

# CAPESTONE PROJECT



# SITE ANALYSIS

## CONNECTIVITY

### **The area is well connected via:**

- Delhi Metro Blue Line (Mayur Vihar Extension)
- Pink Line (Shree Ram Mandir Mayur Vihar)
- It also has strong road connectivity through Patparganj Road and Acharya Niketan Road, along with bus and feeder services. However, internal streets are relatively narrow.



## LOCATION & CONTEXT

The site is located in a well-established residential neighbourhood of East Delhi, near Acharya Niketan Road. It sits within a mixed-use urban fabric of housing, local retail, services, and community amenities, with good access to nearby commercial areas and the Yamuna River zone.

## SITE & INFRASTRUCTURE

- Flat terrain typical of Delhi
- Subtropical climate (hot summers, monsoon rains, cool winters)
- Standard utilities available, though older infrastructure may require upgrades
- Nearby parks improve microclimate
- Proximity to the Yamuna River requires flood and drainage considerations

## Concept overview

The boutique blends **Indian heritage, Lucknowi craftsmanship, and Scandinavian minimalism** to create a refined cultural retail experience. Inspired by the architectural elegance of Lucknow, the design incorporates arches, jaalees, and ornate ceiling details, balanced with Nordic simplicity and openness. The space is warm, joyful, and luxurious, allowing the artistry of chikankari garments to remain the focal point.

## Design Philosophy

- The concept rests on three principles:
- **Heritage Preservation:** Chikankari and traditional motifs are treated as art.
- **Minimalism with Warmth:** Clean, uncluttered design enhances garment visibility.
- **Emotional Luxury:** Comfort, craftsmanship, and lighting define understated elegance.

## Material & Color Palette

A soft, rustic palette of beige, ivory, taupe, blush, muted gold, and pastel tones creates a calm backdrop. Materials include glossy marble flooring, lime-textured walls with jaalees, an ornate ceiling, carved wooden furniture, neutral upholstered seating, textured rugs, sheer curtains, a crystal chandelier, and planters with soft pink blooms — blending warmth with sophistication.

# BOUTIQUE DESIGN CONCEPT

## scandinavian minimalism

## LUCKNOW STYLE

### Spatial Planning

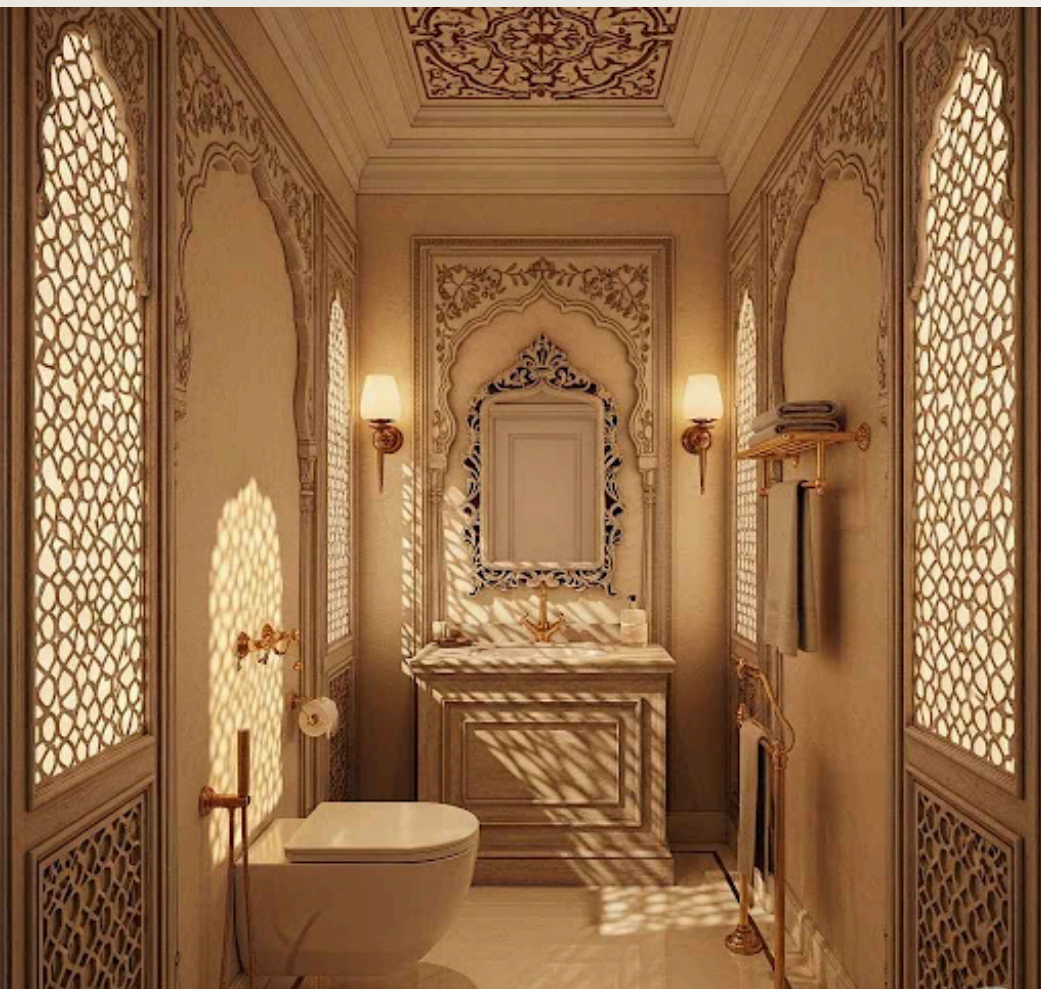
- The layout ensures smooth circulation and clear zoning.
- An inviting entrance highlights mannequins under focused lighting.
- A central seating area with carved furniture creates a consultation space.
- Minimal display racks and wide pathways maintain openness.
- A mirror wall enhances spatial depth.
- Spacious trial rooms provide comfort, privacy, and elegance.

