

BRIEF REPORT ON
VISIT TO PHOENIX PALLASIO MALL
(A MARKET AND TREND STUDY)

HELD ON 14TH SEPT. 2023

organized by

FACULTY OF ARCHITECTURE, PLANNING & DESIGN
INTEGRAL UNIVERSITY, LUCKNOW

The students of B. Design (Fashion Design) program running under Faculty of Architecture, Planning and Design embarked on a field trip to Phoenix Pallasio Mall - a known fashion and lifestyle mall located in Lucknow, to conduct a comprehensive trend and market study on 04/09/2023. The objective of this visit was to gain insights into current fashion trends, consumer preferences, and the retail landscape as part of their curriculum. Twenty-nine students from the fashion design program visited the mall along with their faculty members for the study.

The students explored various fashion retail stores within Phoenix Pallasio Mall. They observed the merchandise displays, product assortments, and the overall store ambiance to understand the branding and visual merchandising strategies employed by numerous brands. Moreover, Students observed and interacted with mall visitors to gauge their fashion choices, style preferences, and shopping behavior. This included conducting brief surveys to gather information about their shopping trend and brand loyalty. Trend Analysis- A dedicated area was set up within the mall where students were documented emerging fashion trends. They noted the prevalence of specific colors, patterns, and styles in clothing, accessories, and footwear.

The visit and research study were successfully coordinated by Ms. Zia Gulafshan (Assistant Professor, B. Des Fashion Design) with Mr Aaqib Ahmad (Assistant Professor, B. Des, Fashion Design) under the guidance of Prof. Zeba Nisar (Dean, FoAPD) and Prof. (Dr) Safiullah Khan, Head of Department.

Some of the glimpses from the visit are here:




