focus on their effectiveness in attracting and captivating customers.

The primary objective of this paper was to conduct a comprehensive review of jewellers' (Bennett & Mascetti, 2005) showrooms from the perspective (Cohen EL,1988) of interior design. Through an in-depth analysis, the study focused on evaluating various elements that contribute to the overall appeal and ambience of these showrooms. Lighting, display cases, flooring, wall decor, seating, and layout were among the key aspects examined to understand their impact on creating an engaging and memorable shopping experience for customers. By taking an interior design approach, the research aimed to shed light on how these elements can be strategically utilized to enhance the visual appeal, functionality, and overall atmosphere of jewellery showrooms, thereby providing valuable insights for the industry.

Seating is another important consideration in jewellery showroom design. Customers often need to take a break during the shopping experience, and providing comfortable seating can enhance the overall experience. Finally, the layout of the showroom should be designed to guide customers through the space in a logical and intuitive way, using displays and signage to highlight key products and make it easy for customers to find what they are looking for.

Research Methodology

In the context of retail, jewellery showrooms hold a unique and prominent position, requiring careful and thoughtfully designed interiors to create an ambience of warmth and opulence that appeals to potential customers. This research delves into the pivotal components of interior design that contribute to the overall allure of these showrooms and the subsequent impact on the retail experience. The focus of this examination centres on essential elements, including lighting, display cases, flooring, and wall décor, all of which play crucial roles in shaping a visually enticing and functional space. Through extensive research, it becomes evident that achieving a harmonious interplay between natural and artificial lighting, adopting transparent and minimalist display cases, incorporating premium flooring and wall embellishments, providing comfortable seating, and establishing a well-organized layout significantly contribute to the creation of an inviting and captivating atmosphere.

To substantiate these findings, this research incorporates a blend of primary and secondary case studies. These case studies were carefully selected based on the distinctiveness of their interior design elements. Among the chosen showrooms are Diamond Tree in Gurgaon, H S Jewellers in Lucknow, Guru Krupa in Gujarat.

By exploring and identifying the impact of these key design elements within the context of the selected case studies, this research aims to provide valuable insights that can assist jewellery showrooms in optimizing their interior design to offer customers a luxurious and memorable shopping experience.

Findings and Discussion

Case study: 1 (Primary)

Diamond Tree

Diamond Tree is a renowned Jewelry Shop, with multiple locations in Delhi, Noida, and Gurugram. It boasts an exquisite collection of Diamond, Gold, and Platinum Hallmarked and Certified Jewelry. The store is prominently situated in the Gold Souk Mall, Gurugram, and captures the attention of passersby with its captivating entrance. The entrance features elegant fake flower gates and stunning diamond jewellery pieces displayed in showcases, attracting a steady stream of customers. Inside, the ambience exudes class and sophistication, creating an inviting atmosphere for all visitors. A magnificent chandelier graces the store, visible from the outside, adding a touch of grandeur to the space. The interior is adorned with plush velvet chairs and showcases, providing the utmost comfort to the customers. The regal purple hue of the furniture further enhances the sense of luxury, power, and ambition associated with royalty.

The attention to detail extends to the first-floor staircase, adorned with a velvet-finished grey carpet and accent lights on each step, elevating the overall look of the store. For the owner's

relaxation, a tastefully designed lounge area awaits, featuring magenta-pink and grey-coloured sofas and chairs. The table set is a unique combination of black and white marble with golden-coloured support, adding to the store's elegance. To emphasize the beauty of the jewellery pieces, adjustable wall spotlights with white light are strategically placed throughout the store, complemented by ceiling lights providing ample illumination. Glossy marble tiles grace the entire store, adding a touch of opulence to the surroundings.



Fig. 1: The Allure of Diamond Tree's Exterior
Source: Photograph by Author



Fig. 2: Attractive Chandelier (It can be seen from outside, act as eye-catching exterior)
Source: Photograph by Author



Fig. 3: Vibrant Purple Chairs on Grey Background
Source: Photograph by Author



Fig. 4: Illuminated Grey Staircase
Source: Photograph by Author



Fig. 5: Discussion seating on the First Floor (Private space)
Source: Photograph by Author



Fig. 6: Mobile Studio Lights on First Floor
Source: Photograph by Author

Case Study: 2 (Secondary)

HSJ jewellers

HSJ, a longstanding jewellery company, radiates grandeur and is situated in the heart of the historic city of Lucknow. Collaborating with the Delhi-based architecture firm RMDK and I'm The Centre for Applied Arts, Deepak Kalra, along with Shifaa Kalra, spearheaded the creation of a breathtaking retail space that appeals to diverse audiences. Encompassing an impressive 10,000 square feet across two levels, the store segregates its offerings, with the ground level dedicated to gold items and the upper level showcasing Diamond and Silver products.

