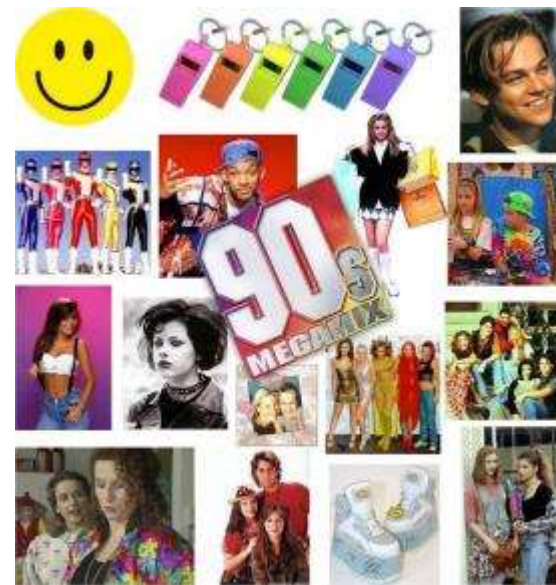


# Community Smith

Retail Space – Women's Vintage Apparel

60's, 70's, 80's & 90's



Olivia Cullifer, Megan Cone, Katharine Harris

Merchandising Students – Haley Garrison, Chelsea Kay, Marissa Vlaming,  
Morgan Watkins

## Retail Design Research

- ❖ Retail Design is considered a branch of marketing because it is considered part of the overall store brand.
- ❖ Design often echoes the feel of the product
- ❖ Design creates brand identity
- ❖ Retail Design factors include
  - Window displays
  - Furniture
  - Lighting
  - Flooring
  - Store layout



## Retail Products Research

- ❖ Urban Outfitters Inspired
  - Displays
  - Industrial
  - Mannequins
  - iPad Checkout Register



# Product Research

## 1970's



- Bell Bottoms
- Maxi Dress



## 1990's

- Combat Boots
- Denim



## 1980's



- Oversized Shirts
- Neon Tights

## Location- 5<sup>th</sup> Street and Cotanche

- ❖ Location chosen by clients is the set of three shops on 5<sup>th</sup> and Cotanche in Uptown Greenville.
  - Product provided by the client is a vintage clothing from the 70s, 80s, and 90s.
  - Clients have requested to separate the clothing by decade which can be successfully done by distributing them through the three different shops.
  - The style of shop they are looking for is “Urban Outfitters” inspired which includes exposed brick and industrial motifs.
- ❖ Uptown Greenville shops already present on 5<sup>th</sup> street include boutique-like stores, but not the same product line, which makes this a good location.



# Inspiration

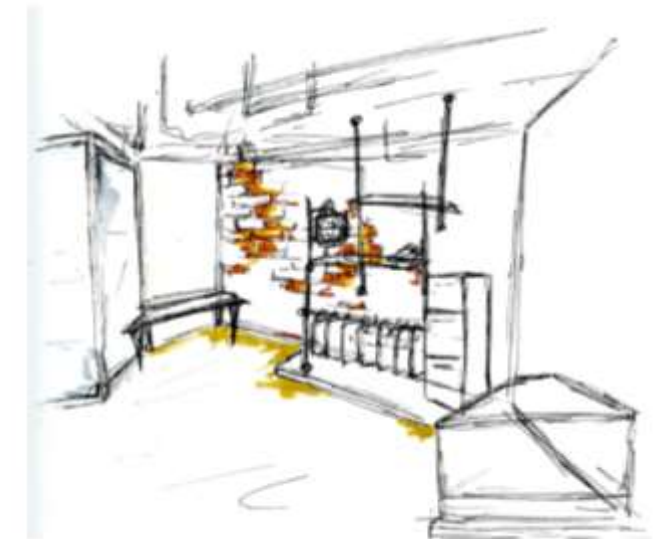
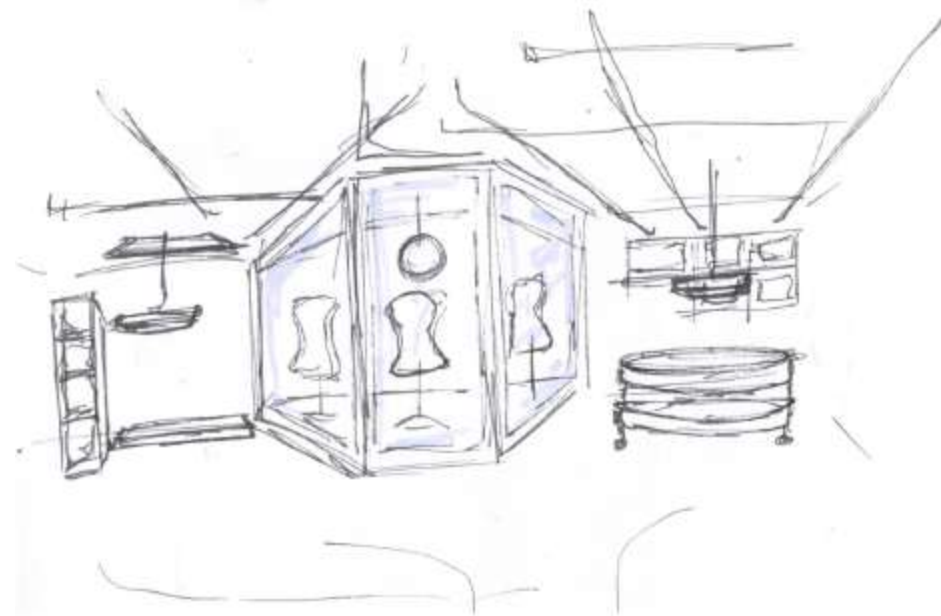
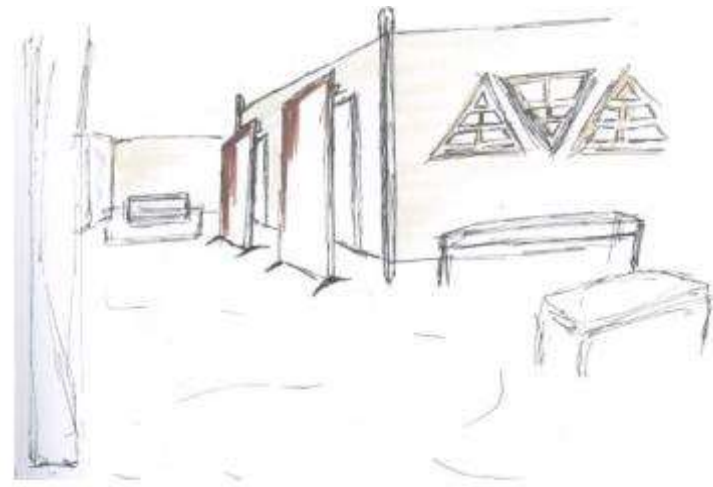
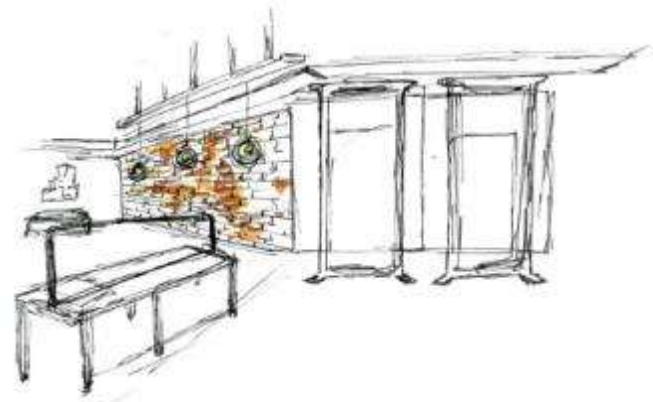
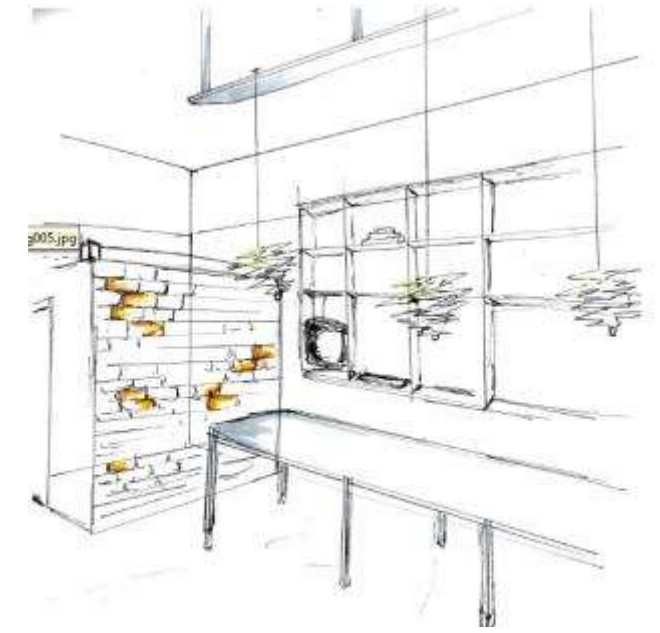
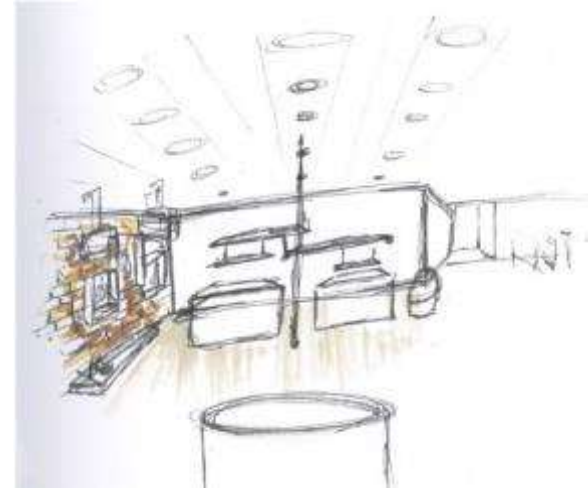
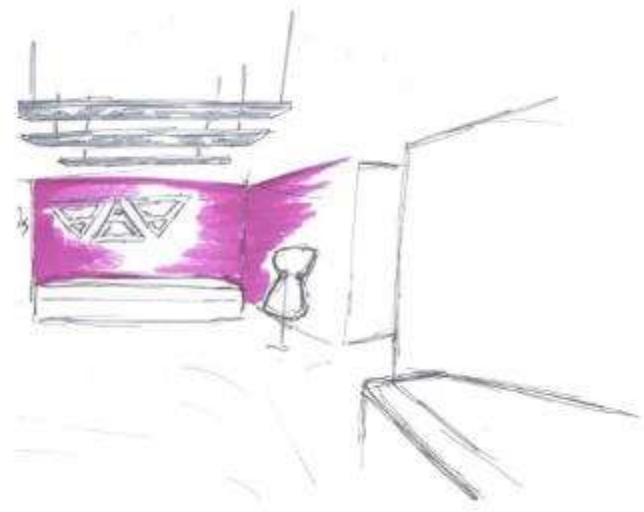


# Concept Statement

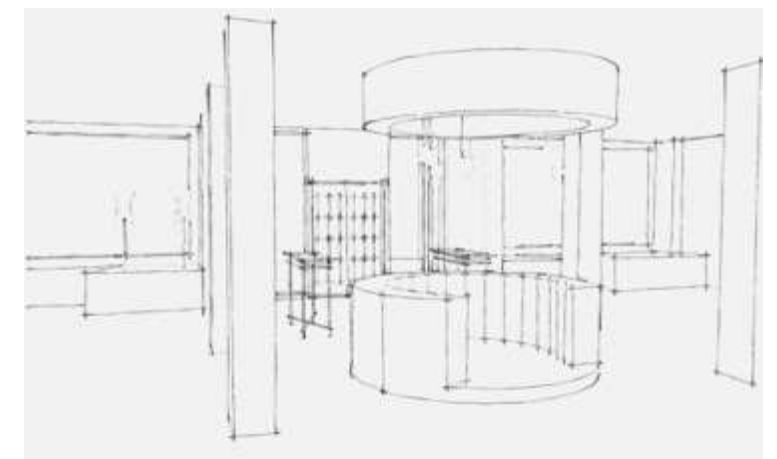
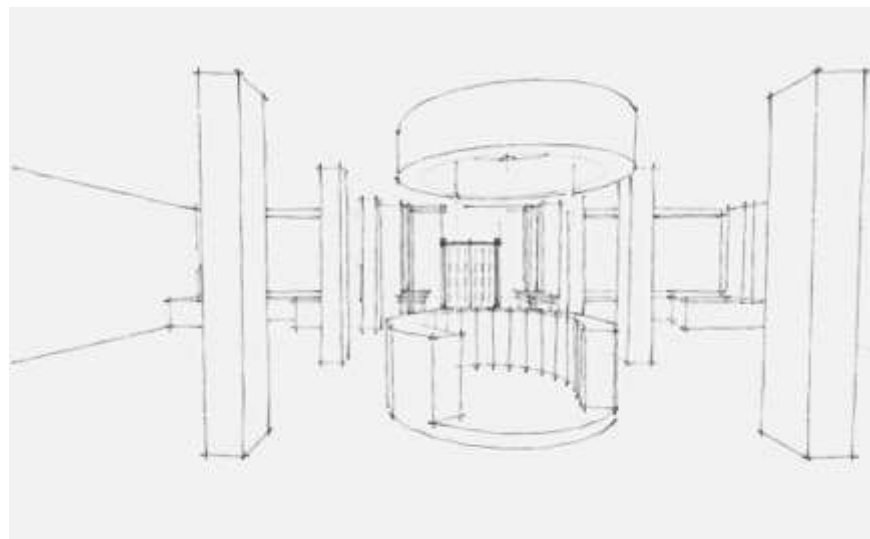
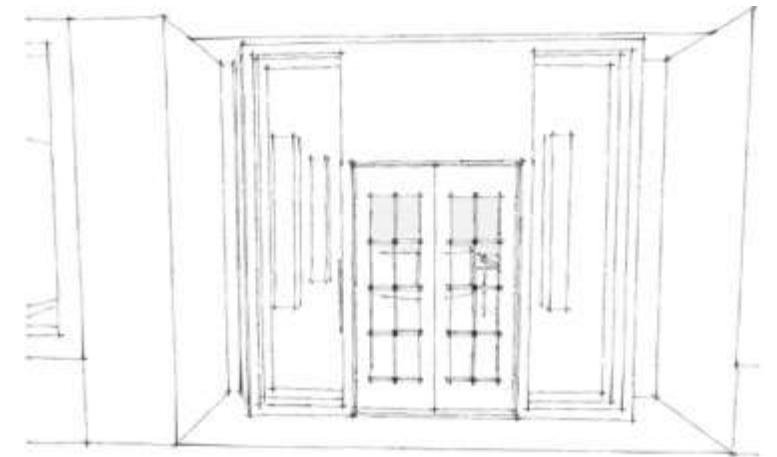
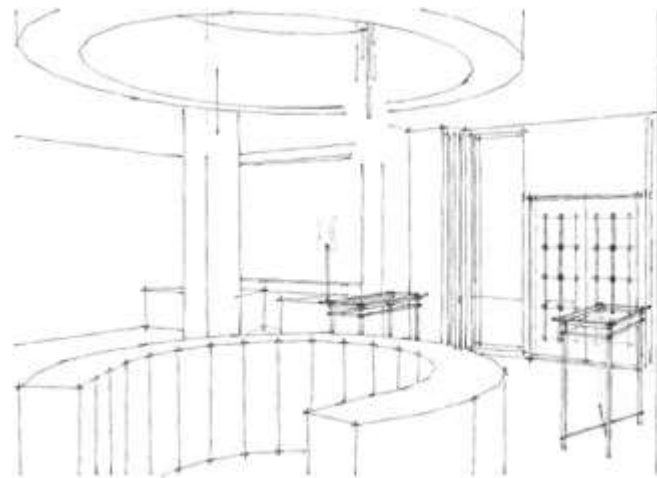
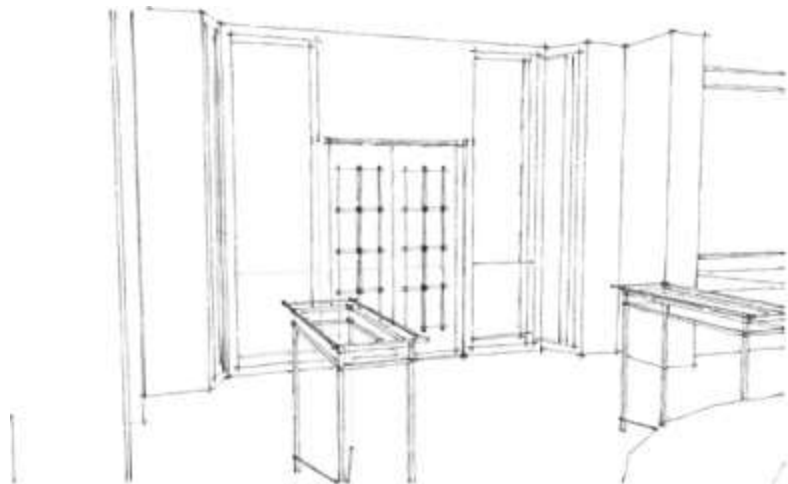
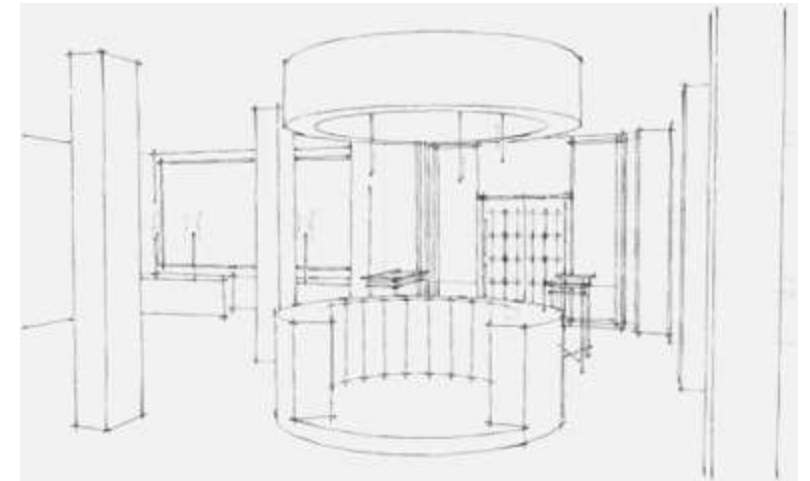
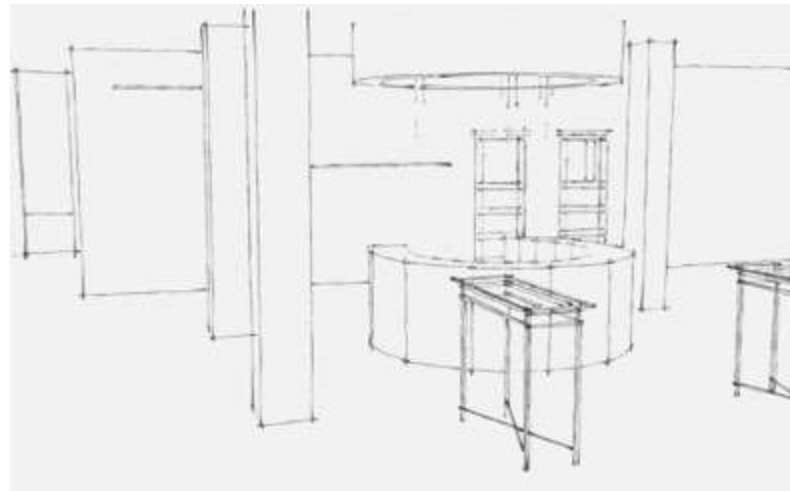
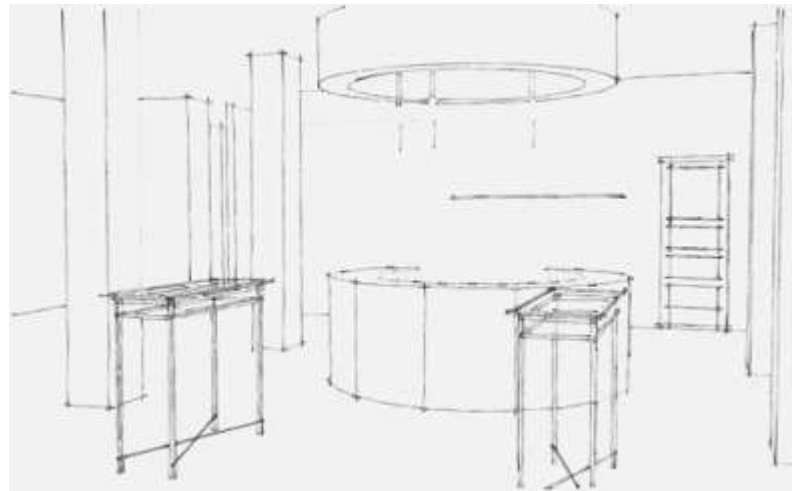
- ❖ **Compartmentalization is the unconscious action of the mind to separate conflicting ideas and emotions in order for a person to cope and avoid cognitive dissonance. That being said compartmentalization allows one mind to organize its emotions and ideas in a cohesive manner. In this project the store's merchandise will be separated and displayed into four different compartments; 60s, 70s, 80s, and 90s clothing.**



# Schematic Design: Interior Sketches- Storefront A

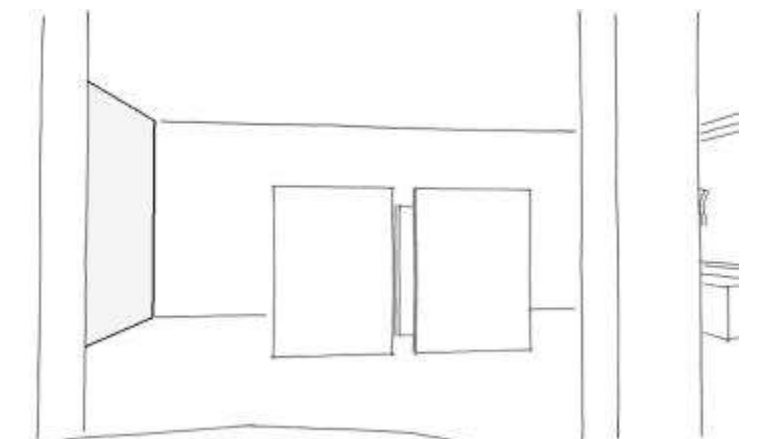
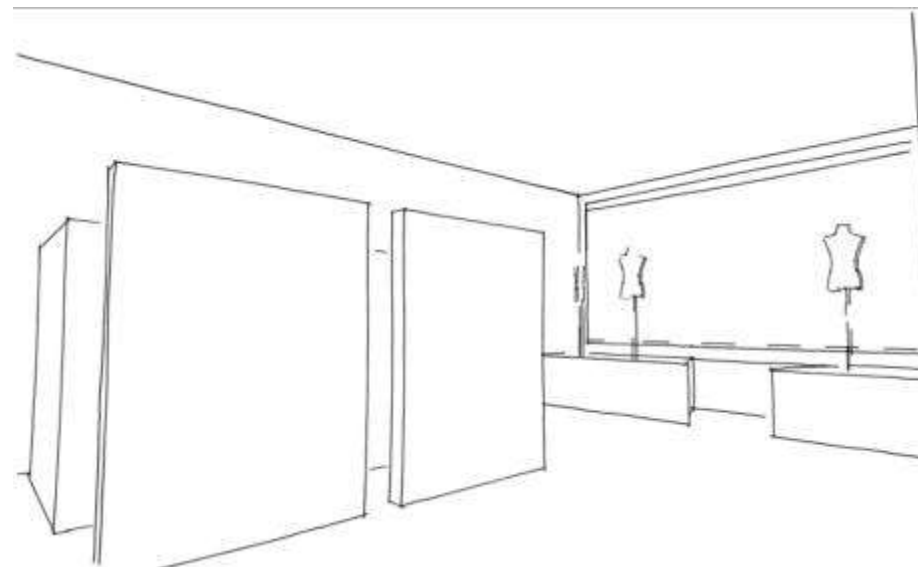
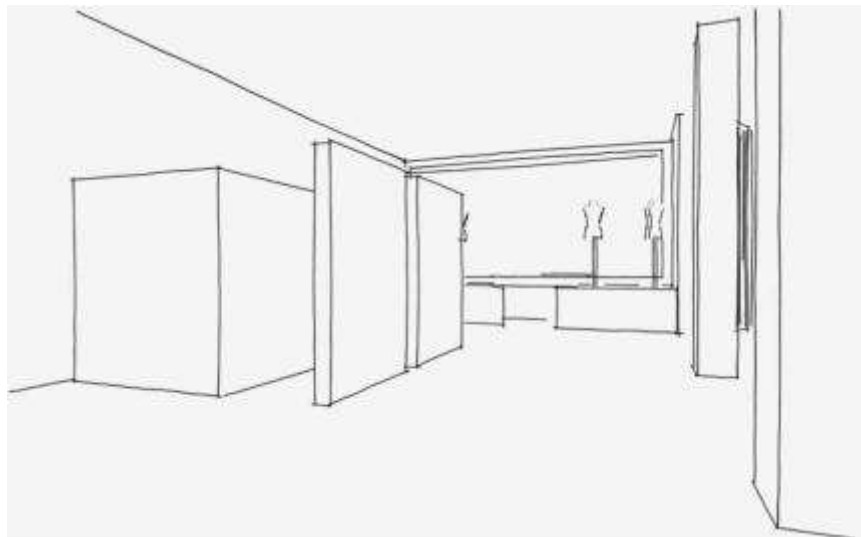
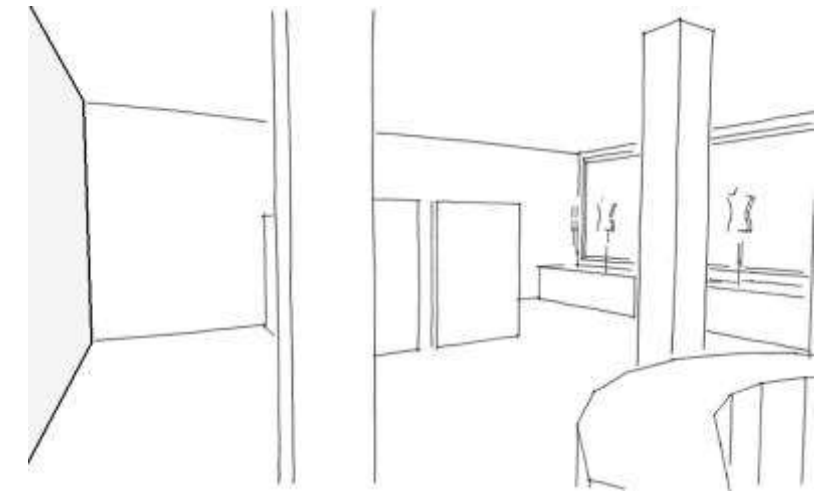
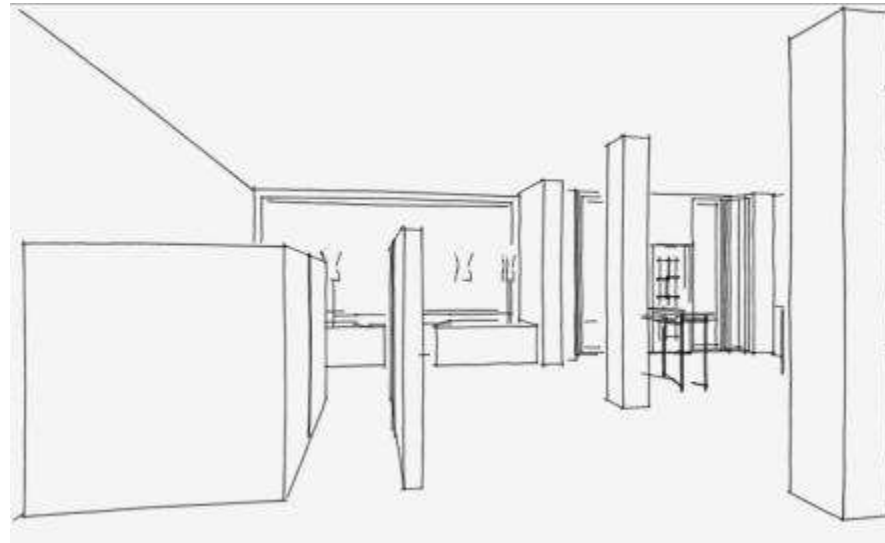
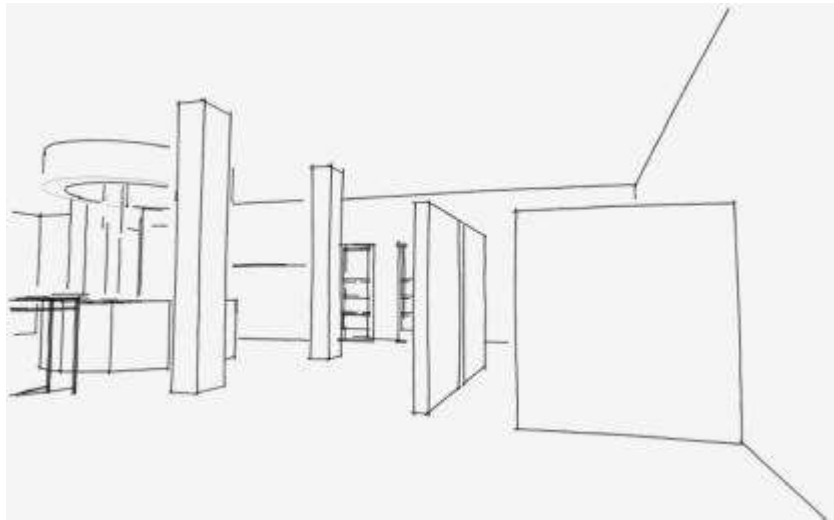
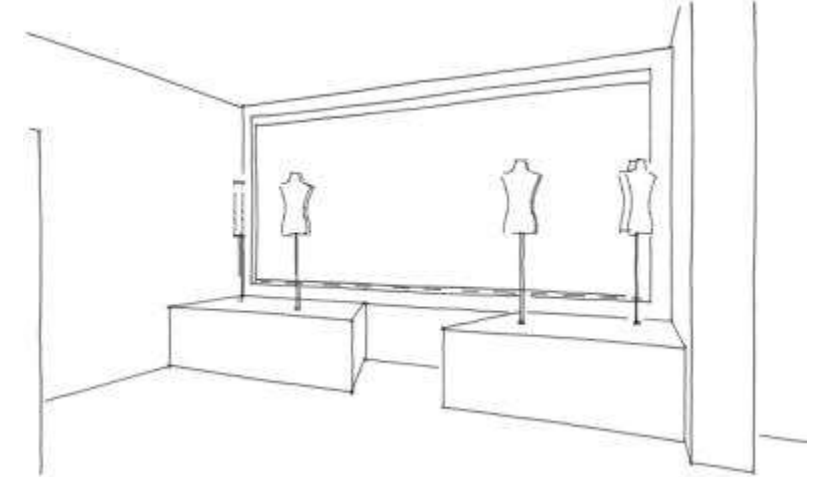
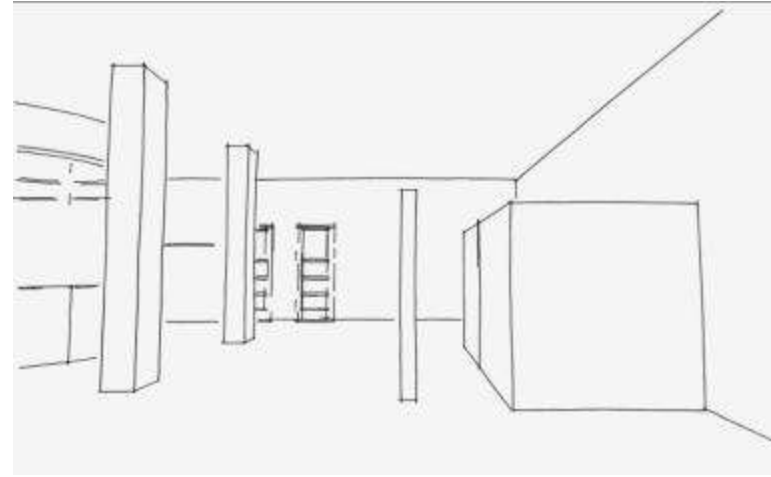
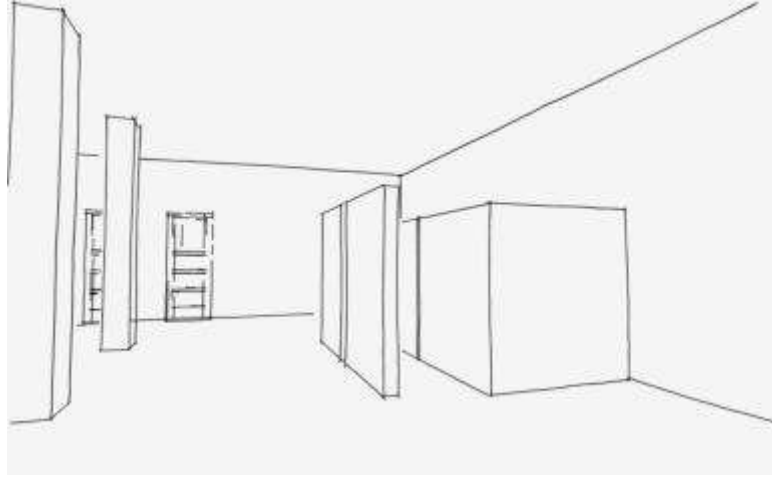


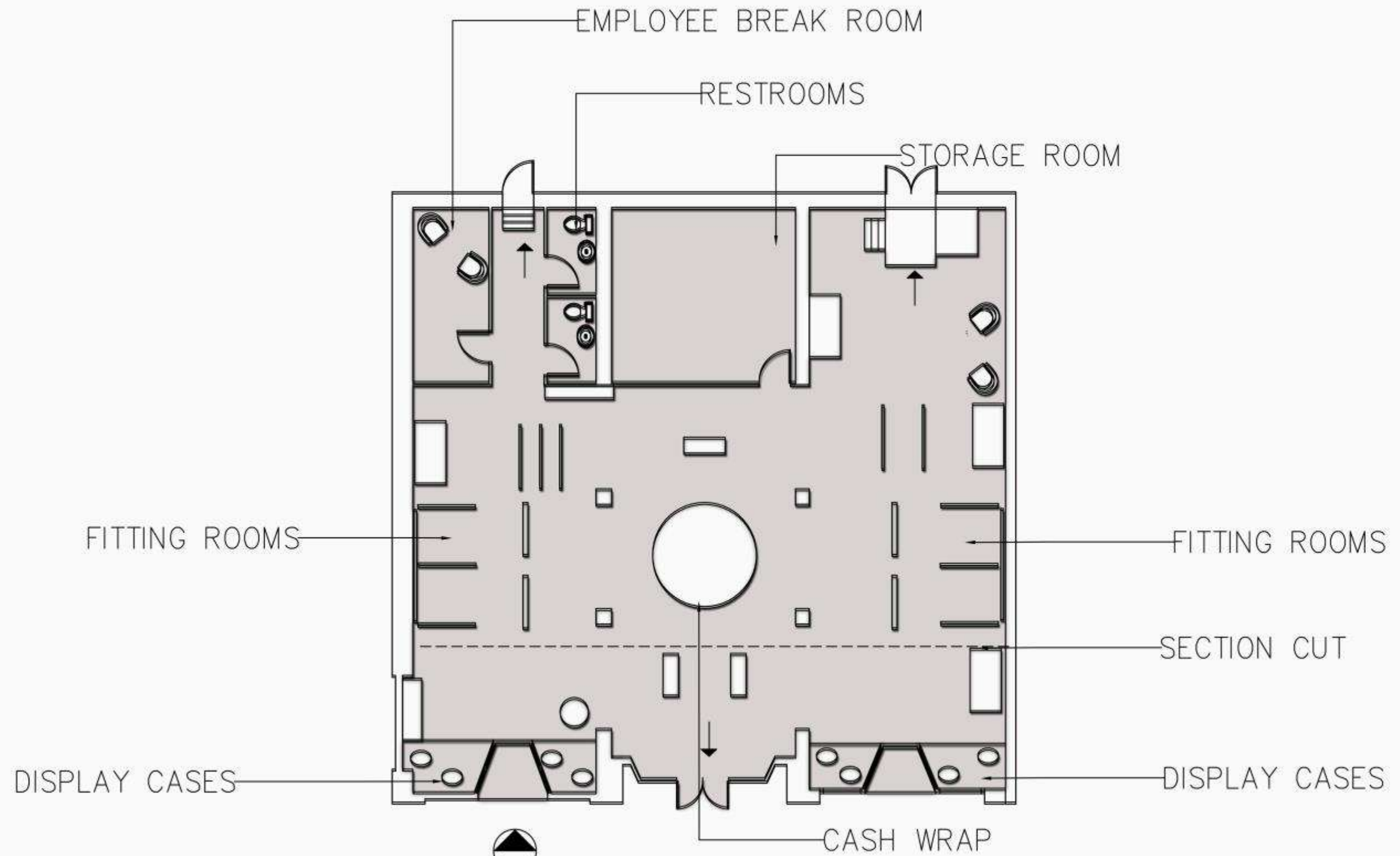
# Schematic Design: Interior Sketches- Storefront B



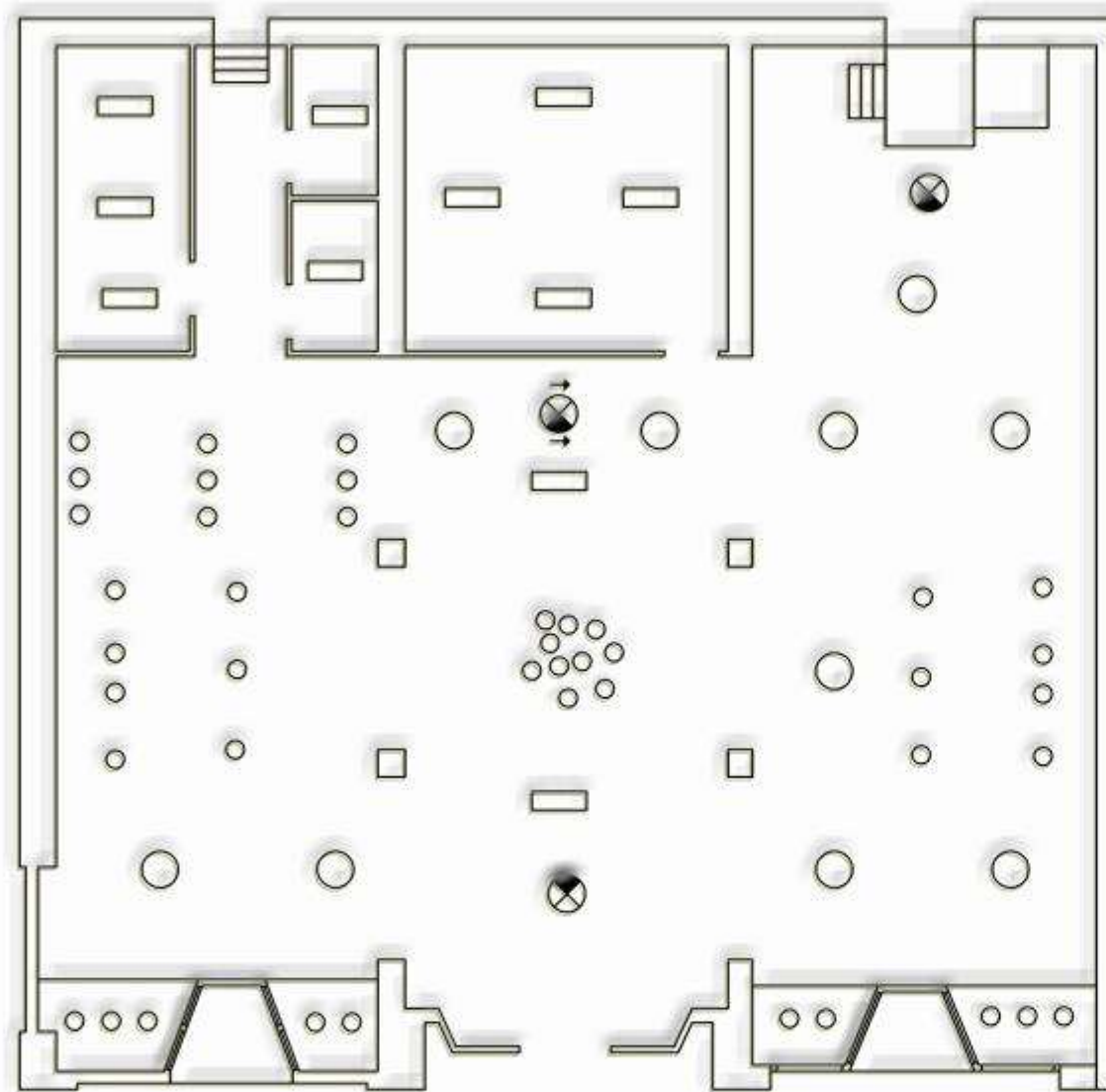


# Schematic Design: Interior Sketches- Storefront C







1  
A1 FURNITURE PLAN  
3/32" = 1'-0"



LIGHTING KEY:

	4X1 COMMERCIAL LIGHT
	DECORATIVE CHANDELIER
	SMALL PENDANT LIGHT
	RECESSED LIGHTING
	3 PIECE PENDANT LIGHT



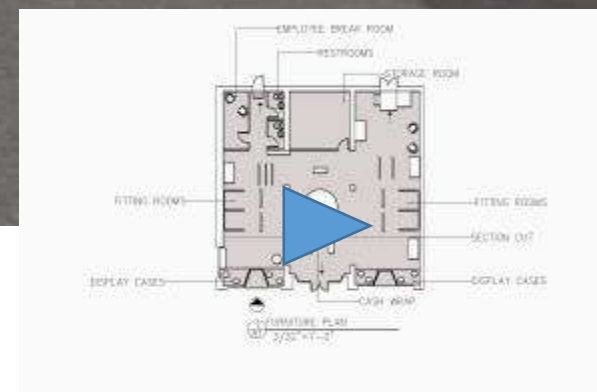
1 REFLECTED CEILING PLAN  
 A1 3/32" = 1'-0"

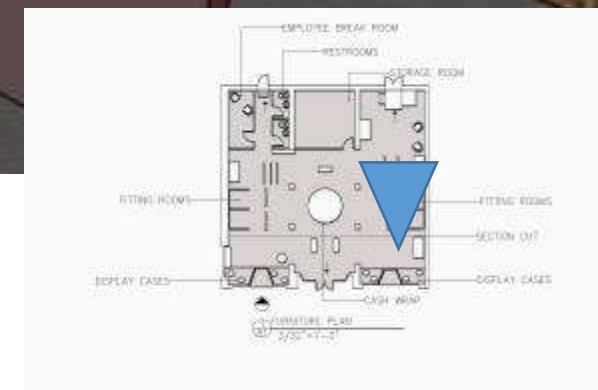


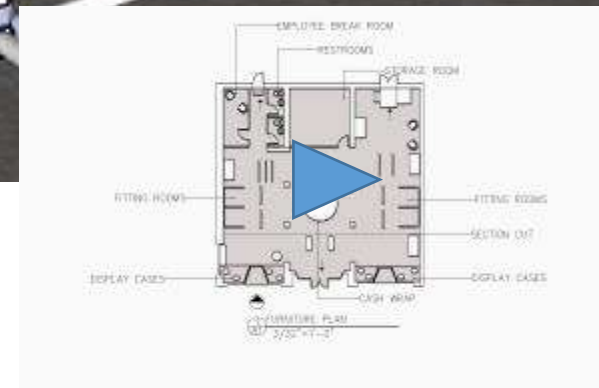
**\*\*Not to scale\*\***

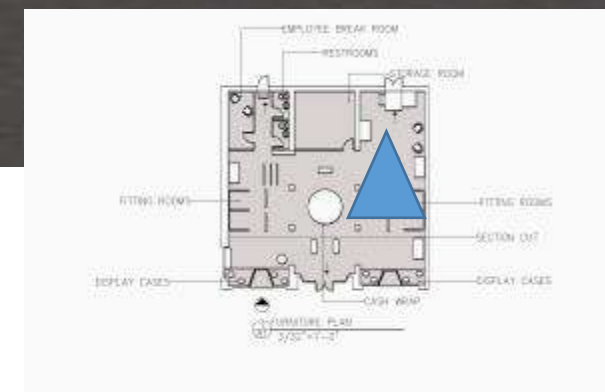


① W/E SECTION CUT  
A1 3/32" = 1'-0"

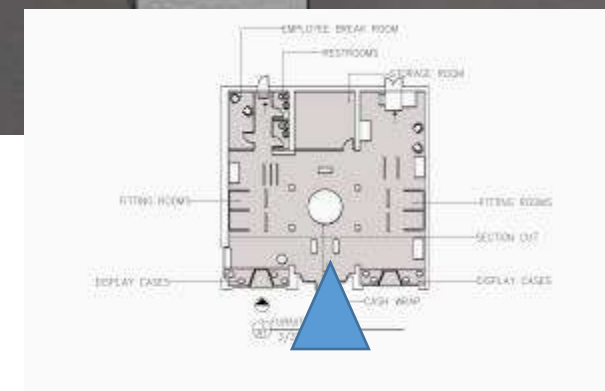


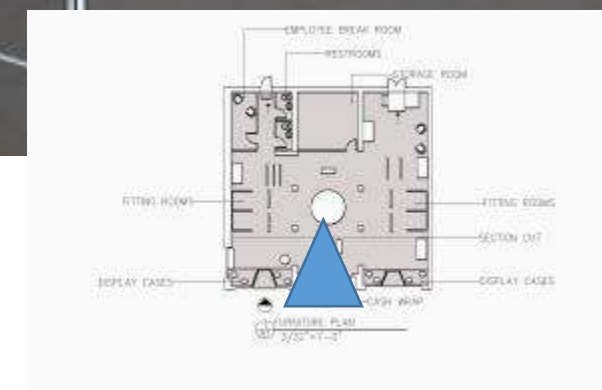


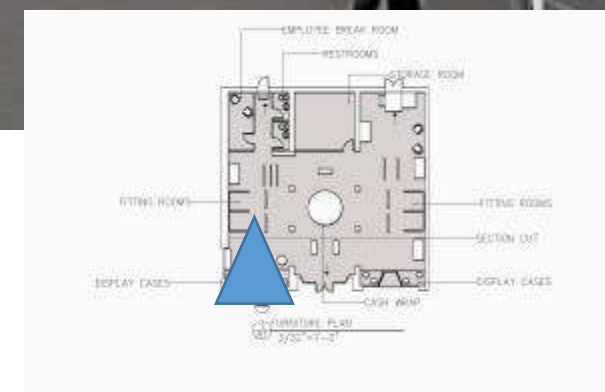


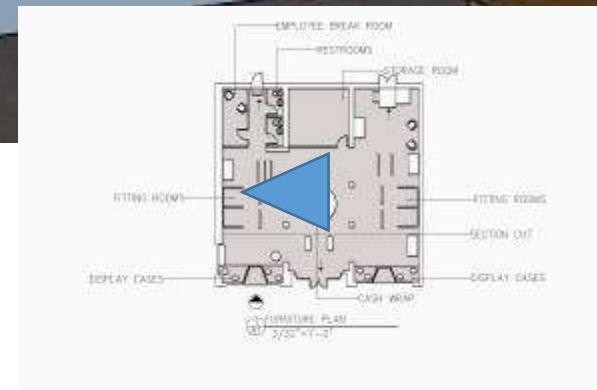




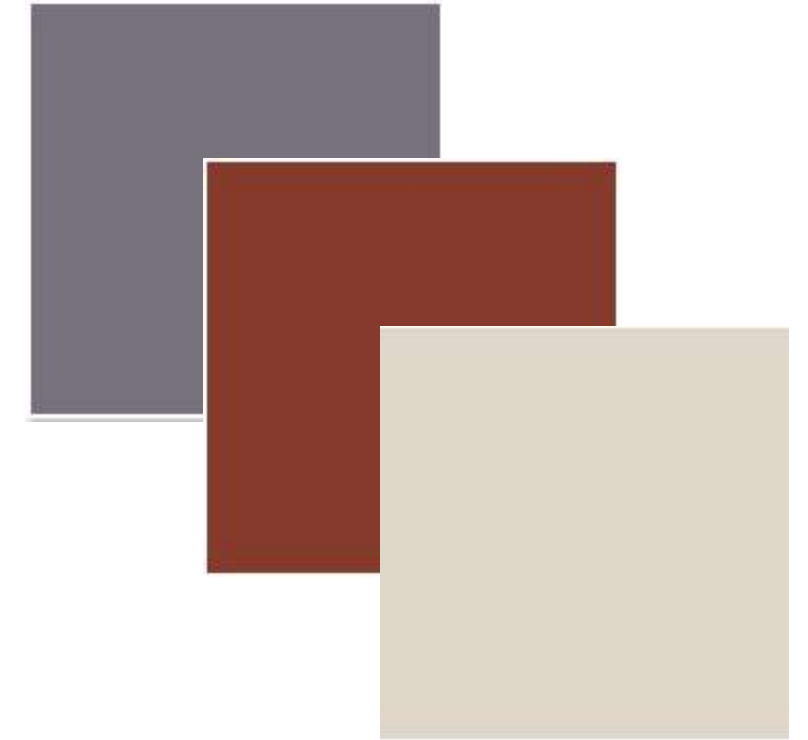
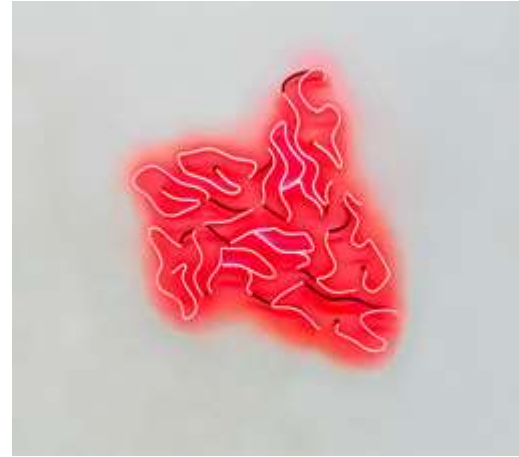




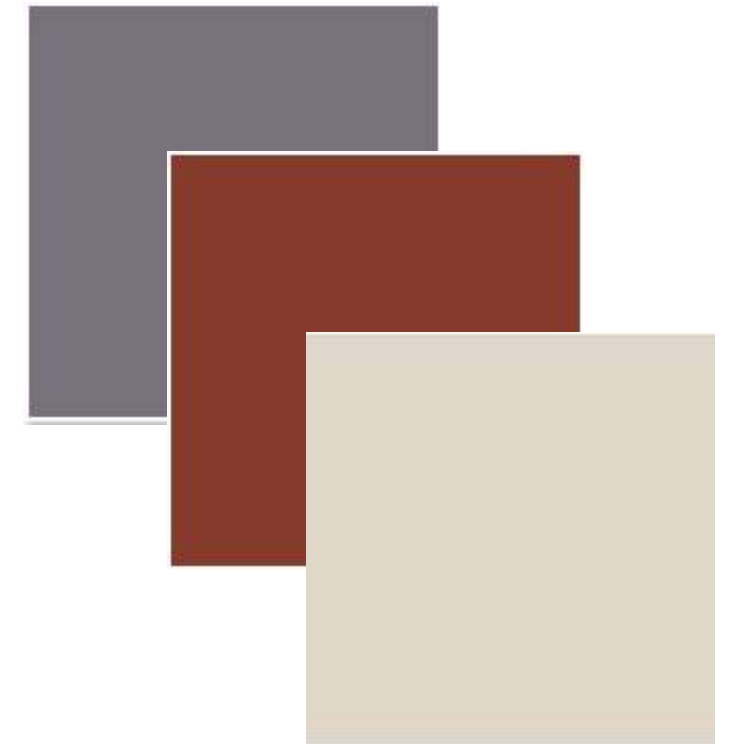
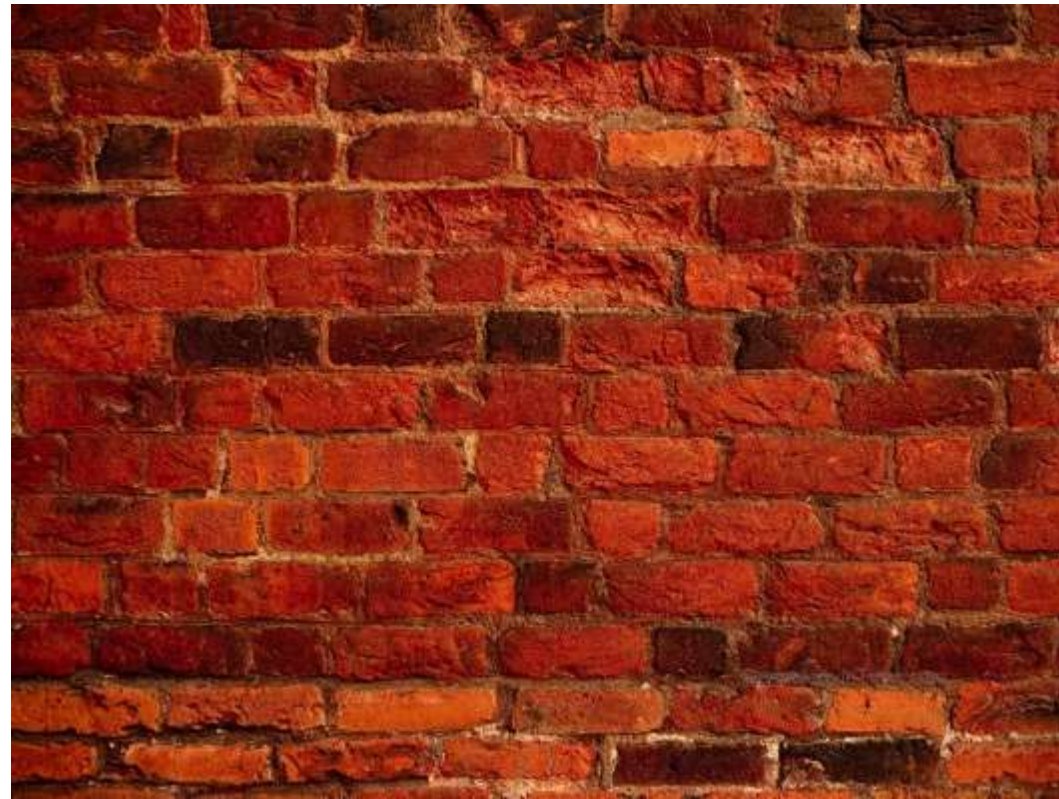




# FF&E Storefront A



# FF&E Storefront B



# FF&E Storefront C

