

2026

 CATALYST DESIGN

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Retail Strategy | Retail Design | VM - Window Display & Props | Kiosk & Pop-up Design | Branding | Installation & Murals | Execution & Roll-out | Retail Fixtures

# Catalyst

Design



# Our Belief

## We Create Epic Consumer Experience.

**Great retail spaces don't just display products—they shape how people experience a brand.**

Every store is an opportunity to inspire discovery, create emotion, and build lasting connections. We believe design should do more than look good; it should influence behavior, tell stories, and deliver measurable business value.

**At Catalyst, we design retail experiences that bring brands closer to people.**



# Who We Are

## Welcome to Catalyst Design.

**Catalyst Design** is a future-focused retail experiential design studio that creates immersive brand experiences where creativity, strategy, and craftsmanship converge. We specialise in **Retail Store Identity, Visual Merchandising, Window Displays, Shop-in-Shop concepts, Kiosks, Retail branding and custom retail environments that inspire, engage, and connect.**

As an integrated design and production company, we transform ideas into impactful physical experiences—from concept and design to fabrication and installation. **Powered by a multidisciplinary team of creative designers, architects, strategists, visual merchandisers,**

**and makers,** we combine innovative thinking with advanced technology to redefine the future of retail.



# The Retail Opportunity

Physical retail has evolved beyond transactions.

Today's stores are platforms for brand storytelling, product discovery, and meaningful customer engagement. Every space is an opportunity to create experiences that strengthen brand perception and influence buying decisions.

At Catalyst, we see retail design as the intersection of strategy, creativity, and execution—where every environment is designed to inspire, perform, and leave a lasting impression.



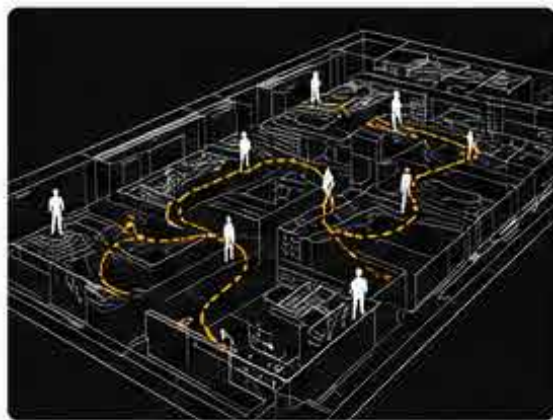
# Our Approach

A thoughtful journey from insight to impact.

We believe successful retail experiences are created when strategic thinking, creative design, and flawless execution work together from day one.



- Brand & Business Understanding
- Customer & Market Research
- Store & Site Analysis
- Opportunity Identification



- Customer Journey Mapping
- Store Zoning & Space Planning
- VM Strategy & Storytelling
- Experience Strategy



- Concept Development
- Spatial & Interior Design
- 3D Visualisation & Walkthroughs
- Material & Detail Design



- Design Engineering
- Prototyping & Sampling
- Production Management
- Installation & Rollout



- Maintenance & Support
- Seasonal Updates & Campaigns
- Rollouts & Expansion
- Performance Review & refinement

# Catalyst Design at a glance

No. of Projects Executed

1200+

No. of Times Featured

15+

No. of Clients Served

100+

Manpower(Nos)

100+

Office Space(Sqft)

10K

Coverage/Delivery





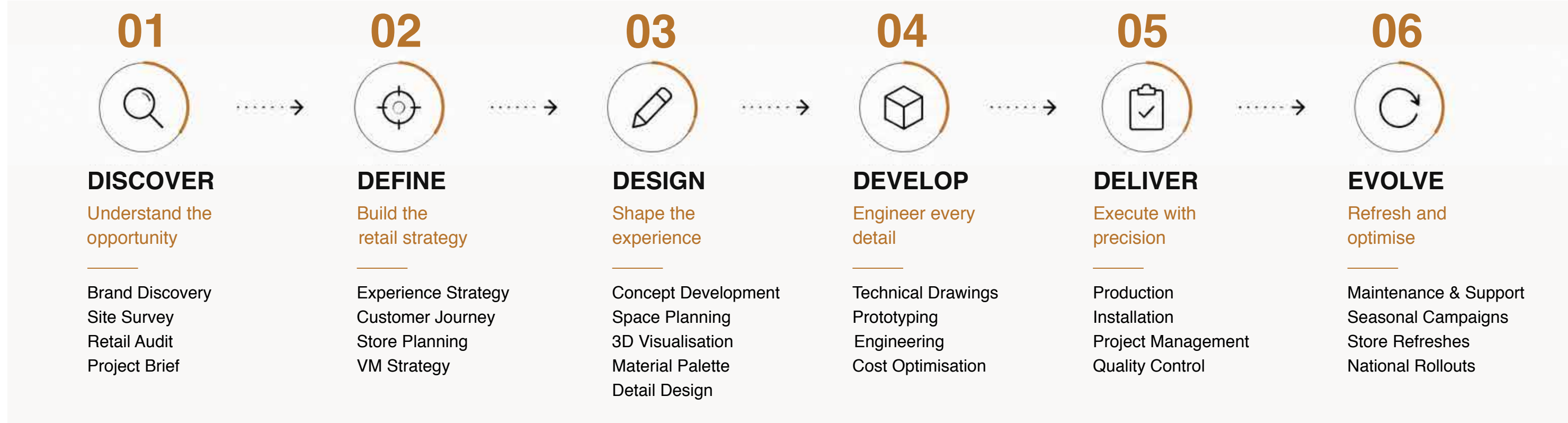
# Services

We create epic consumer experience.

1. Retail Strategy
2. Retail Design
3. VM Window Display & Props
4. Kiosk & Pop-up Design
5. Branding
6. Installation & Murals
7. Execution & Rollout
8. Retail Fixtures

# Our Process

Turning Ideas into Exceptional Retail Experiences.



# Design Principles

The principles that shape every retail experience we create.





# Hello!

## Welcome to our portfolio.

The portfolio section of the company highlights a curated selection of successful projects that reflect its expertise and innovation. It provides an in-depth look at the diverse industries the company has worked with, showcasing the skills and solutions delivered to clients. Each project is detailed with key insights, outcomes, and the value brought to the client, offering potential customers a glimpse into the company’s capabilities and approach.

Case Study

# Adidas Flagship Experience

Retail Design • Visual Merchandising • Experiential Installations



# The Opportunity

Creating flagship destinations that reflect both the Adidas brand and the unique identity of each city.

Adidas envisioned stores that would go beyond product display—spaces where culture, community, and sustainability become part of the shopping experience.

