

Oyster Live

Oyster

TASTEFUL  
DESIGN  
THAT MAKE  
UNWINDING  
SOPHISTICATED

DESIGN AND MEDIA LLP | MUMBAI | EST. 2017

# Bricolage Bombay

## Shaping the Future of *Retail* Environments .

*Strategic design solutions that enhance customer experience and business performance.*

STEP INTO WELLNESS



WATER SHOWER



CORDLESS SHOWER



DIRECTIONAL SHOWER



RAIN SHOWER



CASCADE SHOWER

AGUA AJ

AGUA EASE



■  
Designed for  
*Brands.*  
Crafted for  
*Customers.*

Creating distinctive retail destinations that inspire engagement and drive business.



Luxury in Every Soak  
Free Standing Acrylic Bathing Poles  
with Automatic Pop-up Waste

Coordinated architecture,  
interior design, branding,  
display strategy, lighting,  
and customer experience  
into a unified *retail*  
environment.

■  
*One Brand,*  
Many Unique  
Destinations

Creating immersive showroom experiences through tailored architecture and interior design.



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## 01. OYSTER LIFESTYLE | Goregaon E | Mumbai

# ■ Shaping Unique Retail Experiences for *Oyster lifestyle* .

Conwood Paragon, Goregaon E | Mumbai | Oyster Lifestyle | 2800 Sqft | Interior Design & Execution

INTERIOR ARCHITECTURE • BRAND INTEGRATION • LIGHTING, MATERIAL & FINISH DEVELOPMENT • CUSTOM DETAILING & FITOUT DESIGN • PROJECT EXECUTION



Having designed multiple *Oyster* showrooms and retail concepts across India, particularly in Mumbai, we are pleased to present this 2,800 sq. ft. two-spaces showroom in Goregaon, Mumbai.

Designed around a contemporary tropical theme, the showroom features beige textured walls and terracotta-painted ceilings that complement *Oyster's* product range and display systems.

Tropical wallpapers at the jacuzzi and bathtub zones create unique focal points, while carefully planned lighting and exposed ceilings add character and depth to the space.

The showroom also includes dedicated areas for uPVC and aluminium window displays, meeting rooms, customer interaction zones, and staff workspaces. Every element, from display fixtures to furniture, has been custom-designed to create a distinctive and engaging retail experience that reflects the *Oyster* brand.

*Where Products Meet Experience.*



Let every bath  
unfold in  
serenity



## More Than a Showroom

Distinct concepts, tailored environments, and memorable retail experiences for every category and location.



# Oyster Live

Oyster

TASTEFUL  
DESIGN  
THAT MAKE  
UNWINDING  
SOPHISTICATED

STEP INTO WELLNESS



NEBULAShower



CURTAINShower



DIRECTIONAL Shower



RAINShower



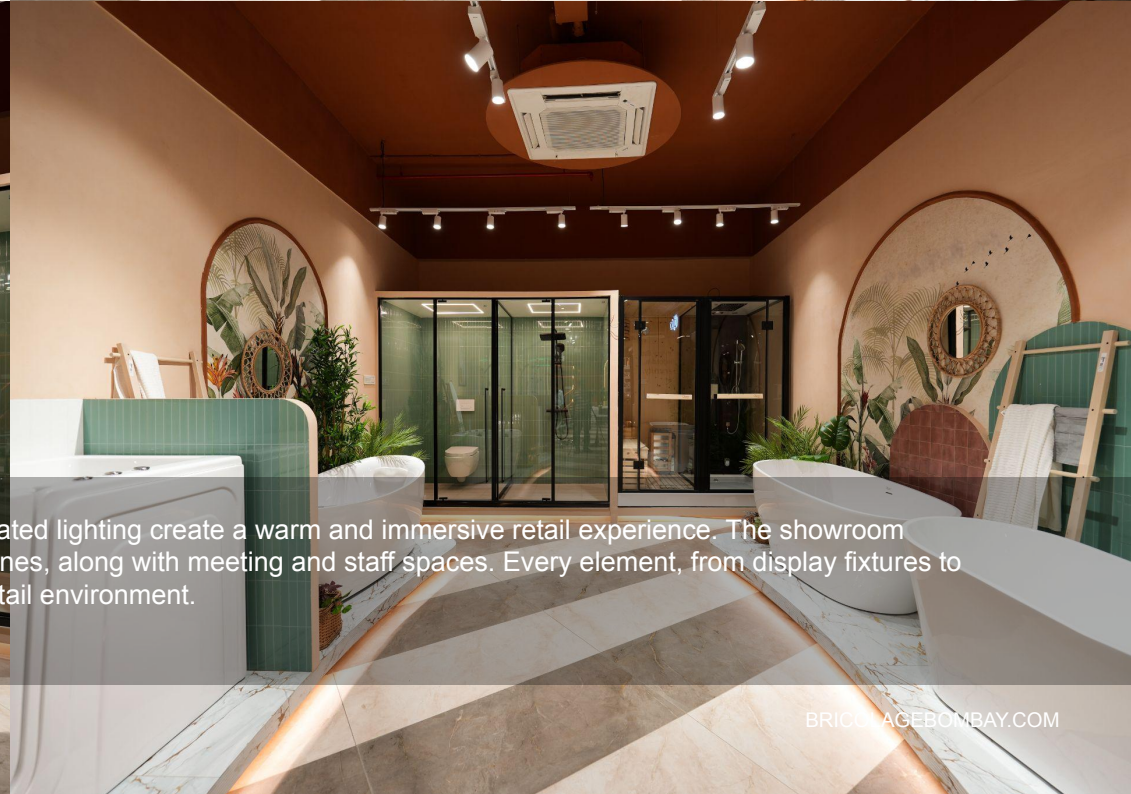
CASCADE Shower

AGUA AI

AGUA EASE

## A Palette Of Modern Glamour.

Teal, brass, and textured wall -inspired finishes reinterpret a classic design language for a contemporary audience.



Beige textured walls, terracotta ceilings, tropical feature wallpapers, and carefully curated lighting create a warm and immersive retail experience. The showroom incorporates dedicated sanitaryware, jacuzzi, bathtub, and window system display zones, along with meeting and staff spaces. Every element, from display fixtures to furniture, has been custom-designed to create a distinctive and memorable Oyster retail environment.

## ■ Retail, Reimagined.

*Retail today is about more than products it's about creating meaningful experiences. This showroom has been envisioned as a destination where design enhances engagement, encourages discovery, and reflects the identity of the brand through every carefully considered detail.*



## Where Retail Becomes an Experience.

Oyster experience centre ,Laxmi Industrial Estate, Andheri West, Mumbai |Oyster Lifestyle | 2500 ft<sup>2</sup> | Interior Design & Execution

INTERIOR ARCHITECTURE • BRAND INTEGRATION • LIGHTING, MATERIAL & FINISH DEVELOPMENT • CUSTOM DETAILING & FITOUT DESIGN • PROJECT EXECUTION

**Oyster Experience Centre, Andheri West** is a 2,500 sq. ft. luxury bath and kitchen showroom designed by Bricolage Bombay. Conceived as an immersive retail environment rather than a conventional display space, the project balances product presentation, brand storytelling, and customer experience through a carefully curated architectural language. At its heart stands a bespoke parametric wall inspired by the mathematical rhythms of Indian classical music, creating a continuously evolving spatial experience that separates and connects the bath and kitchen worlds simultaneously. Through handcrafted detailing, experiential product displays, and thoughtfully designed settings, the showroom transforms retail into a journey of discovery, elevating everyday products into objects of aspiration.

## Crafted Through Geometry

Oyster®  
Bathroom beauties for the privileged

Water droplets have a calming effect  
on this chaotic life

## Luxury Through Design .

Every material, detail, and display strategy reinforces Oyster's position in the premium bath and market.

Oyster®  
... beauties for ...  
... have a calming effect  
... his chaotic life





## The Rhythm of Space

A parametric architectural installation inspired by the mathematical cycles of Indian classical music creates movement, curiosity, and discovery throughout the showroom.



