



We are **Rewiz Designs Studio + Catalyst Design**, a future-focused multi-dimensional Retail Experiential Design Agency based in Bangalore and Mumbai. We are a dynamic team of Creative Designers, Strategists, Visual merchandisers, Architects, and Makers (Fabrication Specialists). We specialise in crafting retail experience design that entails Retail Identity, Store design, Kiosks, pop-ups, Branding, creative interactive experiences, VM window displays, and VM props. We are an integrated Design and production/Fabrication company that takes care of Experiential design from Inspiration to installation.

We work with awe-inspiring brands such as Nike, Adidas, Tata Motors, Arvind: CK, Arrow, US Polo. Aditya Birla: Van Heusen, Simon Carter, Reebok, Louis Phillip, and One Plus.


OUR SERVICES:

**VM STRATEGY | RETAIL DESIGN | POP-UP STORE | KIOSK | CREATIVE TECH
(PHYGITAL) | FABRICATION**

Journey to be a design studio.

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2015	Catalyst Design Retail & OBS LLP Begins at Mumbai.
2016	Started with Retail Fabrication, Printing Services For Nike.
2017	Added clients like Adidas, RIL Brands, CK, TH, OnePlus etc to the client portfolio.
2018	Expanded branch office at Bengaluru. Also succesfully designed & executed an MBO store for a brand, NEOS.
2019	Began providing design services like Retail Store Design/Branding etc.
2020	
2021	Associated with TATA Motors for their Product Launch Design & Pan India Execution.
2022	Bagged Best VM Installation/Design at Instore Asia VmRD Awards for Adidas Store at Jio World Drive Mall.
2023	Laid foundation for Rewiz Design Studio to solely focus on providing design solutions to clients.
2024	Provided design services to clients like Power by Bata, Winterbear, Solethreads, Tata Motors Assured, iLife etc.

Lead with VM & Human Psychology
| Human centric design | Integrated
Design & Production company | Holistic
approach | Sensory Integration | Holistic
Eco-system | Mindful Engagement
| Innovation and Design Thinking

WHAT MAKES US TRULY UNIQUE?

Sensory Integration: We excel in integrating a multitude of sensory elements into our design projects. From sight and sound to touch, taste, and smell, we curate experiences that stimulate and captivate all senses. Our approach goes beyond aesthetics, aiming to create holistic brand encounters.

Holistic Brand Ecosystems: We believe in the power of a cohesive brand narrative that extends across all touchpoints. Our studio designs comprehensive ecosystems that seamlessly connect physical and digital environments, fostering a consistent and compelling brand identity.

Mindful Engagement: Beyond sensory experiences, we prioritize the mental connection people have with brands. Through thoughtful design strategies, we tap into the psychology of perception, ensuring that our creations not only appeal to the senses but also engage with the audience on a cognitive level.

Innovation in Design Thinking: Embracing cutting-edge design thinking, we constantly push the boundaries of creativity and innovation. Our team is dedicated to staying ahead of industry trends, ensuring that every project delivers a unique and forward-thinking experience

Collaborative Approach: We believe in the power of collaboration. Working closely with our clients, we strive to understand their values, goals, and aspirations, weaving them into the fabric of our designs. This collaborative approach ensures that each project is a true reflection of the brand's essence.

What we're doing?

RETAIL

- Retail Design
- Brand Book (Brand Bible Guidelines)
- Brand Identity, Wordmark, Color palette, Typography, Art Direction, Usage, Dos and Dots
- Store Design Bible / Guidelines (Inspiration/story, Material palette, Color, detail Drawings, usage) (Interior & Exterior)

TURN KEY

- Exterior: Facade, Signage,
- Interior: Civil, Fixture, Lighting, Cash counter, Trial Room, Stock Room, Screen, Phygital experience,

VM

- Window Display
- Engage zone
- Lounge Design
- Hot Spot
- Murals
- Props

VM GUIDELINES

- Planogram (merchandising guidelines), Dos and Don't

VM TRAINING

- Documentation
- Photography and AV

KIOSK DESIGN

- Pop- Up Store

EVENT

- GTM, In-store event, BTL events

PHYGITAL EXPERIENCE DESIGN

- Multi-sensory experience, Touch, AR/VR, Digital content

BRANDING

- Logo Design, Identity Design, Brand Guidelines

Crafting compelling brand Narratives.

GRATEFUL TO HAVE PARTNERED WITH DIVERSE
CLIENTS, TURNING THEIR VISIONS INTO IMPACTFUL
DESIGNS THAT INSPIRE AND CONNECT.



We merge insight, imagination, and intuition to design experiences that resonate.

Our design agency thrives on a human-centric approach, placing people at the heart of every project. We believe design is more than aesthetics—it's about creating meaningful connections and enriching experiences. By deeply understanding user needs, emotions, and behaviors, we craft solutions that resonate on a personal level. From intuitive spaces to impactful interactions, every detail is thoughtfully designed to inspire, empower, and engage. With empathy as our foundation, we transform visions into designs that truly matter.

Our Case Studies

DISCOVER OUR JOURNEY OF TRANSFORMING VISIONS INTO REALITY
THROUGH DETAILED CASE STUDIES THAT SHOWCASE OUR INNOVATIVE
SOLUTIONS, CREATIVE PROCESSES, AND MEASURABLE IMPACT ACROSS
DIVERSE PROJECTS.

Adidas Brigade Road

Imposing as it should be, this tall facade of adidas draws eyeballs when one goes down Brigade Road, Bengaluru, an ever-evolving hub of commerce, culture, and entertainment.

We were commissioned to create an immersive and sustainable experiential design for this flagship store.

The centrepiece of the store is an atrium installation that stretches from the ceiling to a remarkable 22 feet down, constructed entirely from recycled plastic waste and inspired by the iconic Adidas Parley shoe.

Adidas Parley is known for creating sportswear and footwear using materials that are sourced from recycled ocean plastic. These products often feature yarns made from plastic waste collected from beaches and coastal areas.

SERVICE

VM INSTALLATION









Adidas Jio World Drive

OUR VM INSTALLATION PROJECT ACCOMPLISHED FOR ADIDAS INDIA
AT JIO WORL DRIVE MALL MUMBAI BAGGED THE AWARD FOR BEST
VM INSTALLATION AT INSTORE ASIA, VmRD 2022.

SERVICE

VM INSTALLATION







At the Jio World Drive in BKC Mumbai, the melting pot of the finest International and Indian brands, with an array of unforgettable experiences. We were there to create what adidas wanted for their finest store in Mumbai! Adidas tasked us with merging the esteemed legacy of "adidas originals" as a lifestyle brand with the dynamic and cosmopolitan ambience of Mumbai, alongside its vibrant and culturally rich backdrop.

Our design team huddled, brainstormed and doodled for days and nights resulting in what we proudly present to you here.

The store sports an eclectic mix of Mumbai's iconic visual symbols. The chandelier at the lounge is made up of the unmistakable handles one holds on to while travelling in a Mumbai local train. The footwear wall featured a stunning pop art-inspired mural that paid homage to Mumbai's local culture. Bollywood, Vada Pav, Bandra-Worli Sealink, Gateway of India, BEST bus etc., all signify Mumbai's hustle and bustle, shaping the daily routines and lives of its residents.



One of the store corners featured elements from the local trains often referred to as the "lifeline of Mumbai", Dabbawallah, who provides a unique and efficient lunchbox delivery service.

Additionally, a retro TV was refurbished to showcase Adidas ads, adding a nostalgic element to the space.



Finally, the window display outside boasted of possibly the most recognisable of the logo's, the adidas Trefoil design classic! This window is a tribute to the Trefoil design and the classic adidas Stan Smith shoes. This captivating recreation of the Adidas Originals Trefoil logo uses meticulously arranged terra-formed, chrome hand painted Stan Smith shoes.

The project successfully captured the spirit of both Adidas Originals and Mumbai, creating an unforgettable experience for customers.





Adidas New Store Mural

SERVICE

MURAL



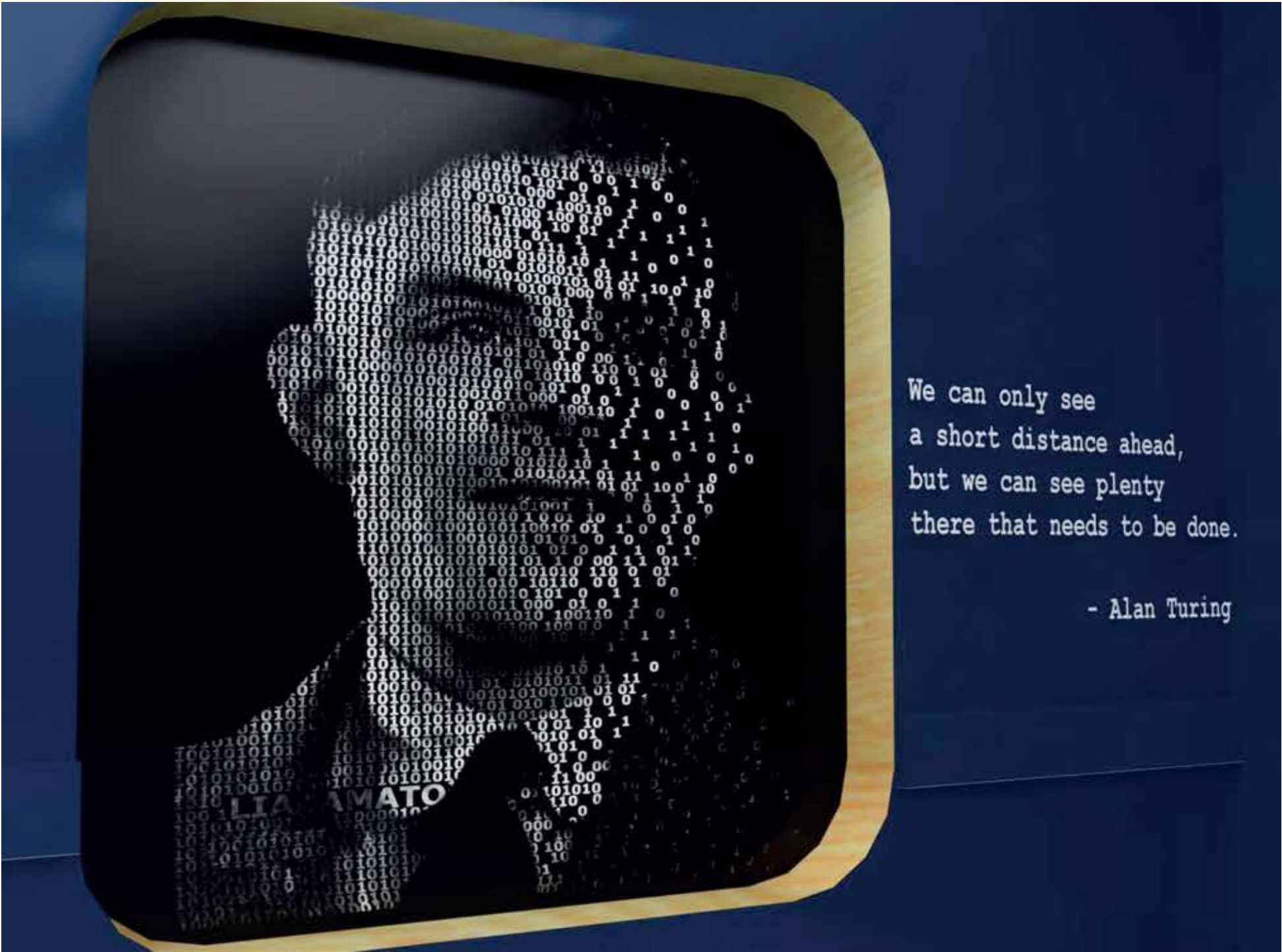




Ace Turtle Office Installation

SERVICE

OFFICE INSTALLATION



We can only see
a short distance ahead,
but we can see plenty
there that needs to be done.

- Alan Turing











The key to success is failure

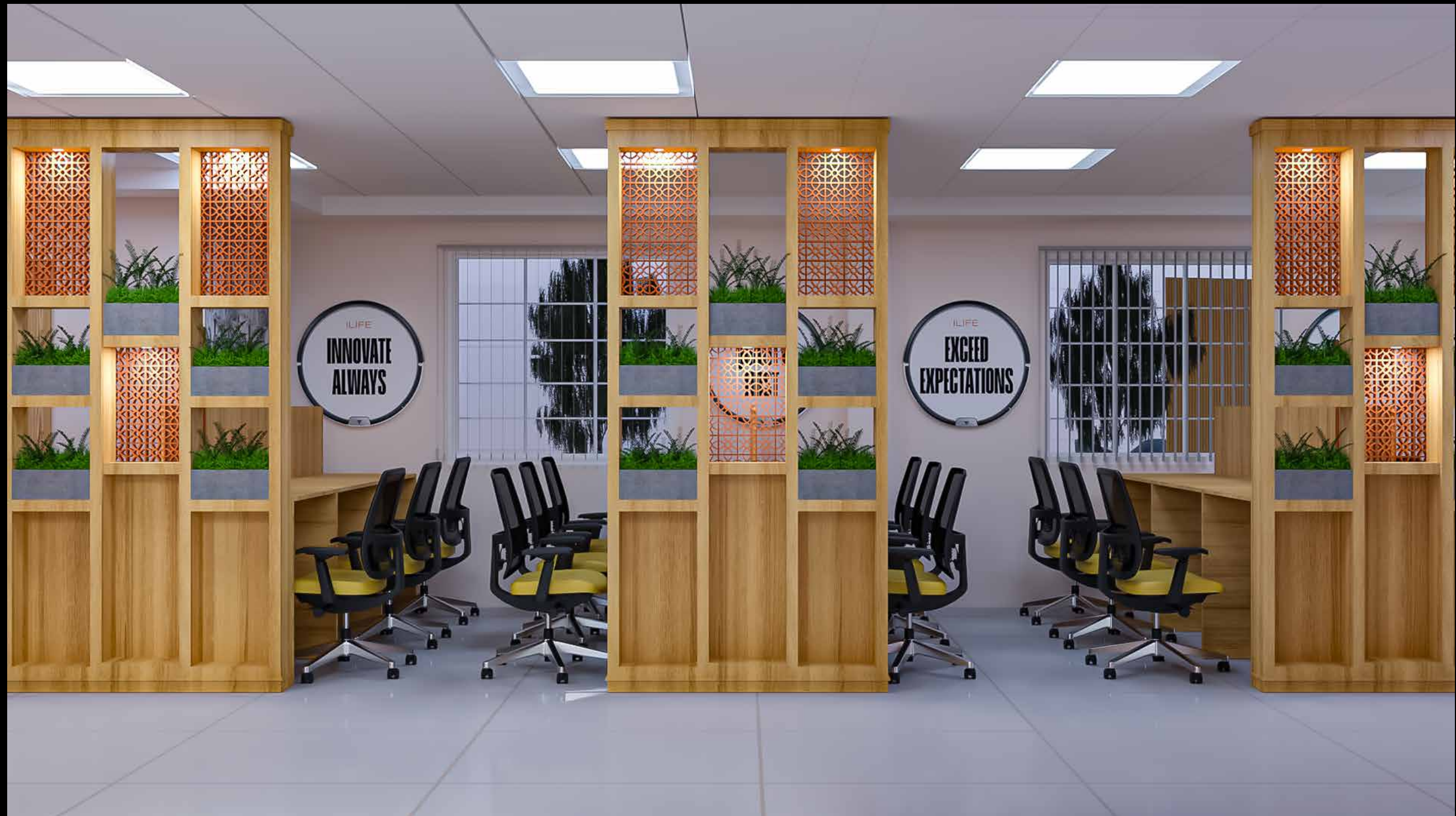
ILIFE OFFICE DESIGN

SERVICE

OFFICE DESIGN











TATA Motors Assured

In a bold move to redefine the automotive retail landscape, Tata Motors Assured proudly introduces its latest store design, seamlessly blending innovation, aesthetics, and functionality. This visionary approach aims to create an unparalleled customer experience, setting the stage for the next era of automotive excellence.

Dedicated to pre-owned and certified used cars, the Tata Motors Assured Experience Zone takes pride in showcasing the quality and reliability of its vehicles. Informative displays on the inspection process, warranty details, and after-sales services are prominently featured, instilling confidence in customers seeking premium pre-owned vehicles.

As Tata Motors Assured unveils this revolutionary store design, it marks a new chapter in automotive retail. With a focus on innovation, customer-centricity, and sustainability, the brand invites customers to embark on an immersive journey through the world of Tata Motors excellence.

SERVICE

STORE DESIGN













Solethreads

The container store design for Solthreads' new brand, Gelatoe and Marshmelloe, is inspired by a playful and vibrant atmosphere, mirroring the essence of the products. The design aims to create a memorable and immersive experience for customers while showcasing the delicious and whimsical nature of Gelatoe and Marshmellow.

Overall, the kiosk design aims to captivate customers with a visually stunning and inviting space that complements the delicious and fun nature of Gelatoe and Marshmellow products.

SERVICE	STORE DESIGN
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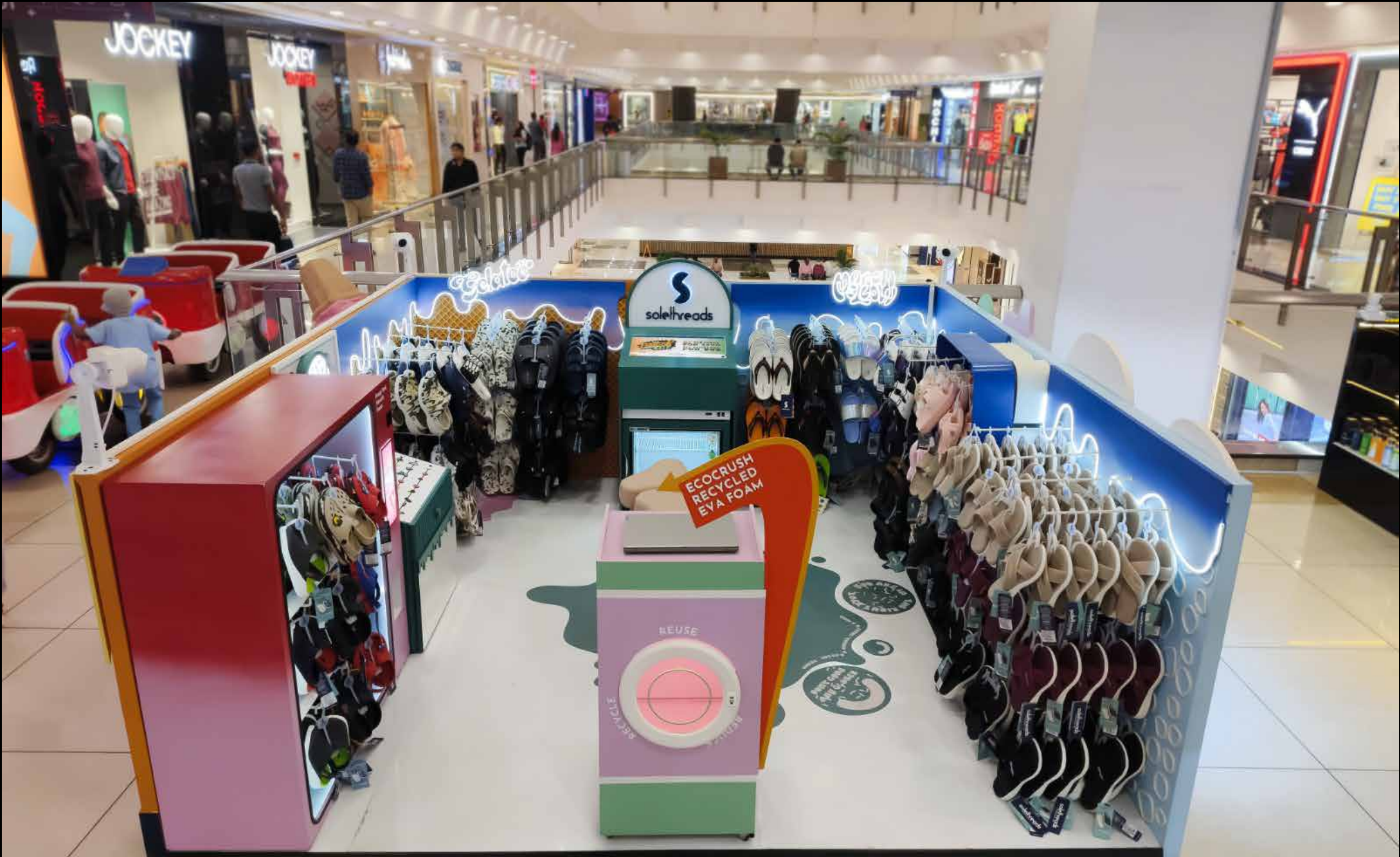






