

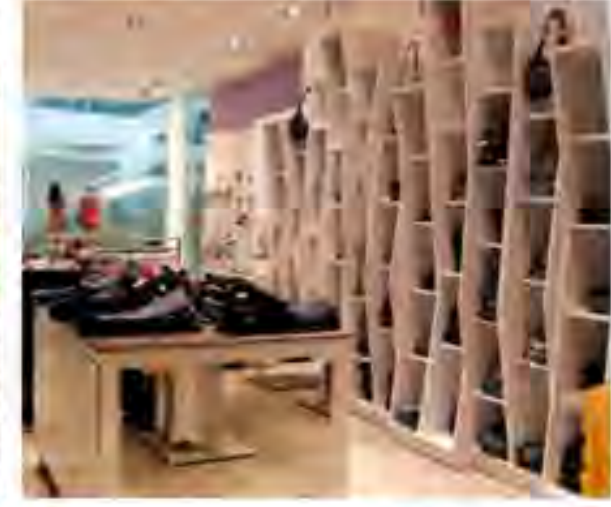
DESIGN

CAITLIN CALDWELL
COMMUNICATIONS
MANAGER

NICOLE HERRON
TIME
MANAGER

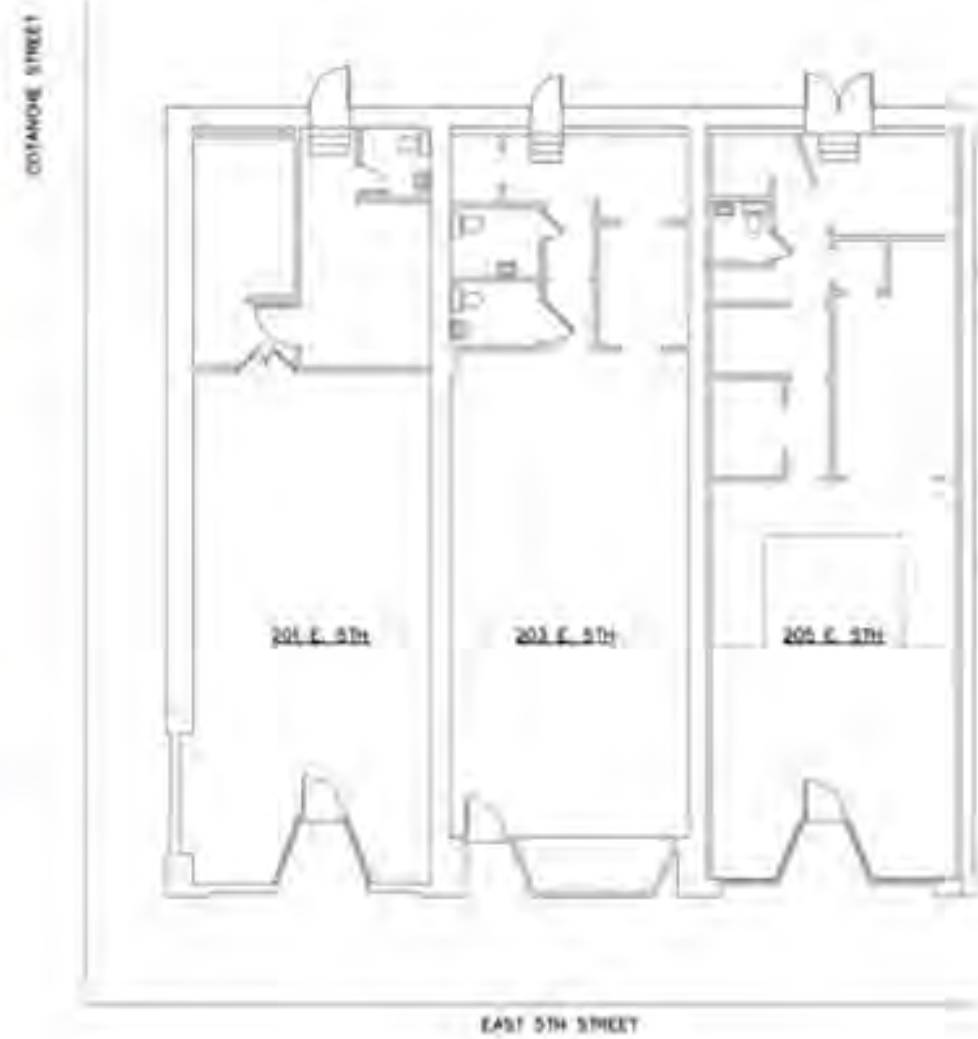
LESLIE SCHNEIDER
PROJECT
MANAGER

INSPIRATION:



LOCATION: GREENVILLE, NC

5TH STREET/ COTANCHE



RETAIL DESIGN:

URBAN AREA

- CREATE A SHOPPING STROLL
 - MANY SHOPPERS WANT THE EXPERIENCE AND A PATH FOR THEM TO STROLL
- CREATE A CENTER
- UTILIZE VIEWS
 - VISIBILITY HAS VALUE
- AMPLE FLOOR-TO-CEILING HEIGHTS
- VENTILATION AND ACCESSIBLE CORRIDORS
- HIGH QUALITY MATERIALS AND FINISHES USED IN THE STOREFRONT
- ENCOURAGE INDIVIDUALITY
- PROPER SIGNAGE

SMALL TOWN

- SIMPLICITY AND TRANSPARENCY ATTRACT CUSTOMERS
- ATTRACTIVE PRODUCT DISPLAYS AND EASY NAVIGATION
- COLOR COORDINATED GROUPS
- NO CLUTTER
- CASH-WRAP MAKES GOOD FIRST IMPRESSION
- CONNECTION TO THE COMMUNITY/SUPPORTS COMMUNITY



RETAIL FIXTURES:

- FIXTURES CAN BE JUST AS IMPORTANT TO A STORE'S SUCCESS AS LOCATION
- THE FIXTURES SHOWCASE INVENTORY AND CIRCULATE MOVEMENT THROUGHOUT THE SPACE
- COMMON RETAIL FIXTURES INCLUDE:
 - MANNEQUINS
 - GONDOLA SHELVING UNITS
 - RETAIL TABLES
 - SLATWALL FIXTURES
 - GRIDWALL FIXTURES
 - CHROME CLOTHING RACKS
 - TWO OR FOUR-WAY WATERFALL RACKS
 - CASH/WRAP STATION
- RETAIL FIXTURES FOR AN ACCESSORY STORE WOULD NEED TO INCLUDE:
 - MANNEQUINS FOR DISPLAY
 - HAT AND OR SCARF RACKS
 - JEWELRY DISPLAY AREA
 - SHOE RACKS
 - HANDBAG TABLES/HOLDERS
 - CASH/WRAP STATION





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DESIGN

<http://www.fabulousandbaroque.com/>



<http://www.grahambrown.com/>

<http://centiva.com/centiva-flooring/glitter-gl-5031-v-glitter-black/>

<http://www.builddirect.com/Porcelain->





CONCEPT STATEMENT

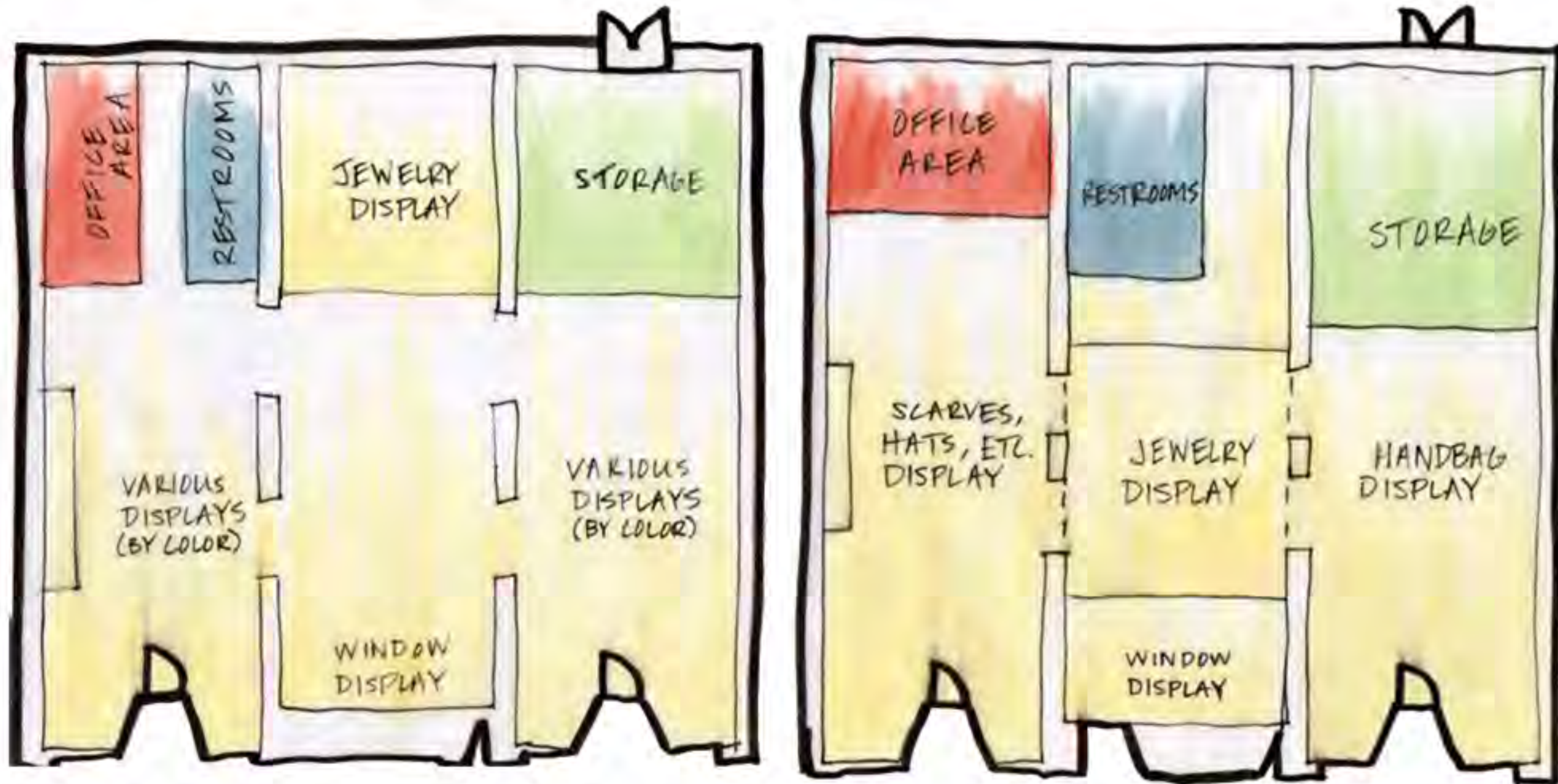
“BAROQUE MEETS MODERN”

AUDAZ ACCESSORY STORE WILL PUT A FRESH SPIN ON BAROQUE STYLE BY CREATING AN ELEGANT AND MODERN RETAIL ENVIRONMENT IN UPTOWN GREENVILLE, NC. THE DESIGN WILL CREATE A UNIQUE SHOPPING EXPERIENCE TO THE CITY OF GREENVILLE.