# Program & Planning



GROUND FLOOR PLAN

## LEGENDS

- 01 RECEPTION LOBBY
- 02 LIVE SHOWER AREA
- 03 SHOWER CONCEPT
- 04 SEASIDE
- 05 FUSION
- 06 ARIA
- 07 AMAS
- 08 DASH
- 09 BARG
- 10 BLISS
- 11 BELLADONNA
- 12 TRANQUIL
- 13 LAGOON
- 14 TULIA
- 15 INNOS
- 16 FLO
- 17 MESI
- 20 SHOWER PANELS
- 21 ESSENCE
- 22 PRODUCT REVIEW
- 23 TOILET
- 24 PANTRY
- 25 GAMA DECOR SHOWROOM AREA



■  
A showroom warmly  
embraced by its *audience*.

*“Huge and advanced range of wellness products,  
impressive showroom, quick and fast service,  
amazing experience, keep up the good work “*





## 03. OYSTER LIFESTYLE | Bangalore .

# ■ Designing the Modern Bathroom Sanctuary

Oyster Lifestyle Showroom, Bangalore | Oyster Lifestyle | Completed

• INTERIOR DESIGN • SPATIAL PLANNING • LIGHTING DESIGN • MATERIAL STRATEGY

Designed as a contemporary retail experience, the *Oyster Lifestyle Showroom in Bengaluru* redefines the way customers engage with premium bathware, sanitaryware, and lifestyle products. The interior architecture focuses on creating a seamless journey through carefully curated product zones, where lighting, materiality, and spatial composition work together to elevate each display.

A refined palette of warm wood finishes, textured surfaces, and ambient illumination establishes an atmosphere of sophistication, while spacious circulation paths allow visitors to comfortably explore the extensive product range. Feature display walls, immersive mock-up settings, and thoughtfully integrated greenery soften the retail environment, transforming the showroom into an inspiring lifestyle destination rather than a conventional product gallery.

■ The Experience of Luxury, Curated .



# A Journey Through Contemporary Bath Design .

Designed experiential product display settings that showcase bathtubs, jacuzzis, and sanitaryware within realistic architectural contexts.



An immersive retail environment inspired by the world's finest hospitality destinations.



Where Products Become Part of a Lifestyle.





## 04. OYSTER LIFESTYLE | Taloja, MH.

# Where Heritage Frames Luxury.

Taloja ,Navi Mumbai | Oyster Lifestyle | Concept Design

• INTERIOR DESIGN • SPATIAL PLANNING • LIGHTING DESIGN • MATERIAL STRATEGY

**Oyster Talaja Showroom** reimagines the luxury bathroom retail experience through an architectural language inspired by the colonial-era Indian bungalow. Departing from the predictable vocabulary of contemporary showroom minimalism, the project draws upon classical proportions, arched openings, and domestic spatial qualities to create an environment of warmth, aspiration, and permanence. Sculptural reception elements, light-filled display zones, and carefully framed product settings transform the showroom into a curated journey where architecture becomes an active participant in storytelling. The result is a distinctive retail destination that balances heritage-inspired character with contemporary sophistication, offering customers an immersive vision of luxury living.

## The Showroom as Home.

Arched openings, proportioned spaces, and carefully curated displays transform bathroom products into architectural focal points.



## Framing Luxury Through Architecture

## Oyster

BATH CONCEPTS

UPVC WINDOWS  
ALUMINIUM DOORS  
BATHROOMS  
WELLNESS

# Architecture as Storytelling

Every display setting is designed to communicate aspiration, craftsmanship, and the experience of luxury living.