A clever architectural feature involves a 2.5 m dip in the ground level, creating a partial basement that resembles a tilted ground level at the entrance, accommodating parking and an entrance lobby. The awe-inspiring sandstone façade, designed as an introverted vault, leaves a lasting impact with its intricate gold steel surface decoration. The entryway boasts a stunning 30-foot-high glass door, granting a glimpse inside and generating curiosity among visitors. Upon entering, a reception hall greets customers, with an impressive elliptical red glass lift encircled by a spiral staircase, serving as the focal point. The approach to the lift showcases multicolored floor inlays inspired by traditional Meenakari craftsmanship (<https://zishta.com/blogs/bodha/meenakari-craft-explained>), which is artfully mirrored on the ceiling, reflecting the brand's diverse design style. Each floor's lift opens to a lobby area with a captivating, illuminated ceiling installation visible from the main door, creating a dramatic visual feature.

The lighting scheme has been thoughtfully tailored to enhance specific product zones, while plush furnishings and chandeliers double as art installations, capturing the essence of the jewelry displays. The color palette harmoniously ties these elements together, complementing and elevating the showcased items. Tonal variations are muted with neutral hues like charcoal and deep brown to create sophisticated and articulated spaces. The Boutique Gold Section is accentuated with rich reds, and a striking 40' x 40' hand-painted ceiling adds drama to the otherwise serene area, turning each jewelry display into an artistic masterpiece (Kalra, 2018).

In the Daily Wear Gold Section, a simplified color palette of white and gold prevails, accentuated by a pearl-inspired reception accent wall. The diamond portion incorporates shades of blue, and each product is presented as a work of art through skillful semi-precious stone counters, bull's eye arch displays, and white origami floral arrangements. The silver area, adorned with shades of purple, is designed with a simple language to complement the heft and chunkiness of cutlery, enhancing the overall store experience.

HSJ Lucknow exudes a harmonious blend of ancient and contemporary elements, exuding opulence and warmth, and truly embodying the concept of "where art meets luxury".



Fig. 7: Showroom Reception Desk

Source: Photography by Ankush Maria (www.thearchitectsdiary.com)



Fig. 8: Diamonds Wall Display

Source: Photography by Ankush Maria (www.thearchitectsdiary.com)



Fig. 9: Gold jewellery displayed on wall panels

Source: Photography by Ankush Maria (www.thearchitectsdiary.com)



Fig. 10: Blue-Contrast Diamonds

Source: Photography by Ankush Maria (www.thearchitectsdiary.com)

Case Study: 3 (Secondary) Guru Krupa

In 2020, Guru Krupa Jewellers underwent a reconstruction project on their existing property in Petlad, Gujarat. The new modernist cubical building, located in the main market, stands out as a symbol of contemporary elegance amidst the cityscape. The customer's vision was to expand the business while adhering to Vaastu (Karani, 2014) principles, resulting in the addition of two more stories to the showroom. To enhance the overall quality of the space, the designer embraced the concept of "minimalist luxury." The showroom's layout was thoughtfully designed, with separate floors catering to customer movement and client workflow. The ground floor houses the gold exhibit, a strong room, and a small pantry. Moving up, the first floor showcases the silver collection and accommodates the client's office space, along with an adjacent small strong room. The second floor is dedicated to storage and utility rooms.

The design philosophy revolves around creating a refined and luxurious ambiance through a subdued color palette. Predominantly adorned in white and beige, the space exudes warmth with the inclusion of wooden finish surfaces. Beige stone finished tiles form the flooring, while patterned tiles with brass accent inserts create an eye-catching walkway, breaking the monotony.

An essential focal point of the showroom is a long wooden set of tables that elegantly displays the finest jewelry items. The display counter is designed entirely in wood, featuring fluted panels in the front. Delicate curves in the wall display pay tribute to femininity, and the beige lime plaster used for the wall coating evokes a timeless feel. Beige and grey backdrops accentuate the gold and silver exhibits, respectively, adding a touch of sophistication. The first level incorporates a mirror-paneled wall to create an illusion of a more spacious environment. On the outside, the grey graphite texture distinguishes the showroom from the rest of the street, captivating the attention of passersby (Sipai, 2020).

The primary focus of the business is to provide customers with an exceptional experience, making them feel as if they are acquiring truly remarkable pieces of fine jewelry. The design aims to give the jewelry the platform to tell captivating stories and leave a lasting impression on every visitor.



Fig. 11: Wooden display cases, silver jewellery displayed on wooden shelves, with lights.
Source: Zachariah. S, 2020



Fig. 12: Showroom Front Facade
Source: Zachariah. S, 2020



Fig. 13: Silver Jewellery Loft
Source: Zachariah. S, 2020

Table 2: Elements that affects the jewellery showroom
Source: Analysis by author

ELEMENTS	Dimond Tree (Primary)	HS Jewellers (Primary)	Guru Krupa (Secondary)	Analysis
Display Typology	Jewellery is displayed on wall and display cases.	Jewellery is displayed inside the wall. mounted display cases.	soft curves on the wall display with fluted panelling in the front.	Main focus could be created on the display in order to attract the customers towards the product.
Colour Background	Royal purple in furniture and display cases, off white for the walls, and grey was used in flooring.	Golden-maroon for gold section, silver-purple for silver and platinum section, white, blue for diamond section.	Shades of white and beige used flooring and walls, whereas brown was used for display cases.	Colours background could be in contrast to jewellery in order to get it highlighted.
Lighting	Adjustable studio/focus lights attached on ceilings.	Recessed lights in different colour tones.	focus hanging lights and mounted ceiling lights.	Focal and mounted ceiling lights are common in every store
Wall	Display on walls, with lights.	Display on walls, with panels.	The soft curves on the wall display with fluted panelling in the front.	The wall panelling could be used to display jewellery pieces.

Ceiling	False ceiling, same colour with wall.	illuminated ceiling/ false ceiling.	False ceiling, same colour with wall.	False ceiling could be used, with a plenty of fancy/functional lights to enhance lighting and overall interior environment.
Flooring	Glossy marble floor tiles on both floors.	Marble tiles used all over the store.	Beige stone finished tiles, patterned tiles with brass accent inserts form a pathway breaking the monotony of the beige flooring.	Overall, glossy flooring could be used in order to reflect the light which will automatically brighten the display.

To gain deeper insights into the key design characteristics of successful jewellery boutiques, a comprehensive analysis of several thriving establishments was conducted. The findings revealed that effective showrooms masterfully blend natural and artificial lighting to create a captivating and inviting atmosphere.

Among the crucial elements in a luxury jewellery shop, lighting emerged as one of the most significant factors. Thoughtful lighting design can infuse warmth into the space while accentuating the beauty of the exquisite jewels on display. While natural light is preferred, artificial lighting can be strategically utilized to great effect. Spotlights or track lighting can draw attention to specific pieces, while ambient lighting sets the tone for a welcoming ambiance. Color schemes play a pivotal role in crafting the desired upscale look. Neutral colors such as white, beige, and black are often favored as they exude a timeless elegance ideal for high-end jewellery businesses. Introducing pops of color strategically can add interest and draw attention to specific sections, enhancing the overall visual appeal.

Innovative and eye-catching displays are essential to create a lasting impression. The arrangement of displays should showcase the jewels in their best light, emphasizing their beauty and uniqueness. This can be achieved through creative lighting techniques, mirrored surfaces, and other inventive display methods. Transparency and minimalism are often incorporated in the design, allowing the jewels to take center stage and be the focal point of the showroom. To further elevate the ambience, high-quality materials like marble, oak, and polished metals are commonly used in flooring and wall designs. These premium materials contribute to a sense of luxury and richness, enhancing the overall shopping experience for customers.

In summary, the success of top-notch jewellery boutiques is attributed to the artful combination of lighting, color schemes, innovative displays, and the use of high-quality materials. By creating a warm, inviting, and visually stunning environment, these boutiques elevate the shopping experience and make it truly exceptional for their discerning clientele.

Conclusions

In conclusion, from the perspective of an interior designer, the interior design of a jewellery showroom holds immense significance in crafting an enticing and unforgettable shopping experience for customers. As highlighted through a literature review and case study analysis, various elements come into play to create a showroom that is both visually captivating and functional. Among the essential interior design elements, lighting, display cases, flooring, wall decor, seating, and layout play pivotal roles in setting the desired ambience. Thoughtful lighting design can enhance the beauty of the jewellery pieces while creating a warm and inviting atmosphere. Well-designed display cases showcase the jewels in their best light, emphasizing their uniqueness and allure. The choice of flooring, wall decor, and seating further contributes to the overall aesthetic appeal and comfort of the space.

Understanding the preferences and needs of customers is crucial in crafting a jewellery showroom that resonates with their expectations. Beyond offering high-quality jewellery, customers seek an immersive and comfortable shopping experience. Hence, by considering the design elements highlighted in this research, jewellery retailers can create showrooms that not only meet functional requirements but also leave a lasting visual impression on customers. To further advance the field, future research could delve into the synergy of different design elements and how their combination can optimize the effectiveness of a jewellery showroom. Additionally, exploring the impact of these design elements on customer behavior and satisfaction would provide valuable insights into the significance of interior design in jewellery retail.

In essence, as an interior designer, the focus should be on crafting a jewellery showroom that seamlessly amalgamates aesthetics, functionality, and customer-centricity. By meticulously attending to these design elements, a jewellery retailer can create an alluring and immersive retail environment that entices customers and enriches their shopping experience. Research in this area could offer valuable guidance on optimizing design elements to create the most effective and engaging retail environment for jewellery showrooms.

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