

Designer Dhruv Kapoor Unveils Innovative Retail Space in Delhi

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Leading contemporary fashion designer **Dhruv Kapoor** has opened his first flagship store in Delhi, breaking from the conventional retail model with a multi-sensory space that blends architecture, emotion and design under one roof. The store, located at **The Corridors on 100 Feet Road, Chattarpur**, reflects Kapoor's evolving creative language and vision for modern Indian fashion retail.

An Immersive Retail Experience

Stepping into the new flagship, visitors are greeted by an environment where **raw marble meets micro-concrete floors**, extensive mirrored walls, precision-calibrated lighting and a custom-designed **scent and soundscape** that together evoke a unique atmosphere felt as much as seen. Rather than acting merely as a place to shop, the space functions as a “threshold”—a pause between memory and imagination—mirroring Kapoor's design ethos of subtlety, emotion and presence.

Designer's Vision: Beyond Traditional Retail

Dhruv Kapoor was intimately involved in designing every aspect of the space. From the selection of materials to the calibration of light, sound and scent, each element was crafted to ensure the store felt like a cohesive extension of his fashion philosophy. The result is a space where **emotion, craft and structure coexist quietly**, supporting the designer's belief that a retail environment should feel lived-in rather than ornamental.

Reflection of Brand Identity

The Delhi flagship is as much about atmosphere as it is about fashion. Kapoor's approach highlights the brand's core values: thoughtful design, innovative structure, and a narrative that transcends traditional gender norms and cultural boundaries. The store blends minimalism with emotional depth, encouraging visitors to reflect on how clothing influences **personal presence and identity**.

Global Influence, Local Roots

Though his brand has gained international attention, Kapoor remains committed to showcasing Indian fashion that speaks confidently on a global stage without losing authenticity. Exhibiting collections that blur cultural lines, the flagship store solidifies his position as a designer who values **clarity of vision and authorship**, allowing his work to be both rooted and universally resonant.

What Visitors Can Expect

Beyond garments, visitors to the space can expect a **360-degree brand experience**. The environment features tailored lighting for true colour perception and carefully considered material textures that enhance how fashion pieces are presented and experienced. It also aims to invoke a subtle emotional response, ensuring every visit is personal, reflective and memorable.

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