## 05. OYSTER LIFESTYLE | Marol ,Mumbai.

# ■ Where Products Become Experiences.

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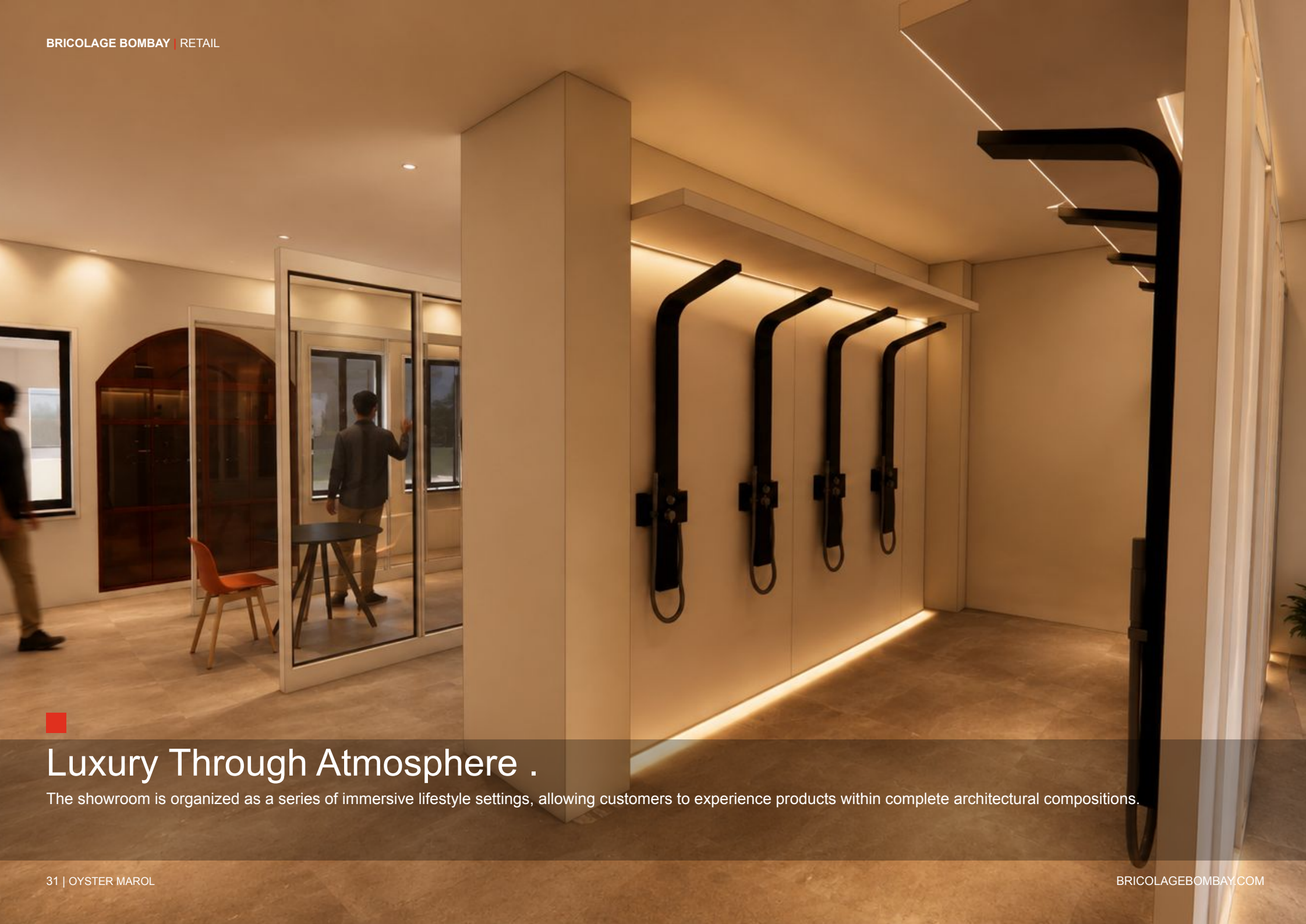
Oyster Lifestyle Marol, Mumbai | Oyster Lifestyle | Concept Design

• INTERIOR DESIGN • SPATIAL PLANNING • LIGHTING DESIGN • MATERIAL STRATEGY



**Oyster Marol Showroom** is a luxury bath and wellness experience centre designed by Bricolage Bombay for one of India's leading premium bathroom brands. Conceived as a sequence of immersive lifestyle vignettes rather than a conventional retail showroom, the project allows visitors to experience bathtubs, jacuzzis, shower systems, and sanitaryware within carefully curated architectural settings. Warm stone finishes, rich timber accents, soft lighting, and integrated landscape elements create an atmosphere inspired by luxury hospitality and contemporary residential design. The result is a showroom that transforms product display into a sensory journey, enabling customers to envision products as part of their own aspirational living environments.

