

A photograph of a Raymond store window display. The window is large and framed in black, showing the interior of the store. On the left, a large, illuminated red 'R' logo with the word 'Raymond' in a stylized font is visible. Inside the store, there are racks of clothing, including white shirts and a dark suit. A mannequin is also visible. The floor is polished and reflects the store's interior. The overall lighting is warm and inviting.

R
Raymond

Raymond

- Founded by AJ Raymond, 1925
- Headquarters in Mumbai
- 1500 stores
- 600 towns
- 20,000 points-of-sale
- 90 year old brand
- Raymond Businesses



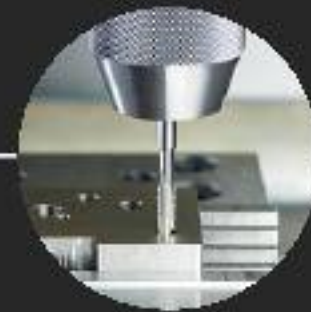
Raymond Businesses

Shirting

Retail

Engineering

Apparel



Suiting

Garmenting

Denim

FMCG

Manufacturing

Branded Textiles



No. 1 worsted suiting fabrics in India
Largest branded shirting fabric player in India
No.1 in Made to Measure offering in India

Branded Apparel



4 POWER BRANDS



NEW CUSTOMER SEGMENTS



FMCG



Male Grooming and Sexual Wellness



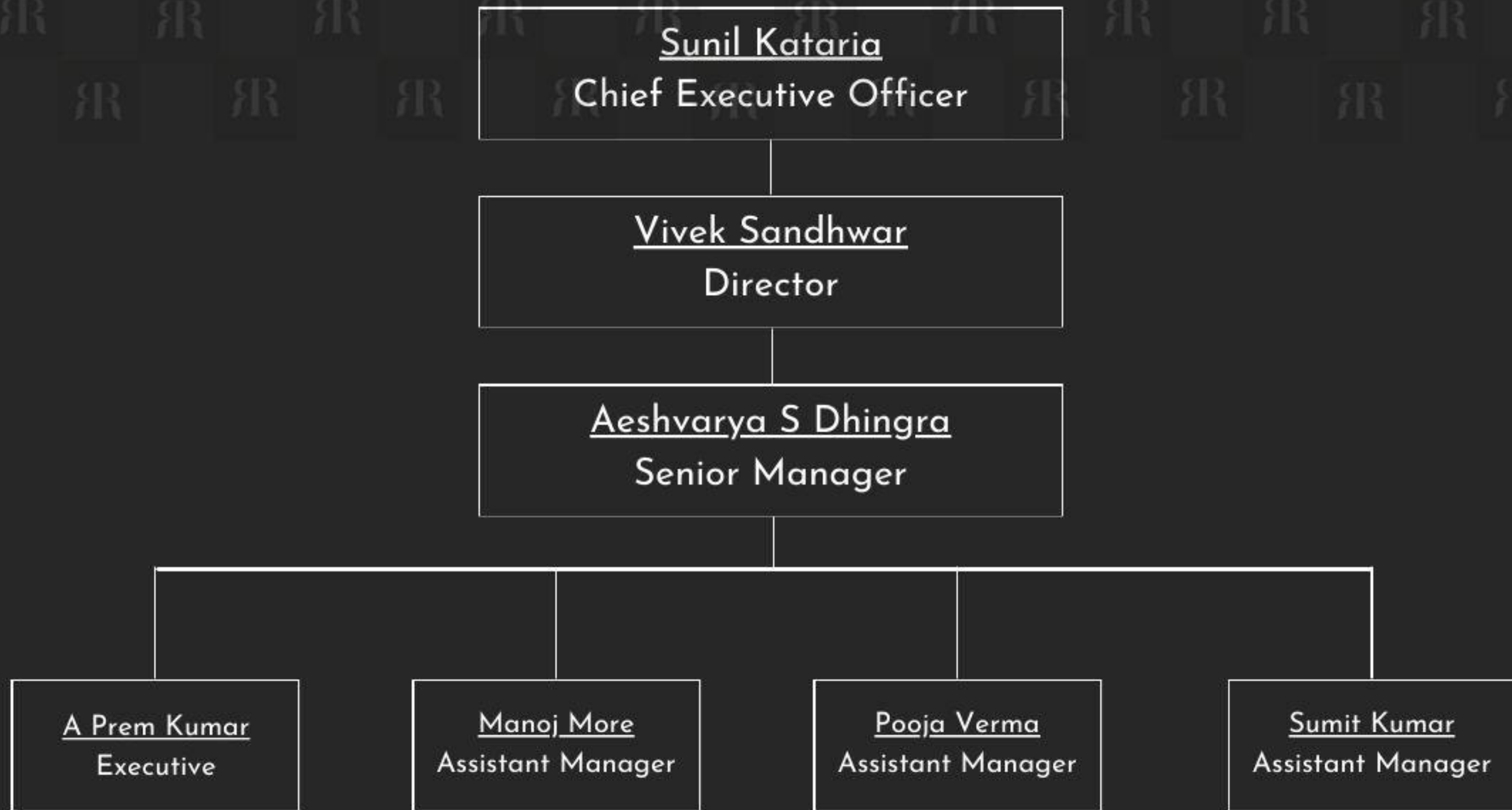
Real Estate



Engineering



Jk Super Drive
No. 1 Brand in India
Steel Files in India





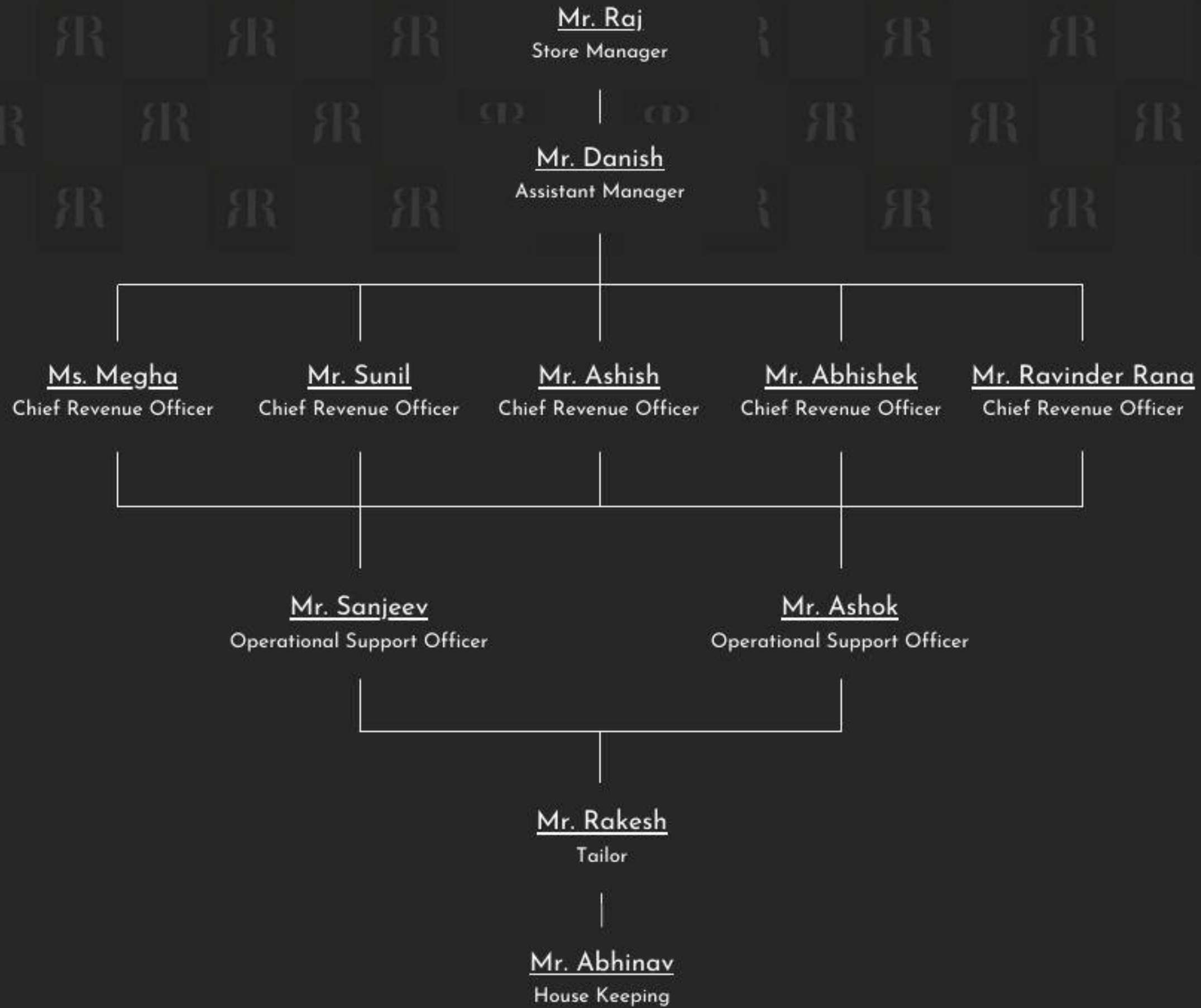
Raymond : Ready to Wear

Location: DLF Mall of India, Noida

- Men's clothing
- Wide range of collections
- Formal, casual and ceremonial wear
- Ethnix brand
- Store Area: 2549 sq. ft.

STORE ADDRESS

Plot H.03 Sector-18, D225 &
D226 IST Floor, Noida, Uttar
Pradesh 201301



UE



PARK AVENUE

Park Avenue

Location: GIP Mall, Noida

- Park Avenue brand was launched in the year 1986
- Complete Wardrobe Dressing Solutions
- A vast assortment of shirt in different shades and styles
- Store Area: 1308 sq. ft.

STORE ADDRESS

Shop No-118, Great India
Place Mall, Ashok Marg,
Sector 38, Noida Uttar
Pradesh- 201301

Mr. Manish
Store Manager

Mr. Aslam
Sales Man

Mr. Hameez
Sales Man

Mr. Vivek
Sales Man

Raymond



Sophisticated

Professionals

Classy



FAMILY MAN

URBAN



Businessman

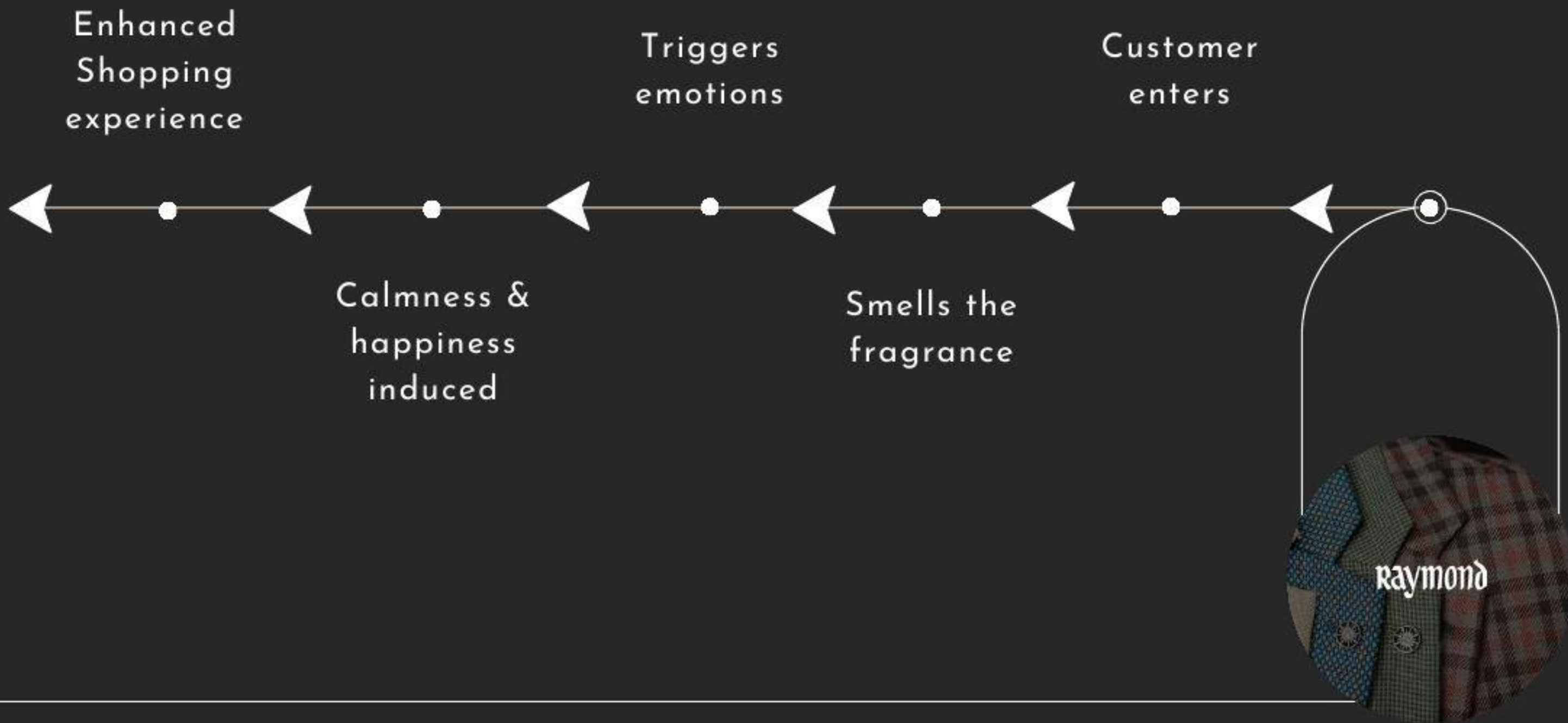


THE COMPLETE MAN

Sensory Load Chart



Olfactory Stimuli Impact



Notes

VANILLA

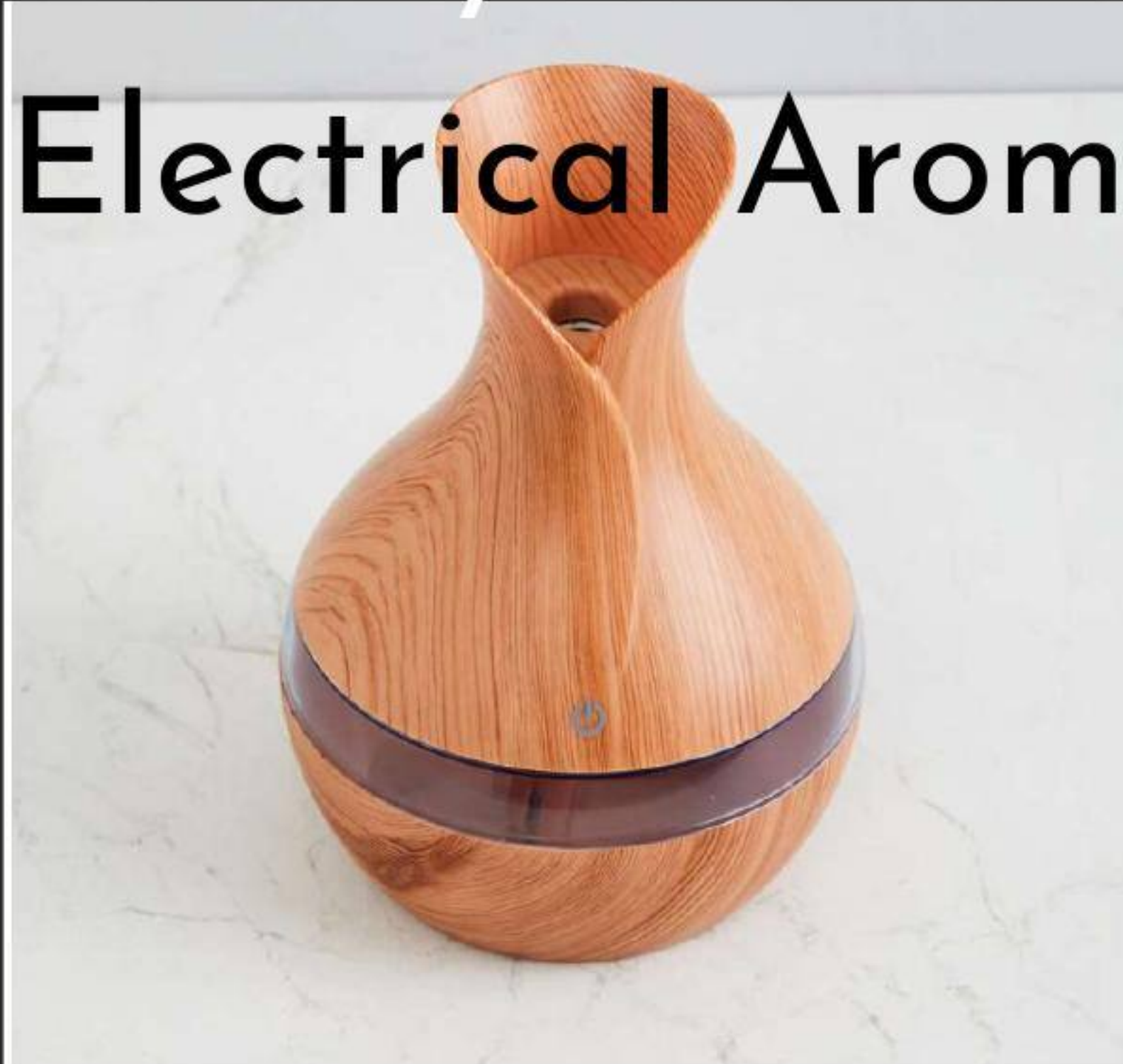


WHITE MUSK



SANDALWOOD

Hervey - Brown Polypropylene Electrical Aroma Diffuser



SPECIFICATIONS

Product Dimensions:

10.5 cm x 10.5 cm x 15.5 cm

Product Weight: 750 Grams

Capacity: 250ml

Runtime: 6-8 hours

Wattage: 10 Watts

MRP : Rs. 1399

Home Centre

Hervey - Brown Polypropylene Electrical Aroma Diffuser



SPECIFICATIONS

Product Dimensions:

11 x 11 x 18 cm

Product Weight: 750 Grams

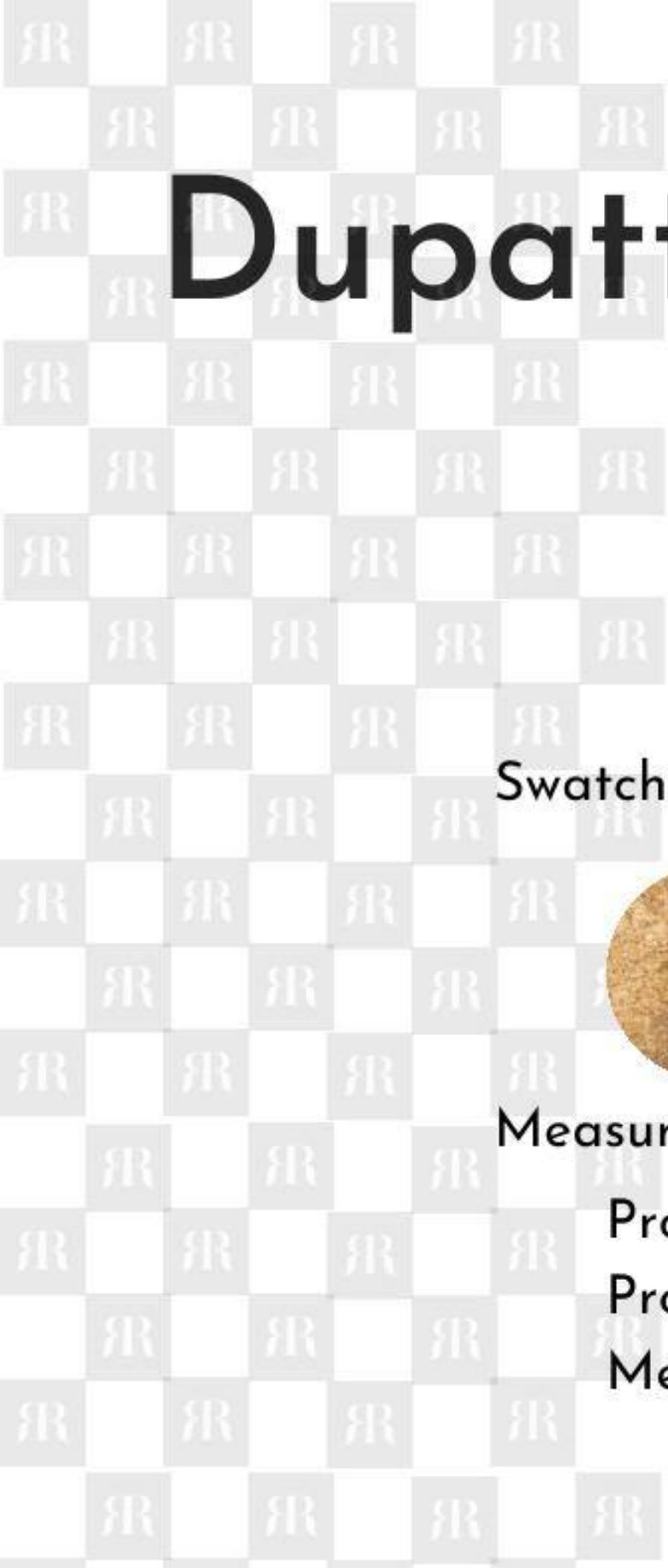
Capacity: 400ml

Runtime: 12 hours

Wattage: 14 Watts

MRP : Rs. 2,659.00

Amazon.in



Dupatta Display Stand

Swatches

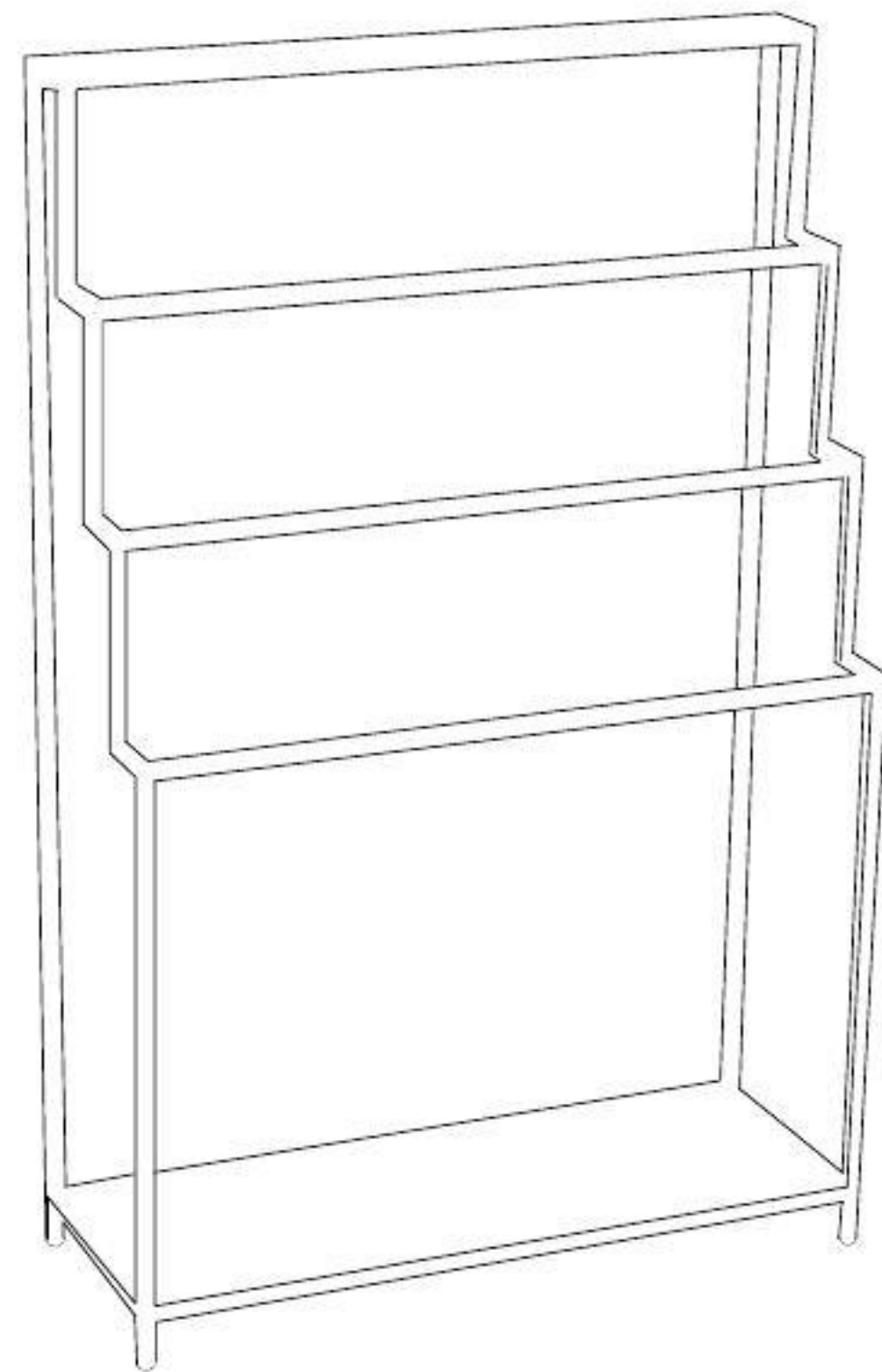


Measurements

Prop Length: 60"

Prop Width: 15"

Metal Base length: 40"



Pocket Wall

Swatches



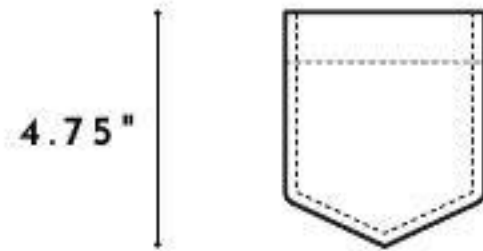
Measurements

Pocket Length: 4.75 "

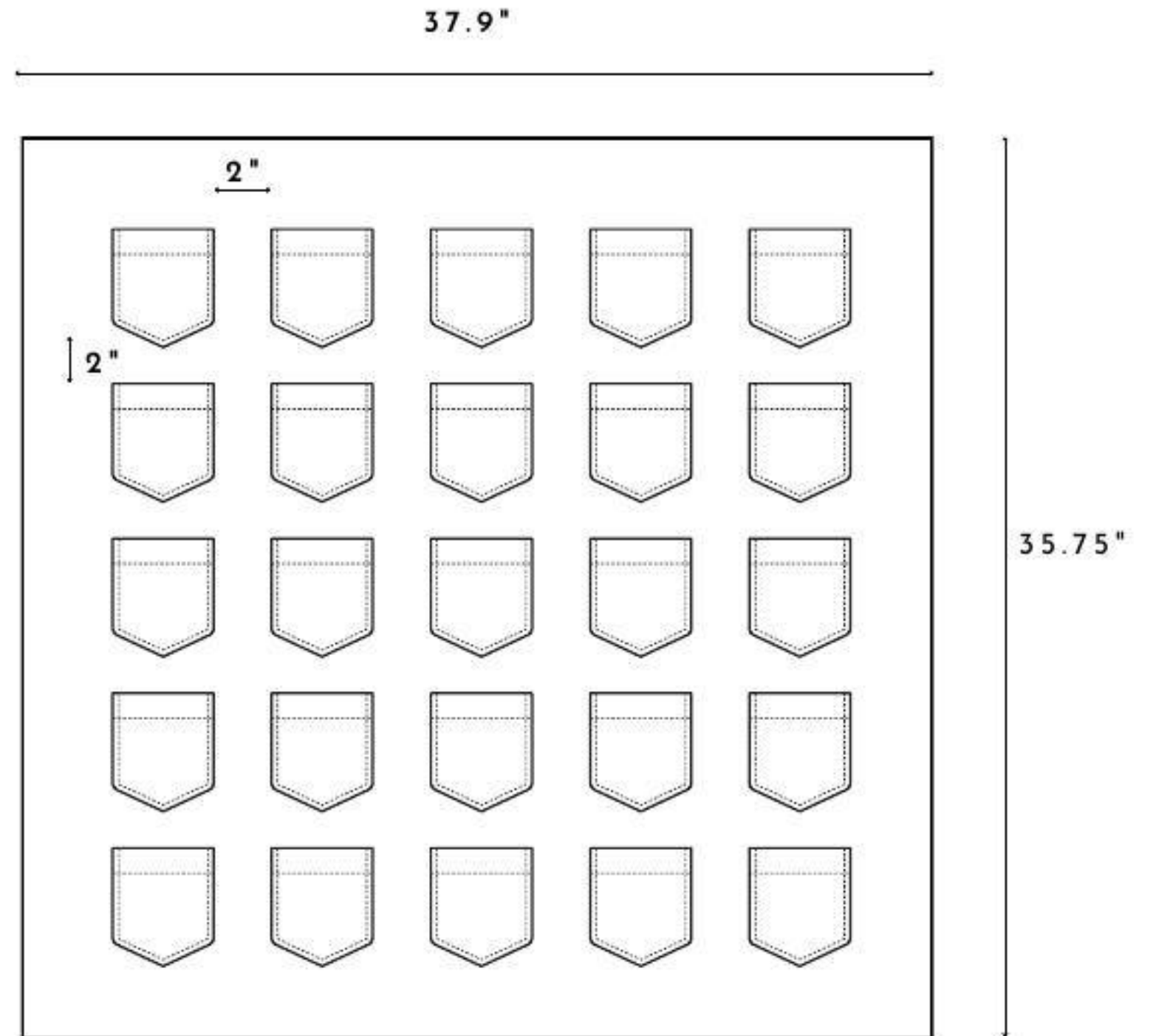
Pocket Width: 5.18 "

Prop Length: 35.75 "

Prop Width: 37.9 "



5.18 "