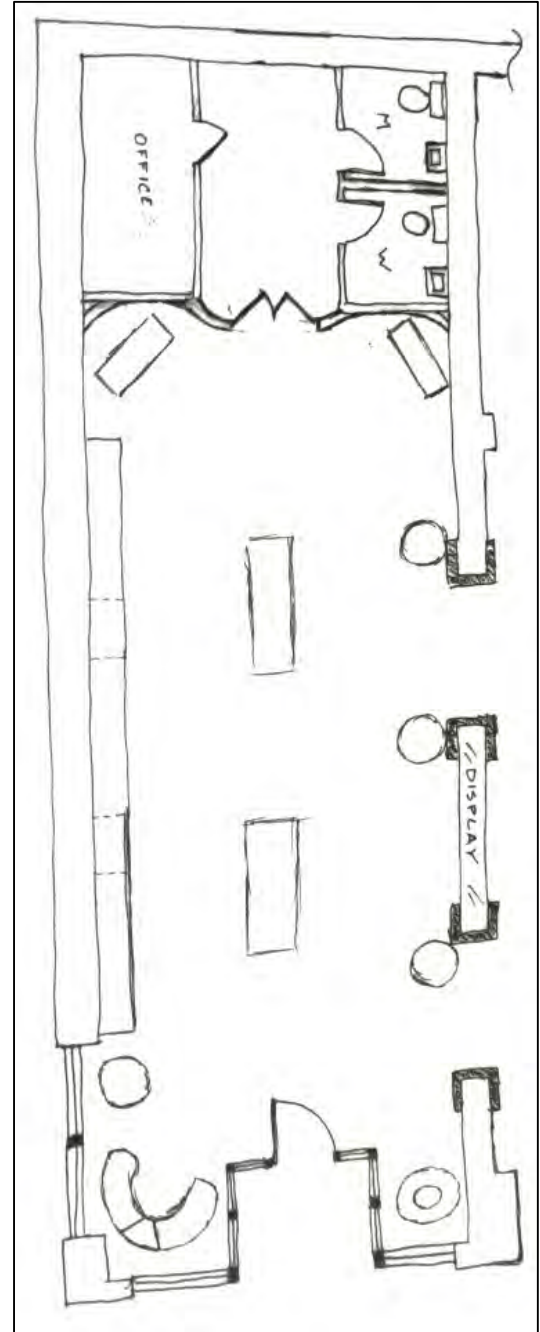
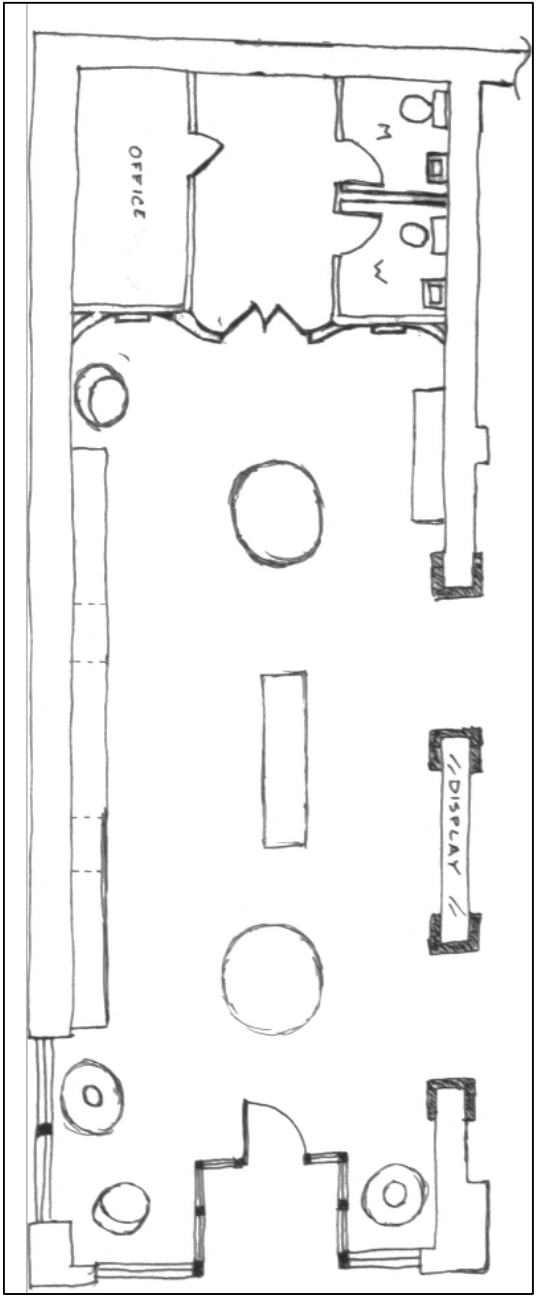
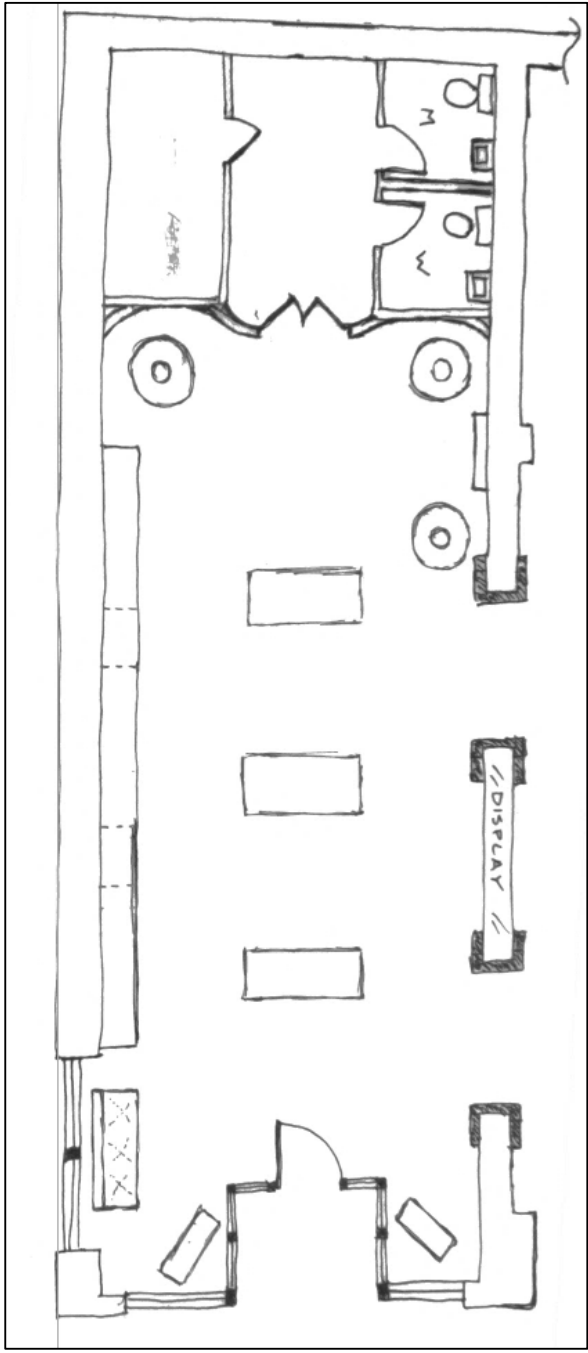


DESIGN

BLOCKING:

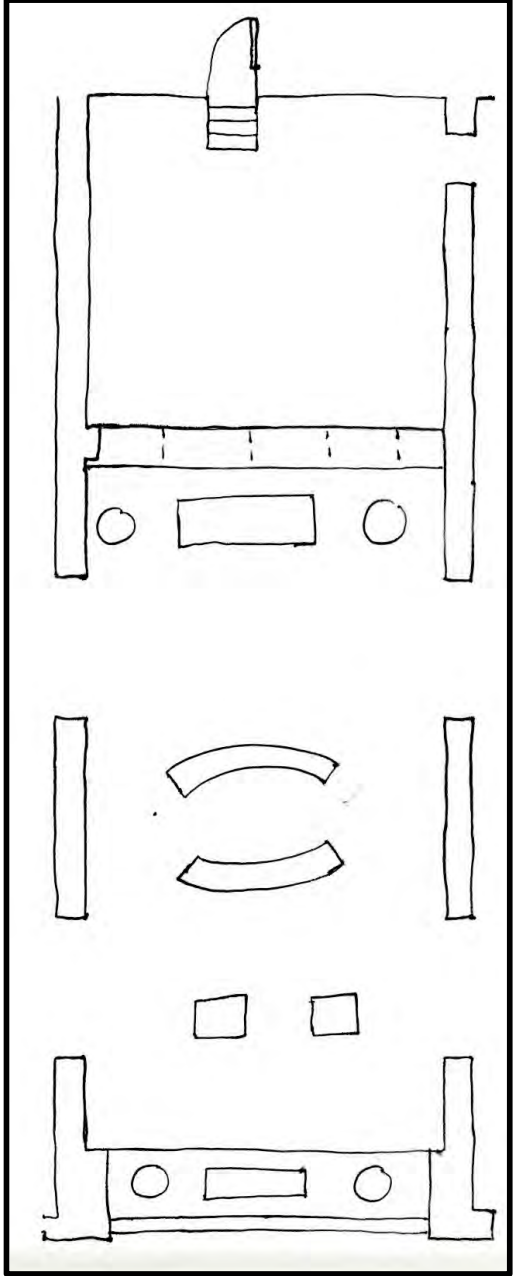
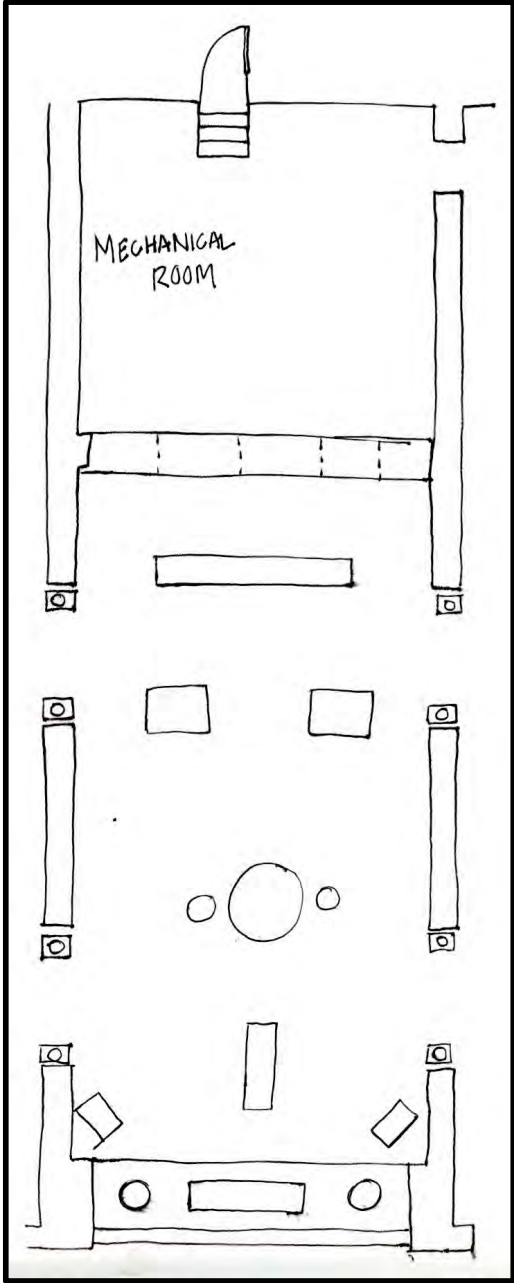
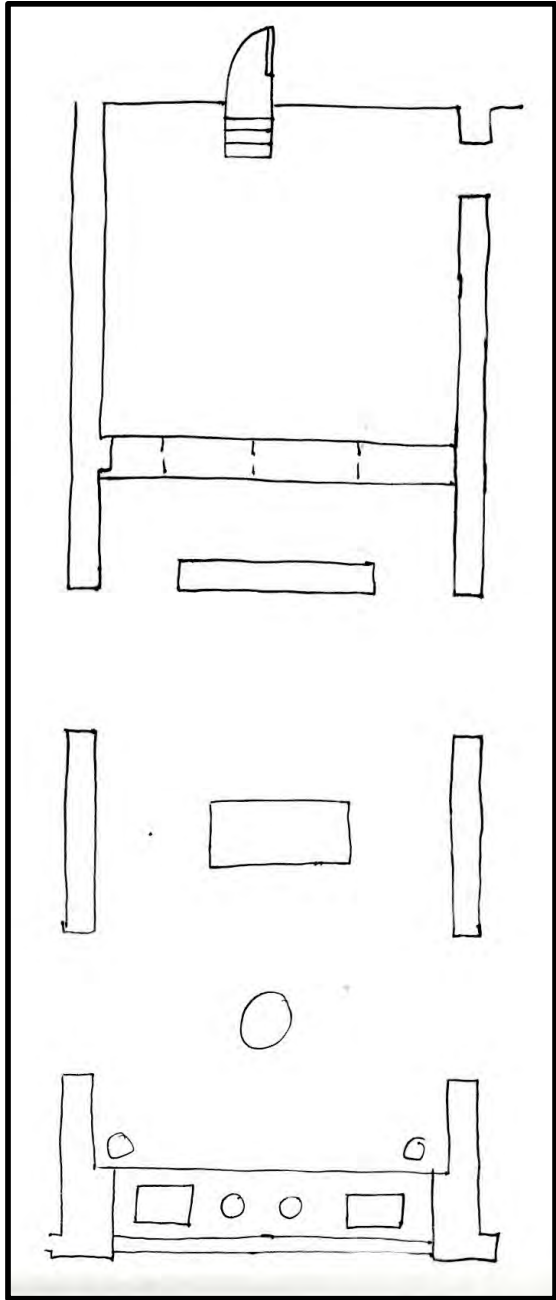


SPACE PLANS - LEFT:



DRAWINGS NOT TO SCALE

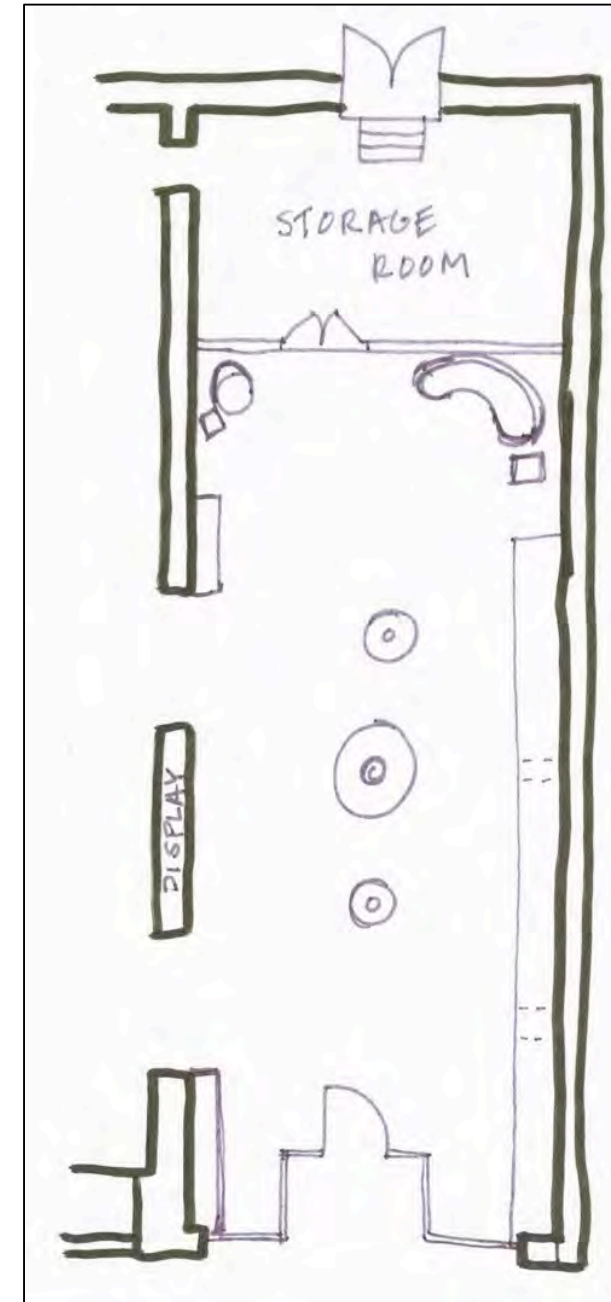
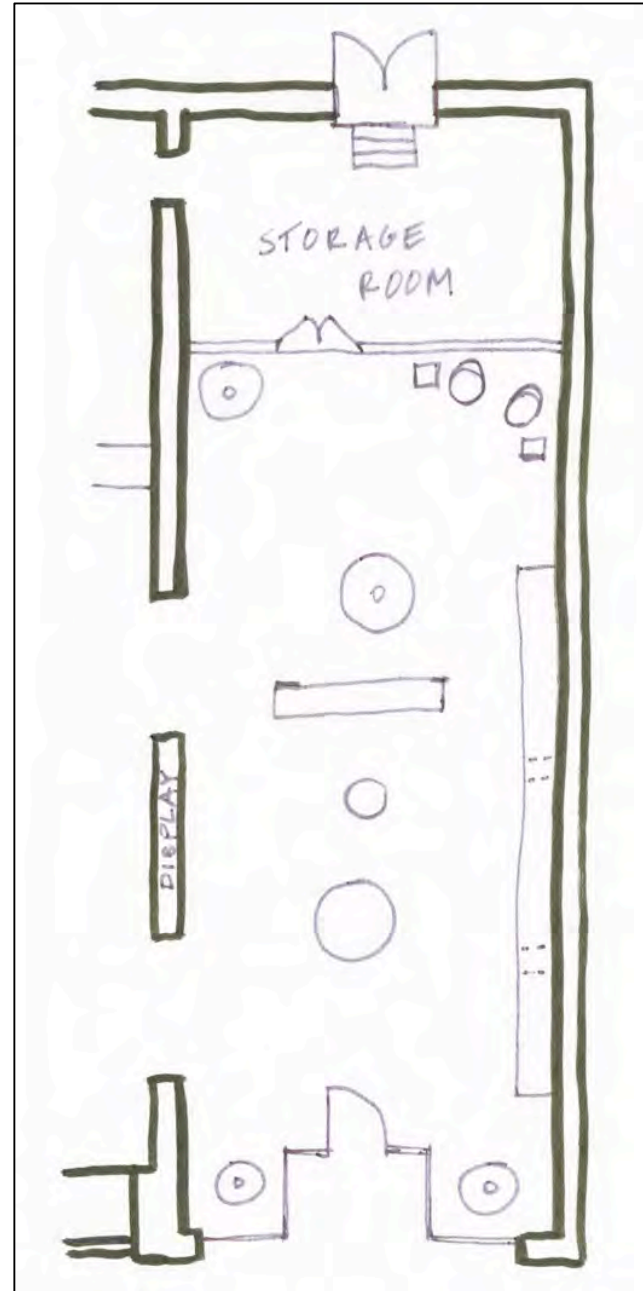
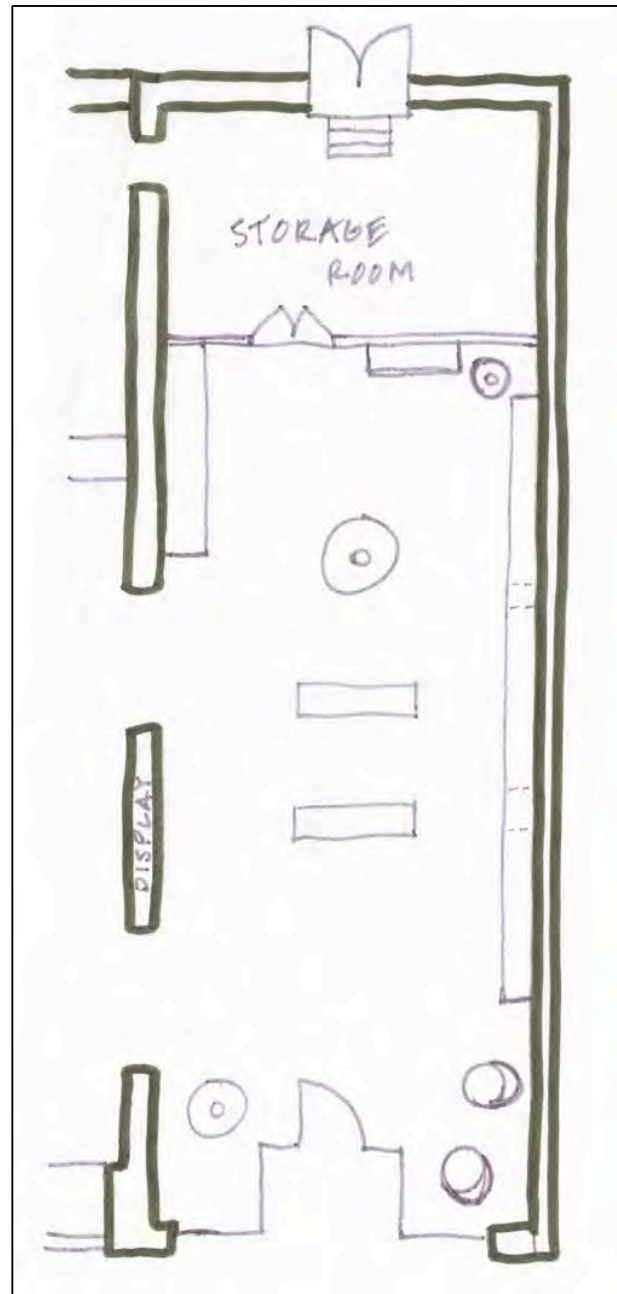
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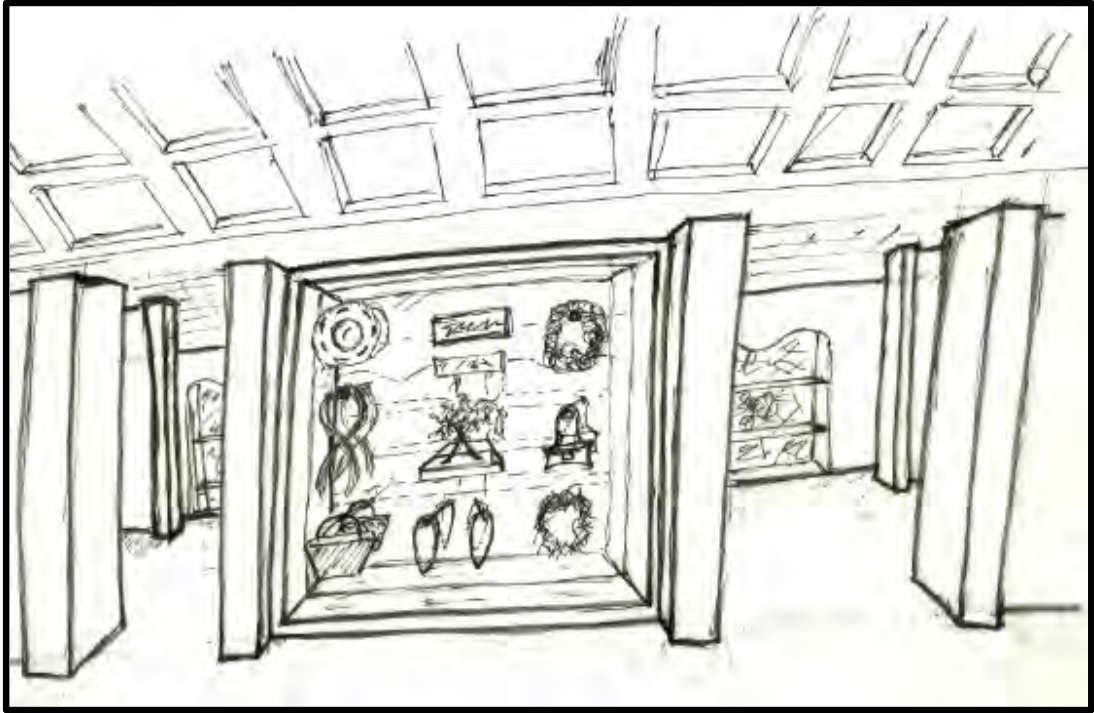
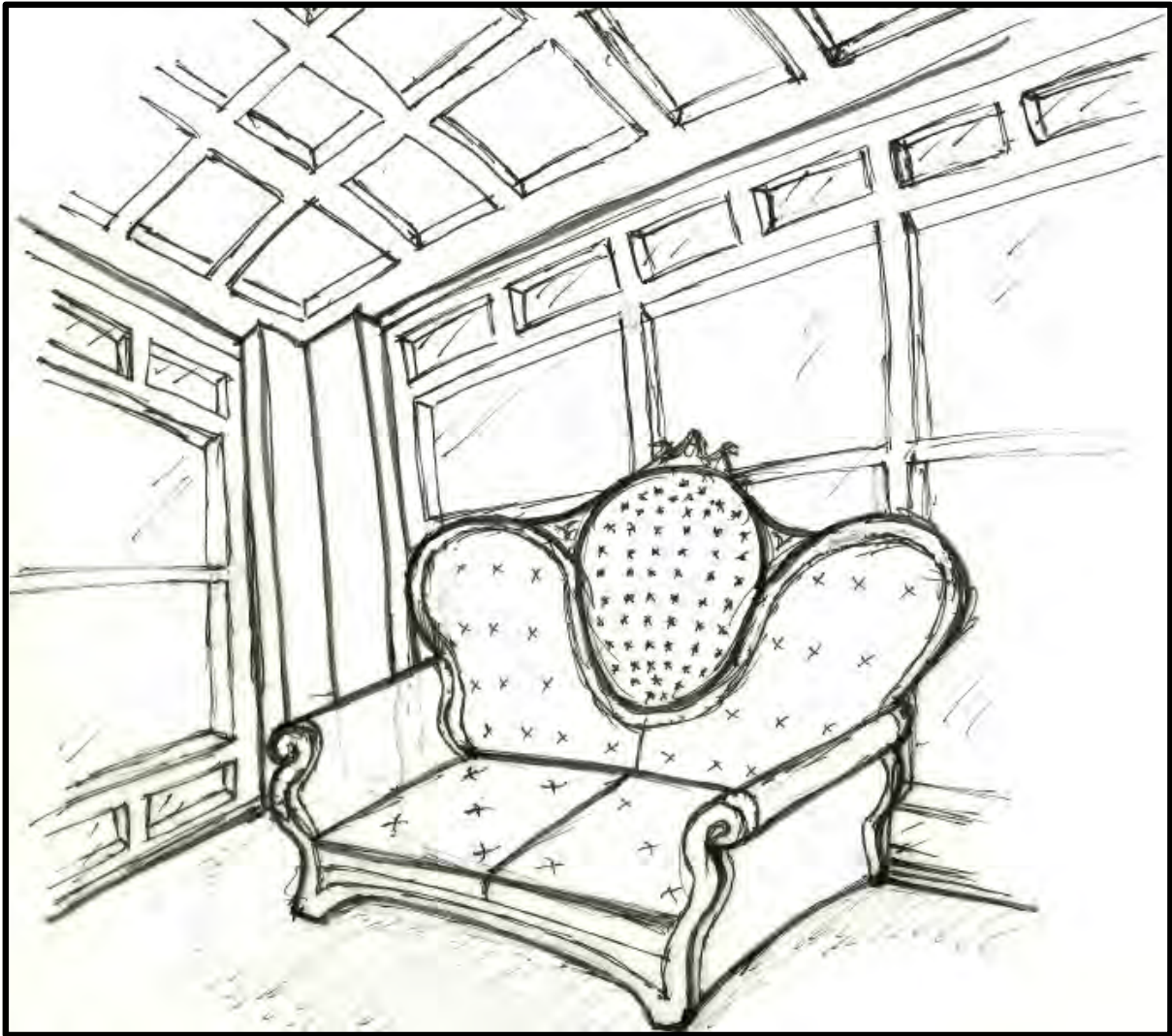
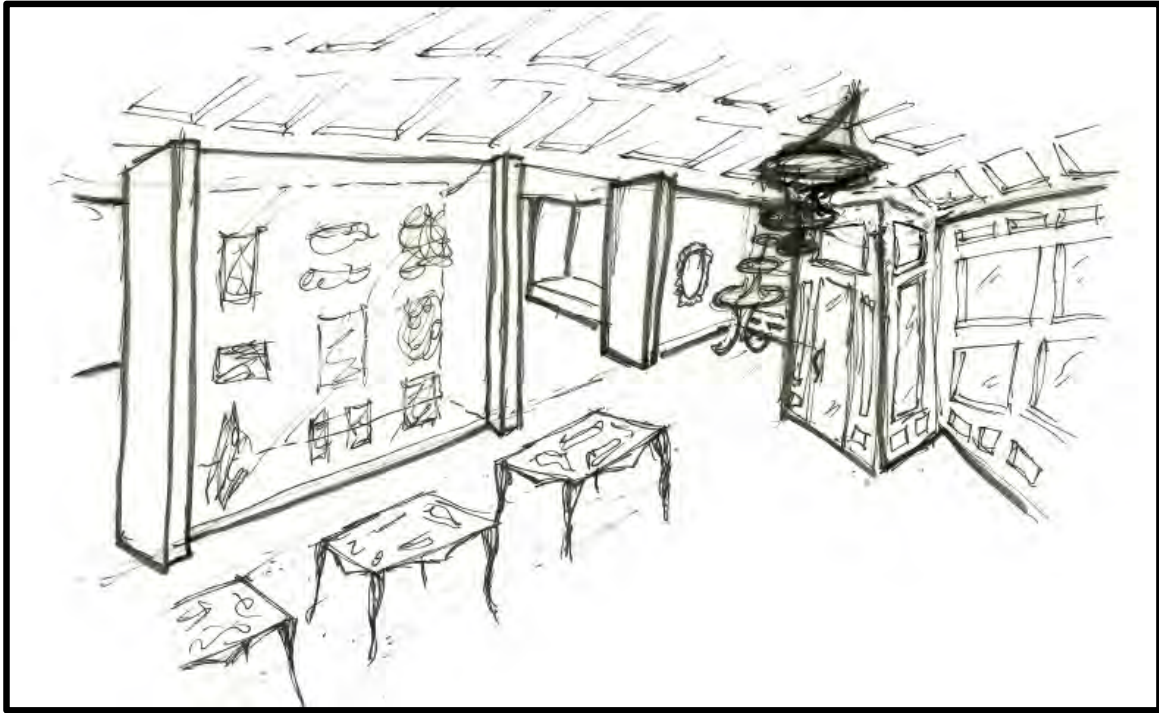
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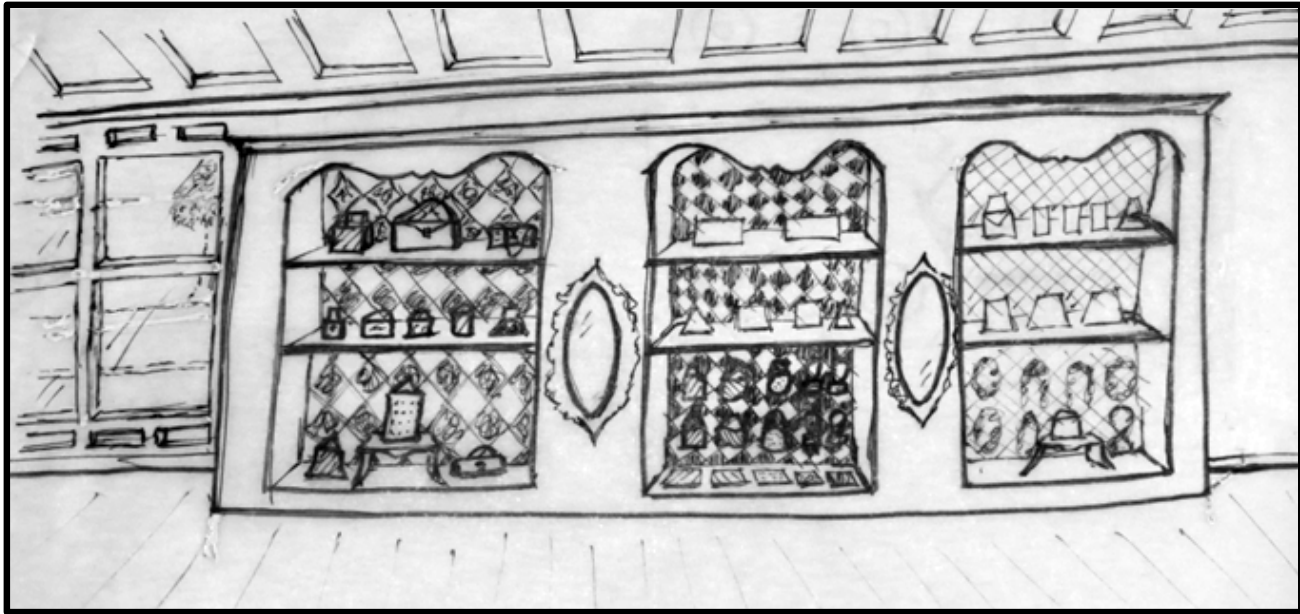
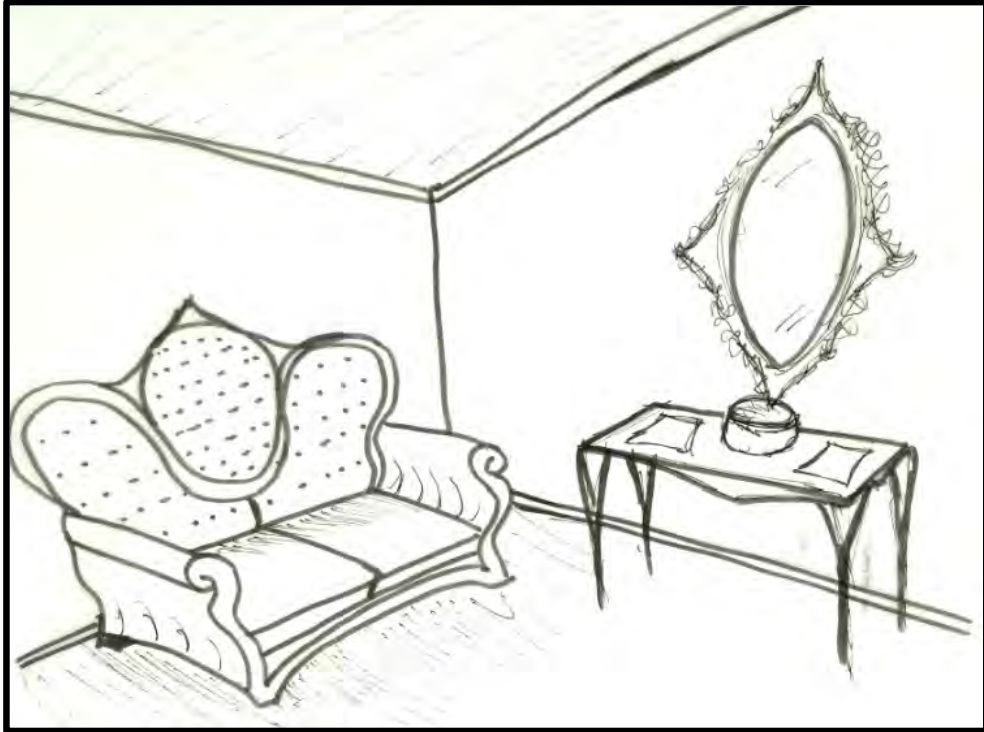
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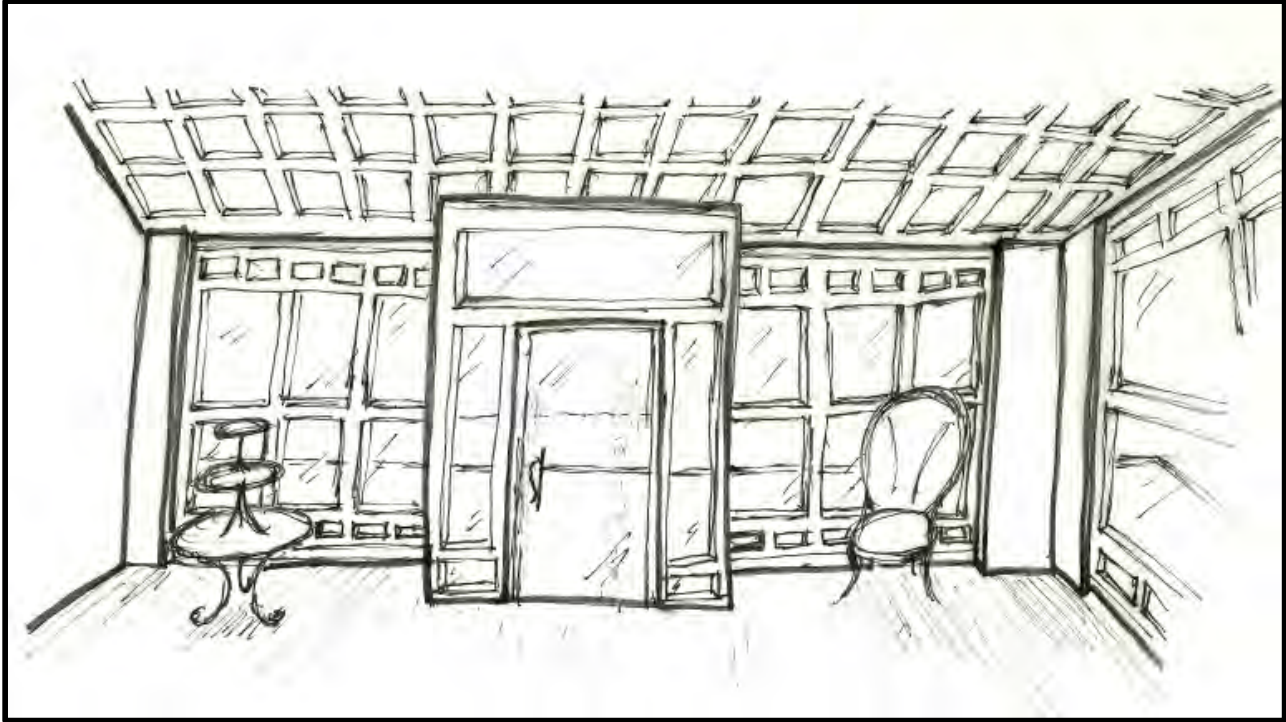
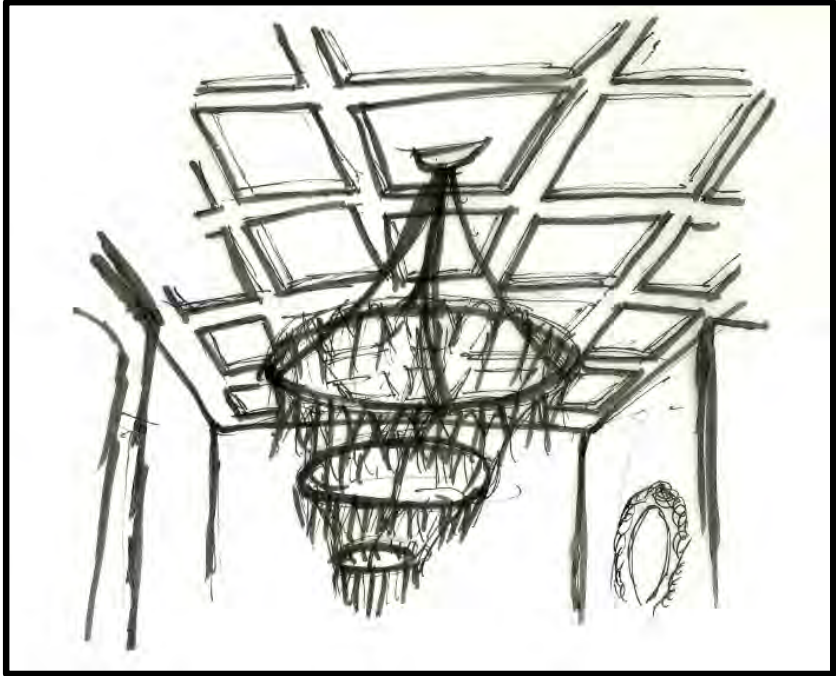
INTERIOR SKETCHES:



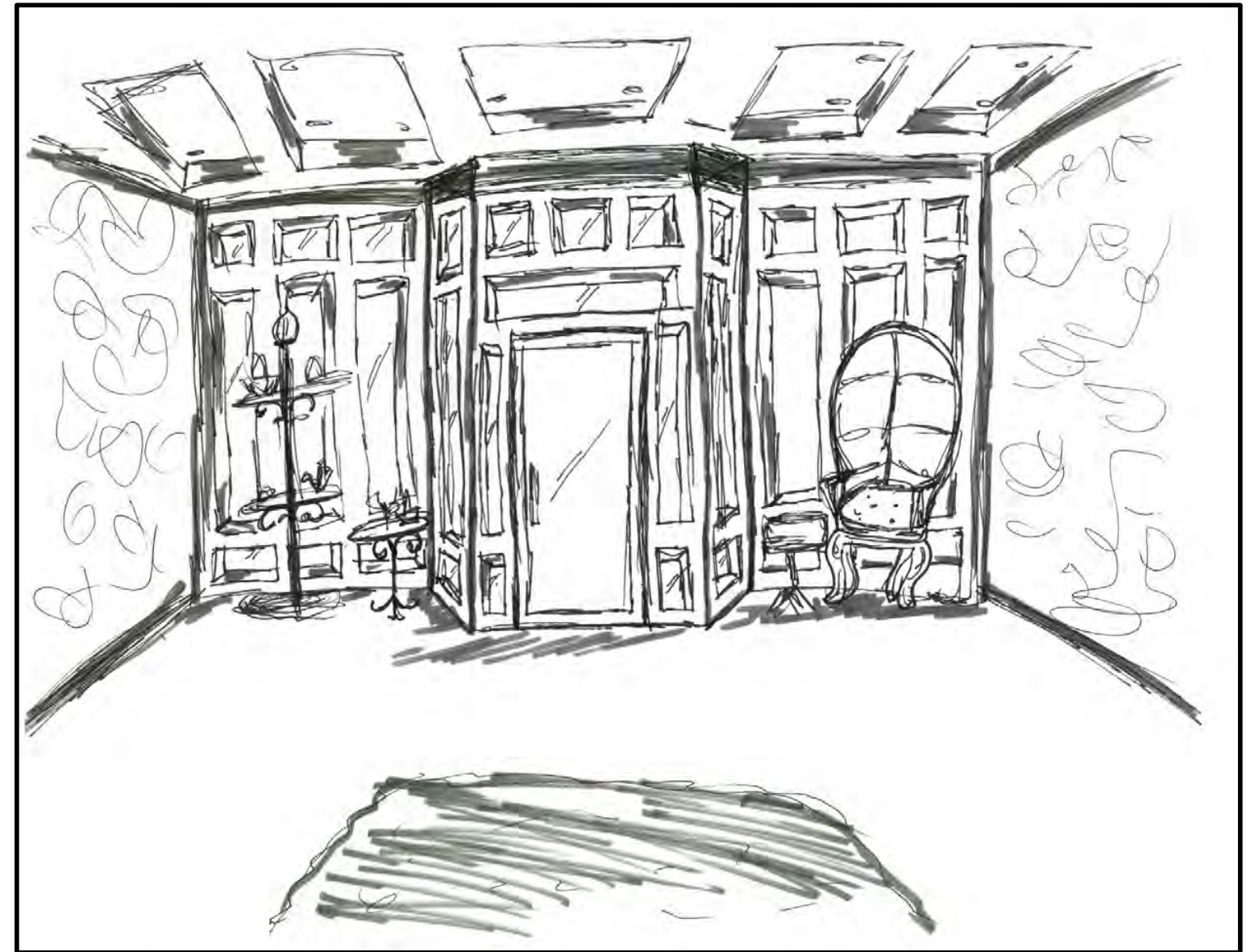
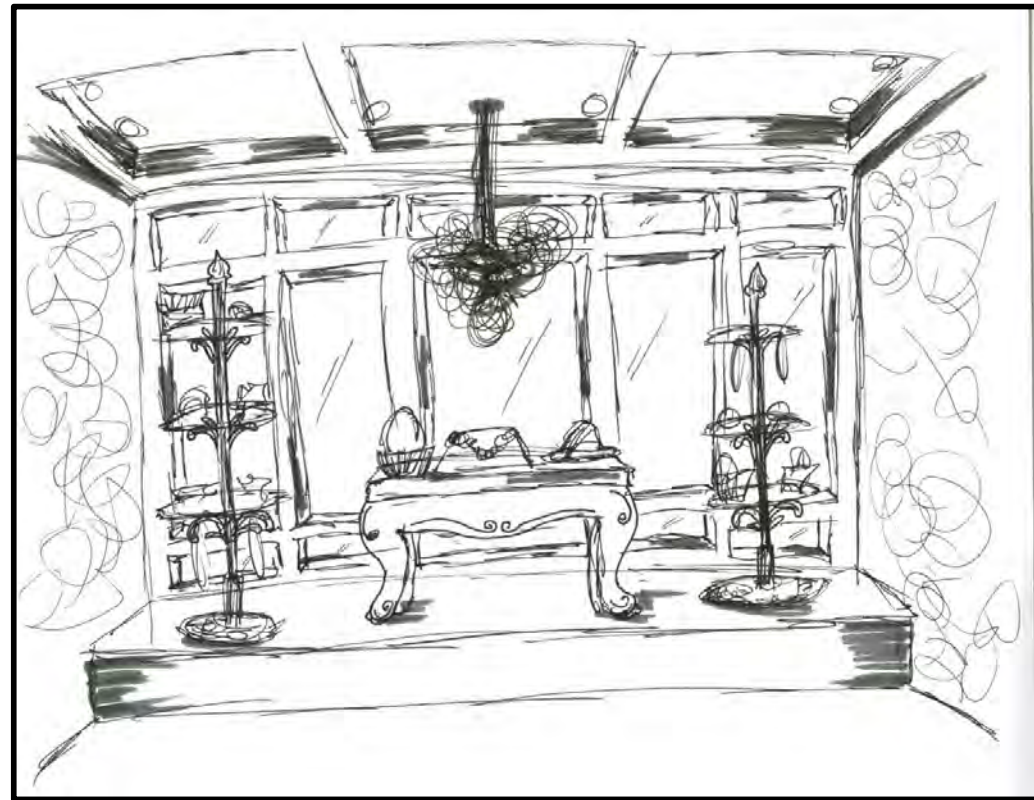
INTERIOR SKETCHES:



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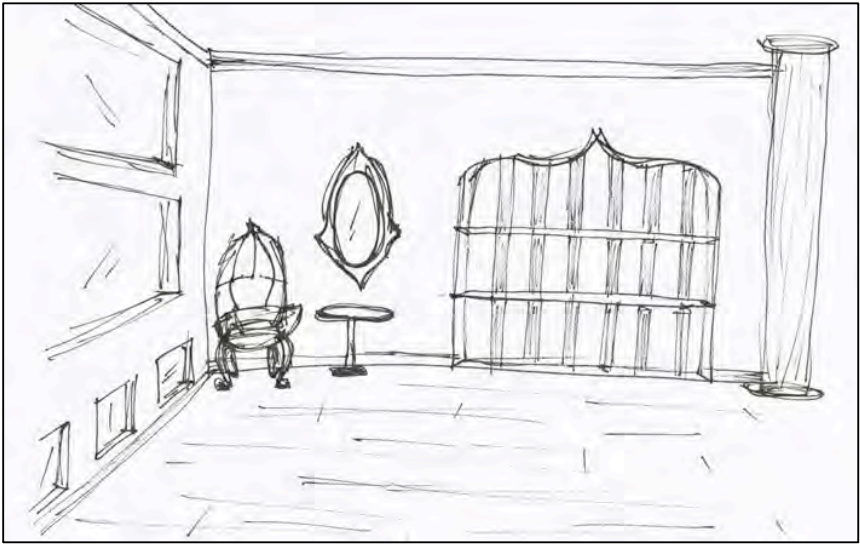
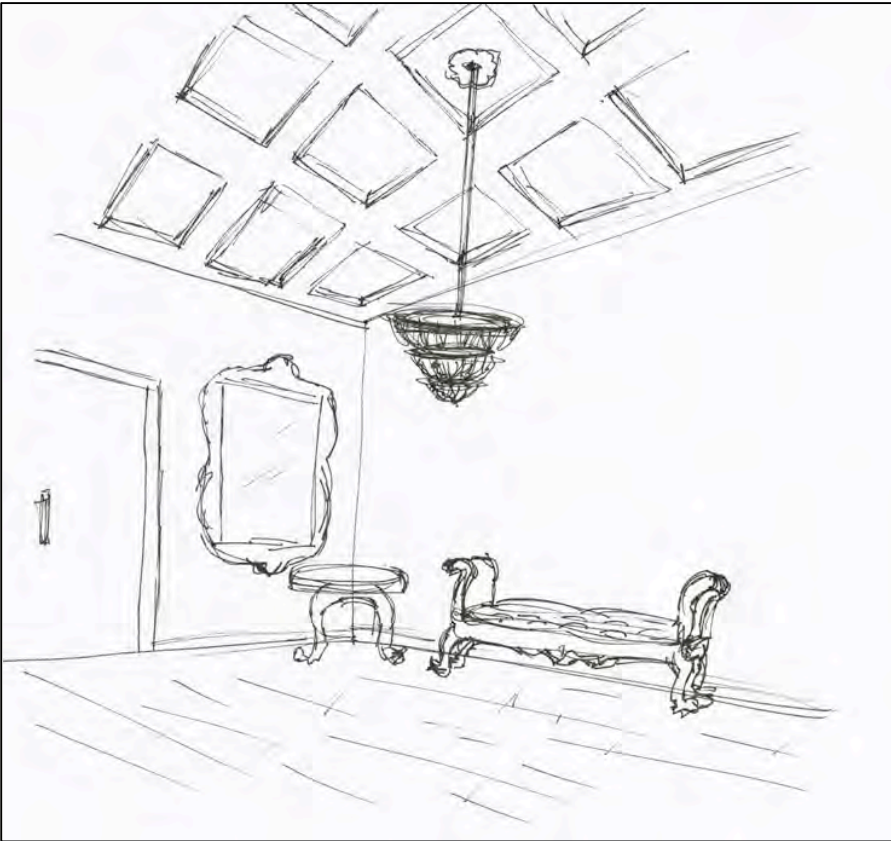
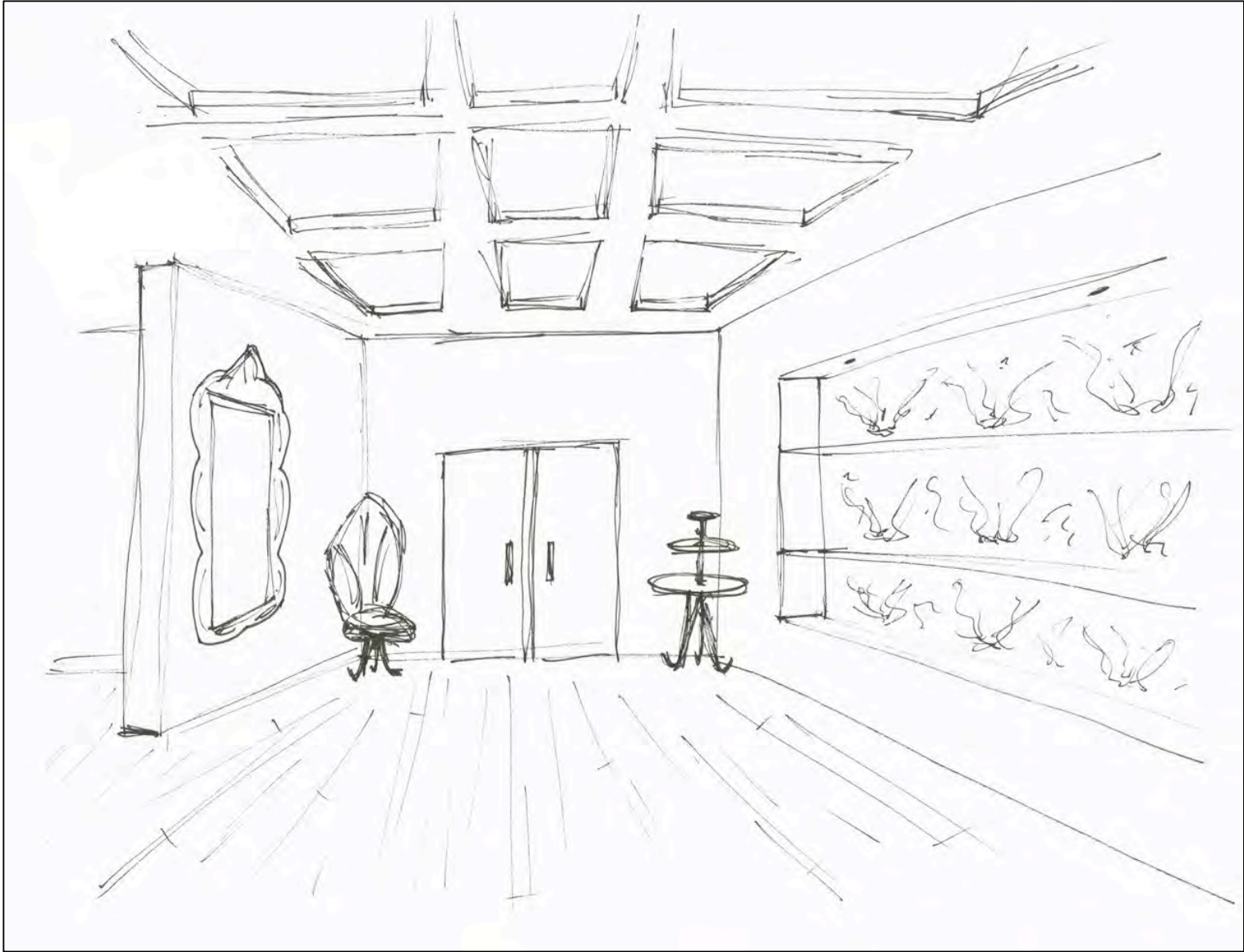
INTERIOR SKETCHES:



INTERIOR SKETCHES



INTERIOR SKETCHES:



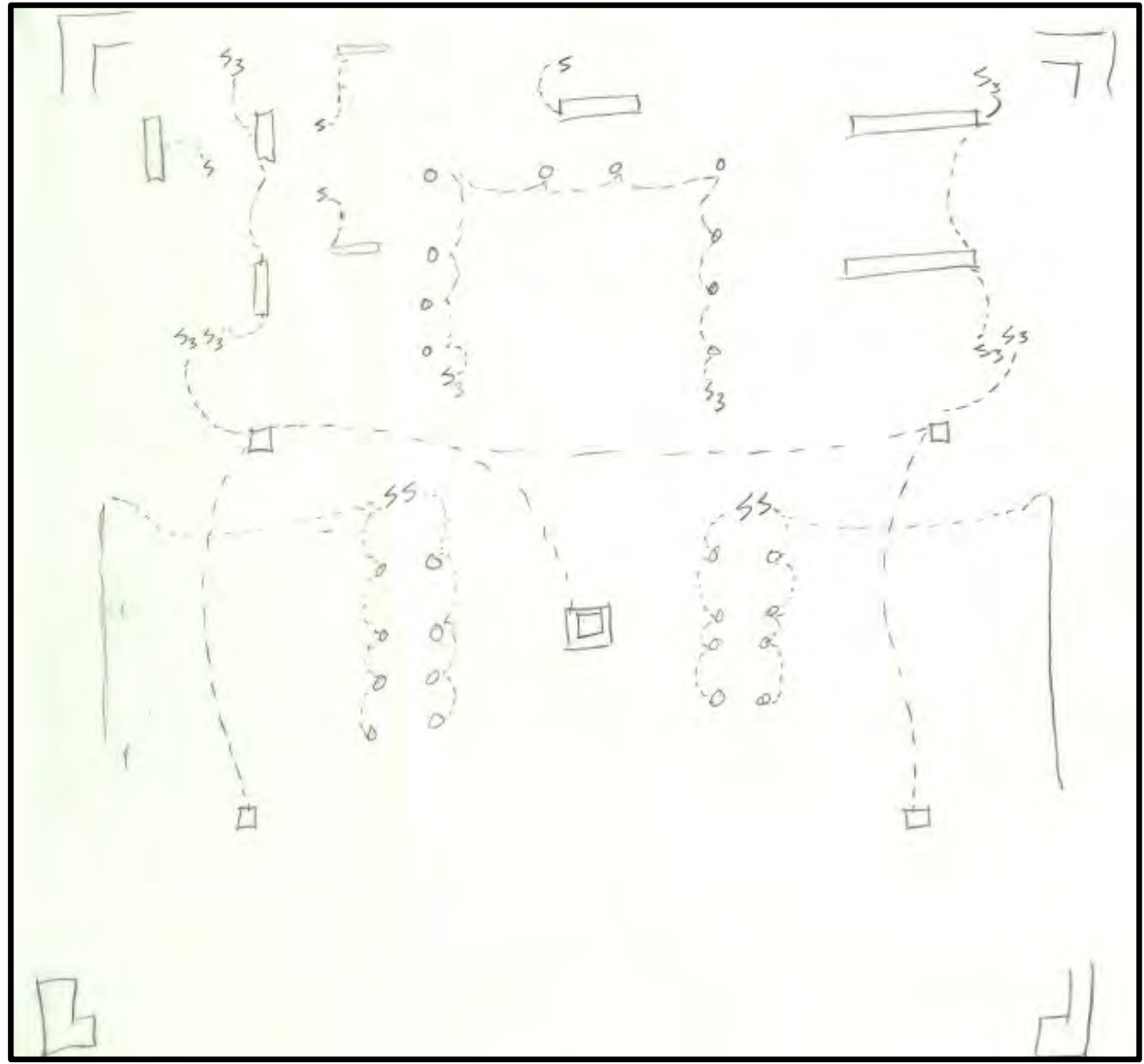
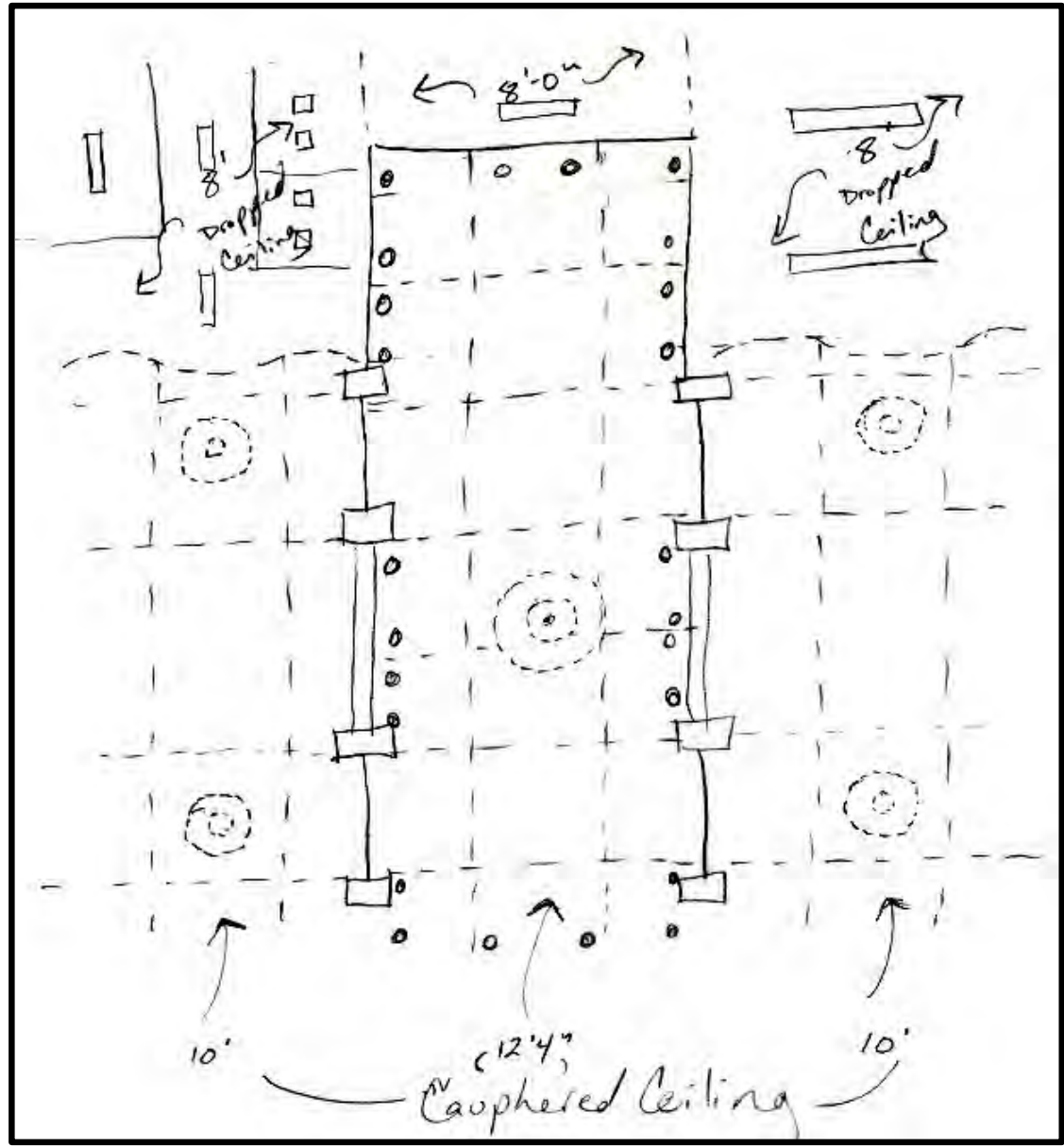
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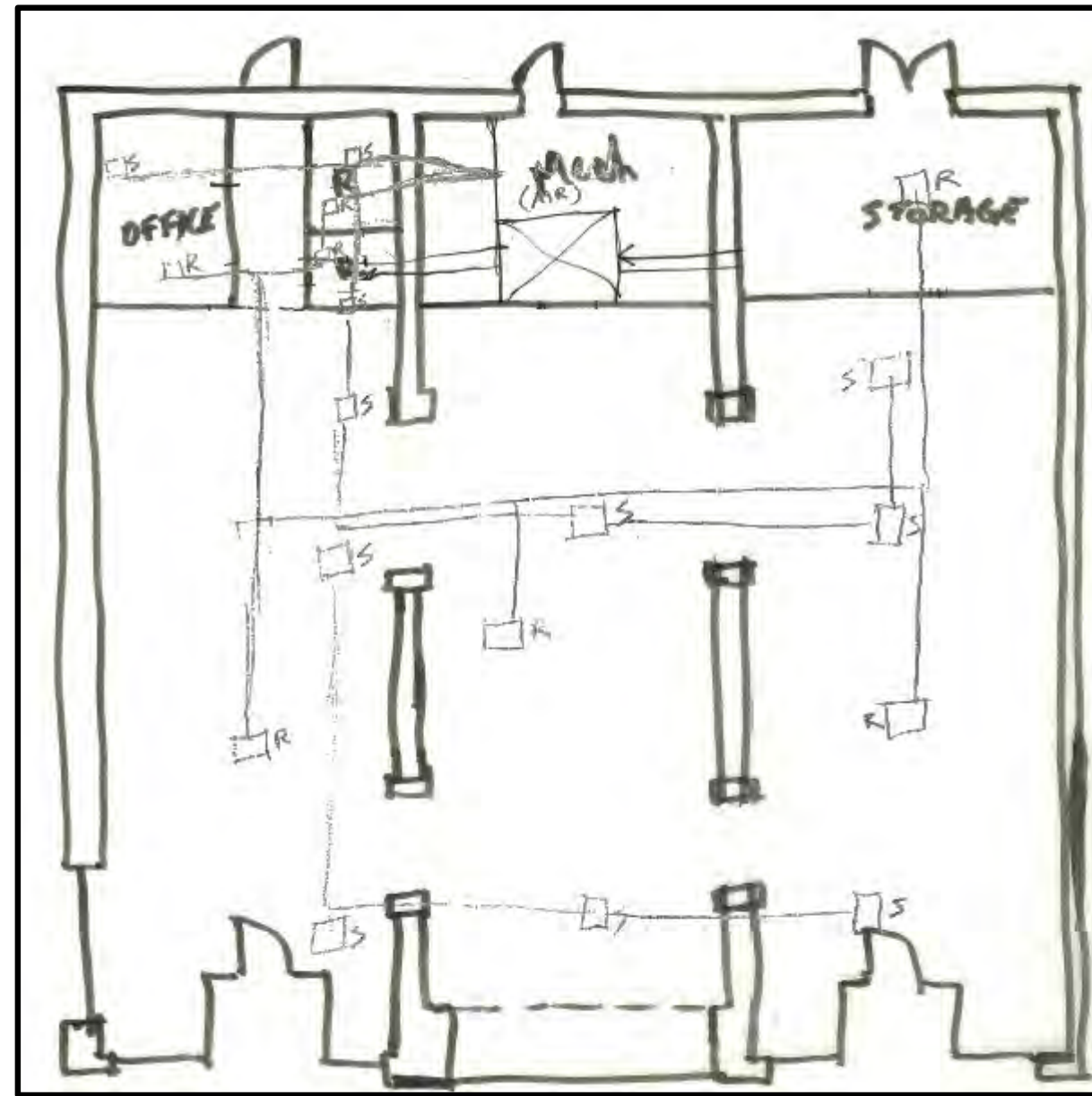
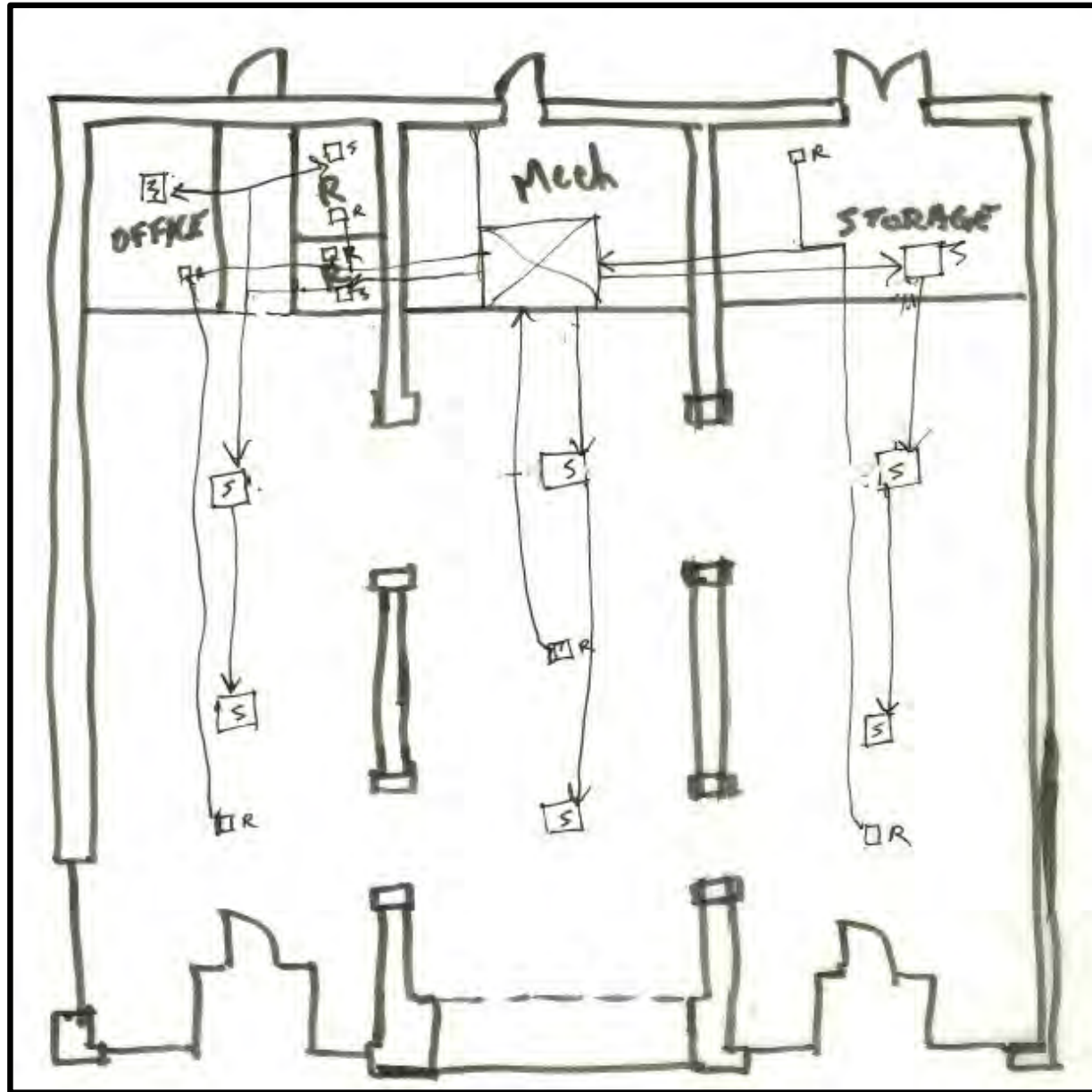
INTERIOR SKETCHES:



RCP - LIGHT:



RCP - SYSTEMS:



SITE PHOTOS:



FURNITURE PLAN:

SCALE: 1/8"=1'-0"



EXTERIOR:



OUR COLOR CHOICE WILL TIE INTO THE STORES ACROSS THE STREET TO FURTHER ENHANCE THE CLEAN LINES AND UPSCALE FACADE. USING THE BEIGE COLORED BRICK WITH BLACK TRIM WILL PULLS TOGETHER THE CONCEPT AND TARGET OF THE STORES WITHIN THE SPACE



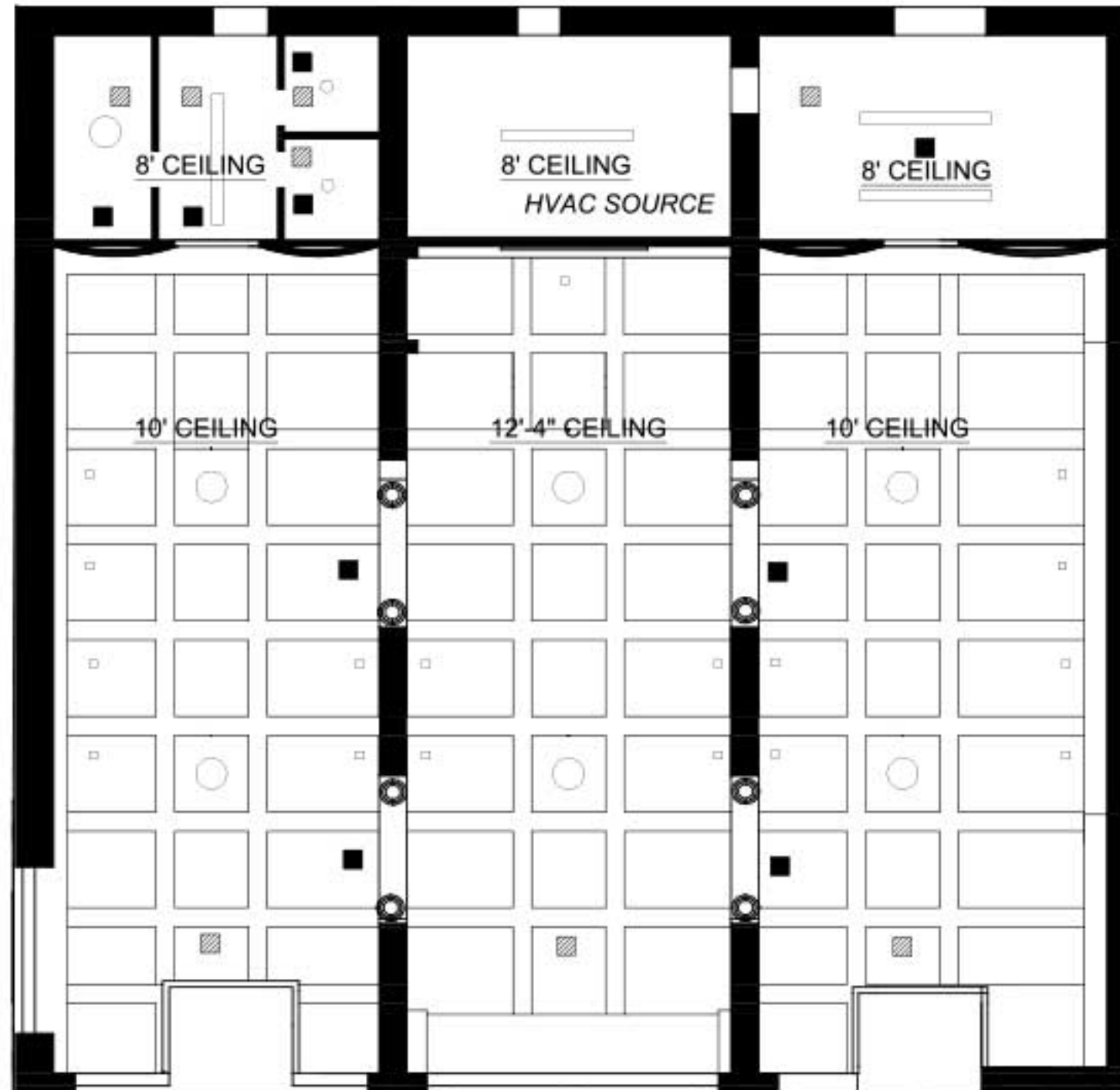
SECTION:

SCALE: 1/4"=1'-0"



REFLECTED CEILING PLAN:

SCALE: 1/8"=1'-0"



- ▣ AIR RETURN
- AIR SUPPLY
- CHANDELIER
- ◻ RECESSED FOCUSED LIGHT
- ◌ CEILING MOUNT DOME LIGHT
- ▭ FLUORESCENT TUBE LIGHTING

PERSPECTIVES:



PERSPECTIVES:



PERSPECTIVES:



PERSPECTIVES:



PERSPECTIVES:



PERSPECTIVES:



PERSPECTIVES:



PERSPECTIVES:



PERSPECTIVES:

