



About Ashmit S Alag:

With almost a decade of visual merchandising and store designing experience in the US, Ashmit S Alag is now the Director of Education at the highly specialized Visual Merchandising and Retail Design Academy - Academy of Applied Arts New Delhi. With backgrounds in practicing and teaching visual merchandising, retail design and psychology, his specialization lies in providing customized solutions in the field of retail and hospitality design by studying the consumer behavior, spending patterns, lifestyle and more. His experience goes across three continents and multiple product categories.

Through his expertise in design, he has been giving a tangible shape and face to innovative retail themes and concepts. He has worked with a client base that extends across formats and product categories with more than 400 projects ranging from 30sq.ft kiosks up to 45,000sq.ft of retail and hospitality space across categories and lifestyle positioning. He regularly writes and is also well written about in major newspapers, trade journals, online, and business & design magazines. His academic and work experience is as follows:

Current

- Director at Academy of Applied Arts
- Chief Designer for Retail and Hospitality design at Transform Design

Past

- Member – PAVE (Planning and Visual Education Partnership), USA
- Visual merchandising and merchandising manager at Cost Plus World Market, Seattle, WA, USA
- Visual merchandiser at Ann Taylor, Seattle and Bellevue, WA, USA
- Visual merchandising and store designing instructor at Learning services at Art Institute of Seattle, USA
- Visual merchandiser at Pottery Barn, Seattle, WA, USA
- Visual merchandiser at Cold Water Creek, Seattle, WA, USA

Education

- Visual Merchandising, Retail Design, Environmental Psychology Art Institute of Seattle, Seattle, USA
- Interior Design, Retail Design, Psychology Parsons School of Design, USA

Clients

Organized retailing has begun to take roots in India spreading across several formats i.e. small MBOs (multi brand outlets), mid-size MBOs, larger hypermarkets, specialized retailers and business to business stores. He at Transform has extended his expertise in the design and implementation of all these mentioned formats. Transform Design's client base extends across formats and product categories with projects ranging from 20sq.ft up to 45,000sq.ft. Through his expertise in design and execution, he has been giving a tangible shape and face to innovative retail themes and concepts. Some of our clients for whom he has developed dynamic design solutions in India are:

Apparel & Accessories

Arrow, Biba, Blue Mount, Blues Clothing Co., BG'S, Bon Jour, Canary London, Chulbuli, Cosmic Courtyard, Fahrenheit, Feminine, Flying Machine, Guilty Jeans USA, Gyan's, HERITAGE by Handloom Emporium, Koutons, Meena Bazaar, Miss Jo, Muah, NUN, Pepe Jeans, Perfection House, Provogue, Reebok, Shoe Express, Species, SRS fashions, Standard's Max, Surprise!, Uni Style Image (USI), Zardozi

FMCG and Food

Big Apple, Dailyneeds, More 4 Less, Sabka Bazaar, SRS Value Bazaar, American Hot Dog Factory, Foodie's Bar, Food Street, San-Cha Tea

Home

Espirit, EVOK, Fenesta, Forma (Italia), Freelance, House of Ishatvam, Martini (Italia), Maspar, MOEN, Sarita Handa, Seasons Furnishing, Splash, Spread, Stanley Boutique, The Home Store (THS), Welhome

Lifestyle Products

Alpine Audio, Kapoor Watch Co., Luxor/PARKER, Optique, Play-N-Pets, TATA/Fiat, TIMEX

Malls

DLF Place Mall (Saket, New Delhi), DLF HUB (area between DLF Promenade and Emporio, New Delhi)

Premium

Bharany's, Forest Essentials, Marigold Fine Art, Taj Khazana, Taj Palace Hotel