Shirt Display Stand

Swatches

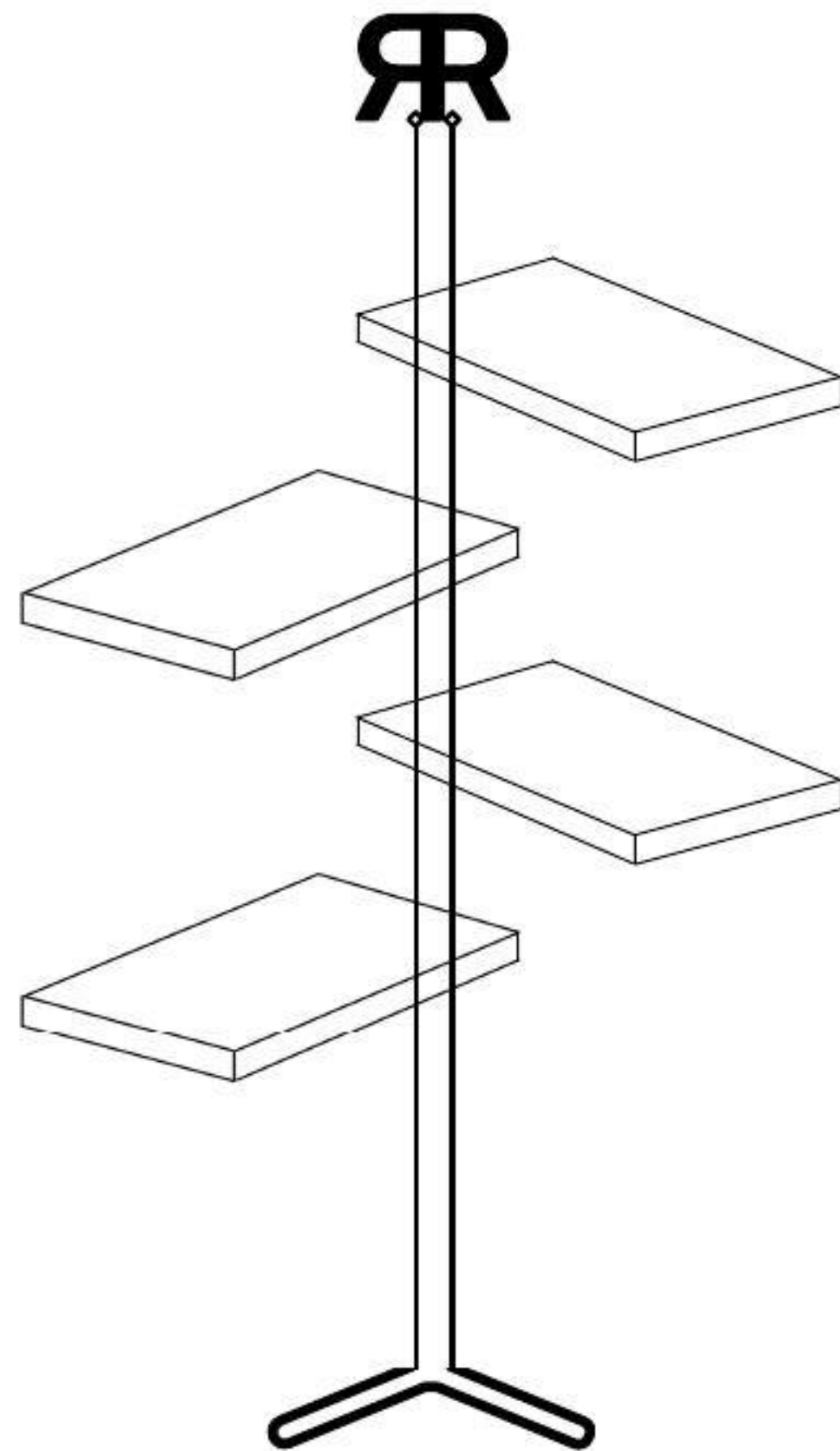
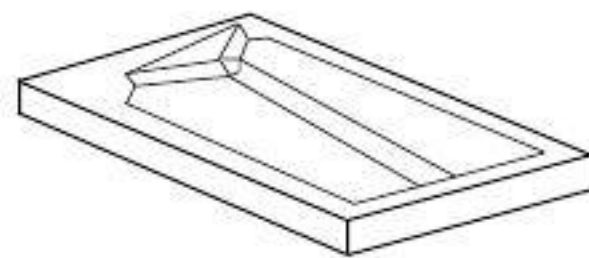
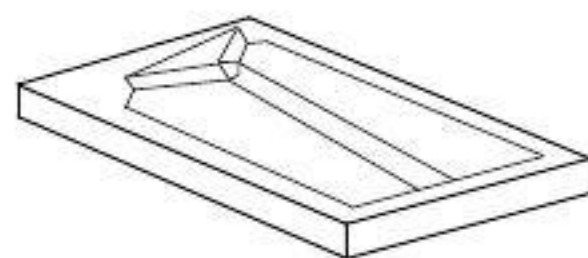


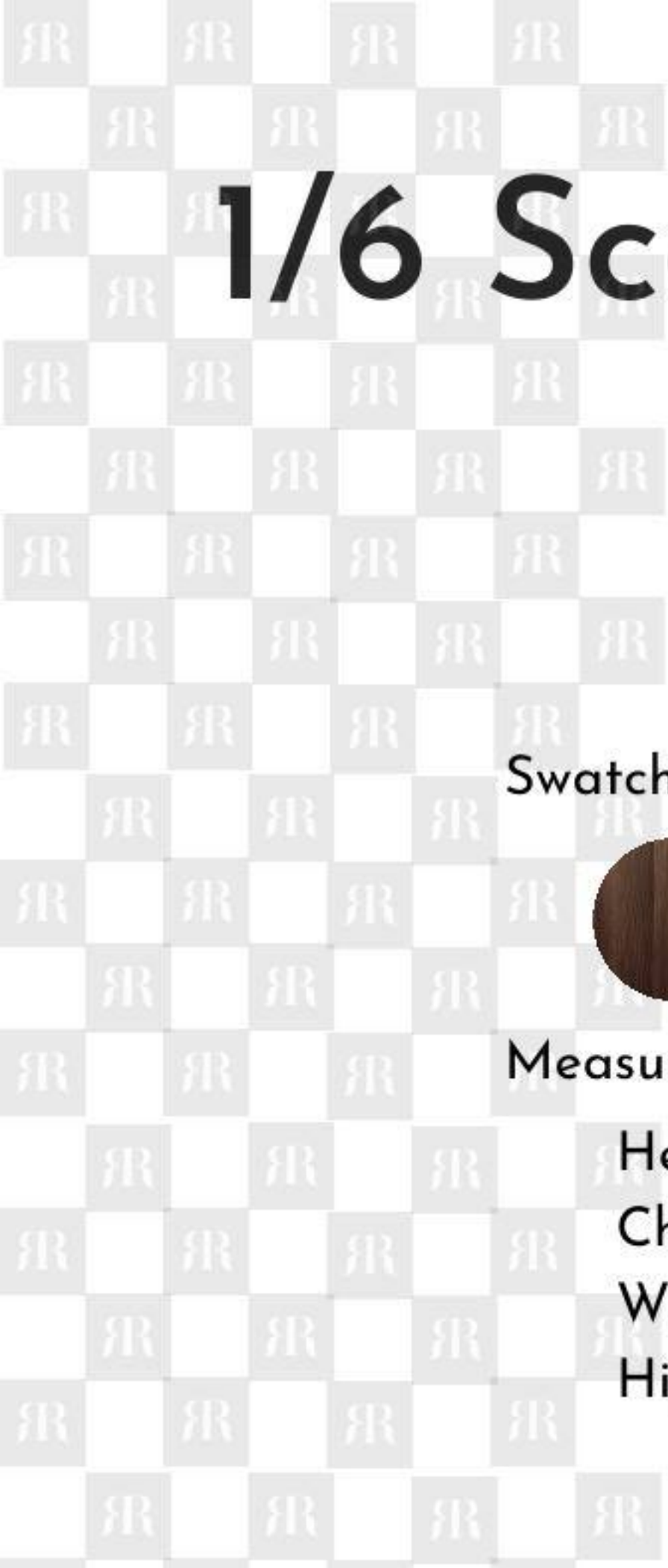
Measurements

Prop Length: 42 "

Wooden Tray length: 10"

Wooden Tray Width: 15"





