

Shopping Centre News

DEVELOPING RETAIL SPACES IN INDIA

#88



RETAILTAINMENT

Water Kingdom Celebrated International Women's Day with the #Youinspireus Initiative **p28**



RETAIL TRENDS

10 Emerging Trends: Here's How the Pandemic Will Alter Mall Culture in 2021 **p34**



SNAPSHOTS

Special events/activities in the shopping malls in the last one month **p36**



MALL HEADS SAY 2021 IS BRINGING BACK THE GOOD OLD DAYS OF RETAIL, **DINING & ENTERTAINMENT** **p.18**



Industry Special

SCAI Launches 'Trusted Shopping Centre' Mark; 50+ Malls Applying to Ensure 360° Customer Care **p14**



Retail Strategy

Shopping Mall Owners Look for Acquisition and New Projects, to Come Out of COVID-19 Debacle **p30**

National Newsmakers

Malls Focus on New Projects, Innovation & CX to Recover from COVID Losses **p04**

International Newsmakers

Global Malls Head Towards Recovery, Expansion & New Launches **p06**

Store Arrivals

New store launches in the shopping malls in last one month **p10**

Shopping Malls will Cast their Magic in 2021

In the last few weeks, there has been a spike in the number of COVID cases. Despite this, the enthusiasm of the retail industry has been very high and the industry has decided that this time, it's not going to bow down to the pandemic threats. The business of shopping centres has witnessed a fantastic revival despite the threat of COVID in the last two months.

Overall the month of February has been a happy hunting space for the mall developers and the retailers. As per a survey by RAI, the retail industry's business achieved 93 percent of the pre-COVID sales in February with consumer durables and quick service restaurants showing a growth of 15 percent and 18 percent respectively. Malls

witnessed more footfalls and conversion rates. The dwell time has also gone up as cinemas and FECs have opened up and consumers are coming out of their homes, finally. So far, 2021 has been good for the industry, with more optimistic and constructive news pouring in from around the country.

The cover story of March 2021, brings to our astute readers, how mall developers are optimistic about this year to bring back the good old days of retail, entertainment and dining at the malls. Going by the response received by the majority of the malls since their reopening, it is no understatement to accept that revival of the mall business is on the right track. From visiting the malls for shopping to simply looking at malls as a destination to spend time together with friends and family, people have been visiting malls and shopping centres as they would during the pre-COVID days - long queues at billing counters of major department stores and brands bear testimony to the fact as also the opening of a plethora of new stores, both at the national and regional levels.

As always, we hope you find the issue informative and useful. Log on to our website <https://www.indiaretailing.com/category/shoppingcentre/> for more features, analysis and expert opinions.



AMITABH TANEJA



Editor-in-chief: **Amitabh Taneja**

Editorial Director: **R S Roy**

Publisher: **SP Taneja**

EDITORIAL

Managing Editor: **Surabhi Khosla**

Assistant Editor: **Sandeep Kumar**

CREATIVES

Art Director: **Pawan Kumar Verma**

Dy. Art Director: **Deepak Verma**

PRODUCTION

Sr. General Manager: **Manish Kadam**

SUPPORT

Sr. General Manager - Administration: **Rajeev Mehandru**

CONSUMER CONNECT & SUBSCRIPTION

Deputy Manager: **Priti Kapil**

ADVERTISING

Vineet Chadha, Business Head & Associate Publisher
+91 9350897807, vineetchadha@imagesgroup.in

Delhi: **Partha Ganguly**, General Manager, **Ekta Roy**, AGM

Mumbai: **Santosh Menezes**, Regional Head (West),
Radhika George, Asst. General Manager,

Bengaluru: **Suvir Jaggi**, Regional Head (South),
Ashraf Alom, Manager

For Advertising Queries, please write to:
salesretail@imagesgroup.in

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Registered office: S-61 A, Okhla Industrial Area Phase 2, New Delhi 110 020.

Tel: +91-11-40525000, Fax: +91-11-40525001, Email: info@imagesgroup.in,

URL: www.imagesgroup.in

Mumbai: 2nd Floor, Plot No. 3/116, Marol Co-Operative Industrial Estate, Opposit GPL House, Near Marol Bhavan, Marol, Andheri (East), Mumbai 400 059

Tel: +91-22-28508070 / 71, Fax: +91-22-28508072.

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075. Tel: +91-80-41255172/41750595/96, Fax: +91-80-41255182.

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Malls Focus on New Projects, Innovation & CX to Recover from COVID Losses

Mall developers are emphasising on new projects, digitally-led innovations and consumer experiences to keep shoppers engaged and coming back...

By Shopping Centre News Bureau



DLF Avenue: Unmallling The Quintessential Mall Experience in Delhi

DLF, known for being one of the pioneers of the retail revolution in India has launched DLF Avenue- a first-of-its kind social and retail space in the capital that aims at 'unmallling' the quintessential mall experience and values quality over quantity.

With tastefully designed space and community experiences, DLF Avenue aims to be the city's vibrant social address where everyone comes together, gets together with all the freedom to work, play, and dine in the same space. The bustling hub - with distinct offerings - aims to cater to every millennial's core needs which are to socialise, rejuvenate, and celebrate.



Firsts in the Category: DLF Avenue is a first of its kind concept where retail and F&B scenes are cleverly bridged. The mall offers many firsts in its category:

- Leading brands in western, athleisure fashion and sports with international names including Uniqlo, Marks & Spencer, Forever-21, Desigual, Replay, American Eagle, Superdry Sport, M.A.C, The Body Shop, Go Sport and more
- Dedicated floor for ethnic and contemporary Indian zone with homegrown labels such as Frontier Raas, Ritu Kumar, House of Raisons,

Meena Bazaar, Kalpana, Biba, Ancestry, Suvasa, Anokhi and more. Taking the make in India story to the next level.

- Live at DLF Avenue – an open to air culture hub, with resplendent greenery, to host events like artisanal markets, live gigs, concerts, colourful festivals, etc. The space has a recreation zone, featuring basketball and skateboarding where people are seen taking time out to mingle and play
- First ever curated, dedicated F&B zone with 3 floors of restaurant space featuring a mix of cuisines from the world over presented in unique dining formats.

COMMONS - Where Food is Fashion @ DLF Avenue, Saket:

COMMONS is Delhi's first dedicated F&B district hosting some of the country's most popular restaurants, bars and cafes spread over three floors. This curation aims to make food the new fashion. Apart from food from all over the world presented in new and innovative formats, the trendy F&B destination that is COMMONS has a lot to offer including:

- Food rooted in cultures having global accents
- Restaurants that satiate the body as well as the soul with great food and ambience for meaningful social contact with loved ones, friends and colleagues
- A new dimension on nightlife experiences cleverly interspersed with retail in the city
- A perfect hot spot for weekend brunches, business breakfasts, casual lunches, dressed up dinners and anything in between

COMMONS features a one-of-a-kind space, **The Social Steps**, an urban architectural element designed for quick catch ups, lazy hangouts, casual meetings, or whatever strikes the consumer's fancy. Both make for an elevated social experience. The curation of F&B space across three levels includes The Big Chill Café,

Chili's, Café Delhi Heights, Laid Back Café, Mai Bao, Sibang Bakery, Fio Pop, Hey Cha, Ping's Orient Café, Savva Rasa, Costa Coffee, Chaayos, Barbeque Nation, Smokehouse Deli, Mahabelly, Canabeans and Cinnabon.

Coming Soon: Restaurants which are going to open soon include: Dhaba Estd 1986 Delhi, Cookie N Crème, Toasted, Perch, Global Indian, Taproom, Pot Pot, The Drunken Botanist, Tablespoon, Café Tesu, Soy Soi, Haldiram's, Imperfecto, The Tangra Project, American Made, Social, Lies By Bent Chair

The Visionaries: The winning team behind the disruptive DLF Avenue is Pushpa Bector – Executive Director, DLF Retail and Muckth Dograa, Centre Head, DLF Avenue.

"The idea was to give a new age identity to this mall, and therefore we created a space which is now attracting the Millennials. We had luxury property, family zones and other destination properties, but we didn't have anything for the Millennials in Delhi, and therefore we wanted to create something for them. We created COMMONS, which is a unique new F&B destination. We also wanted to bust the myth of putting F&B to the second or top floor, and therefore went with the idea of having the F&B on the ground floor from an anchor store. We have 34 brands here and we have dedicated 38-39 percent of the entire space to this segment. The idea is to create a destination and make DLF Avenue, the first choice of the Millennials. We want people to come here, work by the day, pick up lunch, and create a cool spot. For Millennials, experience is the key, and we are giving experience at every part of the way. From a cuisine point of view, we have covered most of the cuisines, and the curation here is more experiential," says **Pushpa Bector, Executive Director, DLF Retail.**

BIBA Launches Flagship Store with a New Retail Identity in Ambience Mall, Vasant Kunj

Leading homegrown fashion brand BIBA has launched the 1st post-pandemic flagship store at the Ambience Mall in Vasant Kunj, New Delhi, becoming one of the very few brands in the country to continue its growth momentum while the world is battling a global health crisis and economic slowdown. This is BIBA's 35th flagship store in the country and Delhi NCR's 34th store. While the pandemic hit every industry and sector including retail and fashion, BIBA continued its expansion spree and launched new stores across the country throughout 2020 post lockdown. Since its inception, BIBA has come a long way from being a salwar kameez brand to becoming a fashion label which has successfully diversified into various segments including footwear, jewellery, face masks, loungewear and most recently added athleisure to the bottomwear offering.

With the launch of the new flagship store in Vasant Kunj, BIBA has hit the 290th store count. While the year has begun on a positive note for BIBA in terms of expansion, the fashion giant has also launched its Brand Song #BeatsofBIBA at the Vasant Kunj flagship store. Brand songs

have been used by brands globally as music breaks the clutter and connects people emotionally. .

The new flagship store located spreads across 3,500 sq. ft. and features the latest festive as well as Summer-Spring 2021 collection to keep consumers hooked. The Vasant Kunj store has new and interesting range including Work Vogue (an exclusive work wear collection) and BIBA Chic (boasting of long Indie dresses, 3-piece Boho sets, skirts, tunics, etc.) targetted at the younger women. The store offers a variety of mix-and-match, fusion sets, Indie trilogy pieces, classic Anarkalis, Boho dresses, gorgeous gararas, reversible dupattas, accessories, BIBA girls' collection and the footwear collection - all appropriately organized and easy to browse which facilitate the shopping experience.

The beautifully designed store has an attractive facade which entices customers and onlookers alike. A large-scale digital screen at the store visually engages the customers and provides a seamless shopping experience, while showcasing the BIBA imagery and the featured products. The special attractions of the new



flagship store are that it has crafted signature displays and a feature ceiling to provide customers with a glamorous experience. While every section of the flagship store has a unique story to narrate, BIBA has ensured that there's digital content for them all. The new retail format includes customer testimonials as well. In addition to that, there are digital photo-frames for active content that brings the products to life.

Siddharath Bindra, Managing Director, BIBA said, "We are delighted to launch the new store design with this flagship store in

Vasant Kunj. This store has been designed by FITCH, creating unique experiences while bearing the brand's signature in mind. The store design allows customers to browse through various product categories with ease and we ensure their experience is a fantastic one."

"Our loyal customers, especially people from Delhi/NCR, have always showered love and support to us. We are thankful to them for placing their trust and confidence in BIBA, and I am quite hopeful that customers will visit the store and enjoy shopping with us," added Bindra.

20 Brands Open Stores in Four Months in Omaxe World Street

Twenty brands have opened their stores in Omaxe World Street, Sector 79, Faridabad in the last four months ending February 2021, despite the COVID-19 pandemic. The total area of these shops is approximately around 31,488 sq ft. The themed high street shopping experience with open sky dining in fancy restaurants and cafes, live music, street walks, hassle-free entry and exit of people and cars have caught the fancy of the shoppers. Omaxe World Street daily witnesses a good footfall with the project witnessing its peak during occasions



such as Christmas, New Year and Valentine's Day. The Municipal Corporation of Faridabad recently made the location a part of the city's

mini-documentary showcasing city's development. Brands like Desian, Cake Innovation, Gianis, Liberty, Stylish Icon, FFC Kitchen, The

Wed Maker, Elfin, Crossfit, Coiffeur Fashion, Budget Shop, Hari Om Electronics, Numex, Cobb, High Flyers Gym, Pizza Hut, Goofys, Tongue Twister, Hems Fun Zone and Big Boss Salon will be providing a variety of choice to shoppers with their stores opening in World Street.