### Lighting Concept

- Warm ambient lighting from a central chandelier and cove lights.
- Accent spotlights and track lighting for mannequins.
- Reflective surfaces and mirrors amplify brightness.
- Soft, flattering lighting in trial rooms for comfort and accuracy.



# CONCEPT IDEATION



CUSTOMERS  
WASHROOM



RECEPTION



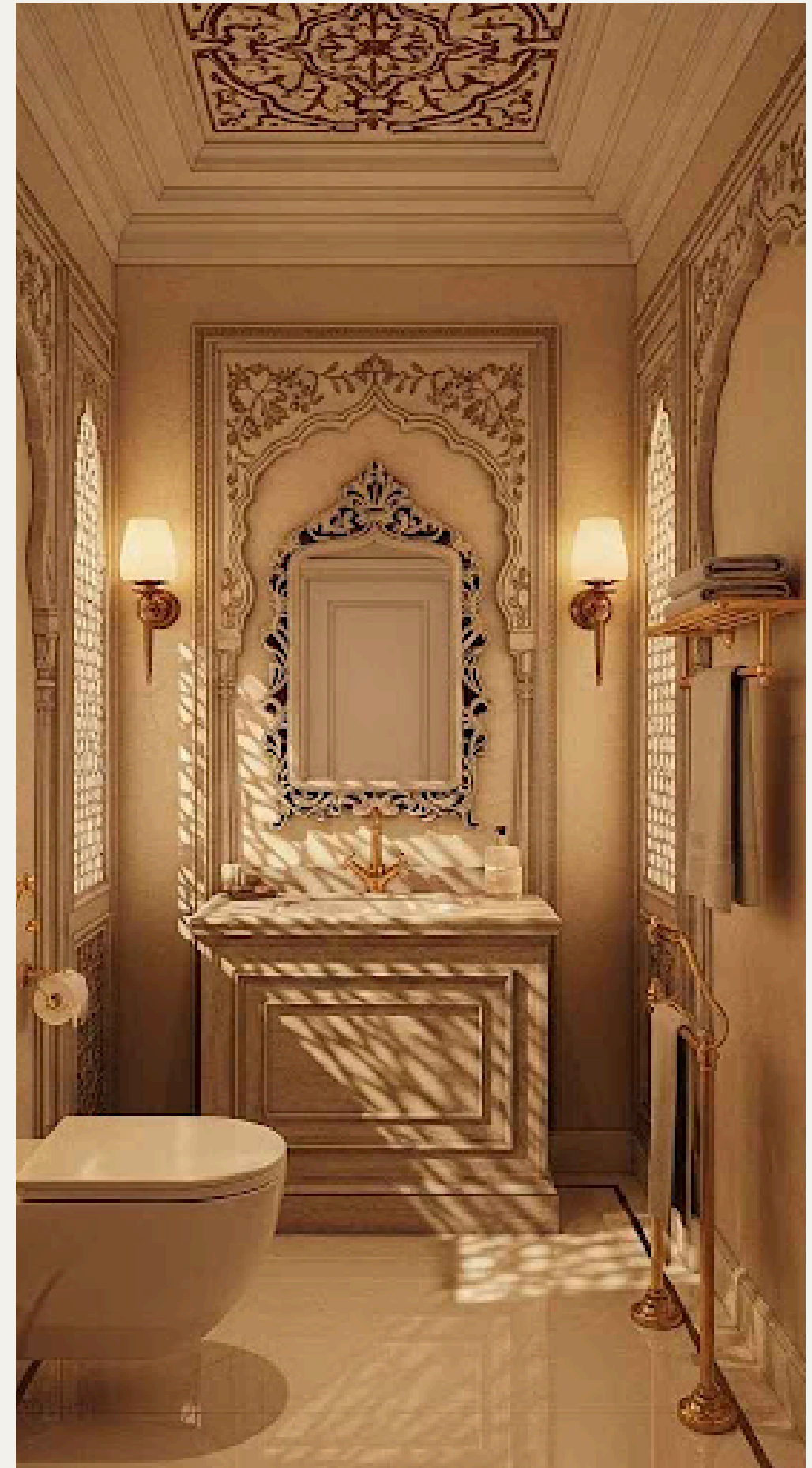
MAIN DISPLAY  
ZONE



TRIAL ROOM



CENTRAL DISPLAY & LOUNGE AREA



STORAGE AREA

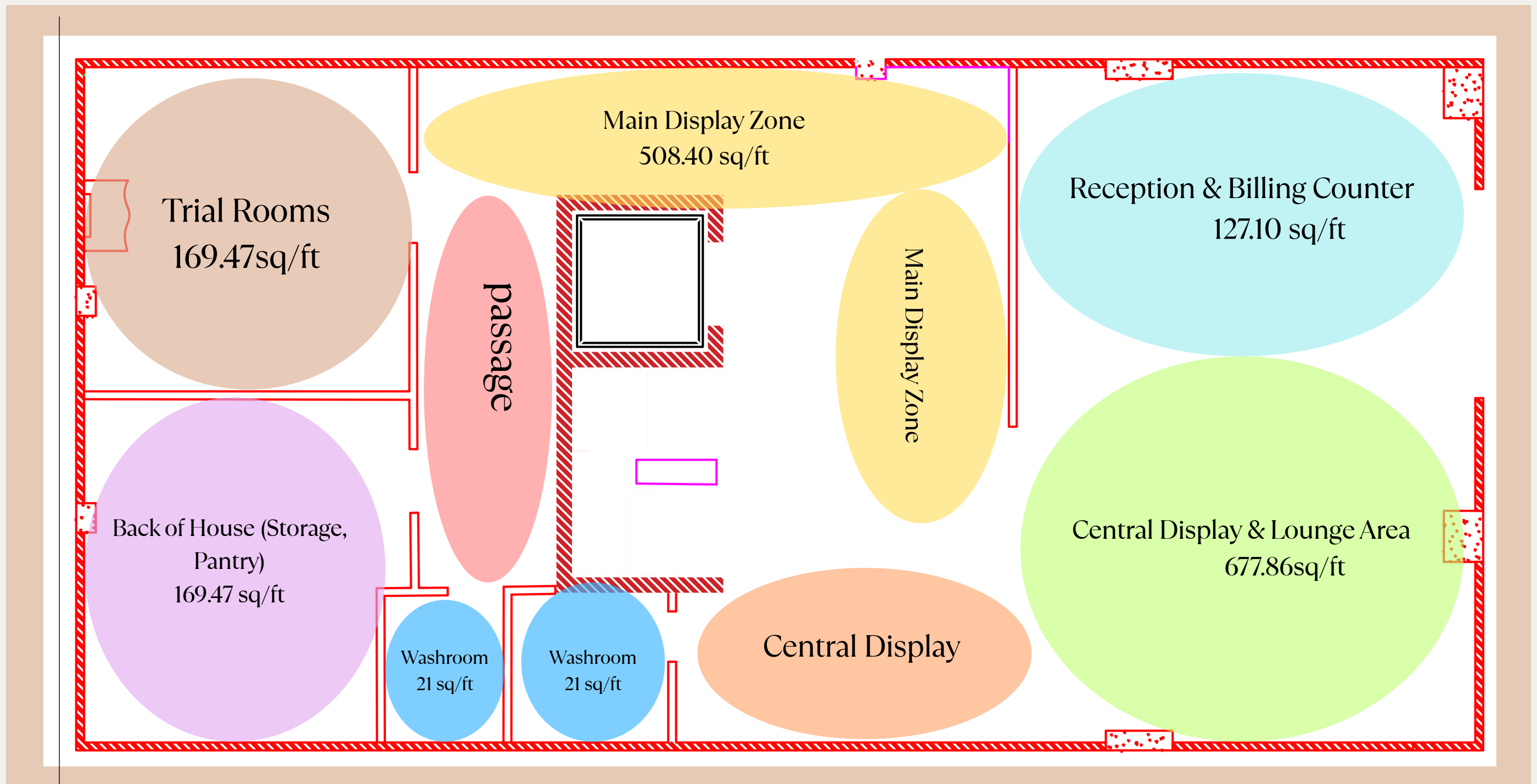


STAFF WASHROOM

