



# A Peep into the World of Luxury Bathware

FCML's Ahmedabad pop-up store, designed by Vritima Wadhwa of Project 810, showcases a curated collection of premium bathroom solutions in an immersive way, ensuring a familiar yet understated brand experience. It's more like a peep into what's to come next – the flagship store.

## SHOWROOM

Crafted with a focus on modern, accessible luxury, FCML's Ahmedabad pop-up store, located at Swati Clover, Shilaj Circle, Sardar Patel Ring Rd., Thaltej, offers premium bathroom solutions. Spanning about 2500 sqft, the store showcases a carefully curated collection to please the discerning tastes and preferences of the Ahmedabad community.

Opened in June 2023, the store serves as a hub for design inspirations and has quickly become a go-to destination for architects, designers, and luxury interior enthusiasts in the region.

"At FCML, as we celebrate 23 years of curating and retailing exquisite luxury lifestyles across India, we are thrilled to embark on an exciting new chapter in Ahmedabad. This vibrant city, renowned for its architectural prowess and home to some of Asia's finest art and architecture, has always been close to our hearts. It is here, amidst the creative energy and cultural vibrancy, that we are privileged to bring the FCML experience," states Abhinav Khandelwal, Managing Director, FCML further adding that the store has received an enthusiastic response, with strong foot traffic and significant interest from both the local design community and consumers.

### The Design Brief and the Ambience

The atmosphere of the temporary pop-up store, designed by Delhi-based interior design firm Project 810, led by its Founder and Design Principal Vritima Wadhwa, mirrors that of a typical FCML location. While it's a bit toned down, FCML aims to ensure that visitors enjoy the same look, feel, and overall experience they expect from any FCML store. It's more like a peep into what the real store would look like.

Talking about the design brief, Khandelwal shares, "The design

Photo Courtesy: FCML





brief was straightforward: create a temporary store that embodies the core elements of a regular FCML location, ensuring no compromises on quality or aesthetics."

He further adds, "Our goal was to evoke the same welcoming atmosphere that customers experience in our showrooms. Every design choice was made with this in mind so that visitors can enjoy the familiar look and feel of FCML. Whether it's through the layout, colour scheme, or material selection, we aimed to deliver an experience that reflects our brand's commitment to excellence and customer service."

#### Products and Brands on Display

The pop-up store features an extensive selection of products, from luxury basins and faucets to showers and bathroom accessories. "Our collection emphasises accessible luxury, blending elegant design with practical use, ensuring that each item not only looks stunning but also serves a functional purpose," asserts Khandelwal.

The store showcases exclusive collections from renowned brands such as Gessi, Details BE, Valdama, Apaier, and Devon & Devon. "Each brand has been thoughtfully chosen

to reflect FCML's commitment to luxury and quality. The design guidelines provided by these brands prioritise showcasing their products with the utmost attention to detail, highlighting both their premium quality and functionality," informs Khandelwal.

#### The Layout and Zoning

Located on the second floor, FCML's new pop-up store in Ahmedabad offers a refined and immersive experience. Upon entering, a map of India greets the visitor, highlighting FCML's expansive presence.

To the right, the sleek Gessi ceiling shower sets the tone for the elegant displays that follow. As one moves through the space, deck-mounted and wall-mounted basins, paired with Gessi basin mixers, showcase the best in modern bathroom design.

The store's centrepiece is a series of thematic islands. One features Details BE washbasins atop stylish wooden surfaces, while another highlights Valdama WCs and basins in various shapes, along with the harmonious Gessi Equilibrio mixers. Gessi 316 designs, hand showers, and thermostats line the walls, reflected in mirrors that expand the visual journey. Marble basins from Details BE, along with pieces from

Valdama and Devon & Devon, add a modern, luxurious touch.

At the core is Gessi's Shower Experience, blending innovation and wellness. Tucked within the displays, classic Valdama pieces sit alongside modern creations from Details BE, embodying FCML's vision of luxury. Every corner tells a story of elegance, from Gessi mixers to the sculptural beauty of Details B.E. and Valdama collections. "More than a showroom, it's a tribute to the art of bathroom design—a true celebration of form, function, and finesse," opines Khandelwal.

The store also offers live demonstrations of private wellness showers and controls, allowing visitors to experience them first-hand. Khandelwal adds, "The highlight of the space is the central display featuring our innovative washbasin collections, which are elegantly illuminated to draw immediate attention and captivate everyone who walks in."

#### Enhancing Retail Experience

While many players from the interior products space feel that complementing physical retail experience with digital enrichment has become necessary, Khandelwal thinks otherwise.



"We are firm in our belief that luxury retail experiences should be immersive and tactile, not just digital. Bathrooms, in particular, are about touch, feel, and wellness – elements that allow customers to connect deeply with the products. Digital interactions simply can't capture that excitement. That's why we prioritise providing exceptional retail therapy and experiences in our showrooms," emphasises Khandelwal.

Further, to enrich the experiences of FCML's target audience in Ahmedabad, the company will soon be unveiling a new FCML flagship store. "Construction of the FCML Ahmedabad flagship store is well underway, and we shall be opening doors by the first quarter of 2025. Here, you can expect 20,000 square feet of luxury retail that will

become a part of homes and living spaces for years to come," informs Khandelwal further adding that the company is also working on a second phase of expansion focused on budget-friendly bathroom options.

#### Expansion Plans

Besides the flagship store in Ahmedabad, the company has plans to open three more showrooms – one each in Kolkata, Jaipur and Raipur. "We anticipate that our Kolkata showroom will be ready by the end of the year, followed by our Raipur showroom, which we aim to complete before the end of the financial year. Additionally, our Ahmedabad showroom, located on the same premises as the pop-up store, will also be ready within this timeframe," divulges Khandelwal.

Talking about the market trend, he shares, "We're observing a maturation in the Indian bathroom products market, yet it remains largely dominated by mom-and-pop retail showrooms. Our goal is to establish ourselves as a national organised retailer, and we're rapidly progressing towards opening showrooms across India."

Talking about expansion plans, Khandelwal shares, "Looking ahead, we plan to segment our bathroom offerings into three categories: FCML Luxury Bathrooms, FCML Bath Details – our luxury simplified budget option, and a percentage store focused on discounted products. You'll begin to see these developments come to life very soon."



**Abhinav Khandelwal**  
Managing Director, FCML