A Showroom Built Around Aspirational Living.



## Luxury Through Atmosphere .

The showroom is organized as a series of immersive lifestyle settings, allowing customers to experience products within complete architectural compositions.



CASEMENT  
WINDOWS

SLIDING  
WINDOWS

TILT & TURN  
WINDOWS

ARCHITECTURAL  
DOORS

SLIDING DOORS

FOLDING DOORS

# Oyster Marol Showroom

The Art of Experiencing Luxury

युरो डेली | URO DELI



## 06. URO DELI | Bandra west

### ■ Retrofit As Reinvention.

Bandra, Mumbai | Meattza / Uro Deli | Specialty Food Retail / Deli Interior |

INTERIOR ARCHITECTURE • BRAND INTEGRATION • LIGHTING, MATERIAL & FINISH DEVELOPMENT • CUSTOM DETAILING & FITOUT DESIGN • PROJECT EXECUTION

*Uro Deli* is a premium specialty food retail destination designed by Bricolage Bombay for Meattza in Bandra. Inspired by the timeless tradition of European delicatessens, the project combines display, storage, preparation, and customer interaction within a compact and highly efficient footprint. Anchored by a bespoke circular deli counter featuring an illuminated Barrisol surface, the design enhances product visibility while creating a distinctive spatial identity. Arched detailing, warm lighting, and a restrained material palette establish an atmosphere of craftsmanship and sophistication, transforming everyday food retail into an engaging and memorable customer experience.

Designed Around the Art of Display.

■  
A Contemporary  
Interpretation of the  
*European Deli.*





Precision, Performance, and Presentation.




## 06.CANVAS HOME | Navi Mumbai

# ■ The Art of Curating Space

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JB Home Complex, Turbhe, Navi Mumbai | 6,000 sq ft | Retail Interior / Home Décor .

• RETAIL ENVIRONMENT • INTEGRATING ARCHITECTURE • INTERIORS, LIGHTING, •  
BRANDING, AND CUSTOMER EXPERIENCE.



**Canvas Home Store** by Bricolage Bombay is a luxury home décor retail destination located within the JB Home complex in Turbhe. Conceived as a curated landscape of discovery, the store balances architectural restraint with rich visual storytelling, allowing décor objects to remain the protagonists of the experience. Grounded by the timeless simplicity of Kota stone flooring and illuminated through carefully orchestrated lighting, the interior creates an atmosphere where craftsmanship, materiality, and curation take precedence. Rather than organizing products by category, the store presents them through thoughtful compositions and unexpected juxtapositions, transforming retail browsing into a journey of inspiration and exploration.

## Luxury Home Décor, Thoughtfully Presented



# Canvas Home Store .

*Curated Living, Beautifully Displayed*



**Canvas Home Store** is a luxury home décor destination designed around the principles of curation, discovery, and material authenticity. Combining restrained architecture, gallery-inspired displays, and carefully crafted lighting, the store transforms retail into an immersive journey through objects, textures, and ideas.



## 06. ORGANIC HARVEST

### ■ A Store That Embodies What It Sells.

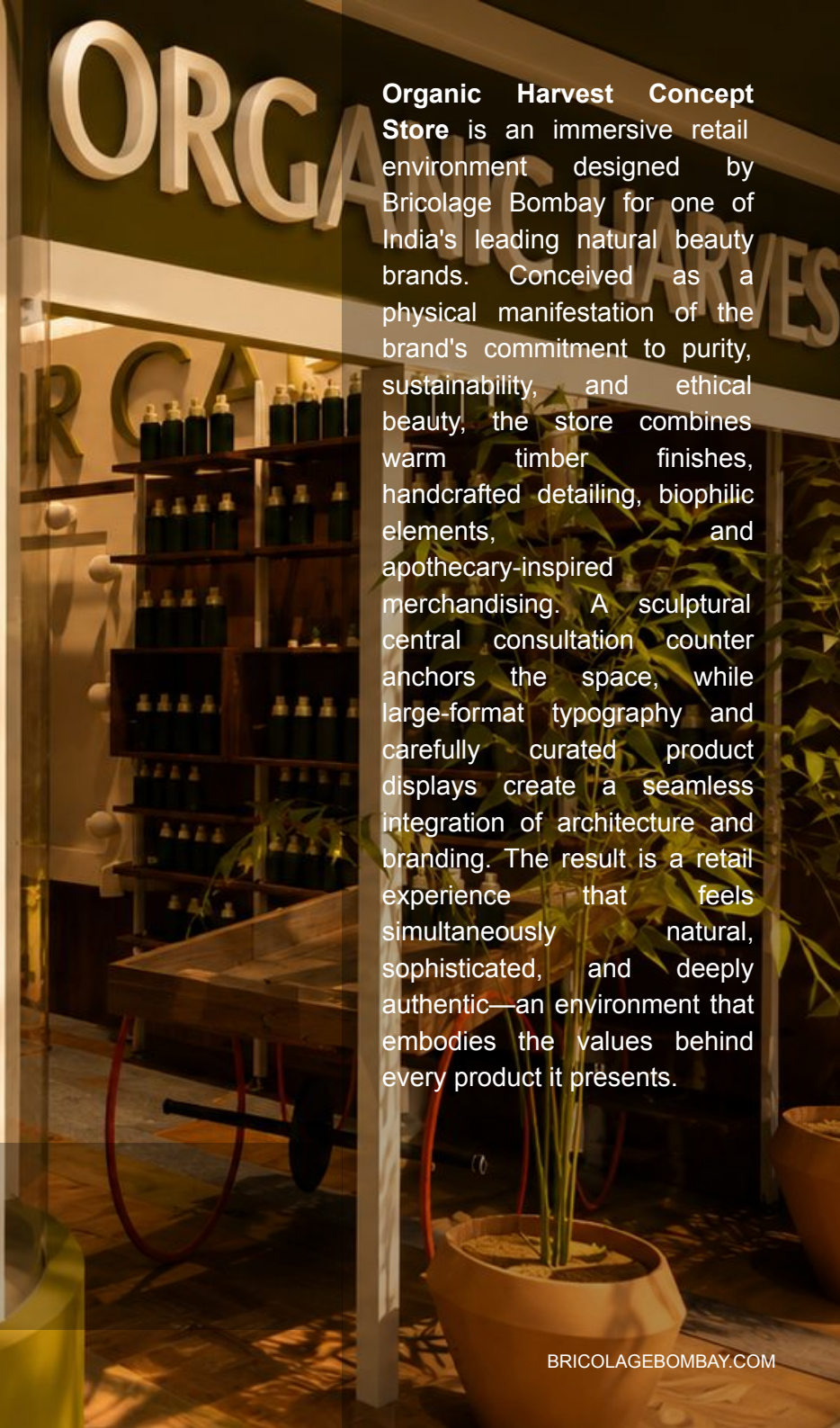
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Organic Harvest | Concept Design

• INTERIOR DESIGN • SPATIAL PLANNING • LIGHTING CONCEPTS • EXPERIENCE DESIGN



## Built Around Belief



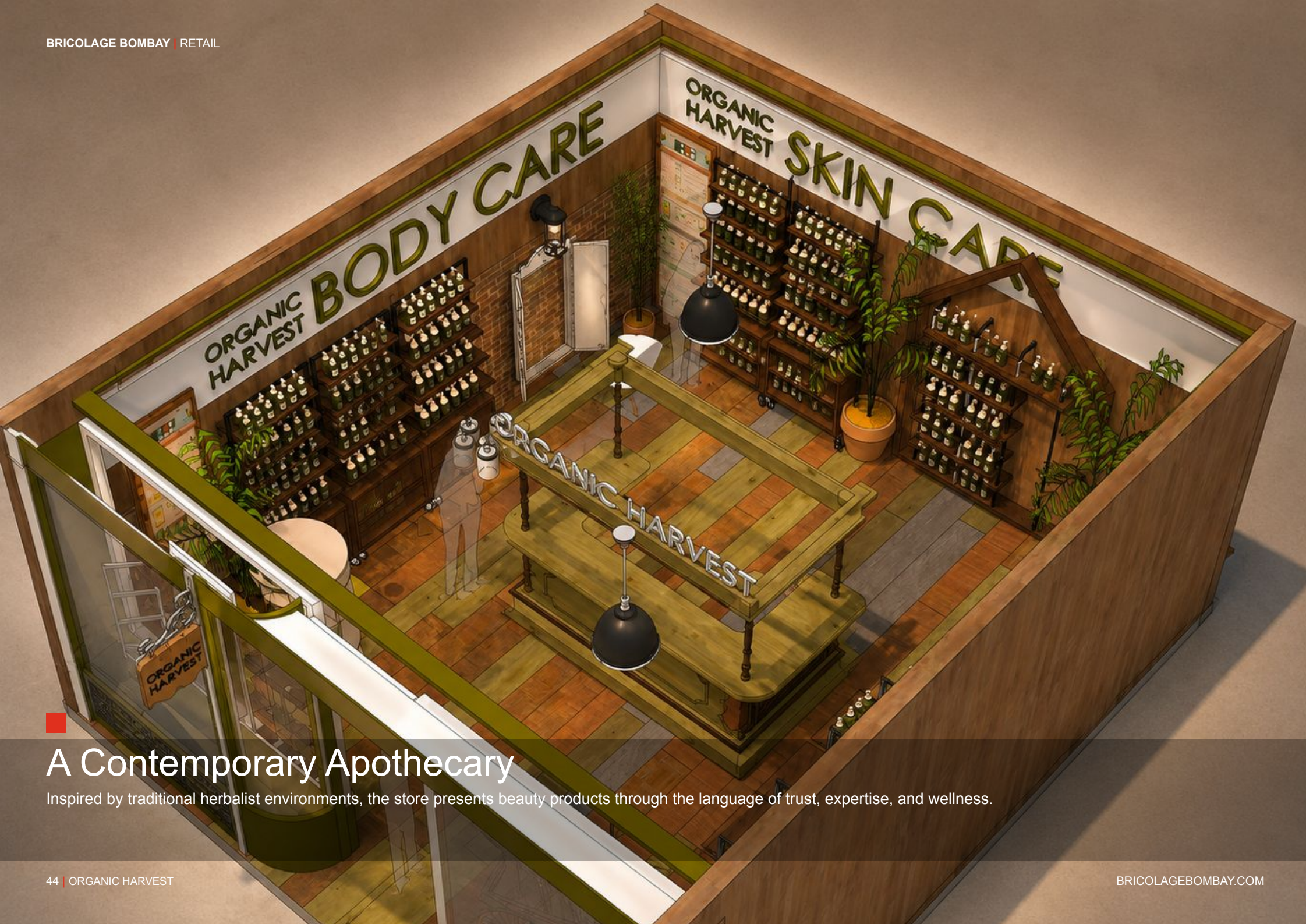
**Organic Harvest Concept Store** is an immersive retail environment designed by Bricolage Bombay for one of India's leading natural beauty brands. Conceived as a physical manifestation of the brand's commitment to purity, sustainability, and ethical beauty, the store combines warm timber finishes, handcrafted detailing, biophilic elements, and apothecary-inspired merchandising. A sculptural central consultation counter anchors the space, while large-format typography and carefully curated product displays create a seamless integration of architecture and branding. The result is a retail experience that feels simultaneously natural, sophisticated, and deeply authentic—an environment that embodies the values behind every product it presents.

# ORGANIC HARVEST

## CARE

## Nature, Made Tangible

Every surface, texture, and material reinforces the connection between the brand and the natural world.



## A Contemporary Apothecary

Inspired by traditional herbalist environments, the store presents beauty products through the language of trust, expertise, and wellness.

*Retail* Designed Around Ritual .

LET'S CREATE  
WHAT'S NEXT?

# Bricolage Bombay

Tell us about your team, your goals, and your ambitions.  
Together, we'll transform ideas into meaningful outcomes.