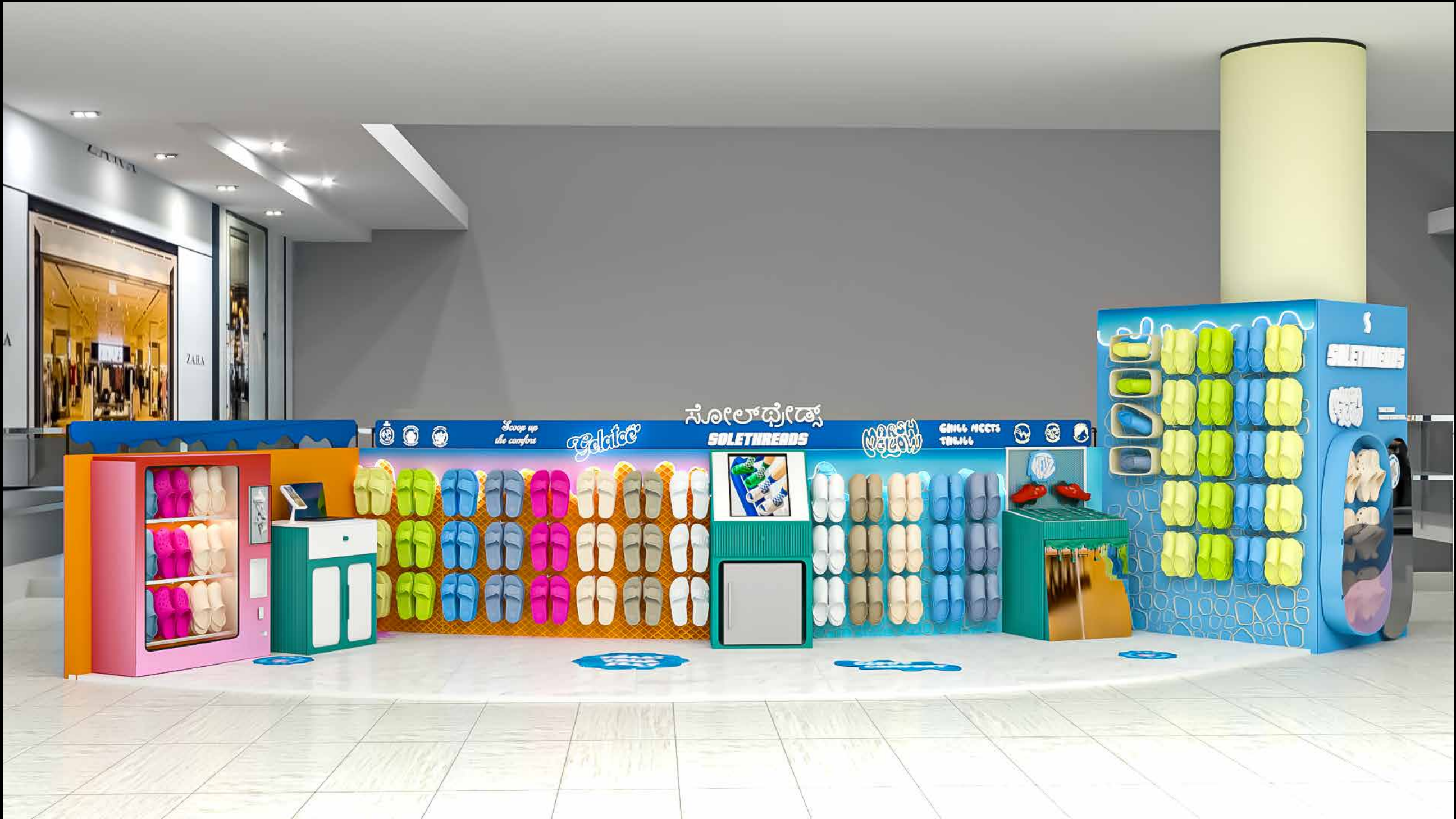










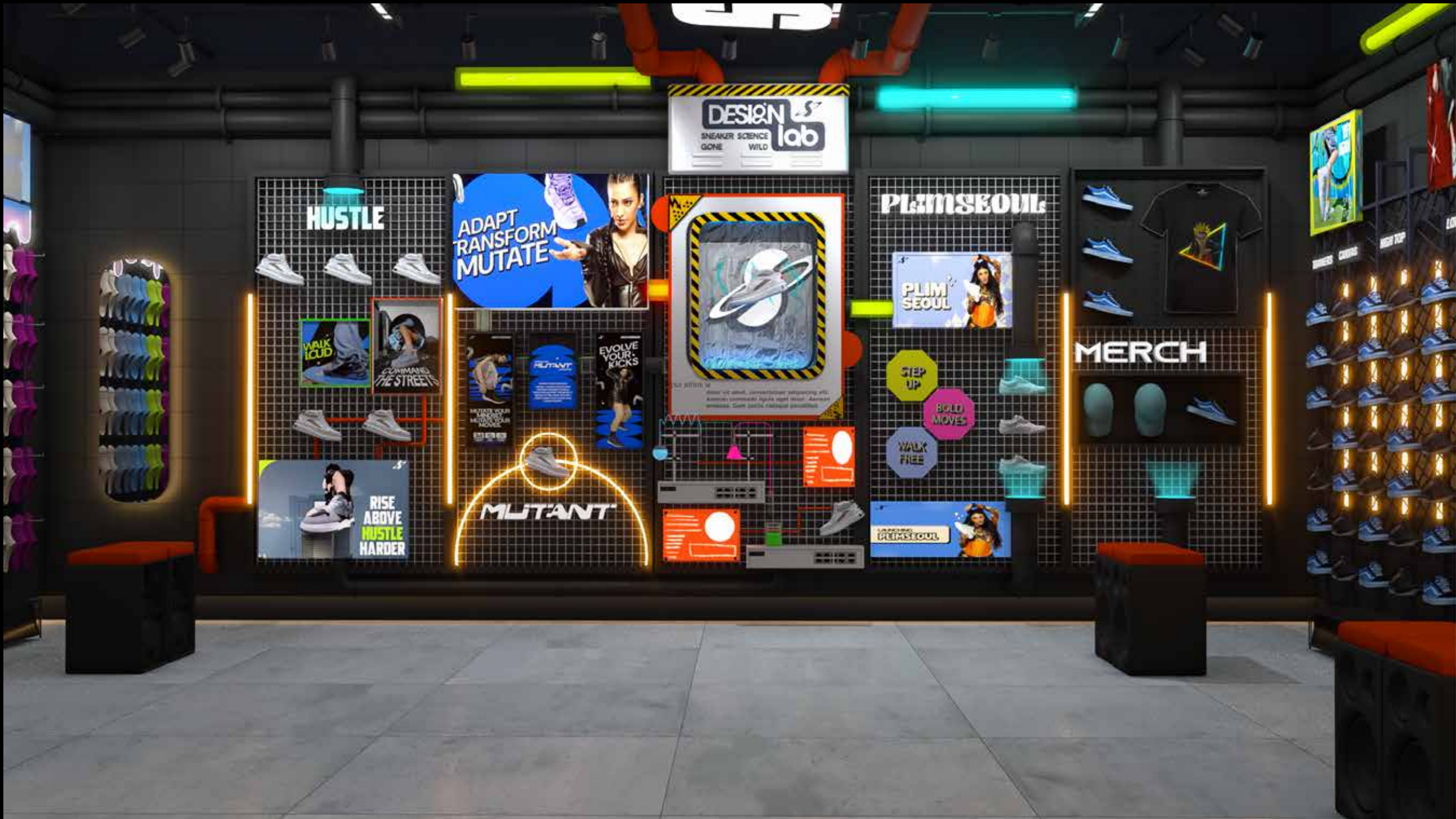






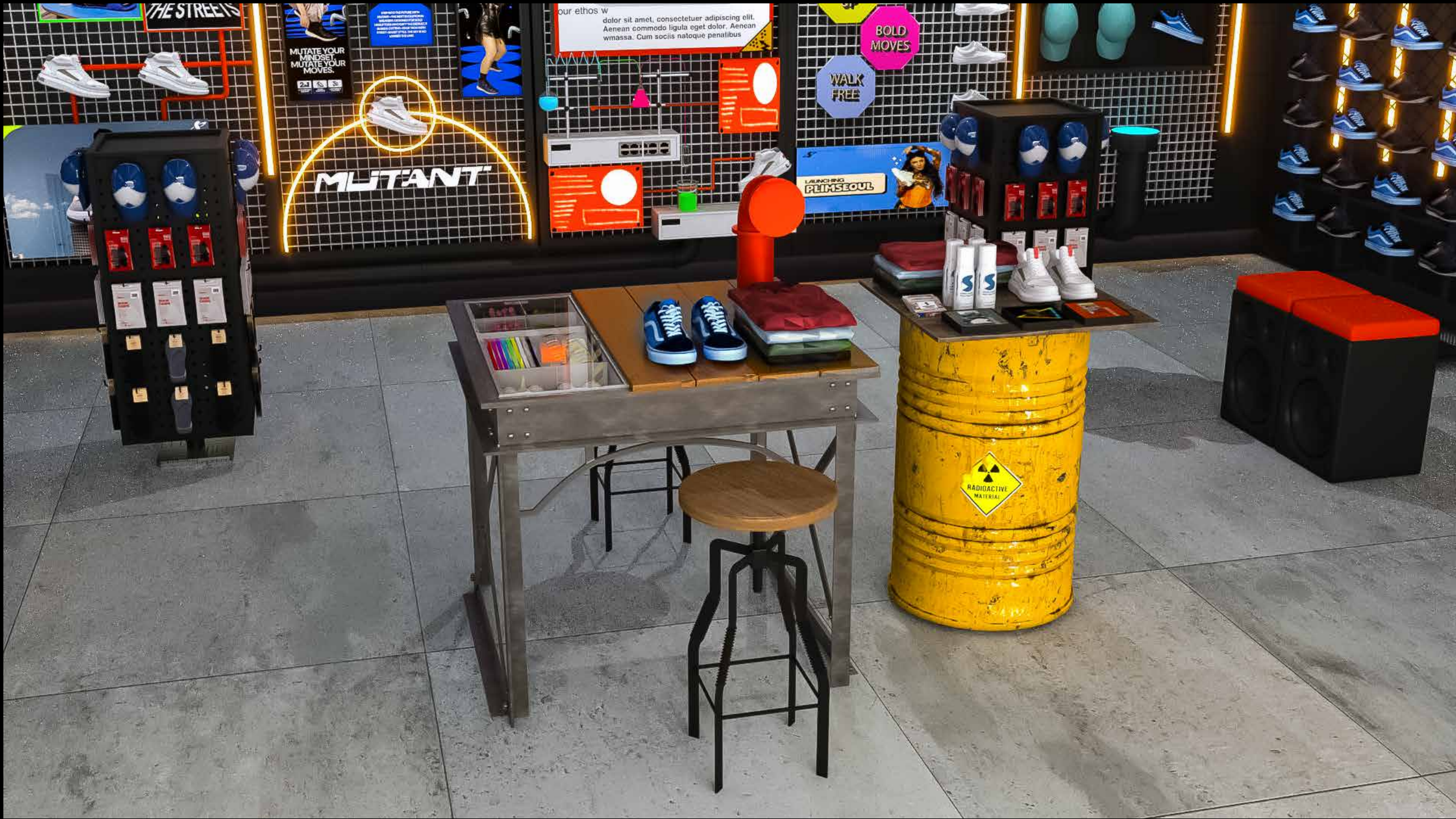


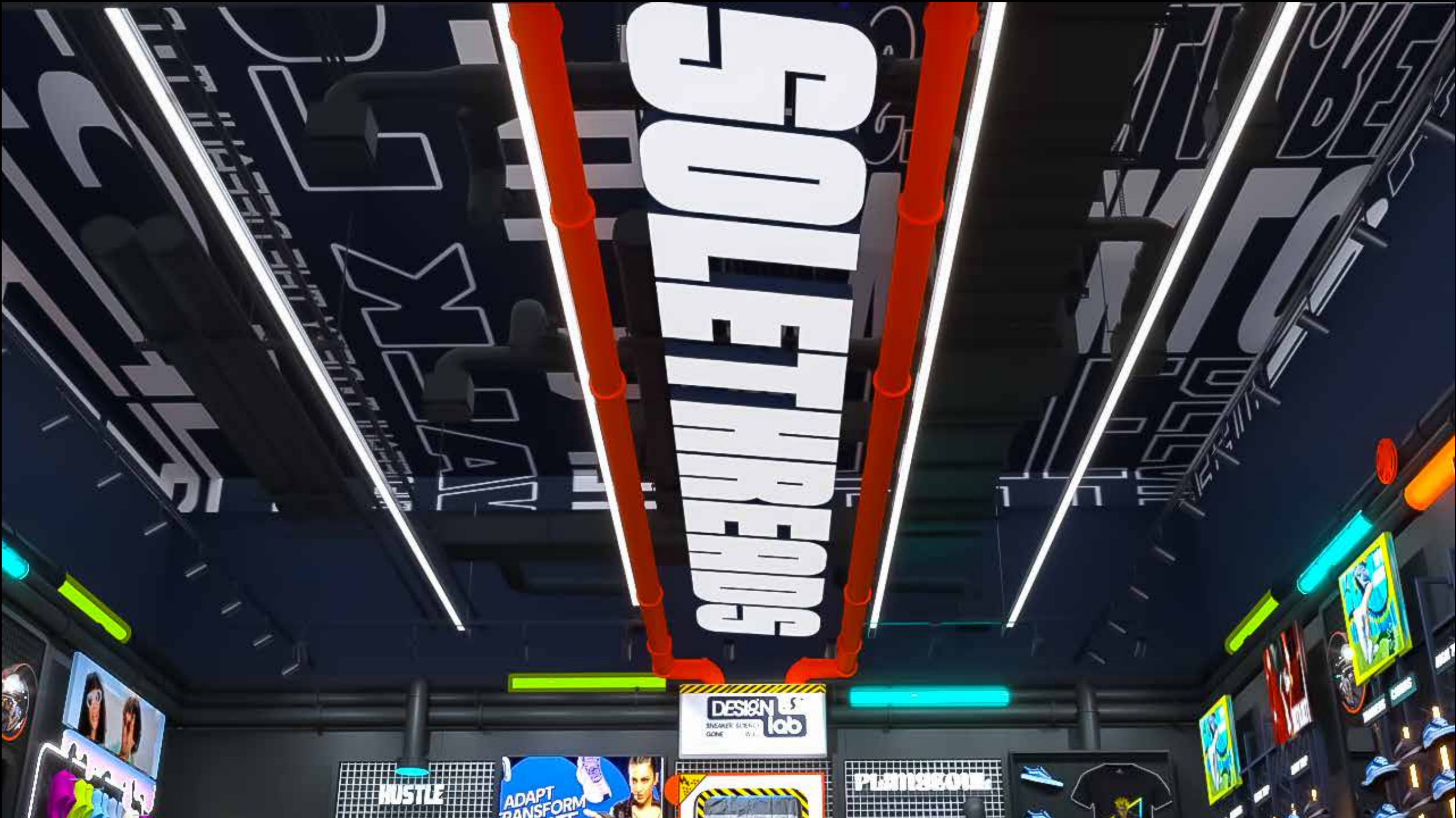












KITCO

The Kitco store design is a vibrant and high-energy retail space that seamlessly blends functionality with a bold visual identity. Dominated by striking yellow and black accents, the store features a dynamic zoning system for various categories like basketball, football, training, and lifestyle, allowing easy navigation and product discovery. The store’s facade stands out with a modern, open frontage and strong brand presence. Inside, modular displays, interactive customization zones, and well-placed digital graphics create an immersive and engaging environment tailored for young, active, and style-conscious customers. The overall design captures the spirit of sport and urban culture in a fresh and impactful way.

SERVICE

STORE DESIGN



















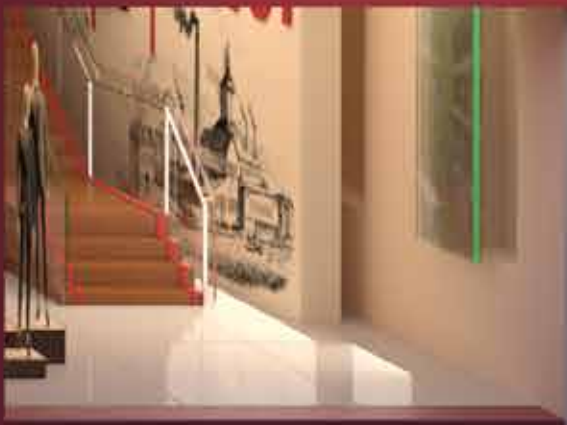


ARVIND STORE

The Arvind Store VM Enhancement Design Project focused on revitalizing the brand’s visual merchandising to create a more premium, engaging, and story-driven in-store experience. By integrating cohesive window displays, zoned product presentations, and seasonally refreshed thematic installations, the project aimed to highlight the brand's heritage in fine fabrics while appealing to modern sensibilities. Enhanced lighting, curated styling, and smart fixture design were used to elevate key categories like shirting, suiting, and ready-to-wear. The result is a refined and immersive environment that not only improves product visibility but also strengthens Arvind’s positioning as a contemporary yet classic fashion destination.

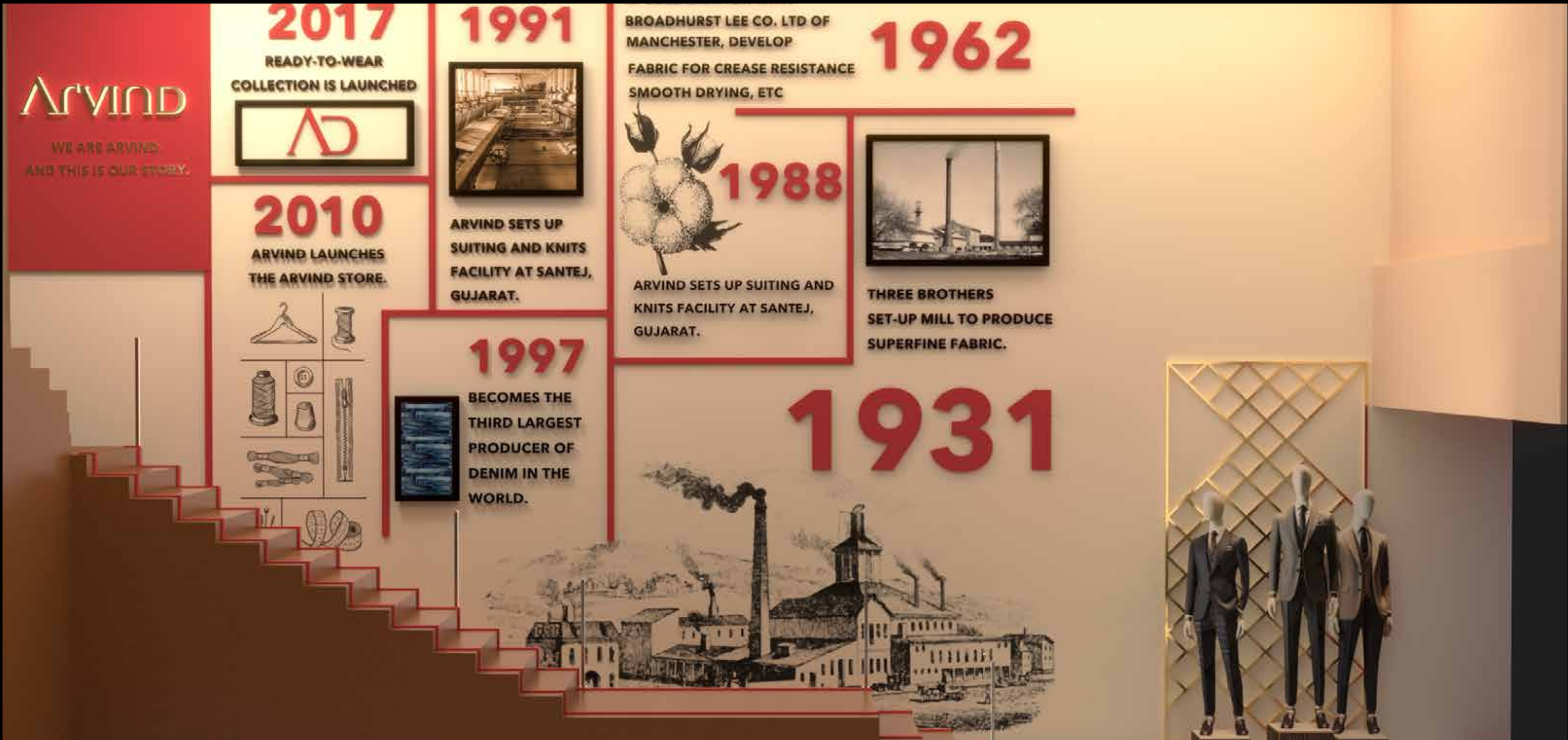
SERVICE	VM ENHANCEMENT
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Querencia

The retail store design project for Querencia, a Disneyland-themed brand, is a captivating blend of magic, nostalgia, and storytelling. Drawing inspiration from Disneyland’s enchanting realms, the store's layout immerses visitors in a fantastical journey through distinct thematic zones, each reflecting iconic Disney landmarks. From whimsical entryways adorned with castle-inspired arches to interactive displays featuring beloved characters, every element invites customers into a world of wonder. The design incorporates warm, inviting lighting, vibrant colors, and tactile materials to create a multisensory shopping experience. Thoughtfully curated spaces, like a magical photo wall and storytelling corners, encourage engagement while fostering a sense of homecoming and delight. With Querencia as the name, the store becomes a sanctuary where Disney dreams live, blending functionality with fantasy to leave a lasting impression on every visitor.

SERVICE

STORE DESIGN



















Winterbear

Our aim is to emulate the standards of Disneyland and Universal Studios in Japan, offering a theme park experience within a compact space. We envision photo zones, interactive experiences with 3D statues, life-size acrylic figurines, and mega balloons, all contributing to an immersive experience. While we're not an apparel-only licensed brand like Souled Store or a thrift brand like Miniso, we aspire to be the ultimate destination for licensed merchandise in all categories, positioning ourselves as the go-to gift store for all occasions and all age groups. Our goal is to create a destination that people visit for the experience as much as for the products themselves.