Commenting on the development, Benu Sehgal, President-Retail, Omaxe Ltd. said: "The high visibility of shops, independence to store owners, low CAM charges and competitive rentals make Omaxe World Street a lucrative business proposition for investors and gives an opportunity to brands & budding businesses to service lakhs of potential visitors."

SCAI LAUNCHES 'TRUSTED SHOPPING CENTRE' MARK; 50+ MALLS APPLYING TO ENSURE 360° CUSTOMER CARE



The apex body of 'Modern and Organised' retail in India launched the *world's World's First Consumer Centric 'Trusted Shopping Centre' mark certification for malls*. This new certification mark - launched under the existing IRF Trusted Mark Certification scheme - is a customer centric standard which assures a safe retail and social environment...

By Shopping Centre News Bureau

Shopping Centers Association of India (SCAI) marked a new milestone on March 8, 2021 for the Indian Retail and Shopping Centre industry.

The apex body of Modern and Organised retail in India launched the **World's First Consumer Centric 'Trusted Shopping Centre' mark certification for malls**. This new certification mark - launched under the existing IRF Trusted Mark Certification scheme - is a customer centric standard which assures a safe retail and social environment. This new certification mark was launched under the existing IRF Trusted Mark Certification scheme.

With the launch of the 'Trusted Shopping Centre' Mark, the first ever customer centric standards for malls globally, millions of shoppers in India will be assured of a safe retail and social environment when they visit the certified malls. It will be a third party certification for customer service metrics & benchmarks – audited by globally accredited certification bodies (CBs) and in India NABCB (under Quality Council of India, Ministry

of Commerce & Industry, GoI) accredited CBs in accordance with ISO/IEC 17065.

Speaking on the launch of a new milestone for the Indian Retail and Shopping Centre industry, **Amitabh Taneja, Chairman, Shopping Centres Association of India (SCAI)** said, "We are glad to introduce the certification that is poised to set a global benchmark in the customer centric standards for malls. The Indian market has 650 large and over 1,000 small shopping centres offering organized retail

environment to shoppers and this 'Trusted Shopping Centre' mark certification is critical and has been introduced to step ahead in setting global best practices towards customer service, facilities, systems and infrastructure."

"This certification shall endeavour to facilitate trade, fair competition and consumer acceptance on a national, regional and international level," he added.

"It is my great pleasure to know that the IRF Trusted Mark Certification Scheme will achieve

yet another milestone with the launch 'Trusted Shopping Centre' Mark, the customer centric standards for malls in India. Millions of shoppers in India will be assured of a safe retail and social environment when they visit the certified stores or malls. India must adopt the best possible customer service mindset and give customers their deserved importance, and I compliment the Shopping Centres Association of India (SCAI), all trade bodies and multi stakeholder committees that have worked on developing these customer centric standards with the IRF Trusted Mark Secretariat. I hope that this certification under the internationally recognized national accreditation, the infrastructure for which exists in the Quality Council of India, will help shopping malls and retailers not only to adhere to the stringent standards but also motivate them to continuously improvise on benchmarking customer centric measures that are critical to assure a robust retail environment for customers," said **Dr. R. P. Singh, Secretary General, Quality Council of India**.



MALL HEADS SAY 2021 IS BRINGING BACK THE GOOD OLD DAYS OF RETAIL, DINING & ENTERTAINMENT

The business of shopping centres has witnessed a fantastic revival despite the threat of COVID. Though it may not be business as usual, the industry is optimistic of springing back into action in 2021 and reiterate their position of being the favorite hotspot of people to relax, rewind, shop and enjoy – all under one roof...

By Zainab S. Kazi

The magic of retail therapy is known to bring one out of slumber and stress. Little wonder then that the business of shopping centres has witnessed a fantastic revival despite the threat of COVID. Though it may not be business as usual, the industry is optimistic of springing back into action in 2021 and reiterate their position of being the favorite hotspot of people to relax, rewind, shop and enjoy – all under one roof.

