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ARCHITECTURE +DESIGN

4600: PORTFOLIO 2

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HARMONY WALKER

BLAKE PETTITE

BRANDON TAYLOR



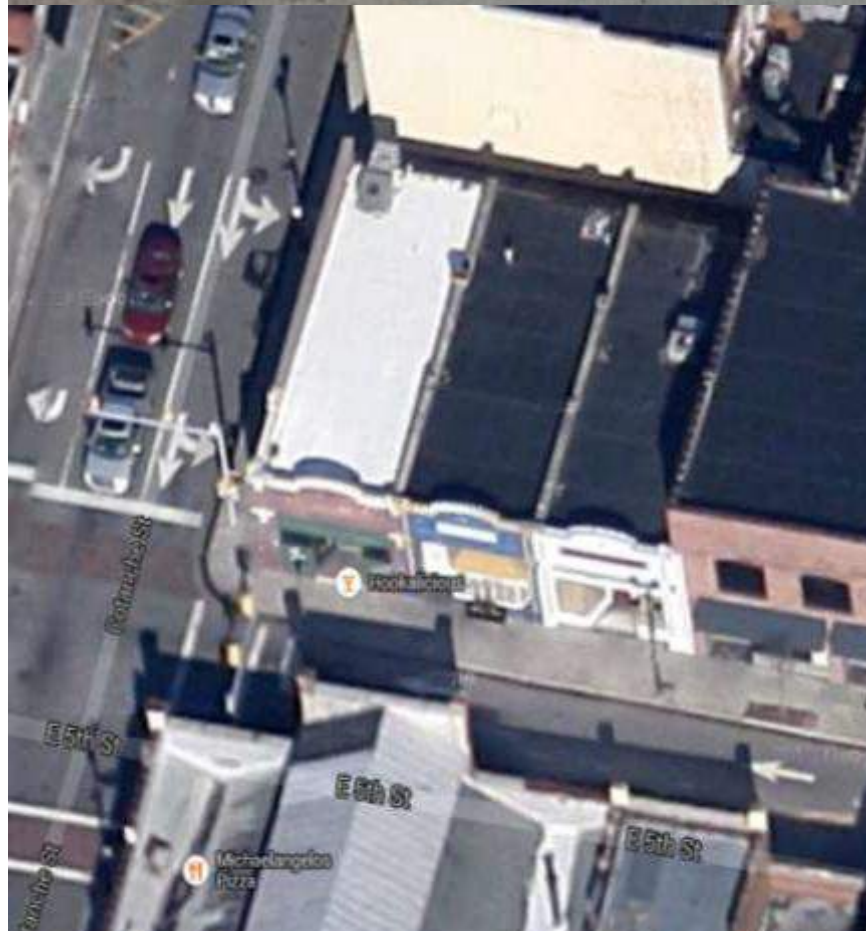
## RESEARCH

The Retail Industry:

Retail design focuses on the creative and commercial aspects that combine different areas of expertise together such as interior design, construction and many others. A successful retail design relies on the layout of a space: where the product will be displayed within and what kind of shelving/shortage will be needed. The designer of the space must create a unique experience that allows the customer to interact with the space as a whole.

## CLIENT PROFILE:

- Etoile*, meaning star in French, is a retail shop specializing in intimate apparel
- Products include bras, underwear, leggings, sweatpants, jackets, possibly accessories
- Etoile's* target demographics consists of young women between the ages of 18-25
- With a focus geared towards college students, the store's products are meant to be affordable yet fashionable



## LOCATION

- At the corner of 5<sup>th</sup> Street and Cotanche Street, Greenville, NC
- Conveniently located in downtown
- Wide sidewalks allow for foot traffic and are frequently used by pedestrians
- Located among various restaurants and retail stores, such as Catalogue Connection, which also cater towards women's apparel
- A few minutes' walk from the west end side of East Carolina University
- Parking is located on a nearby corner lot at the intersection of Cotanche and 4<sup>th</sup> Street

