

GROW Your Optical BUSINESS With The Right Showroom Design. **HERE'S HOW.**



Shaping your dreams with the right tools can bring your vision to life. Showroom Design is the best way to give form to any creative visualization. It gives you an opportunity to tell the story right, providing the greatest satisfaction to you as well as to your customers.

Mr. Murtaza Tinwala - Director of The Monarch Enterprises is sharing his views and vision about the importance of eyewear showroom designing for the competitive market scenario.

Every optical showroom design has its own flow of communication. The design and furnishing of your optical store can create a positive work space, thereby enhancing customer experience and increasing the sales-conversion ratio.

Picking the right space for your business is a key component, wherein you can bring in new customers and grow your business. While budgets may vary according to requirements, choosing the right team will help you to design the layout of the showroom to your highest expectations.

With technology constantly evolving, various elements play important roles in the designing of the showroom making the showroom look brighter, cleaner and more organized. Among other factors, lights play a major role in this, with a vast variety of options available including Strip Lights, Panel Lights, LEDs tube lights etc.

2 key elements of Showroom Designing:

- Showroom Design in 3D Models
- Production & Execution of design

Advantages Of 3D Design and Modular Furniture:

3D Design helps end users to get realistic, easy and quick view of the optical shop. The client can easily plan the flow of showroom and make changes at the pre-production stage in color, size, shape, thus reducing wastage of costs in rework and increasing productivity.

Modular furniture installation in showrooms is quicker - saving the clients' cost and time. Every part of modular furniture can be customized. The Client can choose materials, finishes, colors, and combinations as per budget. Matching components can be added and existing components can be reconfigured. Modular furniture can be moved and replaced easily.

Five-Steps For Showroom Design

- **Mining** : Meet the clients to understand their requirements and take measurements of the store & do a site survey.

SOME IMPORTANT ELEMENTS

Effective Use Of Signage:

Adding signage can point your customer in the right direction, making it easier and more convenient to shop and find exactly what they are looking for.

Efficient Use Of Mirrors:

Mirrors are the perfect addition to any space. They help to open up space, and provide the perfect canvas for your customers to view your merchandise.

Enhancement With Accessories:

New space accessories like paint, flooring, seating, lighting, etc can make all the difference in the overall appearance of your space. Using the right colour schemes on your walls can create a completely new look to your showroom.

Elegant Displays:

Even just updating your frame boards can create the look of a new dispensary without having to redo everything and start from scratch! With the help of our new 'Complete Systems' it is even easier to pick out a new look.



- **Scaling** : Meet design a detailed plan as per the site survey, client requirements and formulate a final layout a final layout and plan.
- **Visualization** : Under Visualization the detailed design layout, selections, and imaging are all finalized in a 3d rendering, providing a realistic view of how your showroom would look after it is made.
- **Valuation** : Fixed and detailed cost benefits are provided to the client.
- **Reel to Real** : Production starts, quality checks are completed and installation is done on site, matching the **REALISTIC VIEW FINALIZED** on the systems.

Latest Showroom Designing Based on Budget Spend:

Designers have solutions to match every budget. Create customised packages or select from any of listed options :

- Economy Showroom
- Classic Showroom
- Premium Showroom
- Exclusive Showroom

Now is the time to take the step! Don't let your dreams fade away. Convert your dreams into a beautiful reality.

Credits :

Mr. Murtaza Tinwala.

Director - The Monarch Enterprises

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www.opticaldisplay.net

Tel: +91-22-2309 5378 / 81 Mobile: +91-8452002493 / 94 E-mail: info@themonarch.in

No. 12, Tantia Jogani Estate, JR Boricha Marg, Opposite Lodha Excelus Lower Parel East, Mumbai- 400011, Maharashtra, India.