



**PRO IVY**  
DESIGN

ARCHITECTURE | INTERIOR | BRANDING

“**TIMELESS**  
DESIGNS,  
**IMMACULATE**  
EXECUTION”

# About Us

Pro Ivy Design is an international design firm specializing in architecture, interior design & branding. With our experience on how great infrastructure influences quality of life & commercial success, we offer solutions that are innovative, user friendly, brand savvy, functional & simple, directed towards generating best return on the investment.

We create spaces of diverse scale and type and aim to offer state of the art user and spatial experience keeping in mind the aesthetic, time, and cost parameters. We believe there is no joy greater than delivering customer happiness and satisfaction.

We have experience in handling projects in Middle East, Africa, Southeast Asia & India and based out of Dubai & Mumbai.

# Services We Offer

- Architecture Design
- Interior Design
- Branding
- Project Management
- Interior Execution



# Our Features & Your Benefits

## WHO WE ARE

With our international experience of working in Middle East, India & other geographies

With our presence in UAE & India

With our experience of dealing with international vendors from Europe to Far East

With our familiarity on Branding, Marketing & Visual

With experience of working in leadership position in large organizations like Landmark Group, ICICI Group, Architect Hafeez Contractor, Edifice Architects etc (a mix of both architectural firms & clients)

## WHAT YOU GET



You get global thought process in project strategy, procurement and expansion.



We offer multinational team providing cost effective solutions



You get best advice on right sourcing of materials.



We integrate branding touchpoints into the project that importantly enhances the brand value of your business.



You get creative route of large architectural firms as well as understanding of business value of project from investor's perspective.

# Our Vision & Thought Process

As a design & built company that focuses on learning & delivering new things every day, we find motivation in our work with the help of these powerful quotes:

A beautiful creation is a blend of good design and economics.

We help our client achieve to turn their entrepreneurial vision into reality.

Our creations are aimed at enhancing your brand equity.

We offer functional solutions with simplicity and clarity that creates user experiences which generates positive human emotions and behaviour.

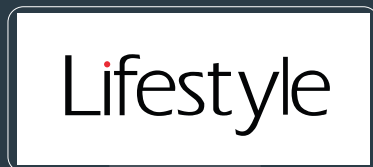
We design to elevate experience that resonates with the local culture.

We make achievable project program at upstream level that makes design as well as execution easier, within time and budget.

We understand a successful design is only realized with good execution and stress

# Our Clients

& the various brands we have managed





**TATA AIA**  
LIFE INSURANCE

  
*Earnest Insurance*

**AMERICANA**



  
**wimpy.**

**GMG**

 **Sun&Sand**  
Sports

**dropkick**

**Nu•Athlete**

**Timberland** 

**THE**  
**NORTH**  
**FACE** 

 **Columbia**

**VANS**

**beurer**

**BRAND CENTRAL**



Mr. Vijendra Singh  
(Villa Owner)

# Retail

## SEPHORA



### Mall of Millennium, Pune

After Sephora being taken over by Reliance Brands in India, we were the first design consultants involved in making the initial store at Mall of Millennium Pune followed by roll out in other locations.





# Hamleys & mothercare

## Noble House, Rajkot

This was the first store whereby two iconic British Brands were under one store, extending a larger offering to the customers. We were part of initial ideation and were design consultants for the store.





mothercare

m

Viviana Mall, Thane





la Vie en Rose

Mall of Millennium,  
Pune



**JUNIOR  
KILLER**



## Lulu Mall, Kochi

We were engaged to conceptualize a new children store named Junior Killer catering to Fashion for Young Boys. Junior Killer is extension of its parent brand Killer which has a history of almost 30 Years in Indian market catering to Men's Fashion. This conceptual store was first piloted in Lulu Mall, Kochi.





3D VIEW



ACTUAL PICTURE

# centrepont



## Dubai Hills Mall, Dubai

Centrepont is a leading departmental store in Middle East catering to family fashion, serving mid segment customers in the retail landscape. The brand Centrepont comprises of 4 large in-house brands of Landmark Group, namely babyshop, splash, shoemart & lifestyle. It has approximately 135 stores in 7 countries in Middle East. The store size averages 40000 sq.ft and forms part of an anchor store in most of the large malls of the ME region.





# Lifestyle

## Dubai Mall, Dubai

A perfume shop in shop within Lifestyle / Centrepunkt stores whereby multi branded product of both international and ethnic category is displayed.





babyshop

A children specialty store with a strong heritage of more than 50 years in GCC and is a market leader in its own category. The assortment consists of large variety of products from fashion to toys to nursery furniture for age group of 0 -14 years. The average store size is 12000 sft and the brand has 235 stores spread across Middle East, Africa & South East Asian region.









# R&B Kids

## Sahara Centre, Sharjah

We were engaged by Middle East leading retailer Apparel Group to conceptualize a new children store catering from fashion to toys. This conceptual store was first piloted in Mall of Oman followed by Sahara Centre (UAE), Jeddah Park (KSA), Vendome Mall (Qatar) etc.







## Dubai Hills Mall, Dubai

GMG is one of the leading Sports Retailer of Middle East Region with a legacy of more than 4 decades. We were engaged to do Project Management in UAE and Qatar of multiple brands under their portfolio namely Sun & Sand Sports, Drop Kick, Nu Athlete, Timberland, North Face, Columbia & VANS.







Vendome Mall, Qatar





Timberland 

Vendome Mall, Qatar



**dropkick**

Mirdif City Centre, Dubai





# Posh

## Oasis Centre, Dubai

A fashion brand catering to teens, whereby the store is designed to tread a fine line between rugged and modern appearance.



# MAISON DE ARY

Offering a fresh customer experience for one of the oldest Jewellery Store in Dubai having a strong heritage of more than 30 years.





# beurer

## Dubai Mall, Dubai

A German Healthcare Brand that has been the market leader in the health and well-being sector for more than 100 years. We were engaged to design their store at The Dubai Mall.



## Children Amusement & Speciality

With extensive experience in kids retail we also specialize in designing multiple spaces related to children like play area, kids salon, party zone, feeding room etc.





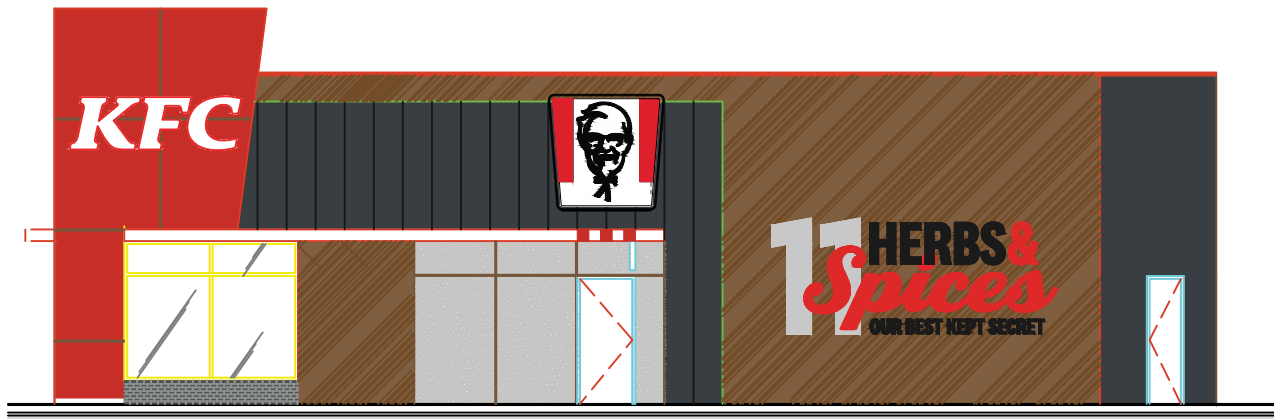
# F&B

## KFC



### Riyadh

We were engaged to design the KFC outlets in Middle East Region based on the global brand guidelines





# Branding

## Brand Central

### At Ruwais Mall, Abu Dhabi

We were commissioned to develop the branding for Brand Central, a new value fashion chain. The inaugural store was successfully launched in Abu Dhabi, UAE.



**BRAND CENTRAL**



**BRAND  CENTRAL**



# What Our Clients Say



Highly recommend Pinaki Dhar and team at Pro Ivy Design for any retail design solutions. They were quickly able to understand our brief and bring to life our Fragrance offerings with creativity, attention to details, whilst keeping the value proposition at the heart. Passion to deliver exceptional quality for the clients was highly commendable and I would highly recommend the team.

**Ruban Shanmugarajah,**  
CEO Lifestyle, Landmark Group, Dubai (Retail)

Pro Ivy Design did an incredible job of helping us turn our new office into a wonderful office space. From the first step of making selections to placing the furniture's / fittings in our finished office, they made the entire process much easier and pulled everything together beautifully in a way we could not have achieved on our own. They listened carefully to what we wanted. Then they pulled all the elements together - cabinetry, fixtures, tile, hardware, flooring, paint, and furniture. They made a complex, tedious process easy. Their ability to capture the client's vision and transform the space into that vision is amazing. This saved us a significant amount of time. We are extremely happy with their design and build solutions and how everything turned out. We will consult them for any future design needs. HIGHLY RECOMMENDED.



**Deepak Acharya, Head**  
HR, Gulf Oil Middle East  
Limited, Dubai (Office)

Pinaki & his team of dedicated professionals have a good understanding of retail trends & have tailor made solutions in sync with business strategy & clients requirements. They have an eye for detail & deliverables are time bound. Wishing them great success!

**Aniket Singh,**  
Project Head,  
LifestyleLandmark Group,  
Dubai (Retail)

I must say we were fortunate enough to get connected with Mr. Pinaki owner of Pro Ivy design. We met and briefed them about how our dream home should look and Mr. Pinaki and his team did a wonderful job and helped us to materialise the interiors of our dream home. Mr. Pinaki is a great listener and a very detail-oriented person. He went into every possible detail and also suggested us a lot of good ideas. We want to thank him and his team for the support they extended towards us. We finally have our house designed the way we really wanted. Highly recommended Pro Ivy Design company....!!👍

**Mr. Vijendra Singh**  
Villa Owner, Dubai  
(Residential Interior)

Hello Pro Ivy Design

Thank you for your support and it was indeed a wonderful experience, hats off to your team of people with so much of expertise in this field.

The way your team has taken my project as their own and the delivery of the same have made people around my place appreciate each and every detail that you all have minutely designed.

I am grateful to your organisation for this project

Thank you team Pro Ivy

**Mr. Rajdeep Adhyapak**  
Private Residence, Guwahati  
(Architecture)



# Pinaki Dhar

Founder & Director

An alumnus of the reputed Sir JJ College of Architecture in Mumbai, Pinaki Dhar founded Pro Ivy Design in 2019 after an illustrious corporate career. Immediately after graduating, Pinaki worked with one of the most reputed Indian architects, Hafeez Contractor.

Later, he went on to join corporate giants such as the ICICI group in Mumbai and the big retail conglomerate, Landmark Group, in Dubai

Pinaki's experience includes offering architecture, interior and branding solutions in projects spread across 23 countries (India, South East Asia, Africa and Middle East).

During his tenure with Landmark Group in Dubai, he played a key role in designing & expanding centrepunt & babyshop stores from 75 to 250 no's spread over 3 million sft that not only increased its brand equity but also saw the annual sales jumped from \$250million to \$1billion in Year 2016.

During his tenure with ICICI Lombard, Pinaki Dhar increased the number of branches to 350 within four years, spread over 600,000 sft which contributed in the sales growth by 9 times to a whopping \$377million from \$47million!

# Let's Connect

to create something you'll love!

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DUBAI | MUMBAI

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