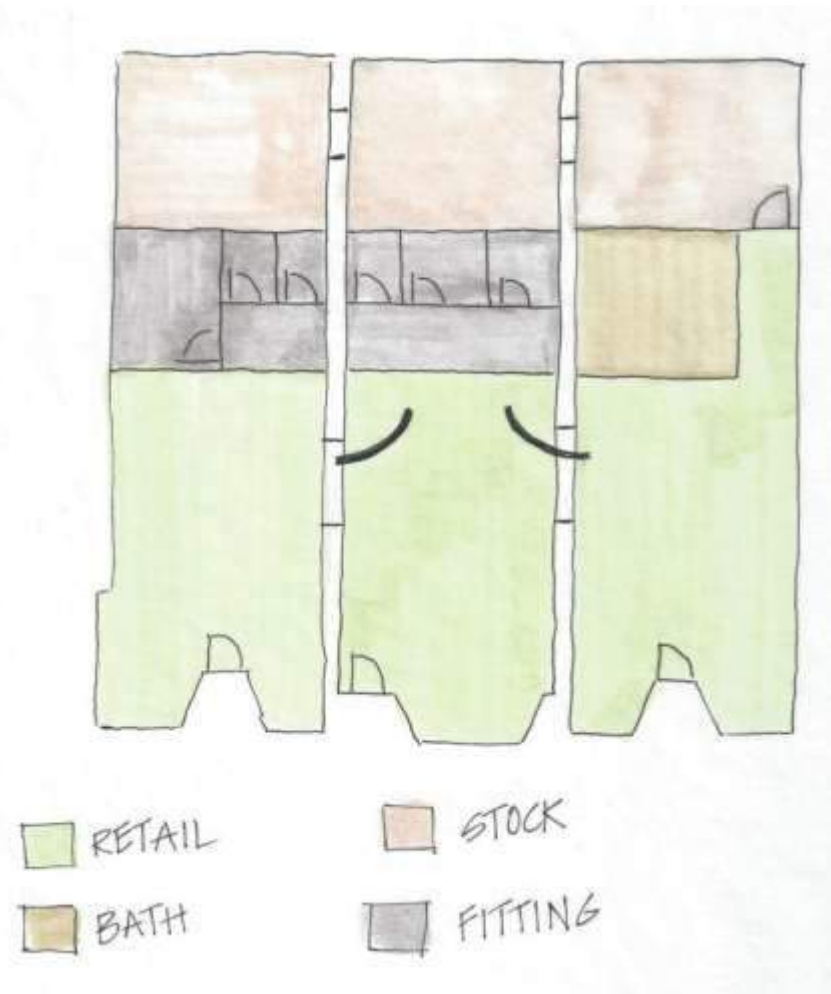
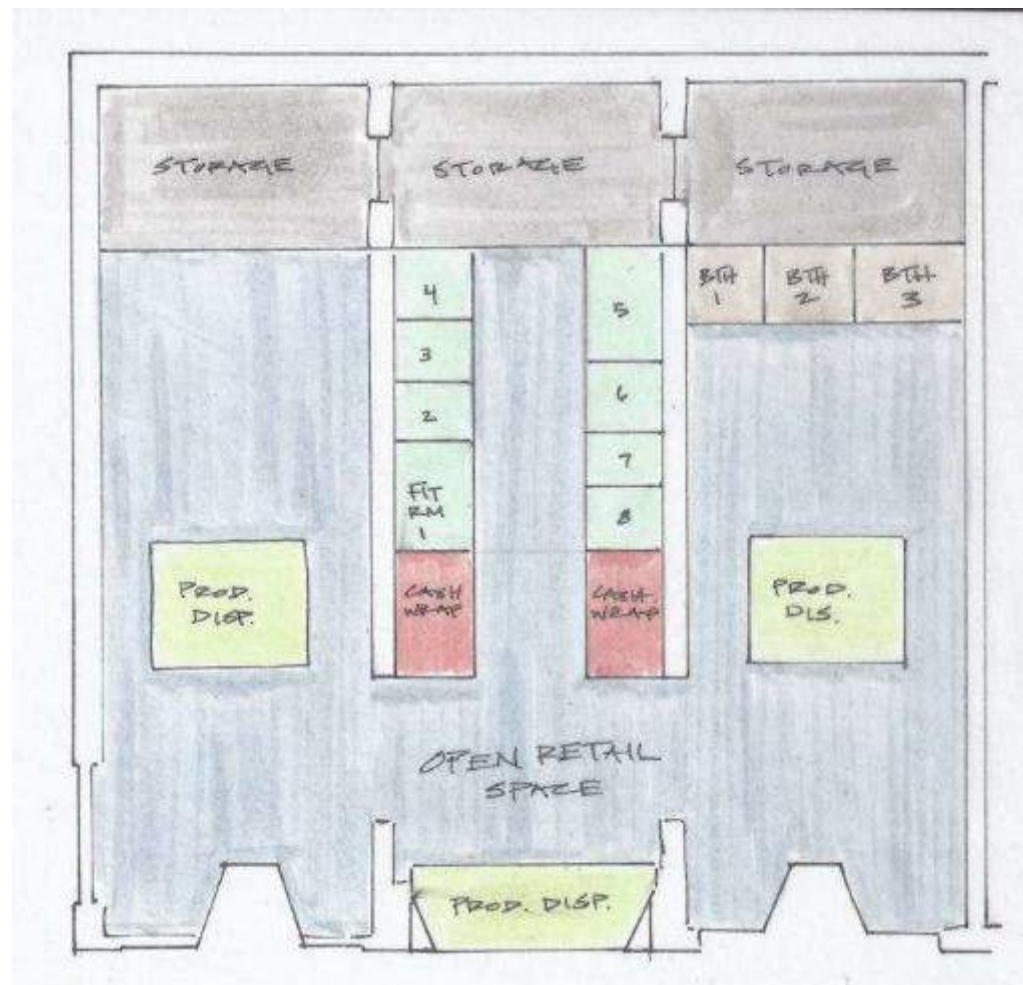
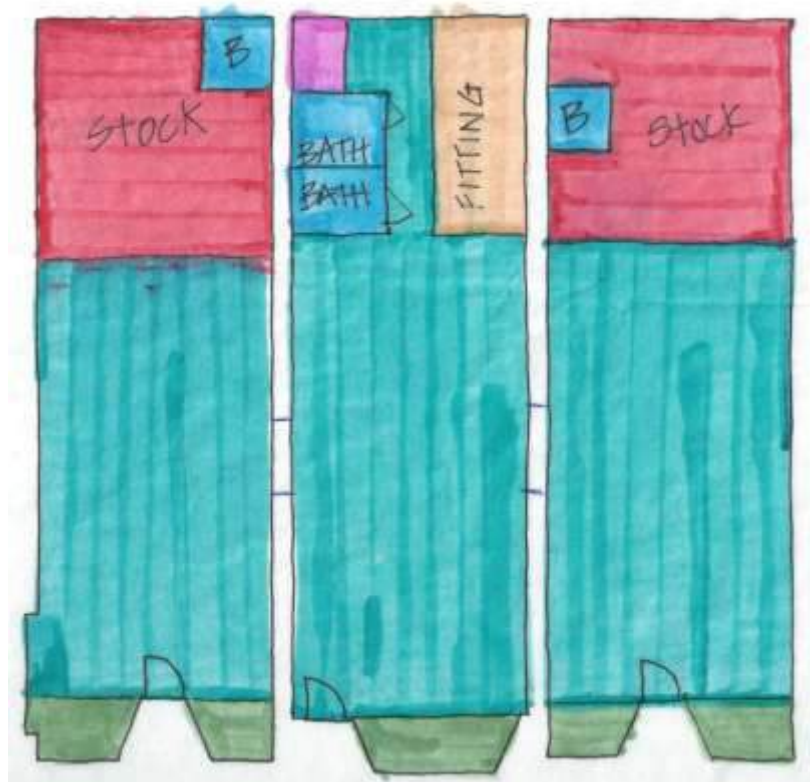
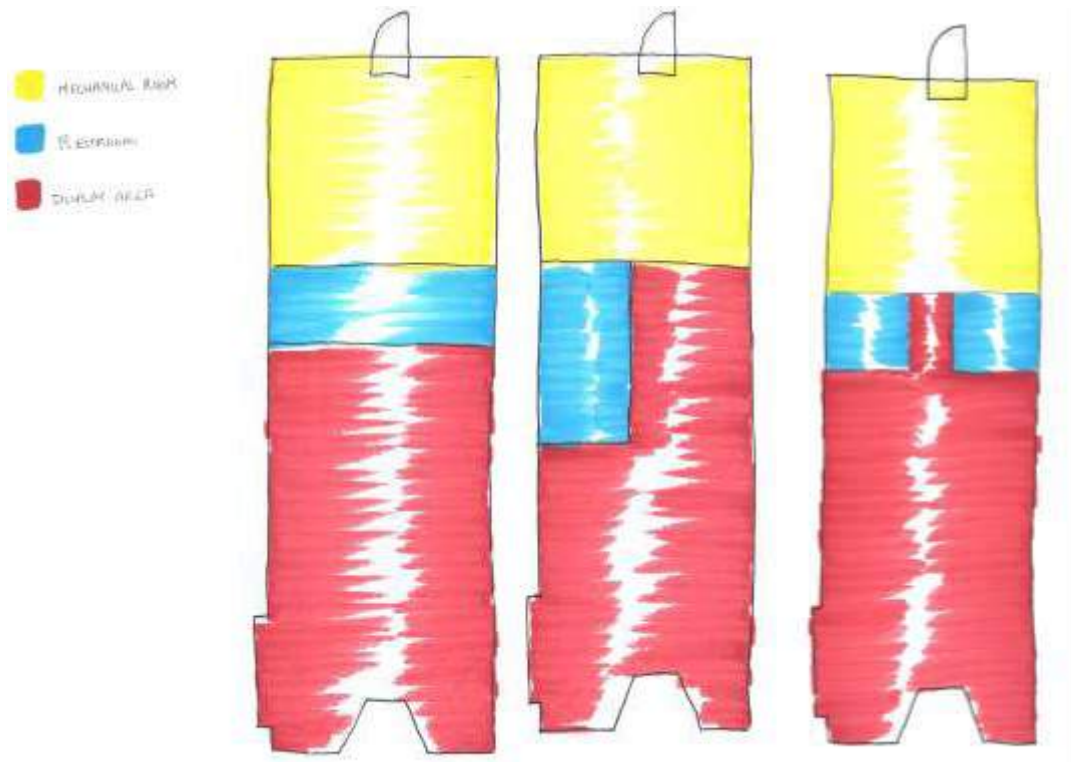


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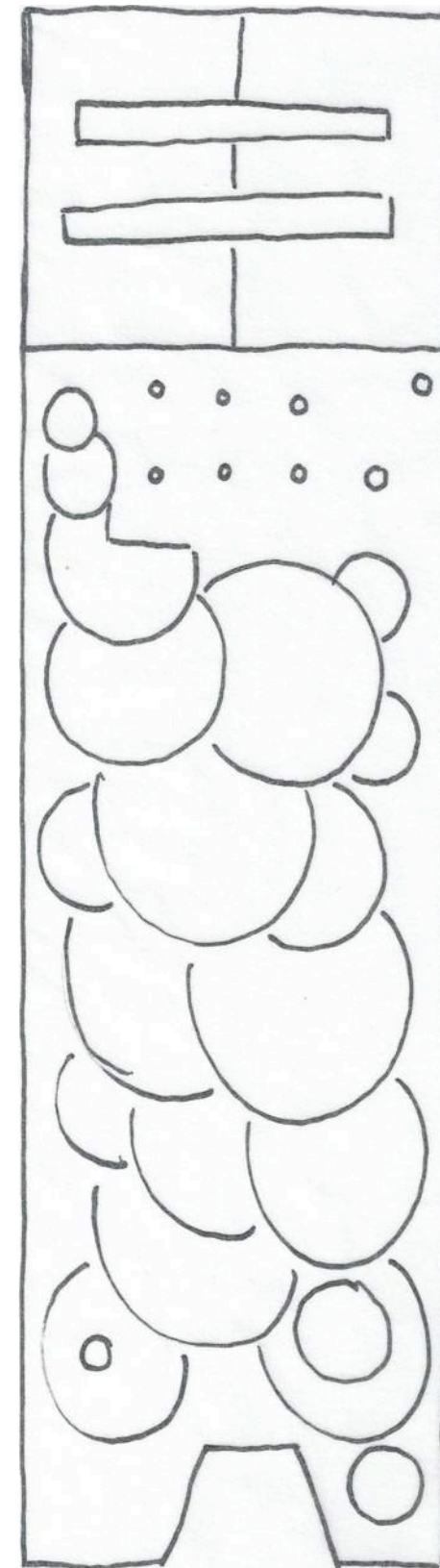
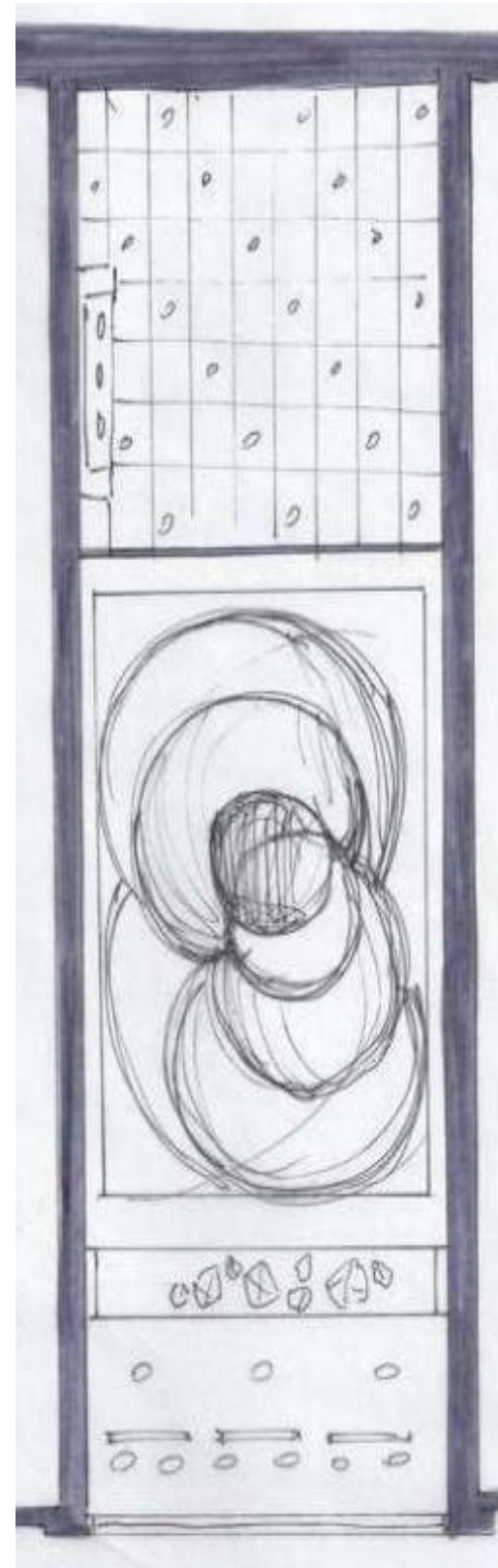
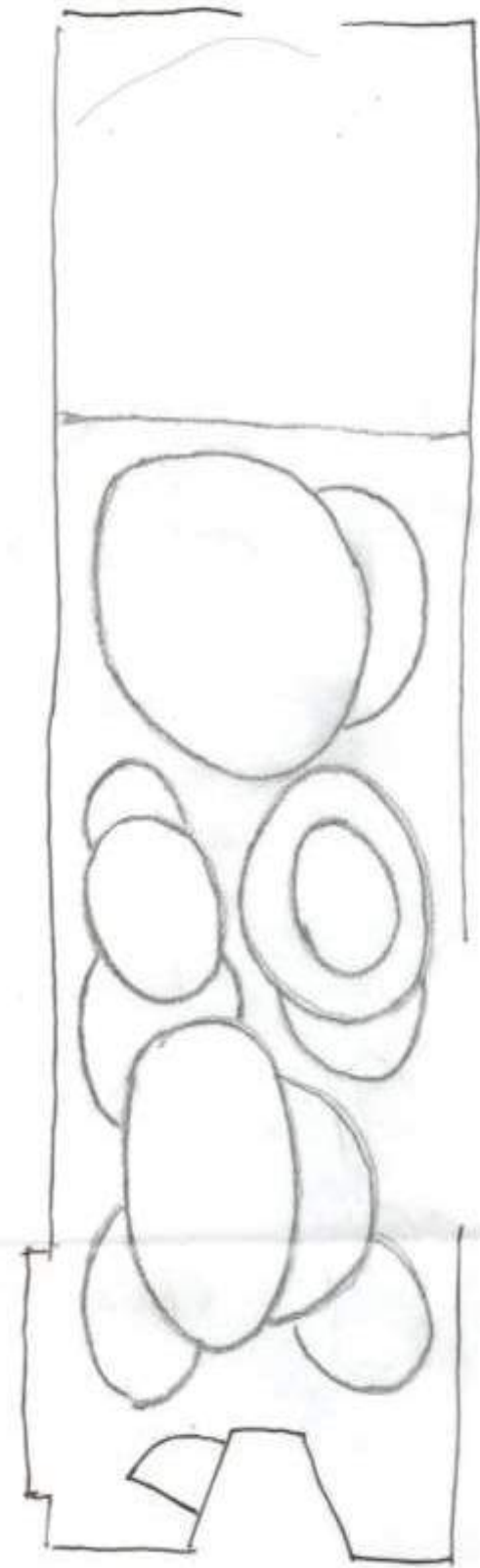


## CONCEPT

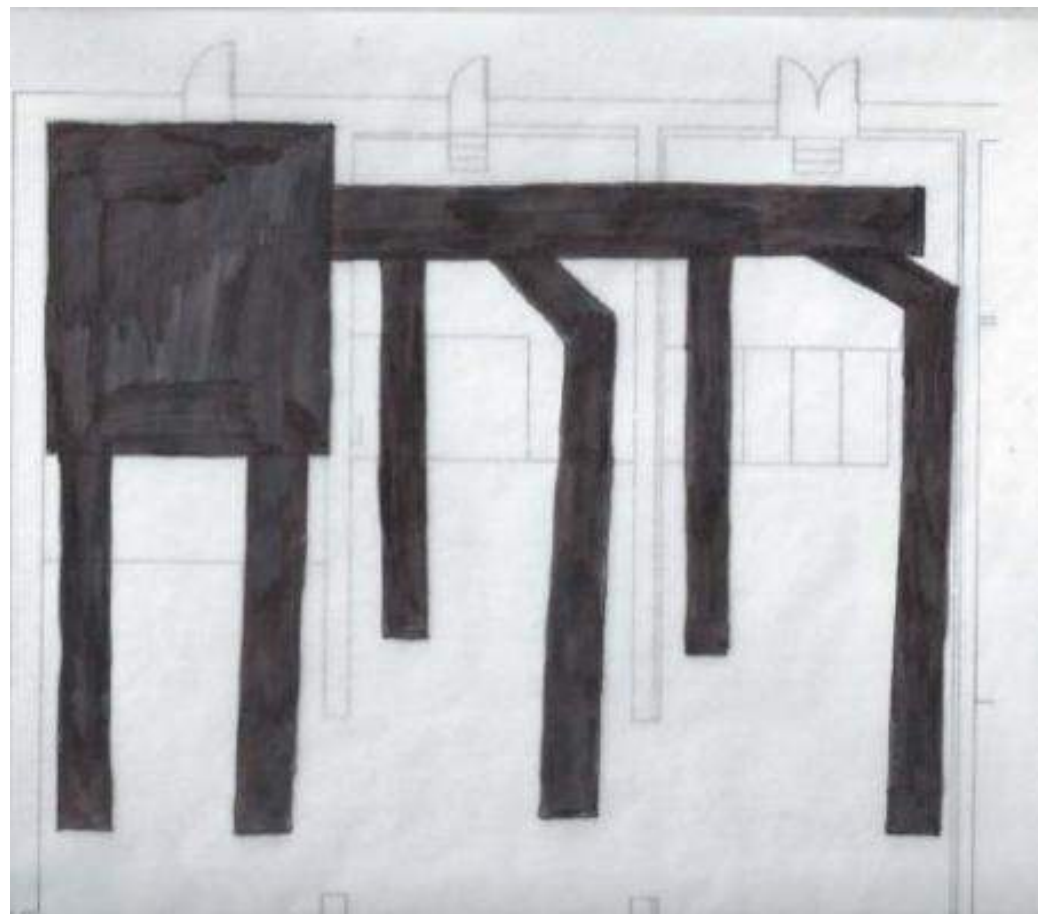
Movement is defined as the process of moving people or things from one space or another. The atmosphere of Etoile will help move people throughout the space while the design setting transitions around them much like the inspiration of Starry Night.



THE DESIGN PROCESS  
SCHEMATICS: BLOCKING

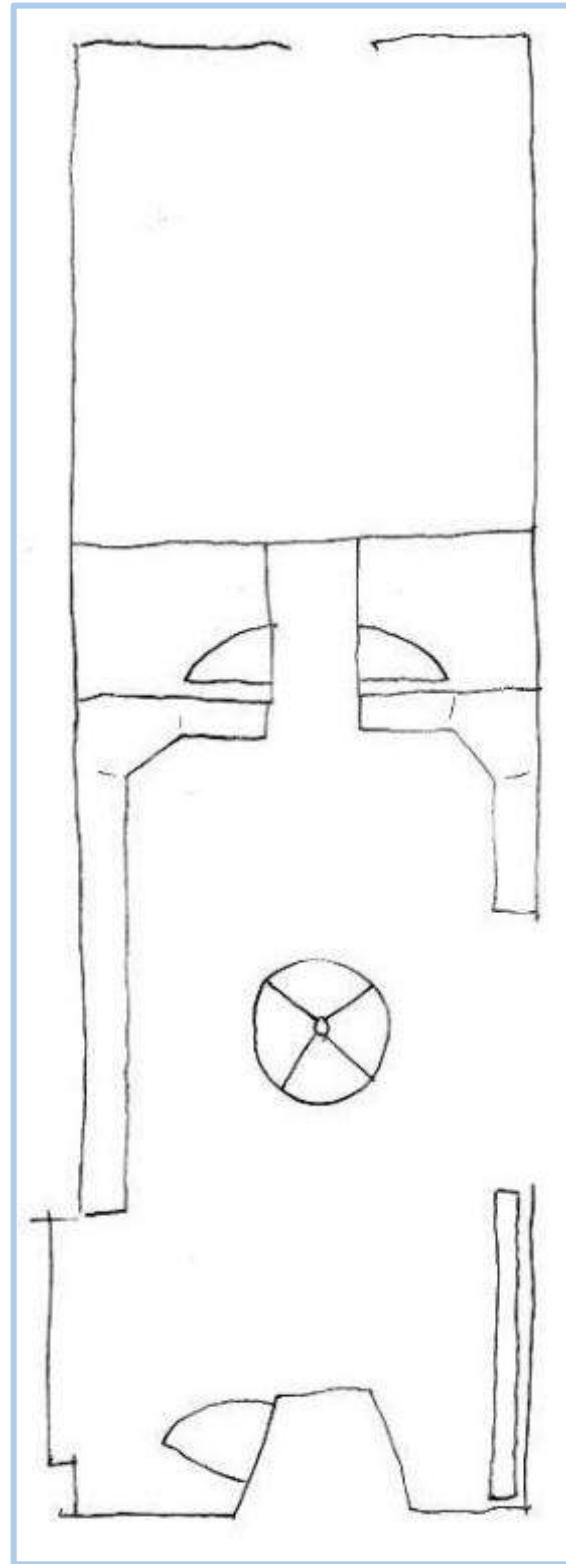
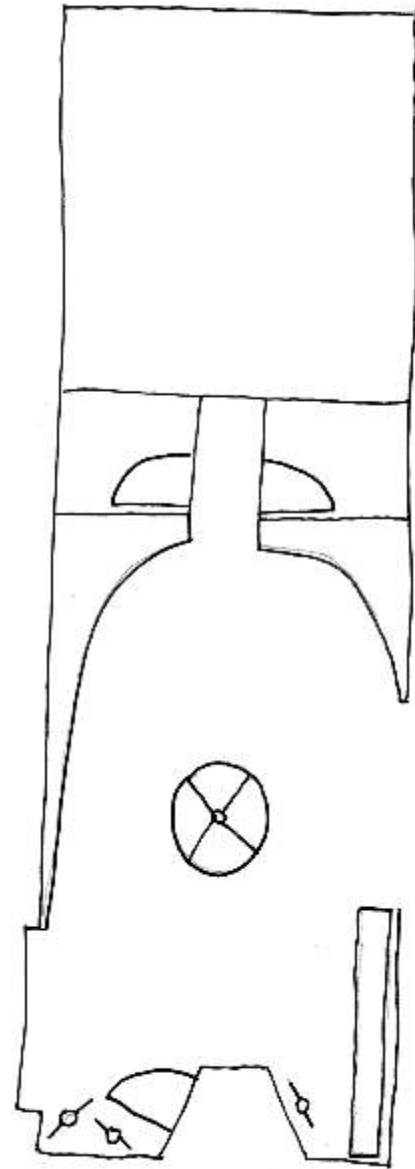
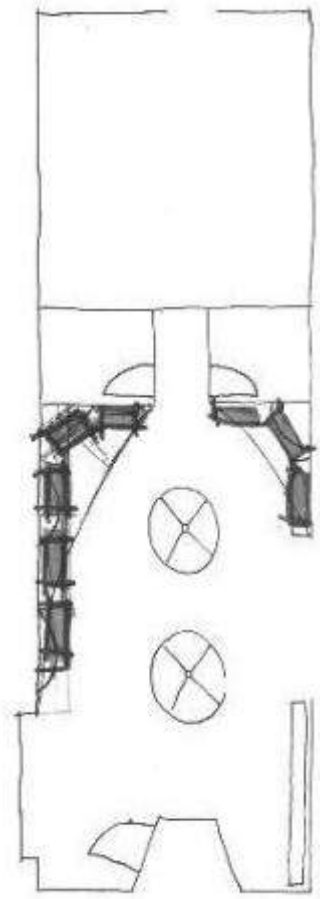


THE DESIGN PROCESS  
RCP PLANNING

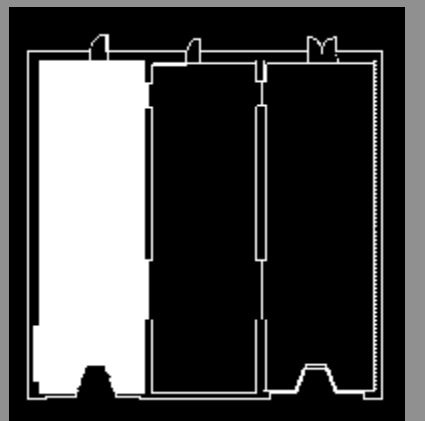


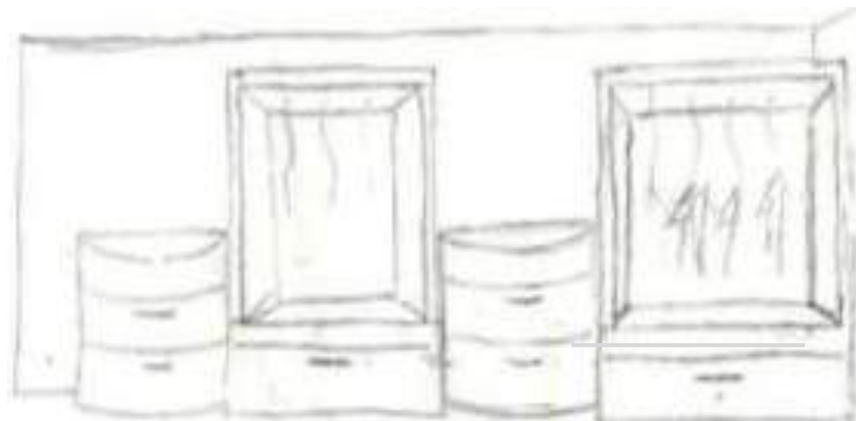
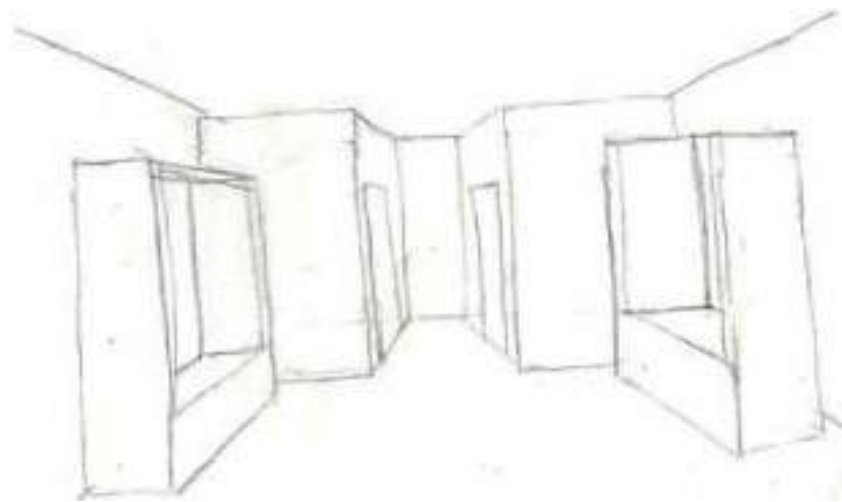
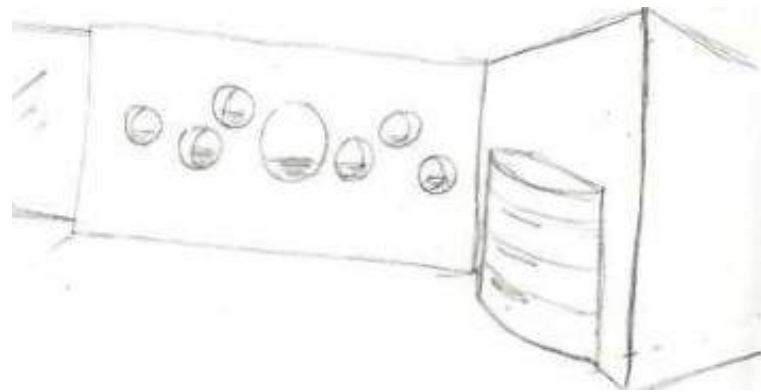
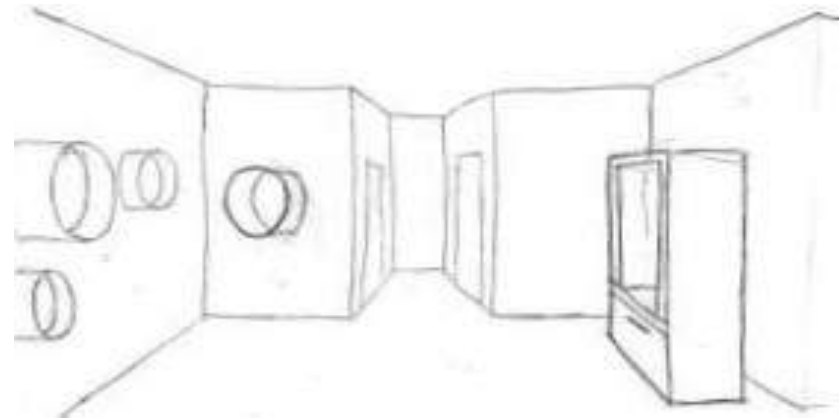
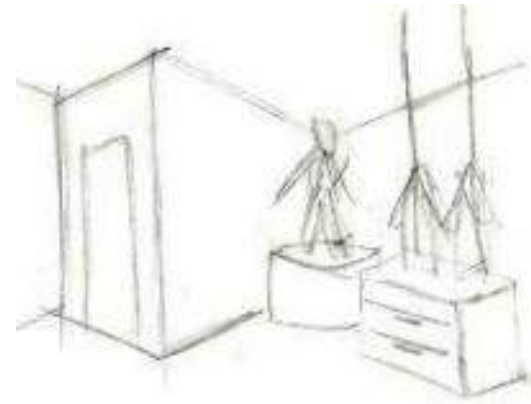
THE DESIGN PROCESS  
RCP SYSTEMS





