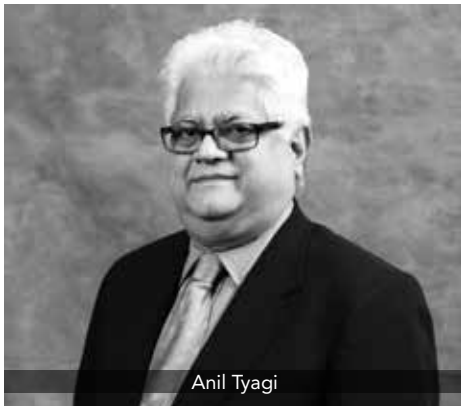


REVOLUTIONISING THE WOODEN FLOORING EXPERIENCE



Anil Tyagi

With the onset of technology, global aesthetics, and consumer-centric design, retail brands are divulging into finer nuances of interior decoration, ergonomics and advertising, all adding to a memorable spatial ambience referred to as the Experience Centre. Pioneers of décor trends nationally and internationally, Greenlam Industries Ltd., introduced an experience centre entitled “Mikasa” meaning, “My home is your home”.

TEXT & PHOTOS COURTESY: Anil Tyagi



The unmatched high quality of Experience Centres allows its users to visualise their needs taking shape into perceptible depictions by offering best-customised solutions that turn their imagination into reality. With over two decades of experience in the surface décor space, Greenlam stands tall among the top three laminate manufacturers in the world. Giving a chance to experience the unexplored world of their wooden floors, they designed Mikasa keeping in mind the psyche of today’s consumers who want to touch and feel everything before making their decision.

Located at Raghuvanshi Mills, Lower Parel, the 2000 sq. ft. unique space leads the customer to the lavish and stunning variety of wooden floors. The interiors are a beautiful amalgamation



of technology and design in which consumers can keep selecting the products over the store journey and see them executed through a live display of home spaces such as bedroom, kid's room, living room, kitchen, gym, etc. which will add to one's home ambience giving it a distinctive character, that everyone strives for. This vision allows the customer to indulge in an overall immersive experience which in turn drives the future state of the brand. Anil Tyagi, Business Head for brand Mikasa elaborates further:

The Experience Centre was realised in 2015, tell us about the "Mikasa" journey?

The Mikasa Experience Centre at Mumbai is the first of its kind conceived by us to give the end consumer a touch and feel experience of our flooring. Designers, interior architects, and end customers are invited to come and see the various types of wooden floors installed in different space settings. This eases the selection process for the consumer as they have a realistic feel of the floor regarding how it will look in their own space, helping Mikasa to get closer to its customers and differentiating it from other showrooms that only show planks at best.

How has it transformed the user experience of the brand Vis a Vis others?

"Mikasa" is inspired from, "Mi Casa... Su Casa", the Latin translation for my home is your home. When the consumers visit the store, they are able to see the floor in the context of familiar layouts like bedrooms, living rooms, kitchens and other areas of a home. This instantly



makes them comfortable in taking the decision for the right décor for their use. They are shown a particular décor, and the sales consultant at the store aids them in the decision by showing them samples; sharing design tips and so on.

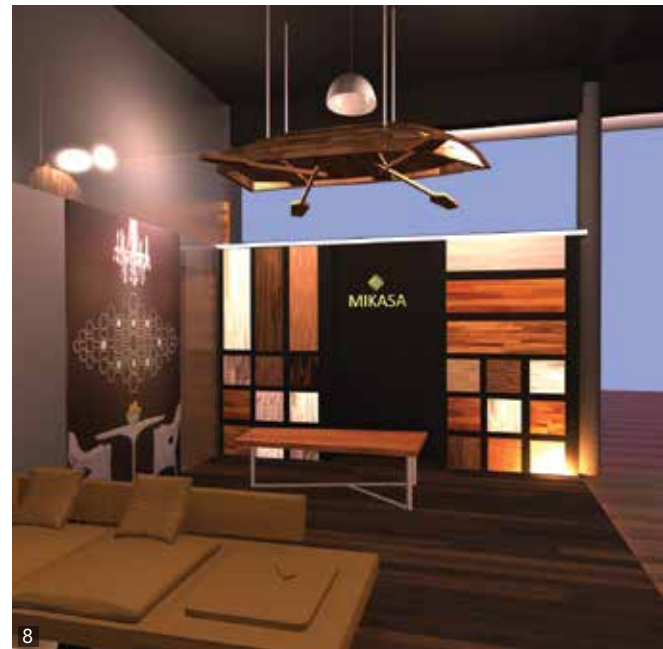
- 1. Greenlam launches a 2000 sq. ft. Experience Centre at Raghuvanshi Mills called 'Mikasa'
- 2. Mikasa's vision is to get closer to its customers, differentiating it from other flooring showrooms
- 3. It is a walk-through concept that leads the customer to the lavish and stunning variety of wooden floors
- 4. All floorings are displayed in room scenes and available for a touch and feel experience

"We always believe in creating such exclusive experiences for our architects, interior designers as well as consumers...keeping with the psyche of today's consumer who wants to touch and feel everything before making her decision"

– Mr. Mittal, Greenlam Industries

6. The store puts the floors at the centre of attraction, unlike as planks or small samples constraint to the customer

7-8. Showing the end of the walk where all the products are showcased in one place, helping customer choose the flooring that suits them best



Could you elaborate on the design conceptualisation of the 'Mikasa' experience?

The Centre opens to a lobby where the consumer is greeted by the sales consultant. After ascertaining the customers' needs, they are walked through various room layouts, all open and interconnected, with recommended décor at every station. Different USP's of the brand are visually presented, and at the end of the walk, the consumers are faced with all the products available in one place, helping them choose the flooring that suits best.

What was the design brief that was created, differentiating it from a

tradition retail store philosophy?

It is a walk-through concept, which puts the floors at the centre of attraction unlike a flooring showroom where planks or small samples constrain the customer. All floorings are displayed in room scenes and available for a touch and feel experience. ●

Anil Tyagi is the Business Head of Mikasa at Greenlam Industries Ltd. He is a seasoned professional who has over 20 years of experience in wooden flooring and allied products category; and has been instrumental in establishing the wooden flooring category in India as well as the Asian sub-continent.

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