1/6 Scale Male Bust

Swatches



Measurements

Height: 11.5 inches

Chest: 6 inches

Waist: 5 inches

Hips: 6 inches



Raymond Magnetic Levitating

Swatches

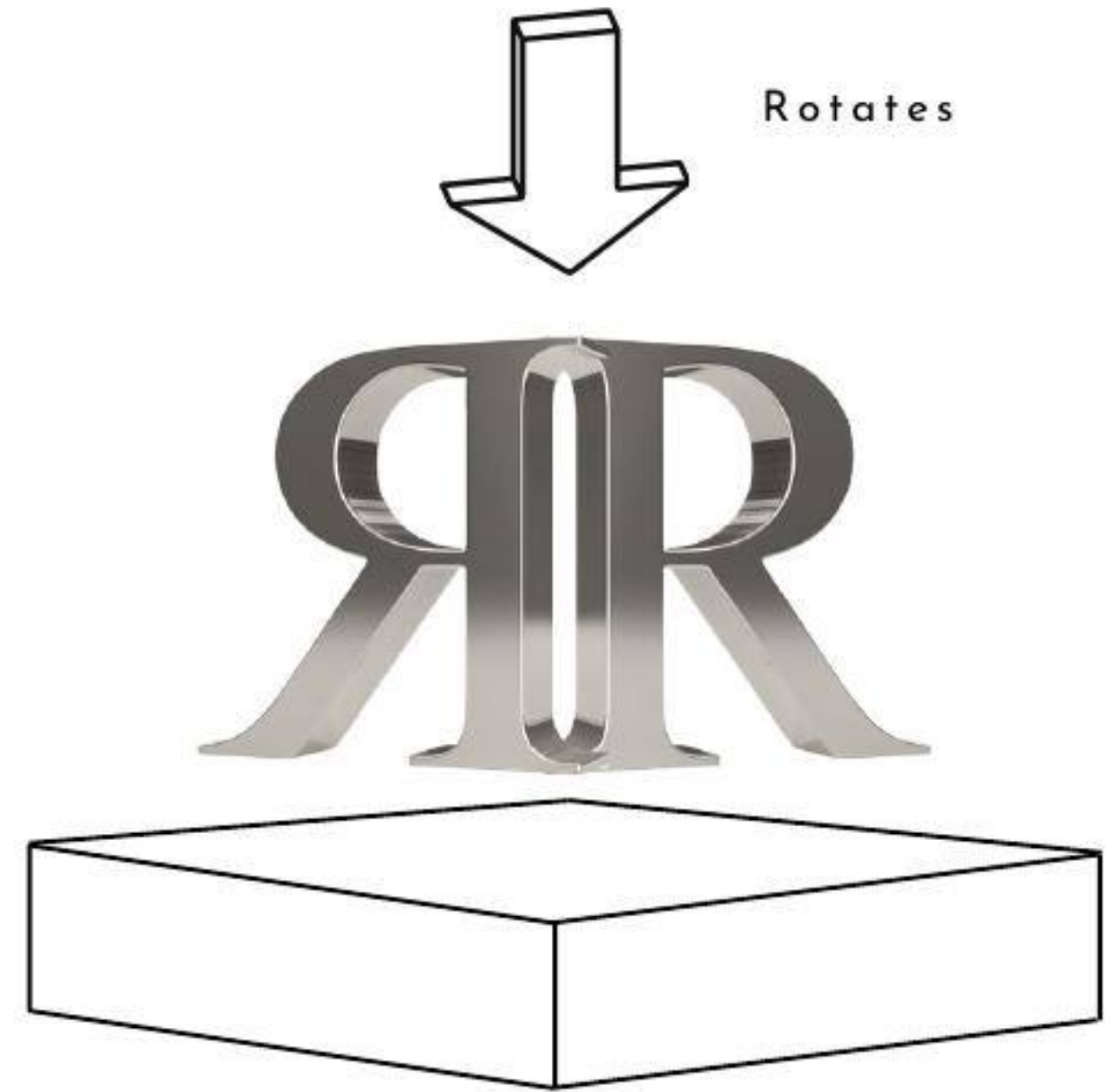


Measurements

Base length: 5"

Base Width: 5"

Base Height: 2"



The Inevitable Ties



Output



Monochromatic



Achromatic



Complementary



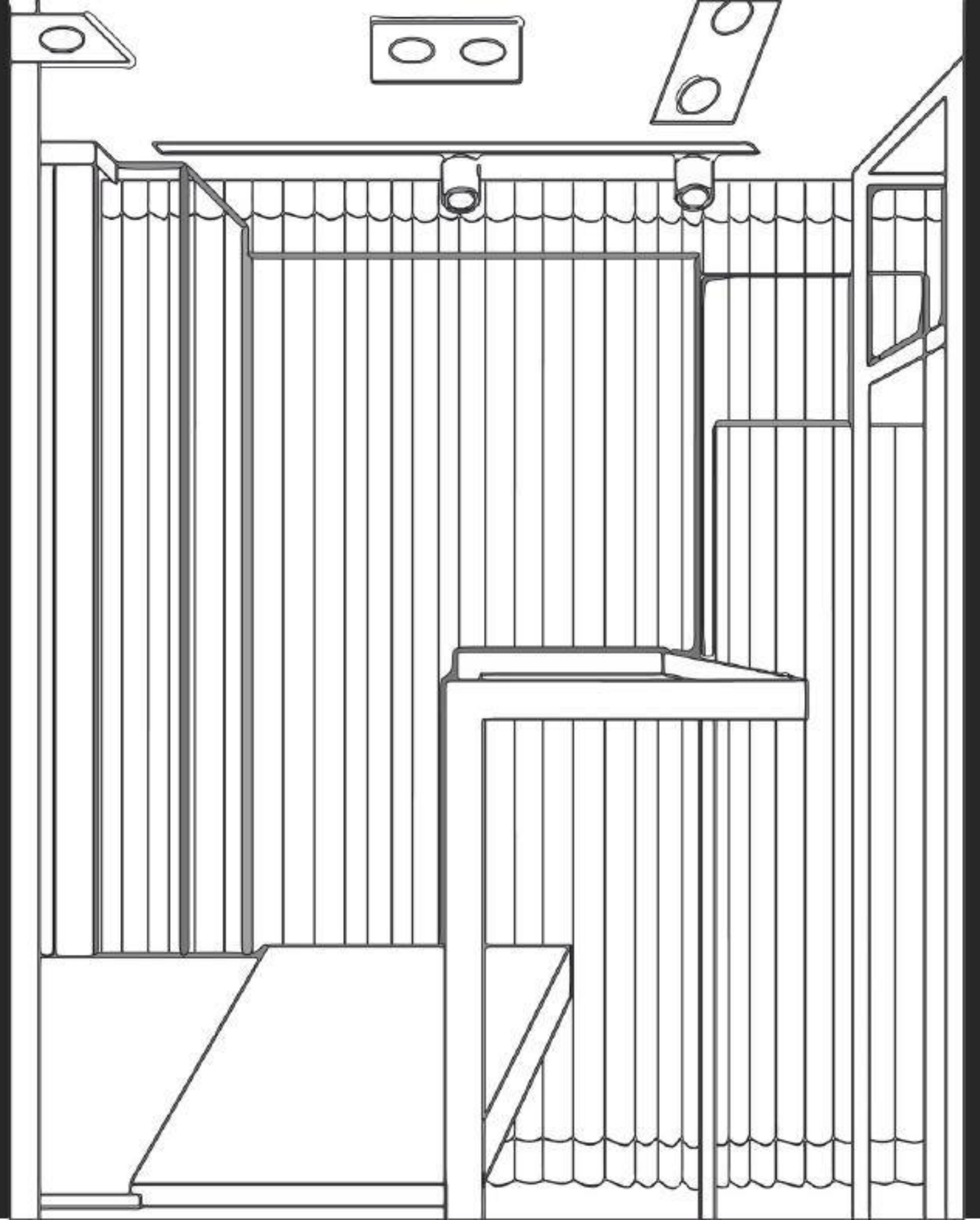
Analogous



Before



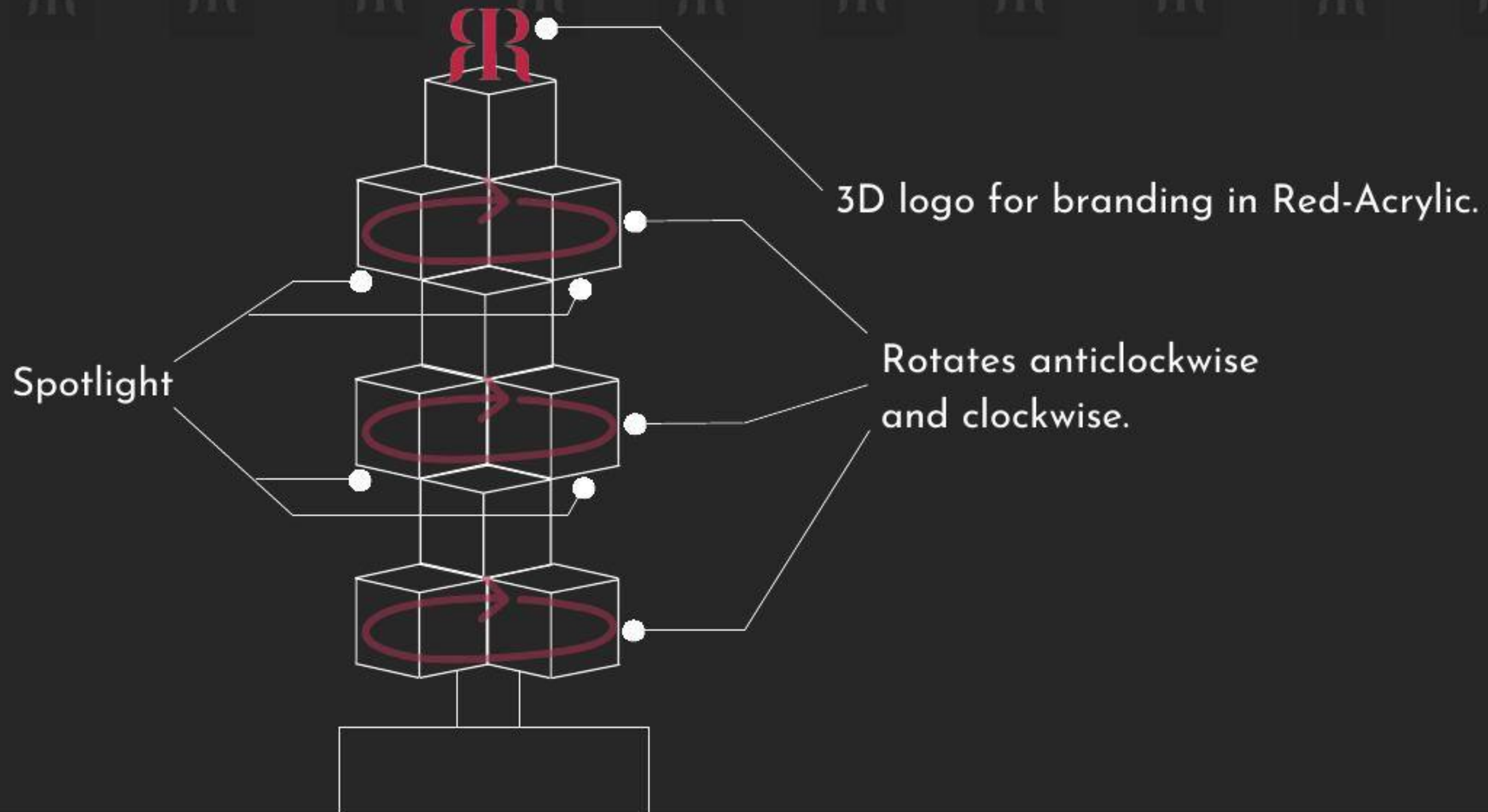
Prototype



Before



Functionality





Styling In-Store Busts





Cross-Merchandising



Organizing Accessories Display



Prop Styling



Bandgala Styling



Organising Display Tables







Nesting Tables







Accessories Display







Color-Blocking











Styling Techniques Pocket Squares



Styling Techniques Neck Ties

TRINITY KNOT:



ELDREDGE KNOT:



FOUR IN HAND KNOT:



TULIP KNOT:



Focal Points: RTW Store







Focal Points: Park Avenue Store



Suggestions

- The Raymond RTW store can have store front signage in the center for easy identification.
 - Improvement of moral in store staff.
 - Proper maintenance of digital display in-store.
 - More functional props can be introduced.
 - More emphasis can be given to the Ethnix collection since, it has high sales and customer recall.
 - The sales staff can be professionally trained to do visual merchandising in-store.
 - A billing counter can be made on the sales floor to give the customers clear call-to-action i.e. buy now.
 - The store CROs can have tablets for on the spot billing.
 - Impulse purchases can be encouraged by adding a point-of-sale display.
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Learning Outcomes

- Internship help in personal and professional growth.
 - It was an opportunity to imply theoretical knowledge to a practical platform.
 - Skills like team management, leadership, communication, etc. were enhanced.
 - The internship led to an exploration of graphic design.
 - Develop of the skills to use tools like Corel Draw, Illustrator and Canva.
 - Understanding the coordination and challenges between backend and frontend.
 - Understanding of different styling techniques
 - Understanding the operations of an omnichannel.
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