THE DESIGN PROCESS  
SPACE 1: DAY WEAR

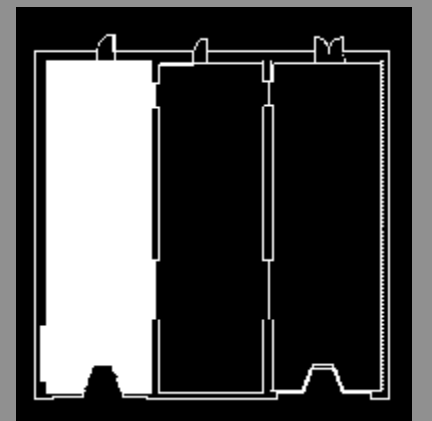


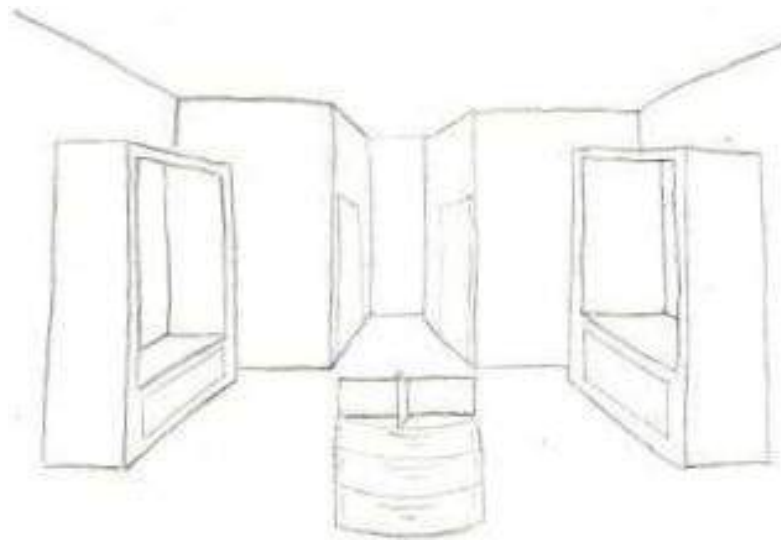
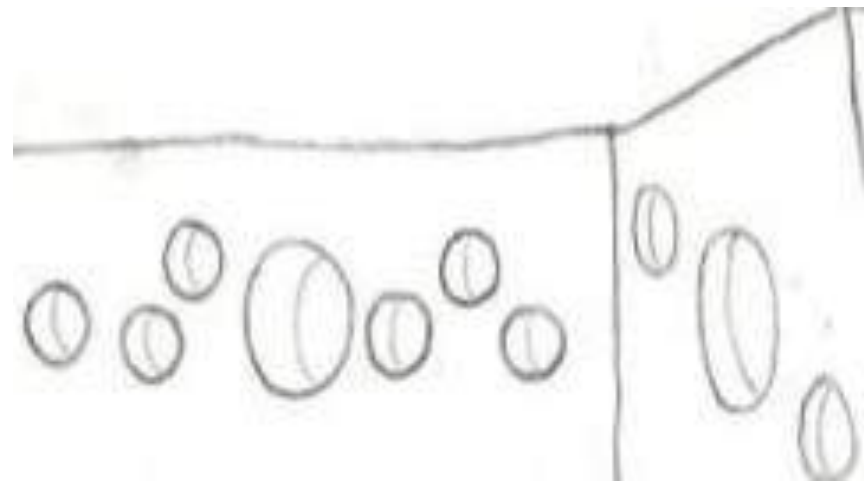


## THE DESIGN PROCESS

SPACE 1:

DAY WEAR

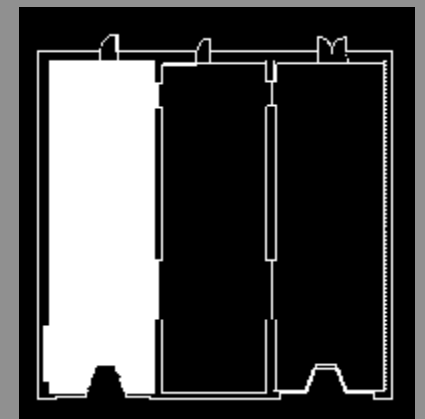
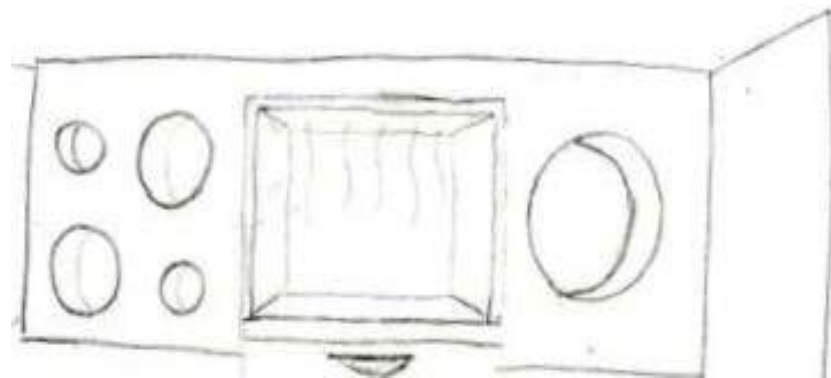


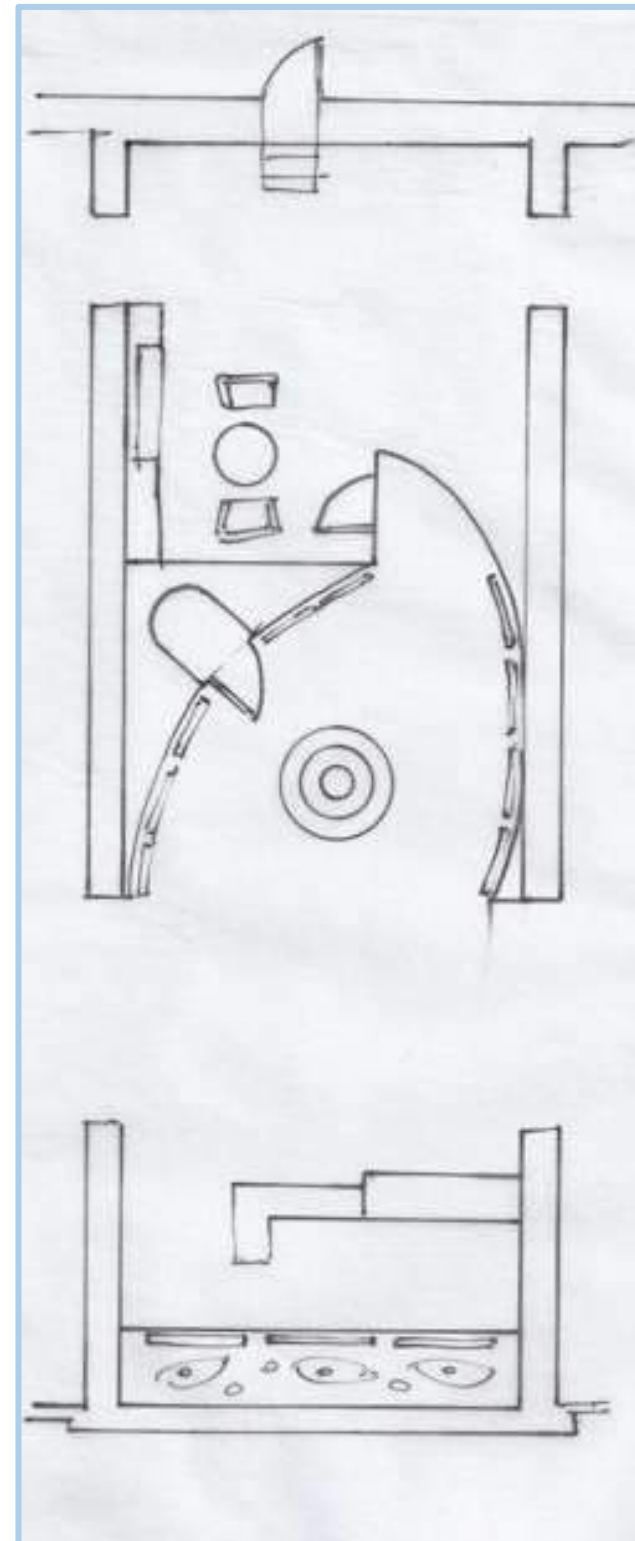
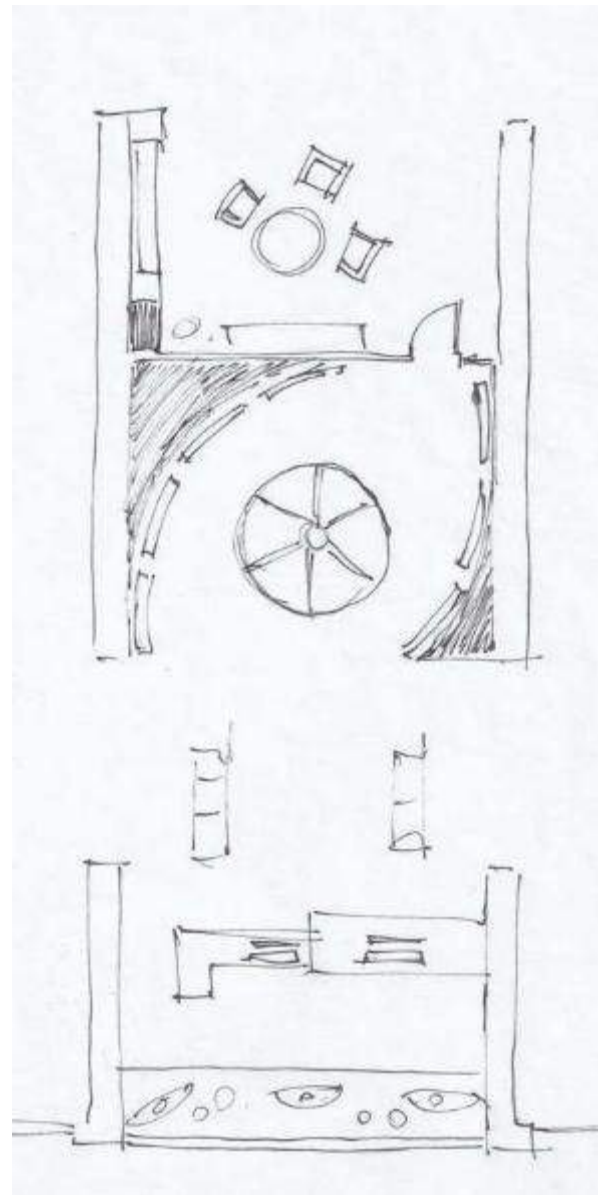
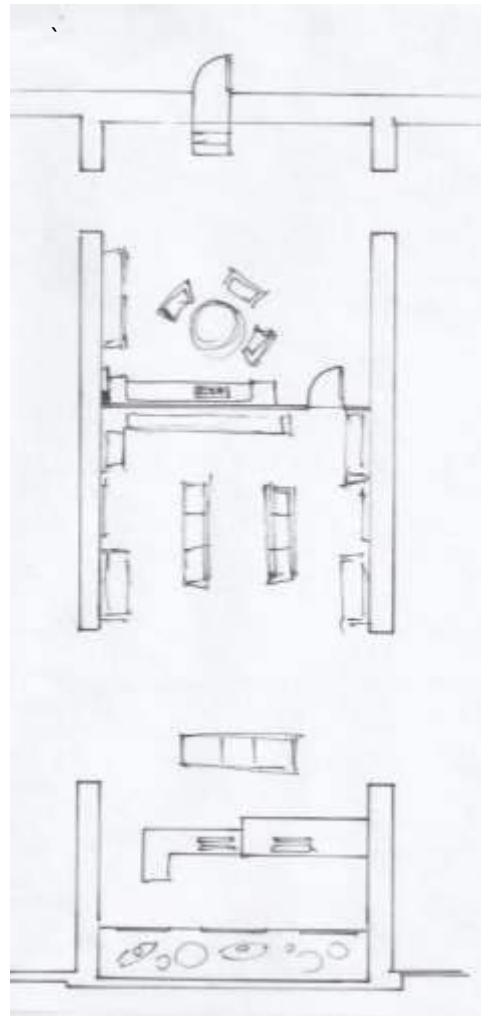


THE DESIGN PROCESS

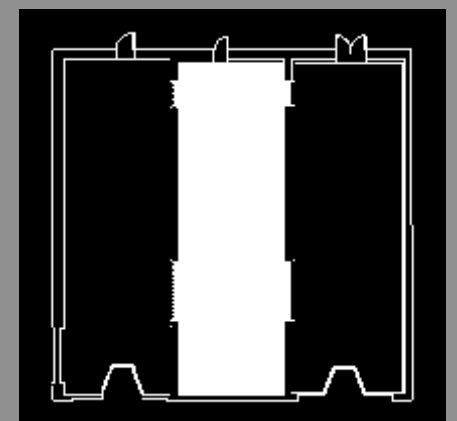
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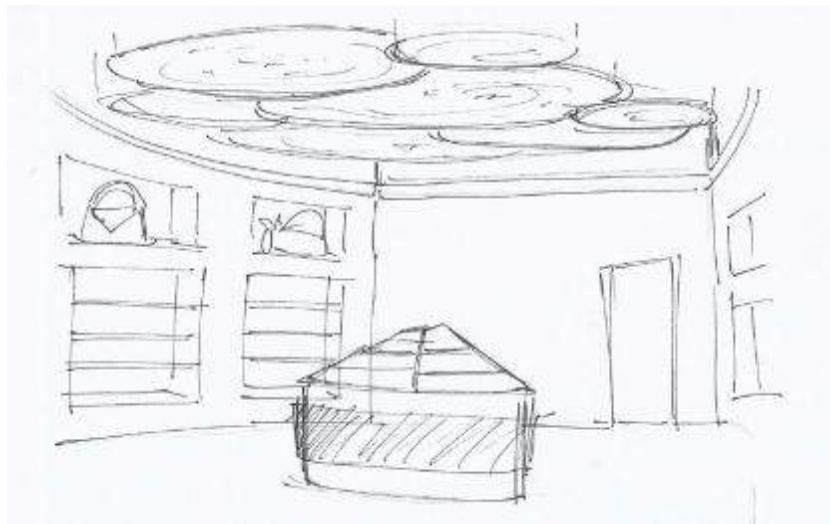
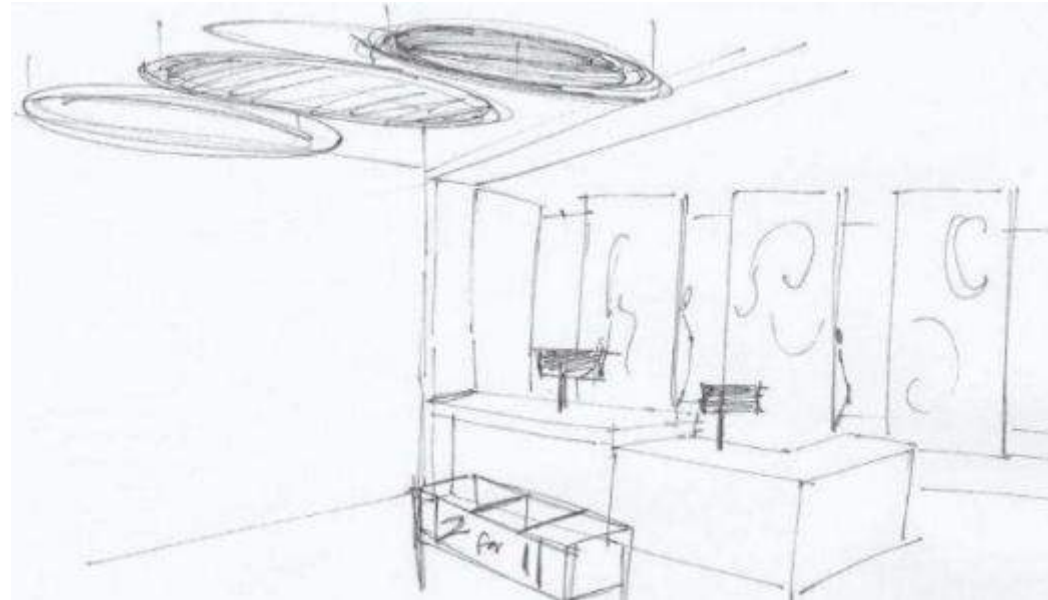
DAY WEAR