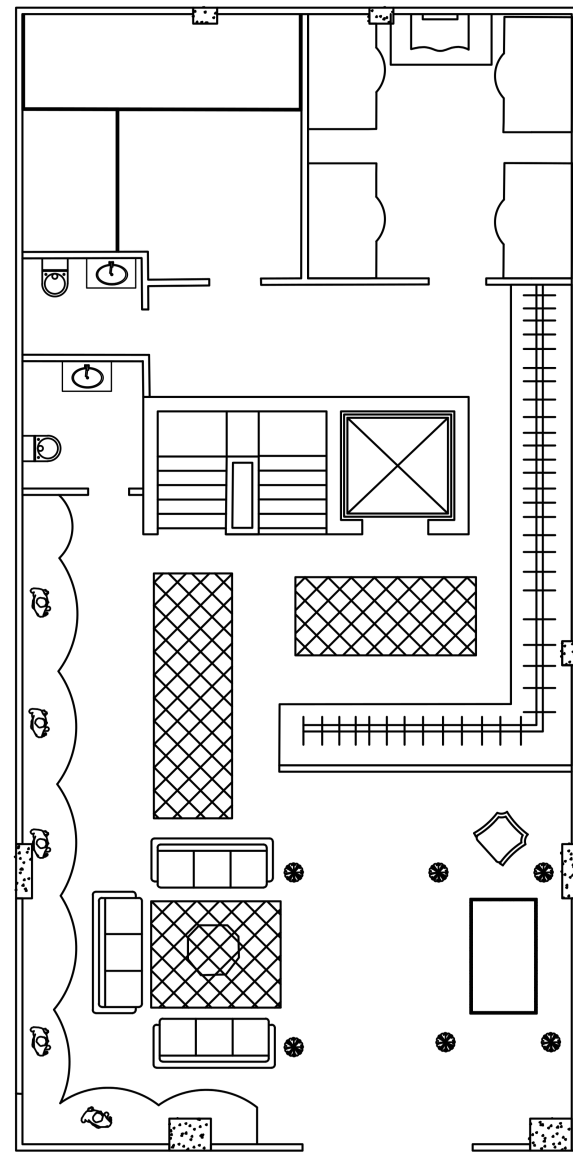
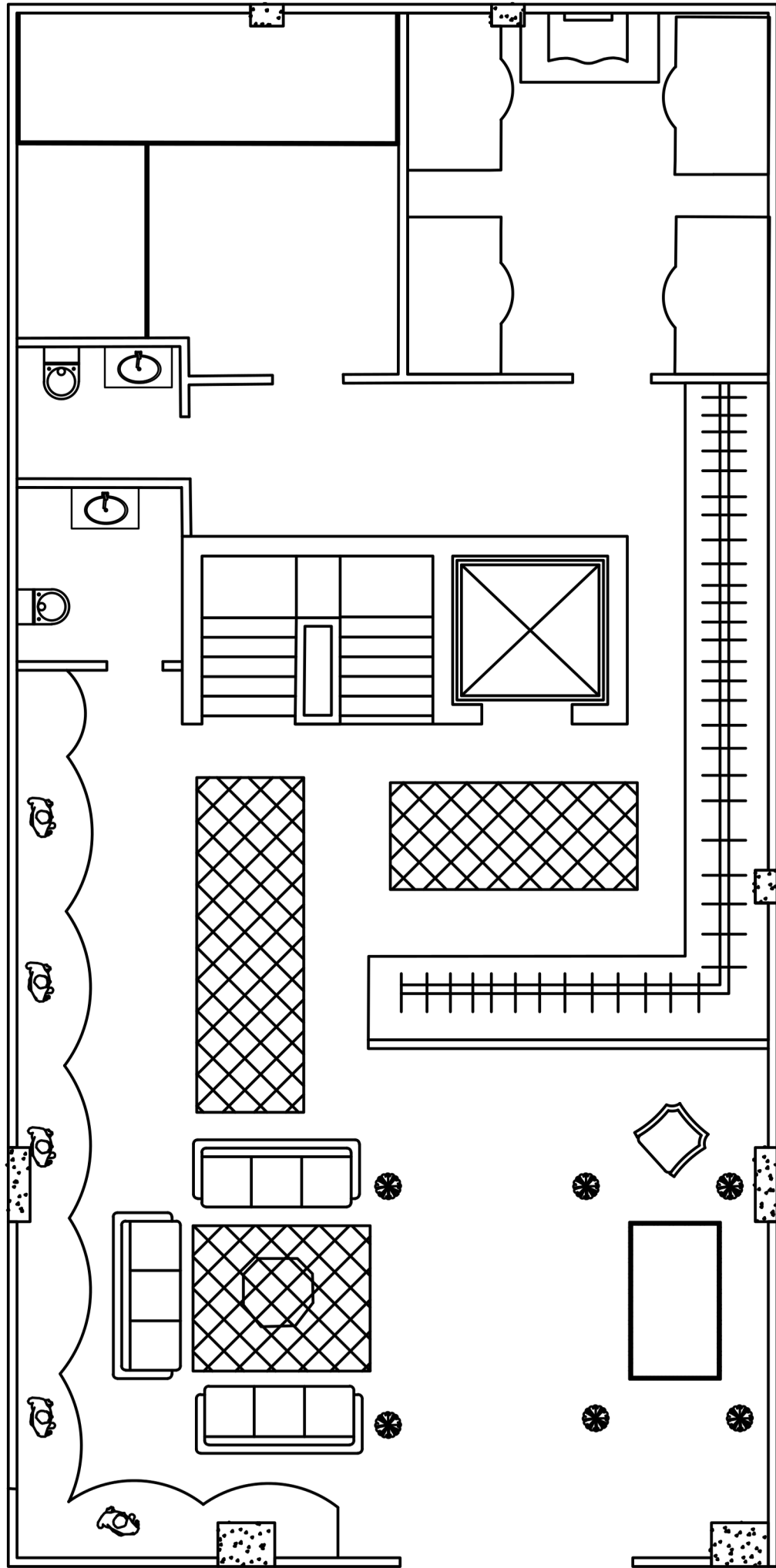
# AREA REQUIREMENT

<b>Zone</b>	<b>Estimated Area (sq/ft)</b>	<b>Percentage of Total Area</b>
Central Display & Lounge Area	677.86 sq/ft	40%
Main Display Zones	508.40 sq/ft	30%
Trial Rooms	169.47 sq/ft	10%
Reception & Billing Counter	127.10 sq/ft	7.50%
Back of House (Storage, Pantry)	169.47 sq/ft	10%
Washrooms	42.35 sq/ft	2.50%
Total	1,694.65 sq/ft	100%

# BUBBLE DIAGRAM



# BOUΤIQUE LAYOУT





# 3D BOUTIQUE MODEL









# RENDER





THANK  
YOU