Yogeshwar Sharma, CEO & Executive Director, Select CITYWALK fantastically sets the context stating, "Malls never went out even in 2020, so comeback is not even a question. Malls stayed relevant with essential services and public service efforts even as other markets had to shut down. Even safety protocols were well implemented by malls, as it is organized retail as opposed to unorganized retail sectors, where each outlet has to take individual responsibility for safety protocols, marketing etc. People have started stepping out with their families and loved ones for dinner, entertainment like, indoor sports,



movies etc. Malls have partnered with various stakeholders to drive sales and promotions and now with the revival of cinemas and a more positive outlook things will only get better."

One of the most coveted malls in Mumbai, Viviana Mall has been at the forefront of rewarding shoppers with not just alluring giveaways and contest prizes but has also taken active steps to make each shopper feel special mall with various initiatives, engaging with customers at numerous levels. **Gurvineet Singh, Chief Executive Officer – Viviana Malls** shares, "We ensured that we understood the changing customer needs and prepared ourselves accordingly,

for which we conducted a survey across the MMR. The survey was to understand consumer sentiments towards the reopening of the mall and evaluating consumer preferences pertaining to safety measures to be adopted in the mall. As per the findings, 40 percent of the footfalls were expected to be back within 15 days of re-opening." Singh is of the opinion that with the decline in cases, and the rising awareness about the vaccination among the people, things will come back to normal in the coming months.

Reiterating the same, **Abhishek Bansal, Executive Director, Pacific Group** says, "Indians are particularly motivated by discounts,

offers and exciting shopping coupons. As compared to other countries, the levels of contagion here are in a highly controlled state and the vaccination drive has also started so we are hoping Indian retail will bounce back faster to pre-Covid levels when compared to other countries. We indeed see malls coming back as we have started witnessing better footfalls in our movie halls as well now along with the in-store

purchases. However, to return back to Pre-Covid levels we need another 8-10 months."

Yogeshwar Sharma adds, "India has actually shown a remarkable COVID-19 trajectory. Despite our numbers and wide demographics in the population, we have managed to bring cases down, even as the rest of the world grapples with a second wave. Our vaccination drive is in full swing and that is also a cause for business sentiment to go up. Overall, we foresee a good recovery for India, and we are on track for the same."

Bansal adds a word of caution here saying that for all pieces of the retail industry to fall in place, it is imperative that stores redo their

Asia's largest themed Water Park, **Water Kingdom** celebrated women's day with the Headmistresses of various schools from Mumbai on March 8, at St. Mary's High School, Charkop, Kandivali. **Bhavana Shinde, Assistant Director Ministry of Tourism, Government of India** graced the event with her presence. Hosted in association with the **Brihanmumbai Association of Head of Secondary & Higher Secondary Schools and Educational Tour Operators Association**, team **Water Kingdom** witnessed an overwhelming response.

The event began with powerful speeches by each of the dignitaries, post which the Headmistresses



WATER KINGDOM CELEBRATED INTERNATIONAL WOMEN'S DAY WITH THE **#YouInspireUs** INITIATIVE

The Park felicitated 40 Principals of various schools from Mumbai in a Kandivali based school

By Shopping Centre News Bureau

were felicitated with a beautiful certificate and flowers. Each one of them was also invited on the stage to talk about their journey and their experience of managing the virtual schools, online classes, students and at the same time managing their household chores and family with the given extra care that each living being was to follow during the lockdown. Each one of them shared their experiences of their challenges, especially the ones who were working at the grass root level with the underprivileged children. It was a tough job to ensure each of these children have a Smart Phone, availability of Internet or mobile data, creating WhatsApp groups, coordinating with them and ensuring each child is attending the virtual class in the given time, maintaining discipline and more! These women are still struggling with these issues where attendance



Bhavana Shinde, Assistant Director Ministry of Tourism, Government of India with **Paresh Mishra**, Sr. V.P. Sales & Marketing, EsselWorld & Water Kingdom.

of the children have also become a concern for them and how they are overcoming them. The stories shared by each one of them were empathic and at the same time noteworthy. After a profound

discussion, the headmistresses were then entertained with fun filled games and engagement activities.

"We at Water Kingdom are truly humbled to felicitate 40 woman Principals/ Head- Mistresses who

have relentlessly worked towards our education system ensuring the students of their respective schools are not suffering in terms of studies during the lockdown period. They have truly been an amazing Hero to their schools, students, their colleagues and to their family. Hence, it gives us immense pleasure to felicitate them especially on an important day like Women's Day," **Paresh Mishra, Sr. V.P. Sales & Marketing, EsselWorld & Water Kingdom.**

Bhavana Shinde, Assistant Director, Ministry of Tourism, Govt of India said, "I am obliged to be a part of the **#YouInspireUs** event organised by Water Kingdom and I thank them for hosting me. This also gives me an opportunity to thank and salute these women who have relentlessly worked even during the lockdown period towards shaping the careers of the children who are also the future of our Nation. Being a woman, I feel proud to say that we are the strongest beings who have the power to face any given adverse situation. We hope the year 2021 soon brings our lives back to normal so that the students can also travel for educational trips for better exposure and learning." Water Kingdom will soon resume its operations and will be ready to amuse its beloved patrons till then, the family destination park will keep entertaining its guests virtually and digitally. ●

SHOPPING MALL OWNERS LOOK FOR **ACQUISITION AND NEW PROJECTS**, TO COME OUT OF COVID-19 DEBACLE

Shopping mall developers and retailers are still figuring out to analyze the market and consumer trends as they look forward towards revival of the industry. The most common approach to tackle the aftermath of the pandemic, which was adopted by nearly every player in the field, was technology and digitalisation...

By Shopping Centre News Bureau



Shopping mall owners are bullish about growth prospects of India's retail sector despite the disruption caused by the COVID-19 pandemic and will continue to build new projects as well as look for acquisition to expand their businesses, according to major industry players.

According to a PTI report: In a panel discussion on retail sector organized by Naredco, senior

officials of DLF, Phoenix, Nexus Malls and Virtuous Retail said sales in their shopping malls have picked up significantly during the festive season and it should reach to pre-COVID level in January-March 2021. Participating in the panel discussion, Pushpa Bector, Executive Director of DLF Retail, said retail sector was disrupted because of the pandemic but now demand is back in shopping malls. She said sales have touched 70 percent in premium

shopping malls and over 50 percent in not so good properties.

Bector said sales of luxury items have performed even better because of travel restrictions. "October-November sales have been very good. We need to adopt cautious optimism," she said, and hoped that demand would surge in June-July next year.

Shishir Shrivastava, Managing Director, Phoenix Marketcity, said sales figures in malls during

October and November are fantastic. Electronics and luxury retails are performing very well, he said. Dalip Sehgal, CEO, Nexus Malls, said the retail sector is in recovery phase during this quarter and hoped that it will be back to normal in January-March 2021. He noted that the recovery has been faster in tier-II cities than metros and also said that shoppers are more determined now about what they want to buy.

10

EMERGING TRENDS:

HERE'S HOW THE PANDEMIC WILL ALTER MALL CULTURE IN 2021

From balancing online shopping with brick-and-mortar operations to laying more emphasis on health and wellness brands, malls went the extra mile to keep up with a unique post-COVID customer demand. In this process of upgradation, some new trends have emerged that are set to change mall culture in India.

By Shopping Centre News Bureau

The COVID-19 pandemic has irrevocably changed the way we go about our daily lives. As we emerge from the after-haze of a year that left us locked in at home with little access to public places, including malls, movie theatres and shopping complexes, we find that we've slowly and surely adapted to the new normal.

Throughout the unlock period, shopping malls quickly pandered to dynamic consumer demands, re-strategizing and reinventing the mall experience for visitors, while keeping their fears and safety in mind. From balancing online shopping with brick-and-mortar operations to laying more emphasis on health and wellness brands, malls went the extra mile to keep up with a unique post-COVID customer demand. In this process of upgradation, some new trends have emerged that are set to change mall culture in India.



trends
to watch

Here are the top 10 trends that will ride the new wave in 2021:

1

Change in Fashion Preferences

Fashion has become multifunctional. As people continue to work from home, comfort-fit loungewear will dominate 2021. Changing your wardrobe to suit different events is a thing of the past. People are taking their loungewear to town! With more influencers promoting this category, comfort wear will rule the fashion roost this year. At their end, malls are also looking

at bringing a diverse range of sustainable and eco-friendly loungewear brands for customers. Already, eco-friendly fabrics are the in-thing and will pick up momentum in 2021.



2

Home Décor, the New Mall Magnet

Post the pandemic, home is where the heart stays. More people are revamping and renovating their homes to entail multi-functionality. In the past few months, homes have become shape shifters switching between becoming an entertainment den, an office, a sleepover destination to even a playground for kids, which is why home decor has never been bigger than in 2021. Quirky artefacts, furnishings, stackable furniture, workplace essentials and decor items will fly off the shelves, making home decor stores the go-to-place in malls in 2021.

EVENTS

Special Events in Malls

Shopping Centre News brings you a detailed look at some of the most engaging mall activities/events/launches across the country...

DLF Avenue Gets Festive For Its One-Year Anniversary #OneYearOfLove #DLFAvenue

DLF Avenue completed 1 year of offering stellar services and quality shopping experience coupled with a sophisticated and chic ambience to all its patrons. Visitors were welcomed to join in the celebration with exciting surprises, gifts and décor that has been put together for them. From a variety of fashion and food offerings to spectacular entertainment activities, DLF Avenue has planned for this whole month to be a gala of love and gratification for the people of this city planning to step out of their homes responsibly, with rigorous precautions as the priority.

In celebration of the month of love and its one-year anniversary, the interiors of the mall are decked up with splendid butterfly-themed décor, inspired by the butterflies we feel around Valentine's season. Valentine's weekend was activated with Artisanal Market which was thoroughly enjoyed by people as it let them

slow down and relish an unhurried time with their loved ones. On Valentine's day, 'Buy One Get One Offer' was extended by a number of restaurants on food, drinks and desserts. The evening was resplendent with a live gig featuring India's most popular young electronic music producers and the 'Udd Gaye' hitmaker, **RITVIZ** who performed live at DLF Avenue, Saket.

'First 50 customers to dine at the Commons' also stood a chance to get vouchers worth INR 500 or couples movie tickets from Cinopolis. To top it all, shoppers who showed their shopping or dining bill from DLF Avenue, won a **3-Month EazyDiner Prime Membership** Subscription worth ₹995 for Free.

Commenting on the first anniversary, **Pushpa Bector, Executive Director DLF Retail** said, "The journey of DLF Avenue has just begun and we are excited to share this with our patrons. DLF Avenue's commitment