Our challenge was to create immersive flagship environments that felt globally consistent while being deeply rooted in their local context.



# Our Design Approach

Global Brand. Local Stories.

We translated Adidas' global design language into experiences inspired by the cities they inhabit.

The approach was built on three design pillars:



# Jio World Drive

## Mumbai, Reimagined.

Instead of decorating the store with local references, we embedded Mumbai's identity into the retail journey.

Every installation celebrates a story—from everyday life to iconic landmarks—transforming the flagship into a destination that feels unmistakably Mumbai.



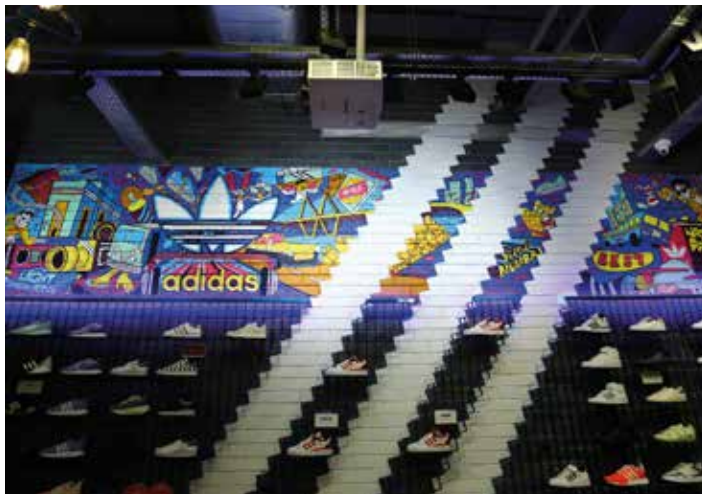
# Designing Through Storytelling

Each installation became a chapter of Mumbai's story.



## Chrome Treefoil

The iconic Adidas logo recreated using chrome-finished Stan Smith shoes.



## Pop Art Mural

A vibrant interpretation of Mumbai through art, celebrating Bollywood, local trains, street food, and architecture.



## Mumbai Installation

A sculptural artwork inspired by the city's local train.



## Tribute Corner

Celebrating the city's legendary dabbawalas and everyday icons.

# Experience in Every Detail

Great retail experiences are built through moments of discovery.

Throughout the store, interactive installations, nostalgic objects, and layered storytelling encourage visitors to slow down, explore, and connect emotionally with the brand.



# Brigade Road

## Sustainability Made Tangible

The Bengaluru flagship was designed around a single idea:

**Make sustainability something customers can experience  
—not just read about.**

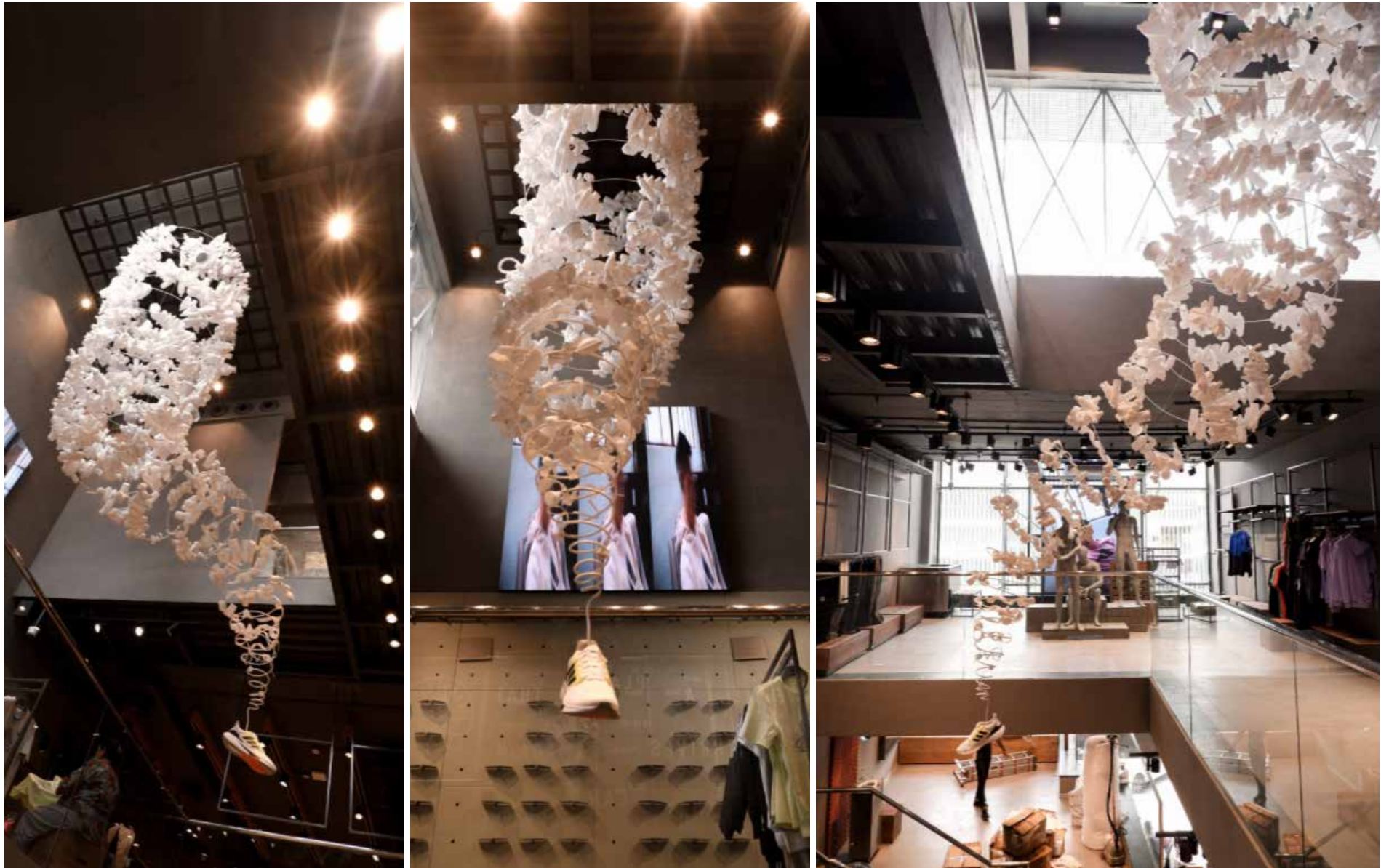


# The Centrepiece

## A 22-Foot Installation Inspired by Adidas Parley

Suspended through the central atrium, the installation was created entirely from recycled plastic waste.