SERVICE

STORE DESIGN



















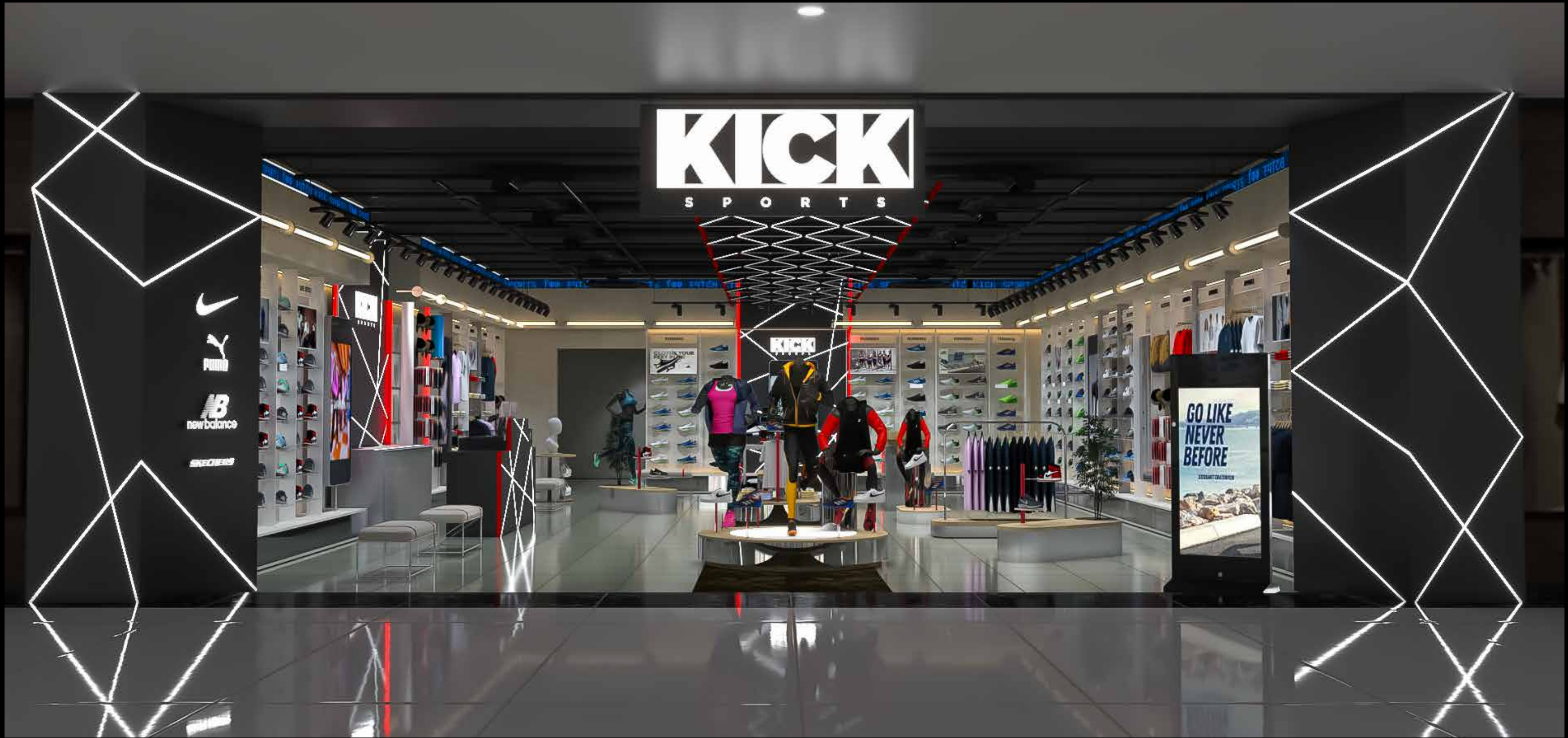


KICK SPORTS

KickSports: A cutting-edge sports athleisure brand merging functionality with futuristic design. Focused on performance-driven innovation, sleek aesthetics, and sustainability, our collections are crafted to empower active lifestyles while embodying the essence of modernity and forward-thinking fashion.

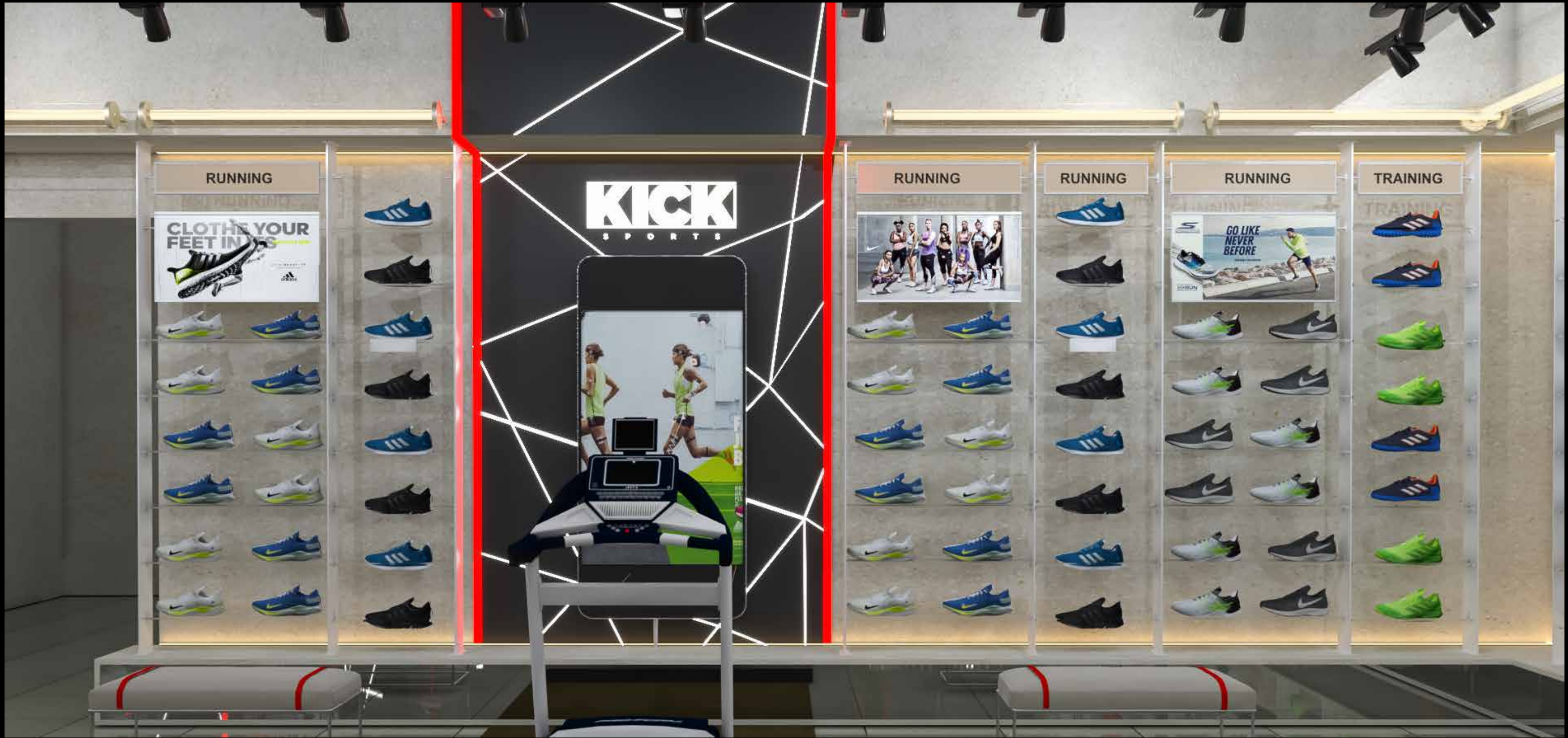
SERVICE	STORE DESIGN
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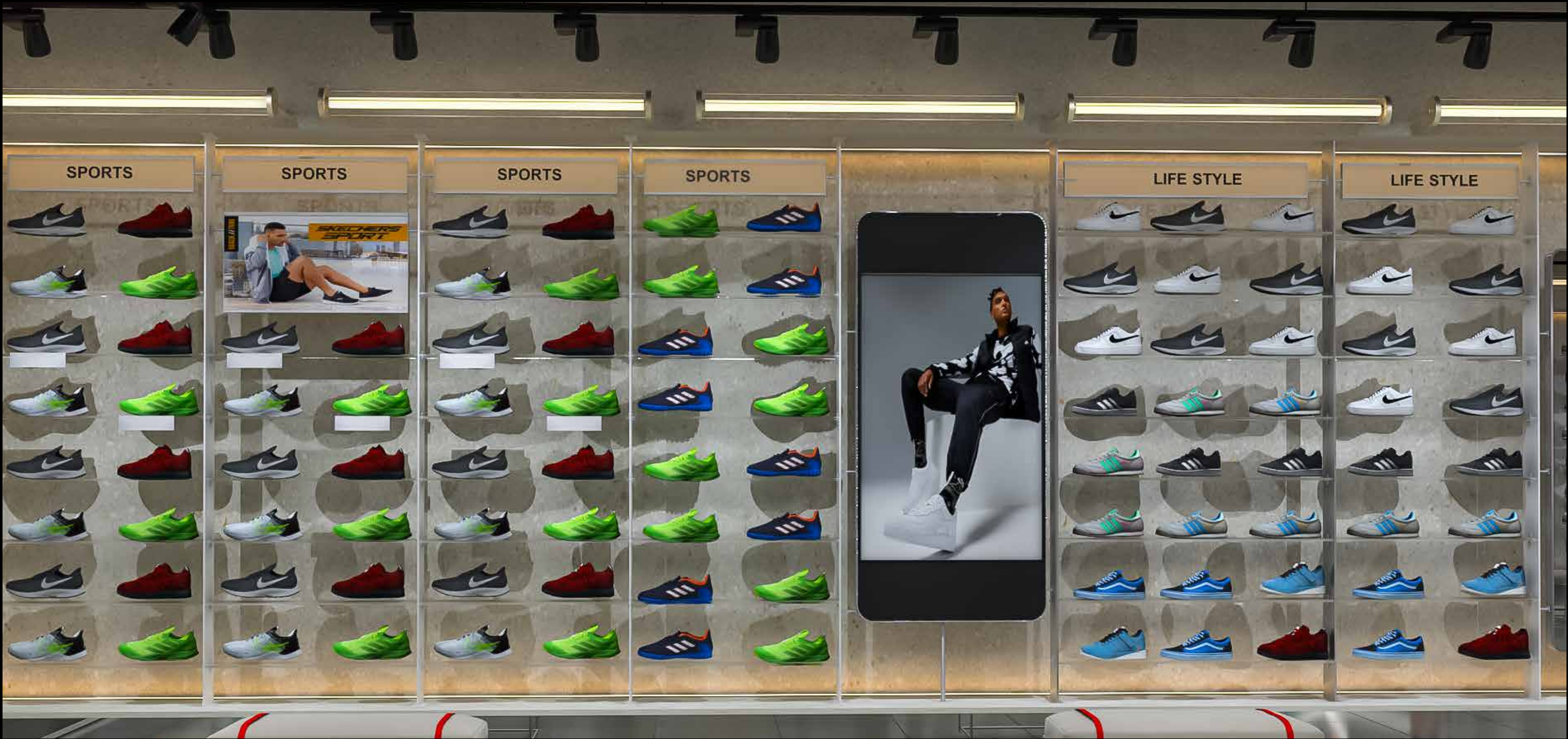












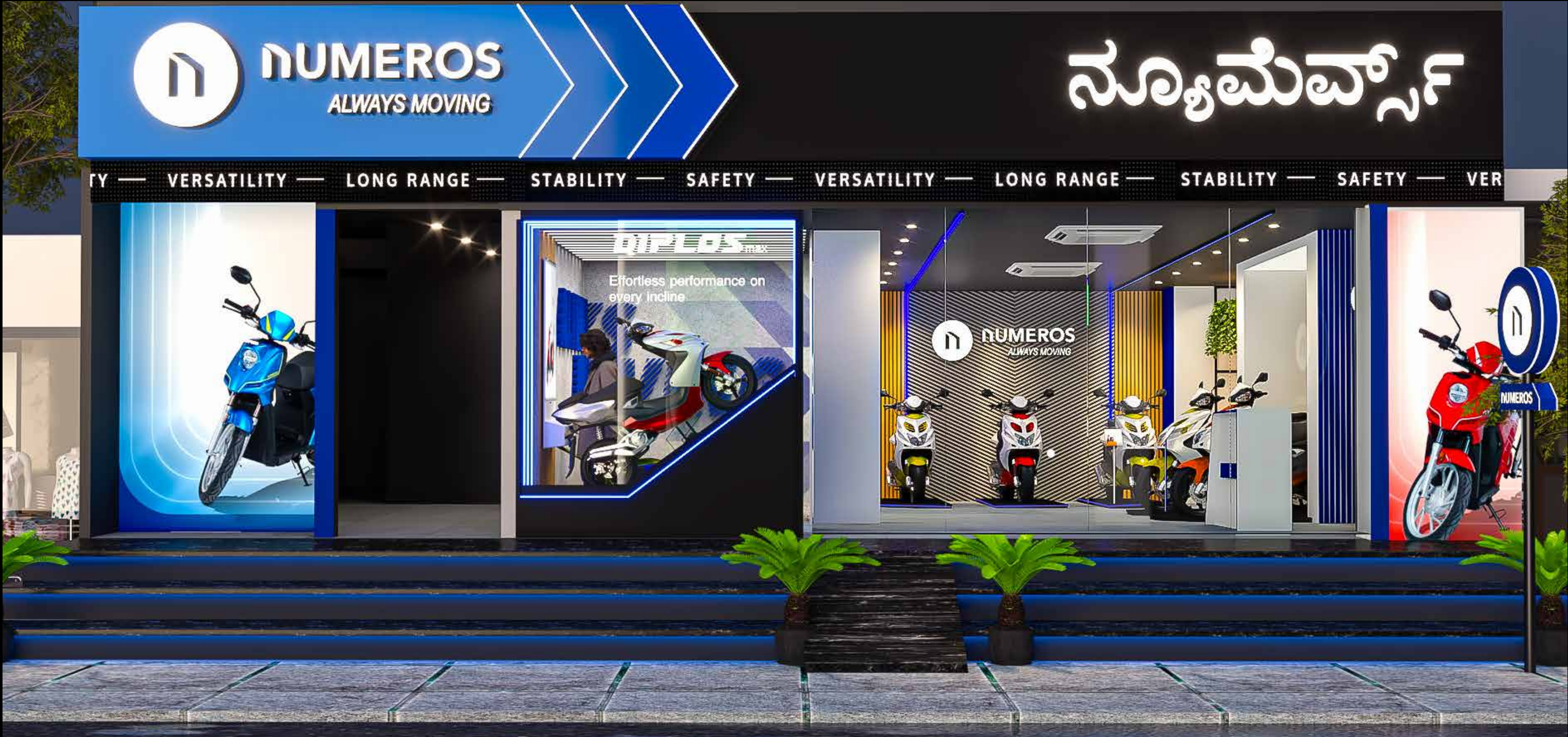
NUMEROS

The Numeros store design reflects the brand’s core philosophy—“Always Moving”—through a sleek, forward-driven aesthetic. The façade features dynamic chevron graphics and kinetic lighting, symbolizing speed, stability, and progress. Inside, the layout showcases the electric two-wheelers in a high-impact, gallery-like setting with angled display platforms and illuminated product zones. Bold color blocking, directional cues, and clean lines enhance the sense of motion and modernity. The store seamlessly combines product education with visual appeal, creating an engaging environment that highlights performance, technology, and innovation in urban mobility.

SERVICE

STORE DESIGN

















POWER STORE

The Power Store design is a bold, immersive retail concept that celebrates street culture, sport, and youth energy. With a raw, industrial aesthetic combined with vibrant graphics and digital elements, the store creates an edgy yet welcoming environment. Zoning is clearly defined for categories like sneakers, apparel, and accessories, with flexible display units that adapt to new drops and collaborations. Engaging touchpoints such as customization counters and community zones make it more than just a store—it becomes a hub for expression, movement, and connection. The design reflects the pulse of the city and the power of individuality.

SERVICE

STORE DESIGN

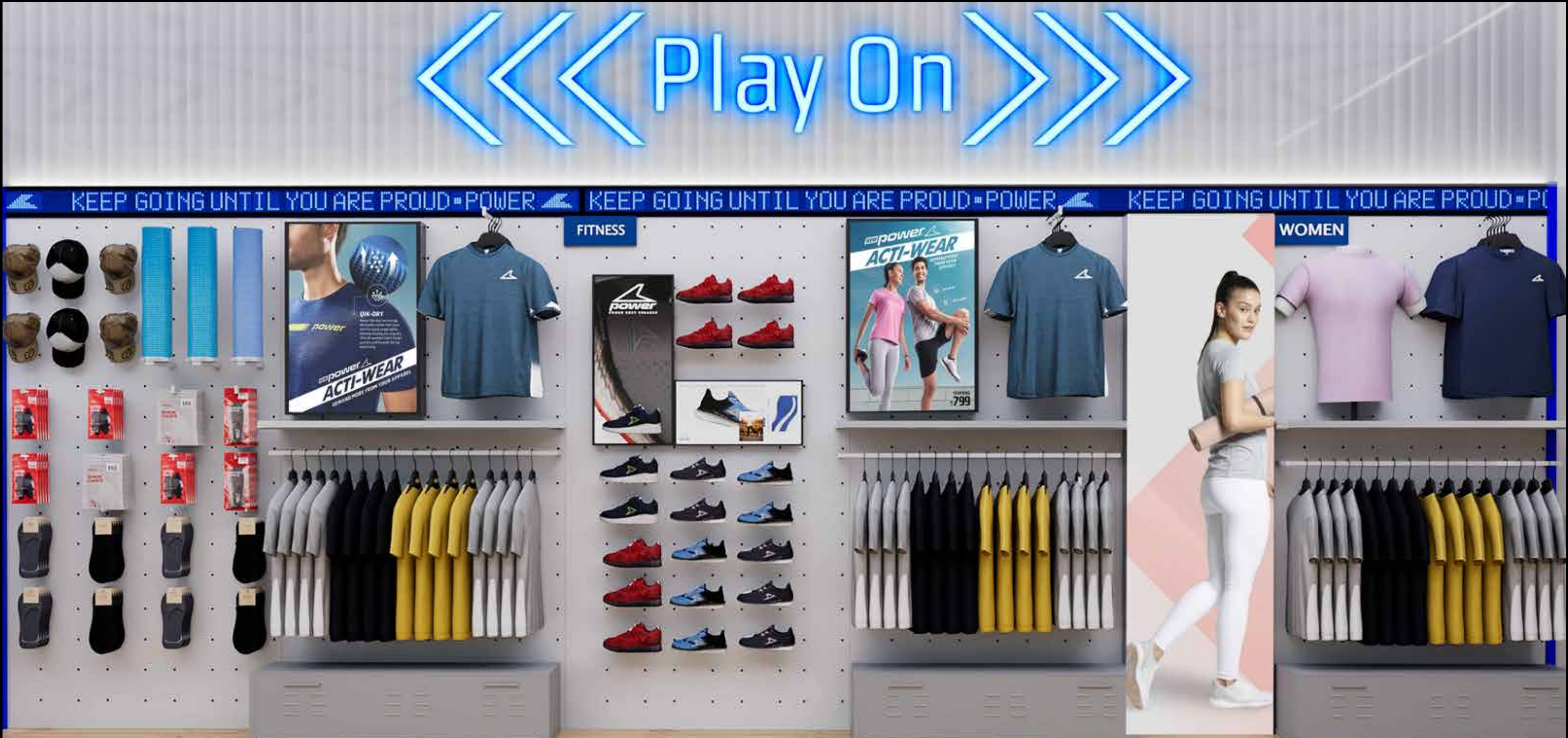














NEOS

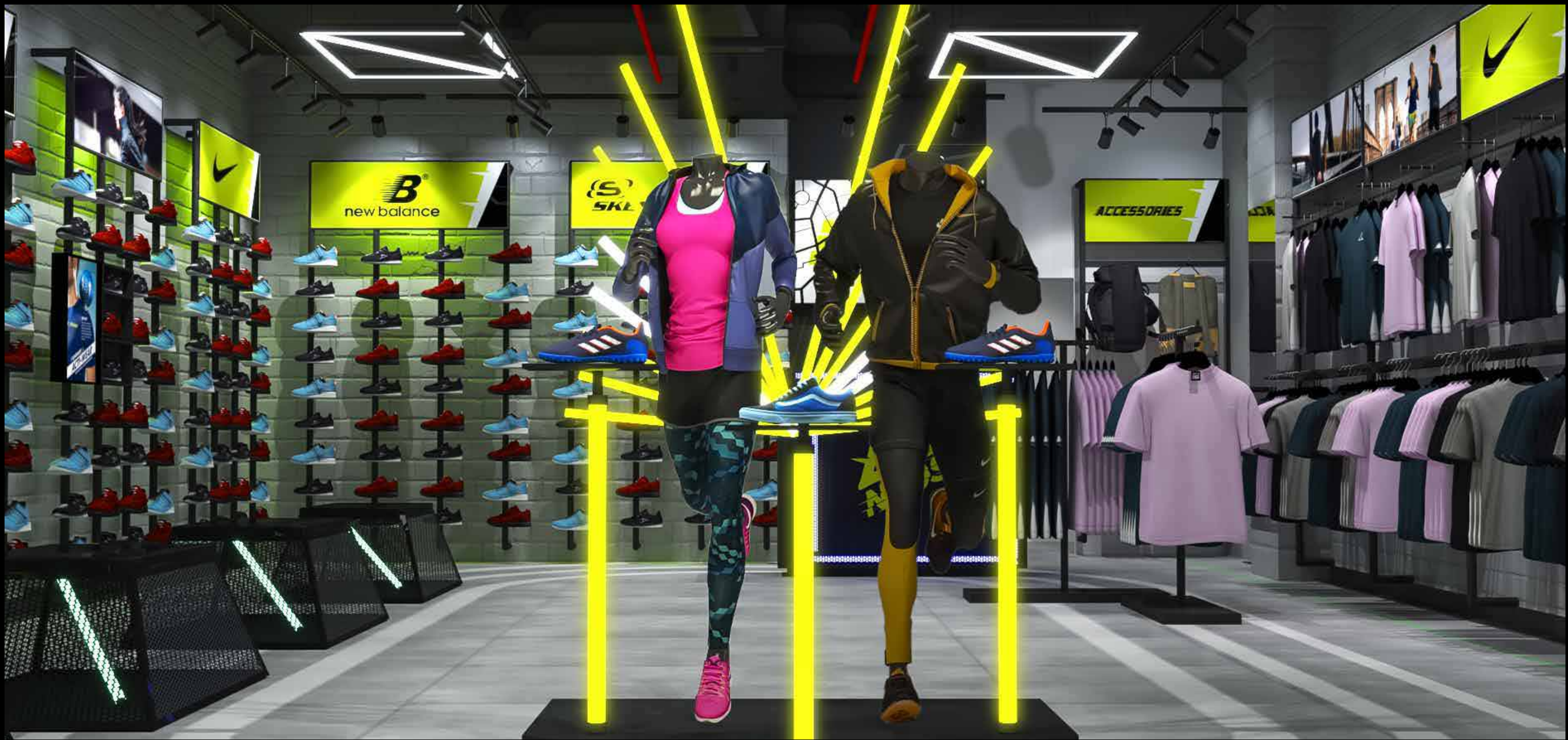
NEOS, a premier multibrand sports outlet, celebrated the launch of its new store with an exciting event that brought together sports enthusiasts, athletes, and fitness aficionados. The store offers a diverse range of top global brands, including Nike, Adidas, Puma, and Under Armour, catering to various sports from running and football to fitness and athleisure. The launch event featured live product demonstrations, exclusive discounts, and interactive experiences like virtual reality sports challenges and shoe customization stations. Special appearances by local sports icons added to the excitement, as they shared fitness tips and showcased the latest in performance gear. With its extensive product range and a focus on blending sports technology with lifestyle, NEOS positioned itself as a one-stop destination for all things sports and activewear, making a bold entry into the retail scene.

SERVICE

STORE DESIGN















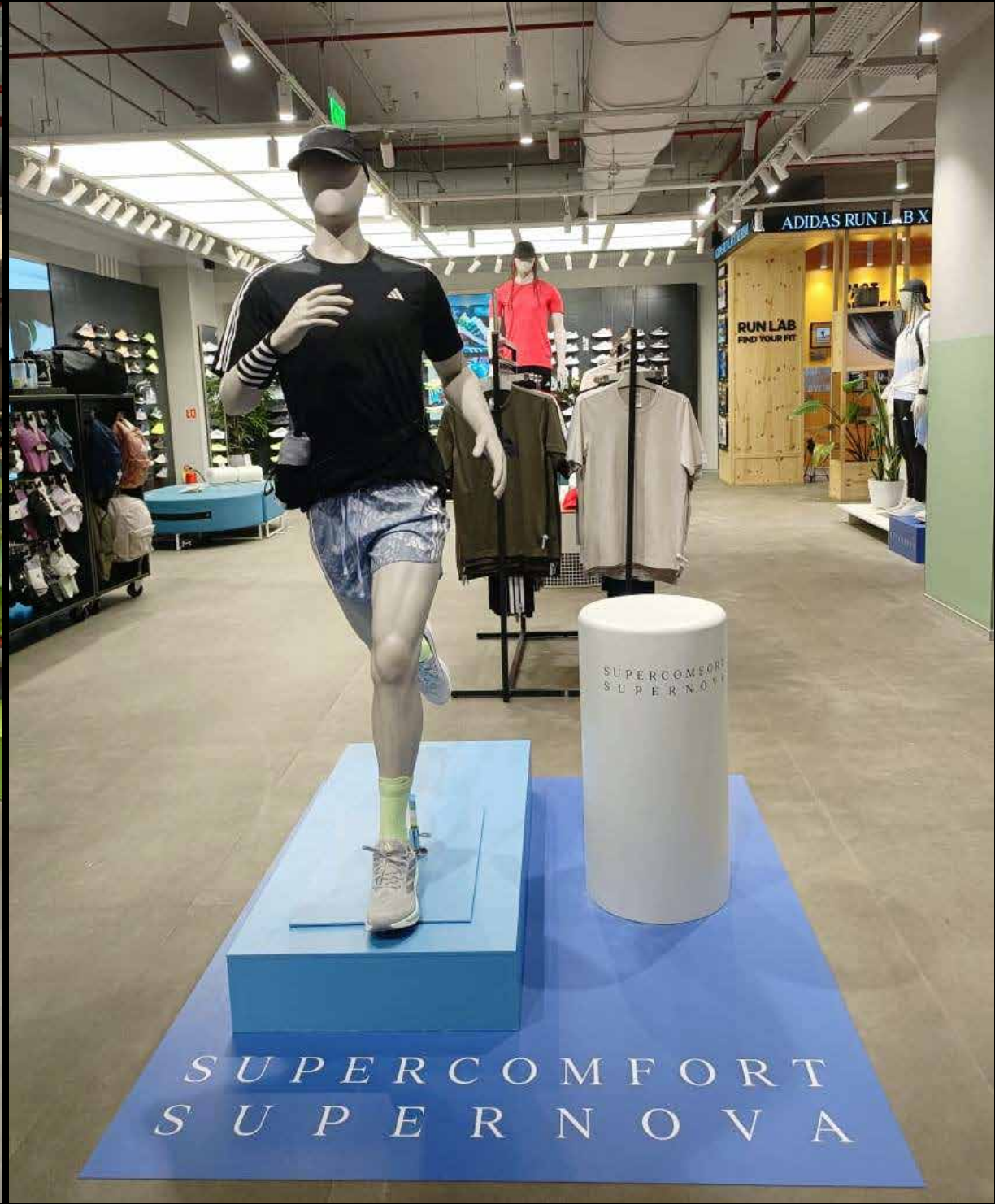


We offer end-to-end solutions,
seamlessly blending innovative design
with in-house manufacturing
capabilities to bring every concept to
life with precision and quality.

FOLLOWING ARE FEW EXAMPLES OF SHOWCASING OUR RETAIL INSTALLATION WORK













































Be a part of our vision to redefine possibilities and shape the future of design.

WE ARE OPEN TO COLLABORATION.
LETS CRAFT INNOVATION SOLUTION TOGETHER

DROP US A MAIL @

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Thank You

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