



Touristor

What Footwear brand Touristor's new store in Raipur, Chattisgarh

Location City Centre

Area 1640 sq. ft.

Total no. of stores 16

Product range Footwear for men, women and children

Target group Middle and upper middle class

Collection Apart from footwear from Touristor, the store stocks brands like Red Tape, Homme, Alberto Torresi, Egoss, Hitz, Hush Puppies, Maco, Converse, Fila, Lotto, Tracer, Dr. Scholl, among others.

Price range Men: ` 800-4000

Women: ` 300-1500

Children: ` 149-800

USP of the store The store not only offers the widest variety of footwear, but also introduces new designs each month.

Catchment area Pandri Market

Store design and interiors The store is aesthetically designed incorporating modern day technology for product display, with the store appearance and ambience synchronised with that of the rest of the mall.

Percentage of space devoted to accessories 10-15 per cent

Percentage of space devoted to shoes 70-80 per cent

Future plans Open stores in Guwahati, Dhanbad, Asansol, Nagpur, Mumbai, Pune, Bilaspur and Bhilai within the next six months.