Inspired by the Adidas Parley initiative, it transforms discarded material into an immersive sculpture that embodies movement, innovation, and environmental responsibility.



# Sustainability Beyond Graphics

Rather than communicating sustainability through messaging alone, we integrated it into the physical environment.

Recycled materials, repurposed objects, and experiential installations created a retail space where customers could engage with Adidas' purpose through design.



# Design Principles in Action

Six principles shaped both flagship stores.



Experience First



Brand Storytelling



Local Culture



Human Connection



Purposeful Design



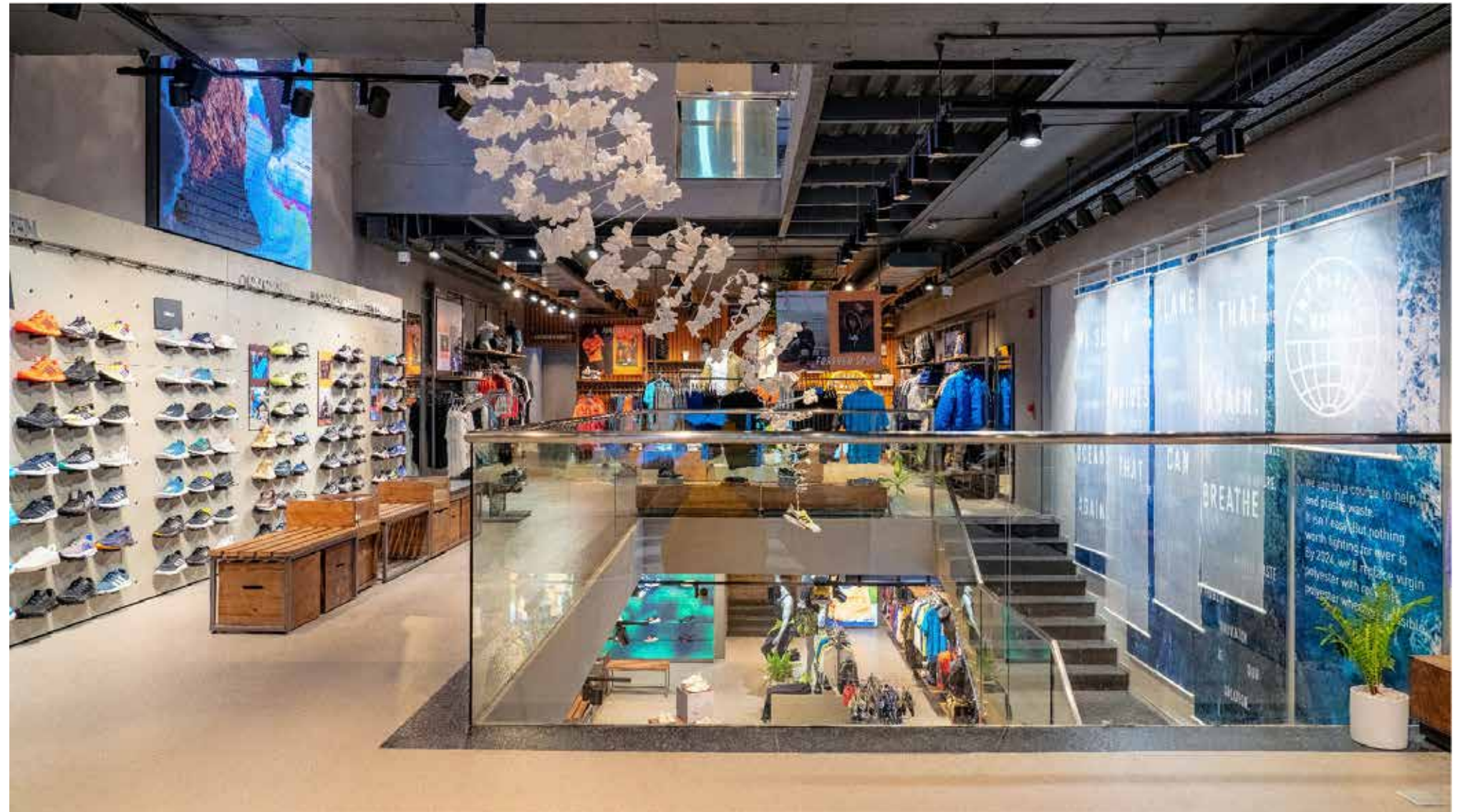
Memorable Moments

# Project Impact

## More Than Stores. Brand Destinations.

The final environments transformed flagship retail into immersive brand experiences where culture, sustainability, and storytelling come together.

The projects strengthened Adidas' connection with local communities while reinforcing its global identity through meaningful design.



# At a Glance

CLIENT

ADIDAS INDIA

Location

Mumbai & Bengaluru

Scope

Retail Experience Design

Services

Store Design, Visual Merchandising, Experiential Design, Environmental Graphics, Art Installations, Sustainable Design, Design Engineering

Outcome

Two flagship destinations celebrating culture, creativity, and sustainability

Case Study

# Tata Motors Assured

## Retail Experience

CREATING A MODERN RETAIL ECOSYSTEM BUILT ON TRUST, TRANSPARENCY, AND CUSTOMER CONFIDENCE.



# Project Overview

## Reimagining the Pre-Owned Car Buying Experience

The Tata Motors Assured project was conceived to transform the perception of certified pre-owned vehicles by creating dealership environments that inspire confidence from the moment customers arrive.

Rather than functioning as traditional dealerships, these spaces were designed as modern retail destinations where architecture, branding, and customer experience work together to communicate reliability, quality, and trust.

### Project Goals

- Build trust in certified pre-owned vehicles
- Create a premium retail experience
- Standardize dealership identity
- Improve customer engagement
- Enable scalable implementation across India



# Design Challenge

## The Opportunity

Traditional dealerships often focus only on vehicle display, leaving little emphasis on customer experience.

The challenge was to redesign the dealership into an inviting retail environment where every touchpoint reinforces the Tata Motors brand.

## Key Challenges

- Customer trust
- Product communication
- Brand consistency
- Digital integration
- Comfortable consultation spaces
- Flexible dealership formats



# Design Philosophy

## Confidence Through Experience

Every design decision was guided by a simple philosophy:

- Trust
- ↓
- Transparency
- ↓
- Customer Comfort
- ↓
- Brand Experience
- ↓
- Confident Purchase

The design moves beyond selling vehicles—it creates an environment where customers feel informed, welcomed, and reassured throughout their buying journey.



# Brand Identity

## A Retail Language Built Around Tata Motors

A cohesive visual language was developed using Tata Motors' signature blue and yellow palette, geometric architectural forms, illuminated branding, and clean graphic communication.