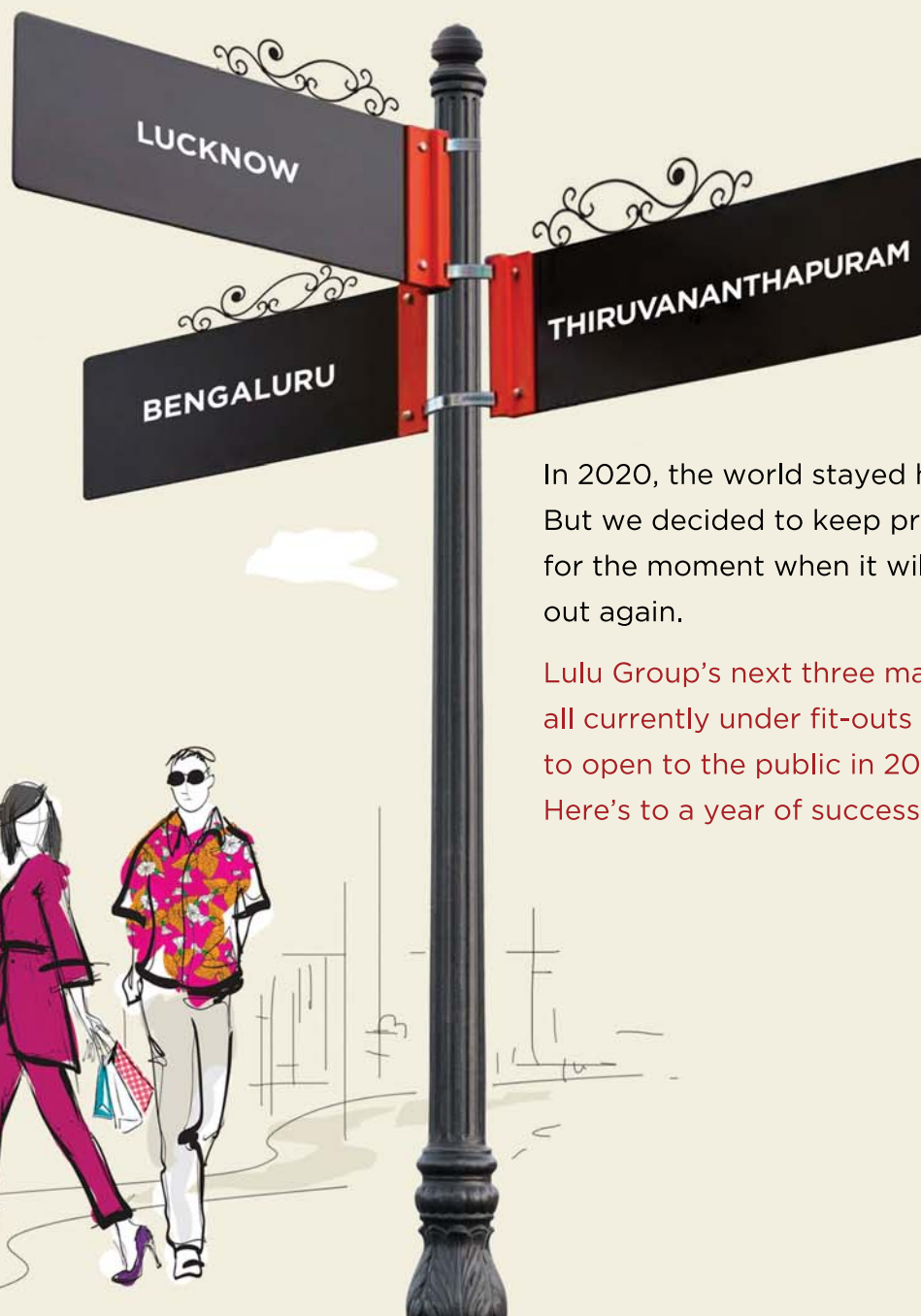
lies in providing a strong differentiated mix of store, location, culture and unique F&B concepts, are tailored-made to suit our target audience and bring about a lifestyle change for the people of Delhi. As leading players in the sector, we will be looking at ways to capitalize on this dynamic trend in years to come. The idea is to continue to innovate in the interest of

Millennials and other target groups by expanding their horizons on what all a new retail can be."

Commenting on completing one-whole year of revamp, **Muckth Dograa, Centre Head, DLF Avenue**, said, "We are extremely grateful for the immense love and support that has been given to us even during the tougher times. With the world

moving back to normal, this celebration at DLF Avenue is a vote of thanks for all the past, present and future customers to join in our excitement. We promise to continue to be the porters of freshness and pertinence when it comes to fashion, food and entertainment for our new-age consumers looking for dynamism and quality over everything."

WHAT DID WE GET OUT OF 2020? THREE NEW LANDMARKS.



In 2020, the world stayed home.
But we decided to keep preparing
for the moment when it will step
out again.

Lulu Group's next three malls are
all currently under fit-outs and set
to open to the public in 2021.
Here's to a year of success.



Lulu Mall, Bengaluru



Lulu Mall, Lucknow



Lulu Mall, Thiruvananthapuram

IT'S MORE THAN A MALL *It's World Street*



ACTUAL IMAGE

FARIDABAD'S MOST ICONIC DESTINATION

160+ STORES OPERATIONAL | 20 STORES OPEN DURING DEC-FEB

Average daily footfall
10,000 - 12,000

Plethora of Choices
Apparel, Food, Confectionary, Consumer Goods

Theme based SCOs
London, Amsterdam, Athens, Portugal, Hongkong

LEASING@OMAXE.COM