These elements create an instantly recognizable dealership identity while ensuring consistency across every customer touchpoint.

### Highlight:

- Brand Colours
- Architecture
- Signage
- Lighting
- Graphics
- Wayfinding



# Customer Journey

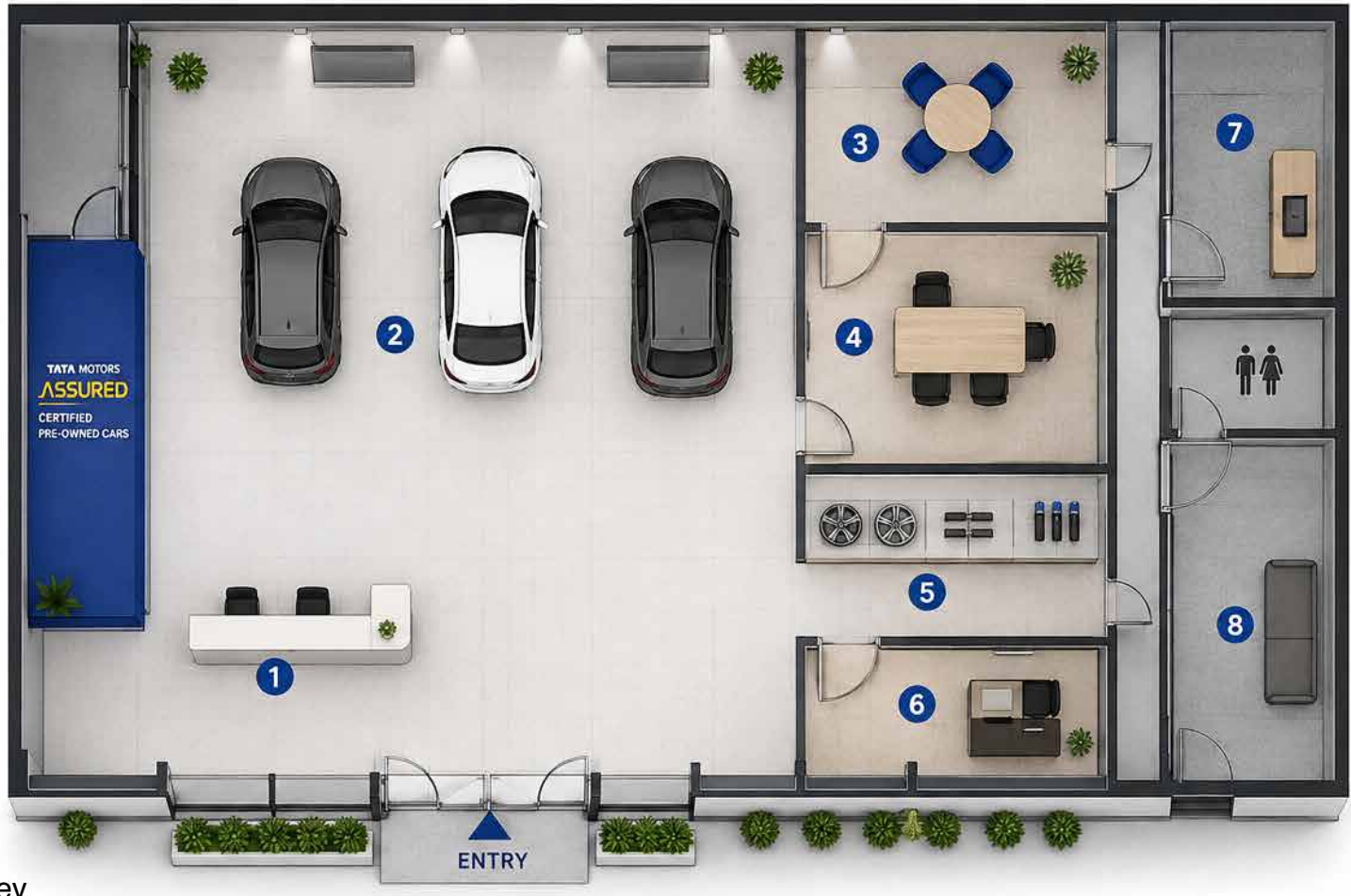
## Designed Around the Customer

Instead of simply displaying vehicles, the dealership was organized around the complete customer experience.

### Journey

- Arrival
- ↓
- Vehicle Discovery
- ↓
- Product Information
- ↓
- Consultation Lounge
- ↓
- Accessories
- ↓
- Purchase & Delivery

Each zone supports the next, creating a seamless and intuitive buying journey.



- 1 RECEPTION & WELCOME
- 2 VEHICLE DISPLAY AREA
- 3 CUSTOMER LOUNGE
- 4 CONSULTATION ROOM
- 5 ACCESSORIES CORNER
- 6 FINANCE & DOCUMENTATION
- 7 DIGITAL EXPERIENCE ZONE
- 8 DELIVERY AREA

# Experience Zones

Every Space Has A Purpose



**VEHICLE DISPLAY**  
Hero cars positioned for maximum visibility.



**CUSTOMER LOUNGE**  
Comfortable waiting and discussion spaces.



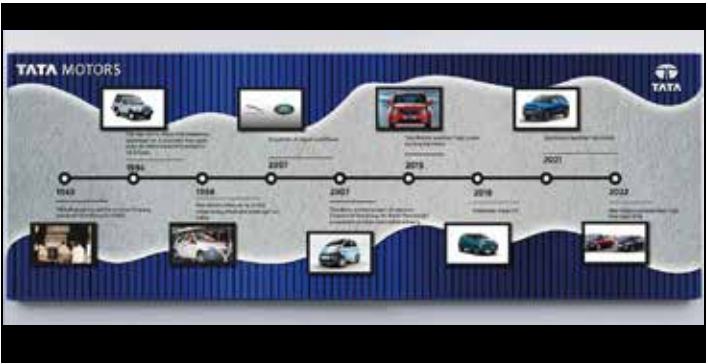
**CONSULTATION AREA**  
Private discussions that build confidence.



**ACCESSORIES CORNER**  
Cross-selling through premium product displays.



**DIGITAL EXPERIENCE**  
Interactive screens and information displays.



**HERITAGE WALL**  
Brand storytelling that reinforces Tata Motors' legacy.

# Design Features

## Thoughtful Design Details



OPEN PLANNING



PREMIUM MATERIALS



INTEGRATED LIGHTING



DIGITAL DISPLAYS



MODULAR FIXTURES



FLEXIBLE FURNITURES



CLEAN NAVIGATION



BRANDED FEATURE ELEMENTS

# Design Impact

## More Than A Dealership

The project transforms automotive retail into a customer-first experience.

### Impact

- Improved Brand Perception
- ↓
- Higher Customer Confidence
- ↓
- Better Product Engagement
- ↓
- Longer Customer Dwell Time
- ↓
- Consistent Retail Experience
- ↓
- Future-Ready Dealership Network



# Project Summary

## Building Trust Through Design

The Tata Motors Assured Retail Experience demonstrates how thoughtful design can transform the way customers perceive and purchase certified pre-owned vehicles.

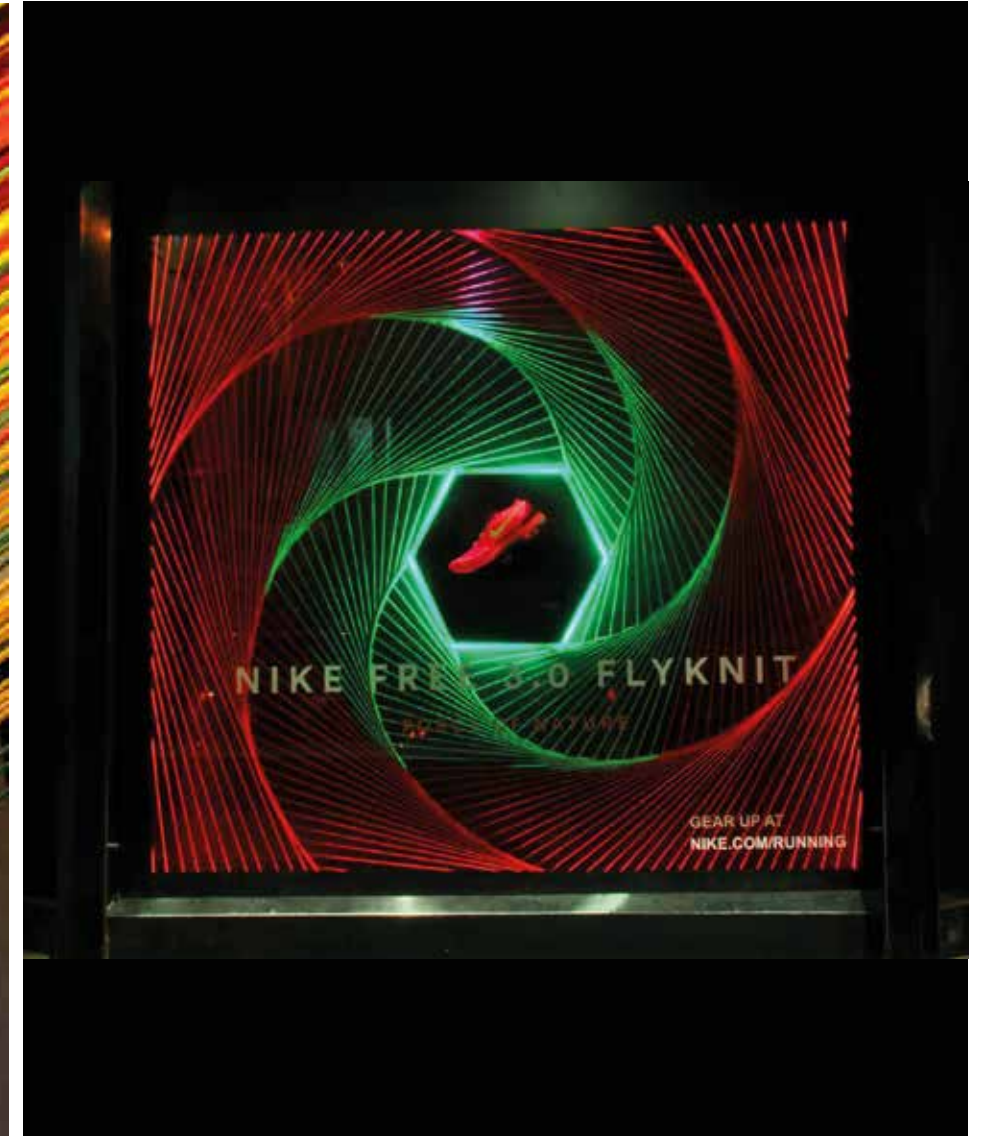
By combining intuitive planning, contemporary architecture, branded storytelling, and customer-focused environments, the project establishes a scalable dealership model that strengthens Tata Motors' identity while delivering a seamless and memorable retail experience.

**"Designing dealerships that don't just display vehicles—they build confidence."**



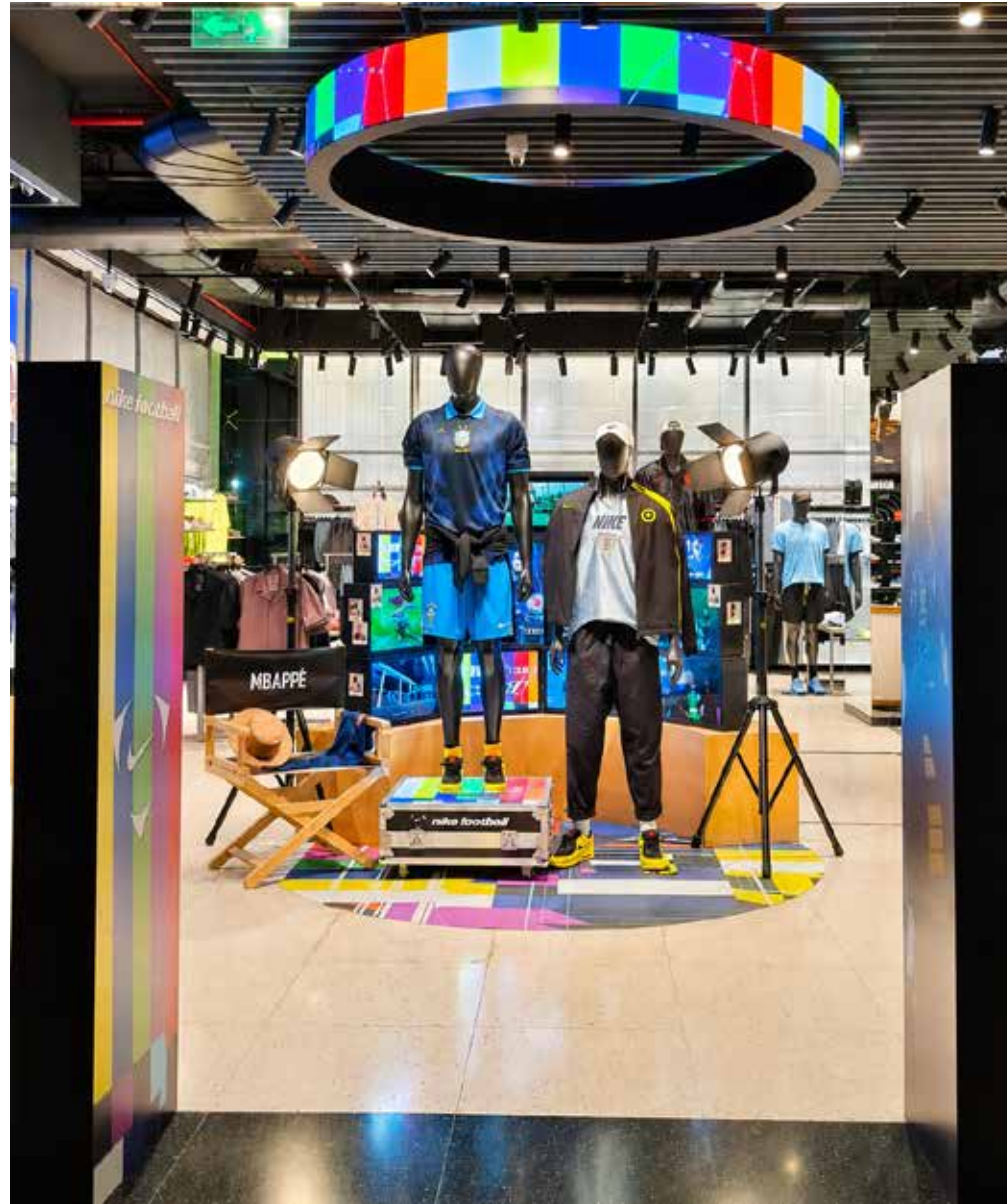
WORK SNAPSHOTS

# VM & Window Display































WORK SNAPSHOTS

# Installations / Murals



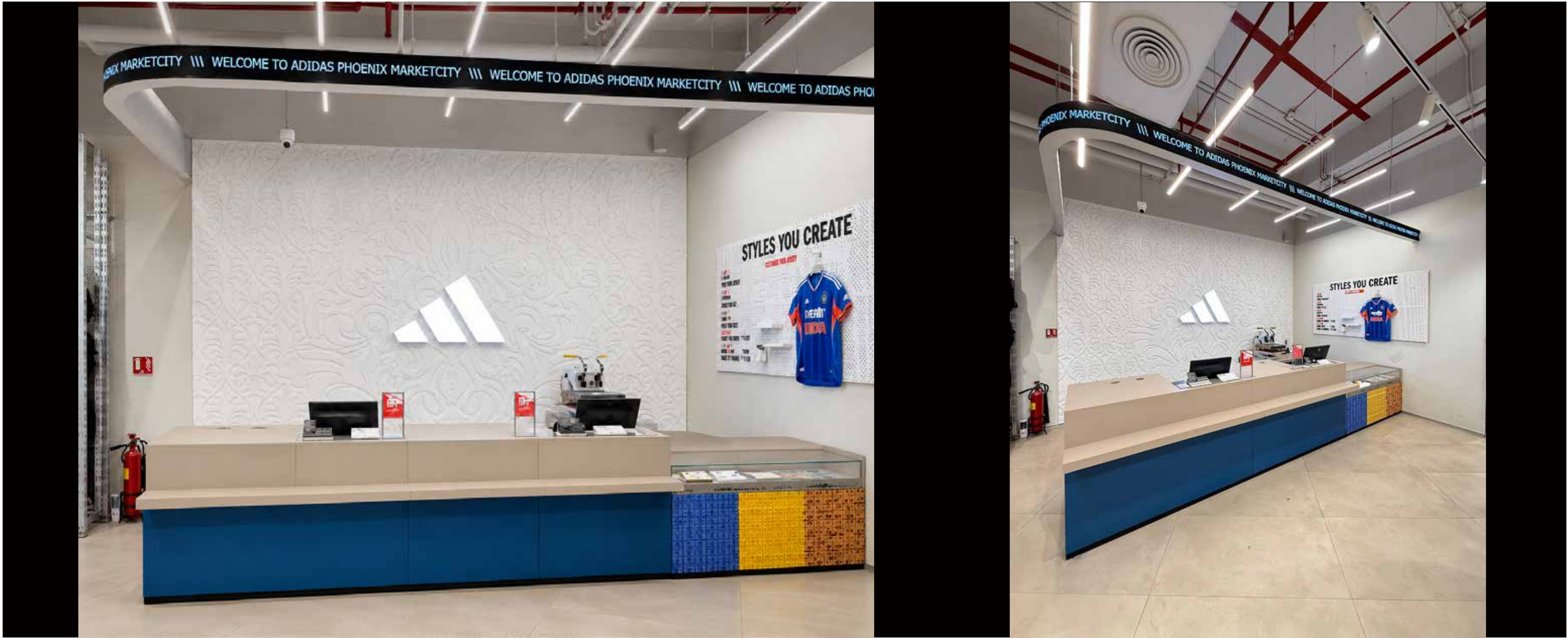














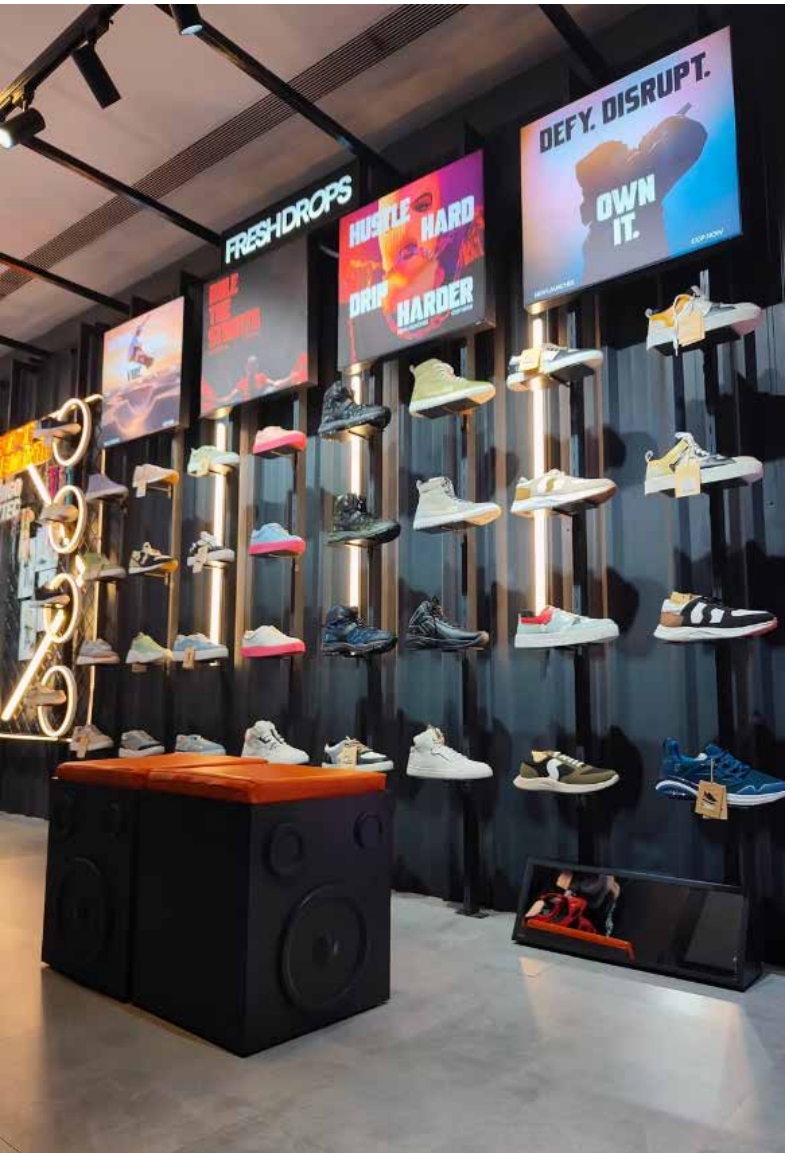


WORK SNAPSHOTS

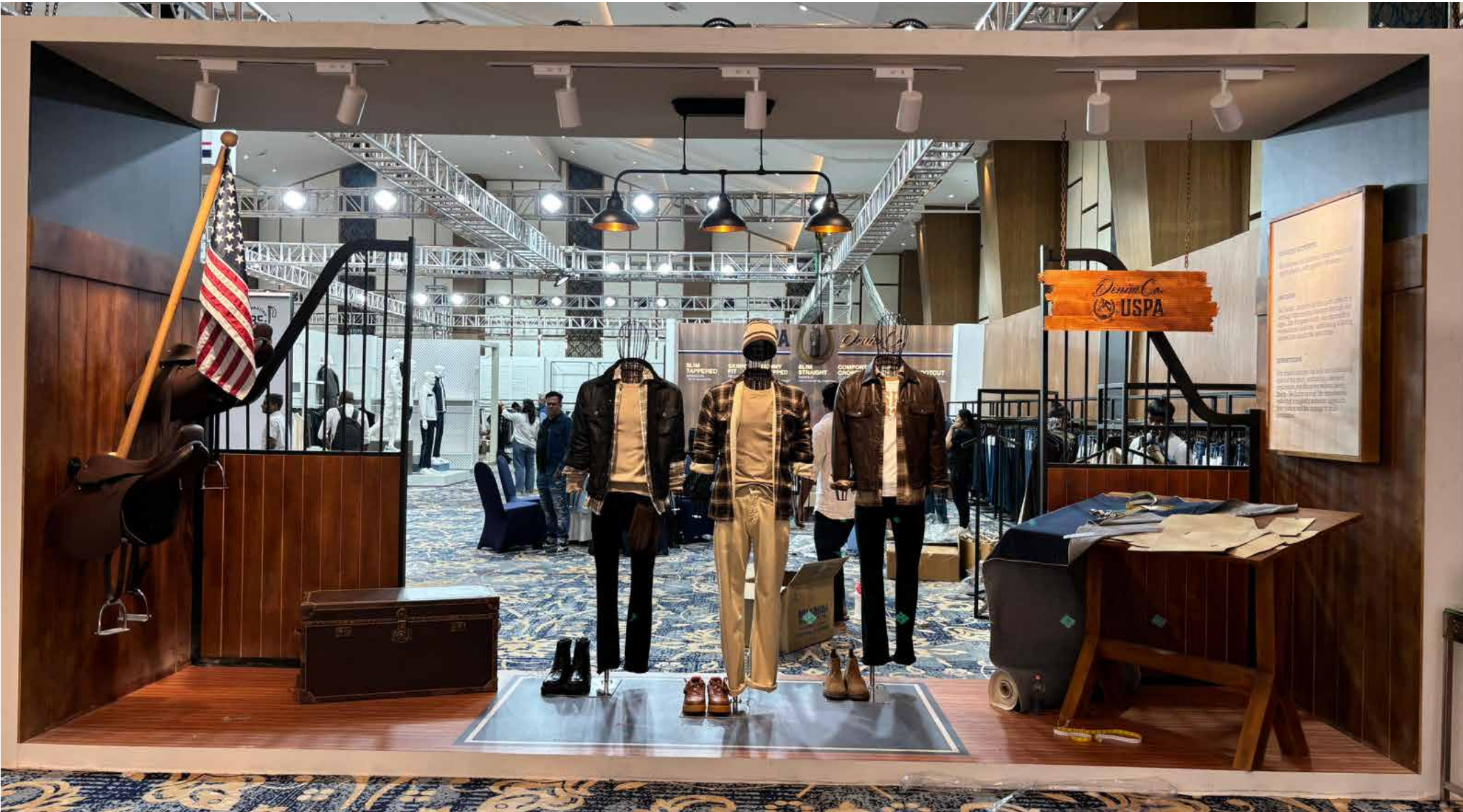
# Retail Activations & Kiosks

















WORK SNAPSHOTS

# FSUs & Retail Props





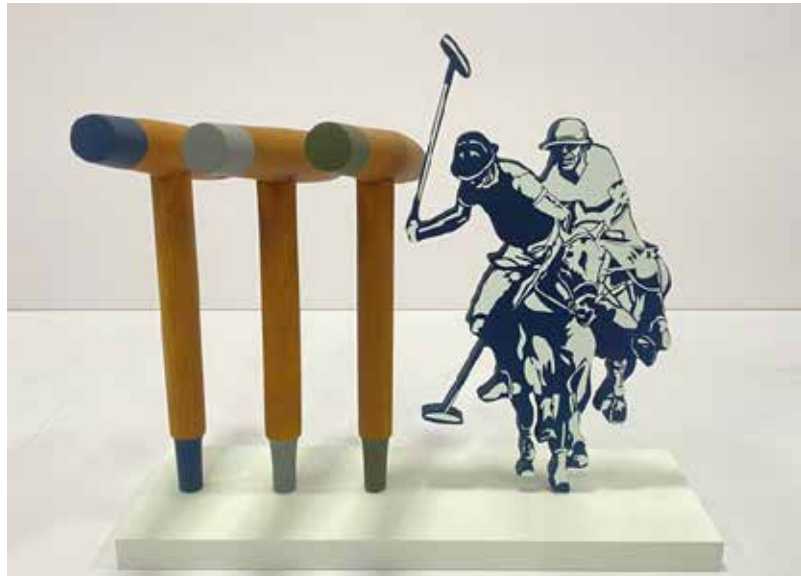












WORK SNAPSHOTS

# Store Design



















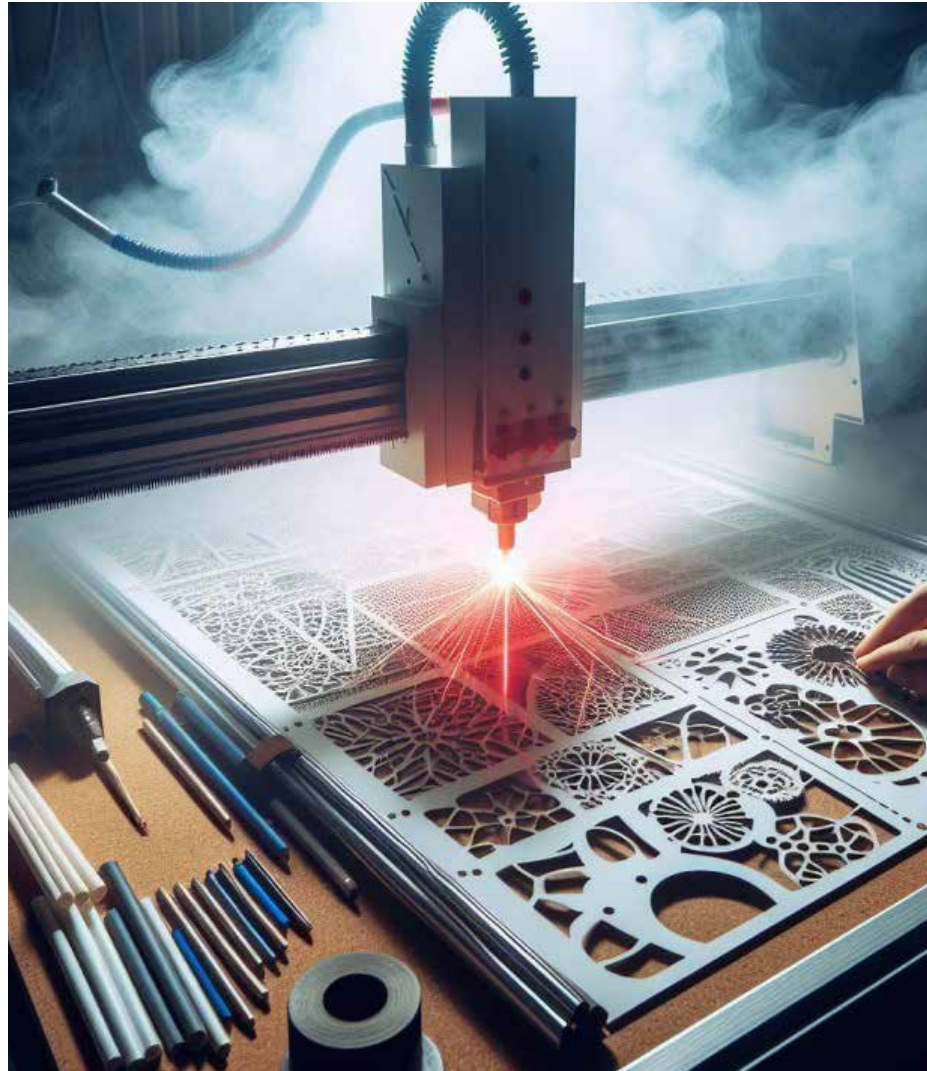












# Abilities

State-of-the-art facility to produce and deliver from Inspiration to Installation

Listed below are the manufacturing and fabrication facilities available with us.

1. Printing Unit
2. Metal Fabrication
3. Carpentry
4. Acrylic Unit & Laser Cutting
5. Signage
6. Painting Unit

# Recognitions

BEST VM INSTALLATION



BEST VM INSTALLATION



SPACE OF PACE



BEST WINDOW DISPLAY



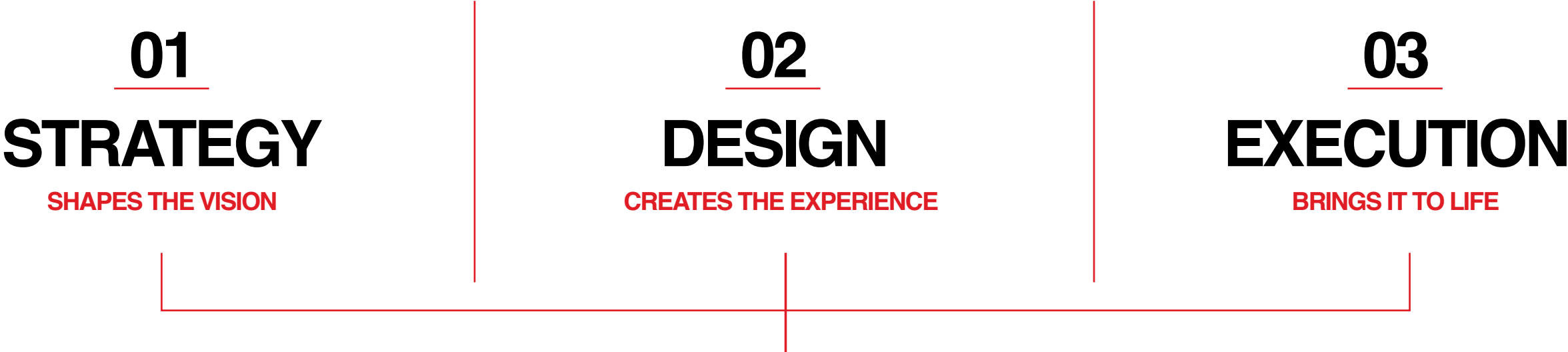
# Clients

Trusted by Leading Brands.



& Many More...

# Why Catalyst



**CATALYST BRINGS ALL THREE TOGETHER UNDER ONE ROOF**

# Let's Build Retail Experiences Together.

Retail Strategy | Retail Design | VM - Window Display & Props | Kiosk & Pop-up Design | Branding | Installation & Murals | Execution & Roll-out | Retail Fixtures

# Thank You