THE DESIGN PROCESS  
SPACE 2:  
CASH WRAP AND  
ACCESSORIES

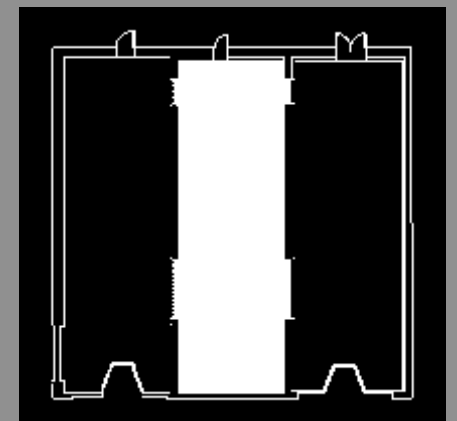


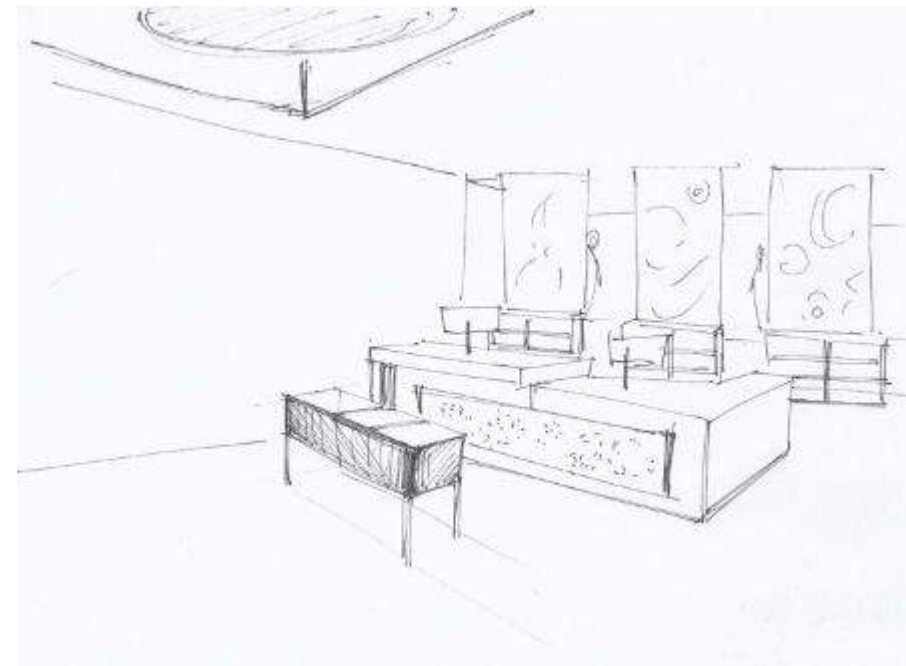
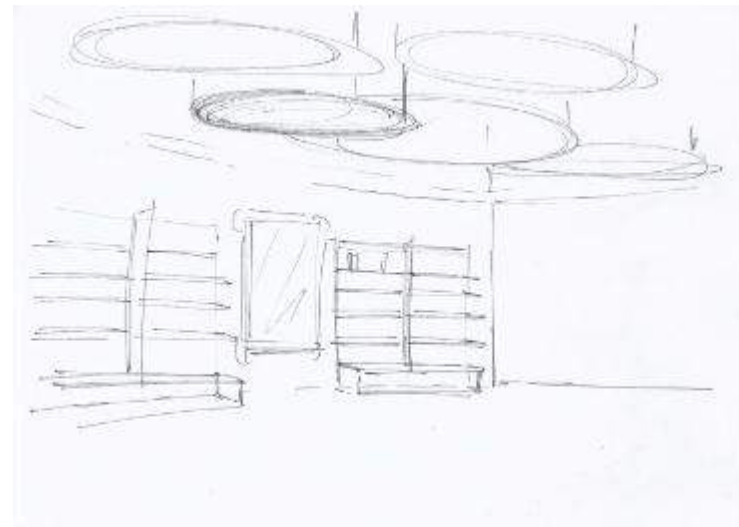
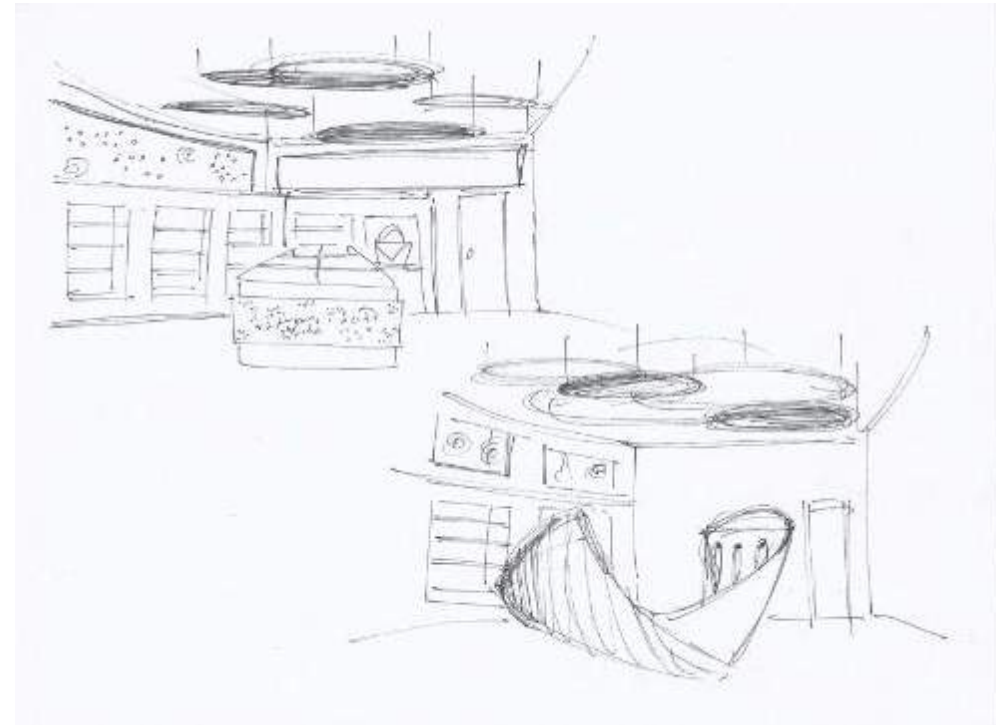
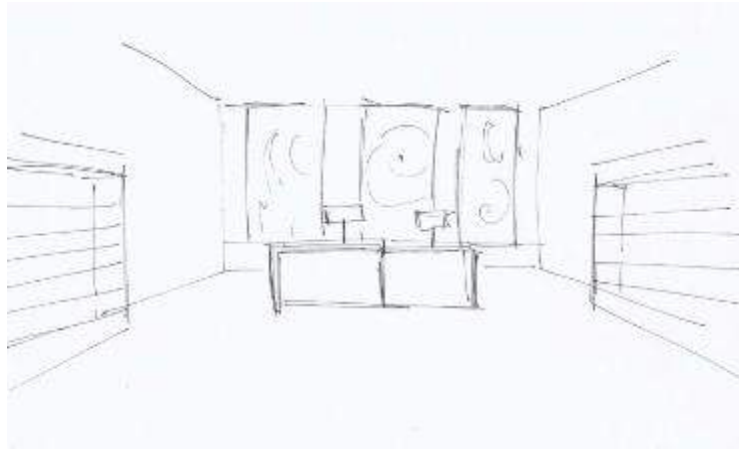


THE DESIGN PROCESS

SPACE 2:

CASH WRAP AND  
ACCESSORIES

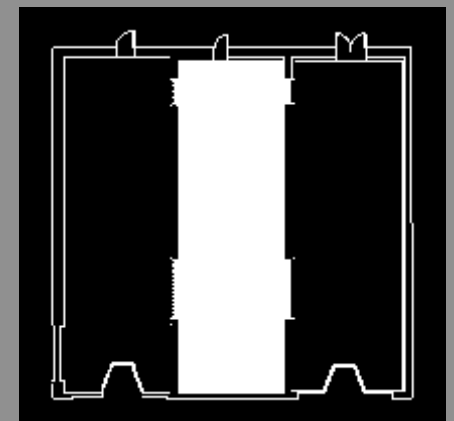


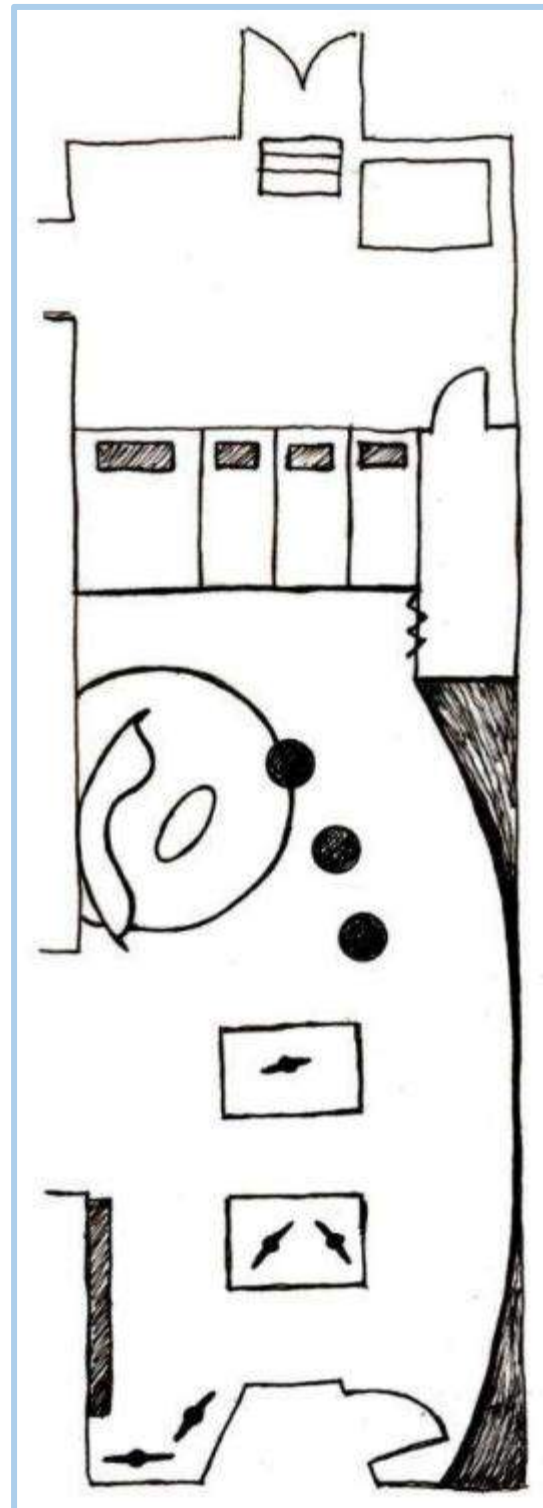
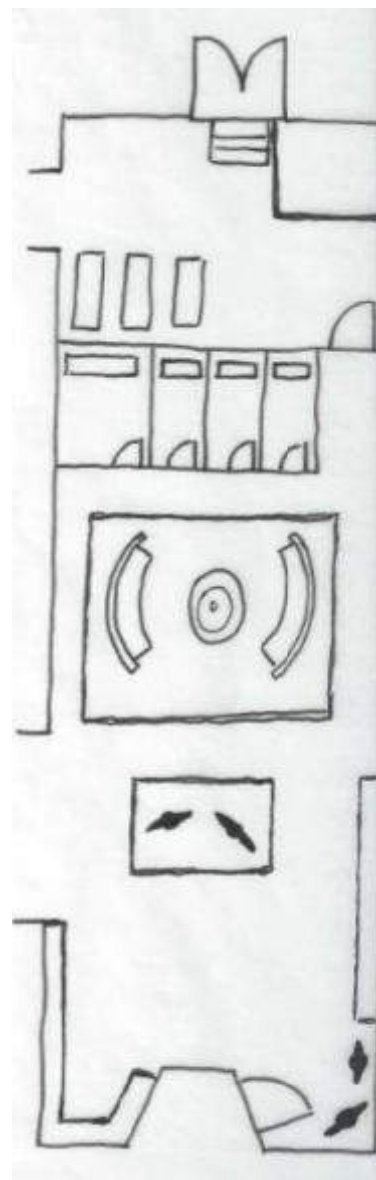
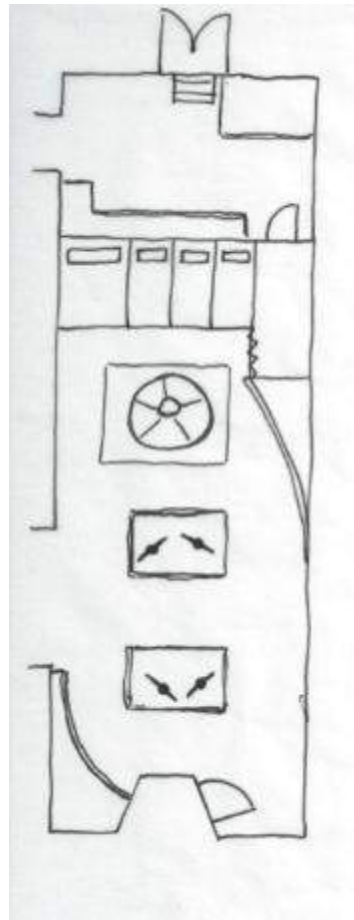


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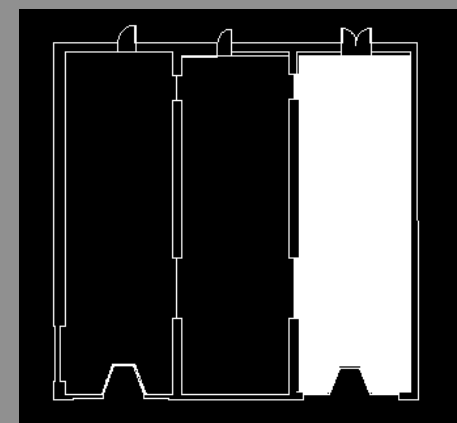
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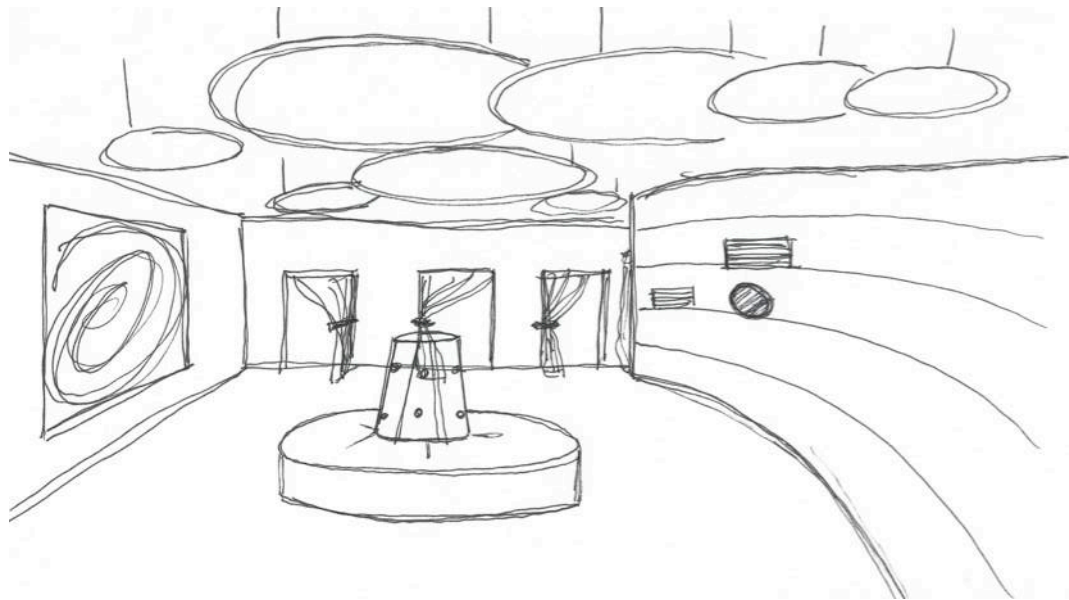
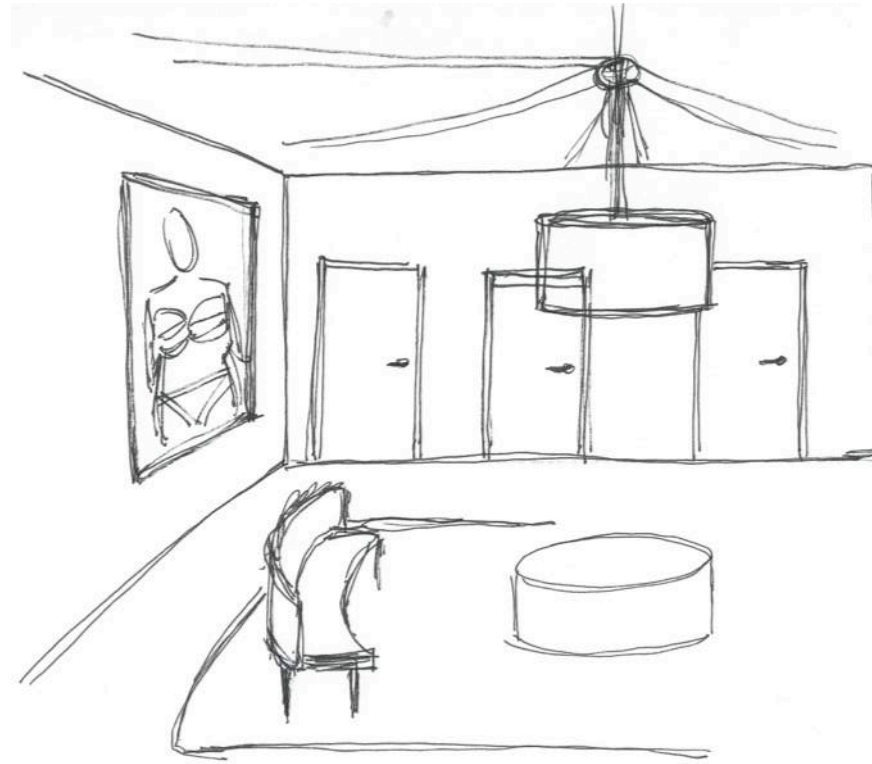
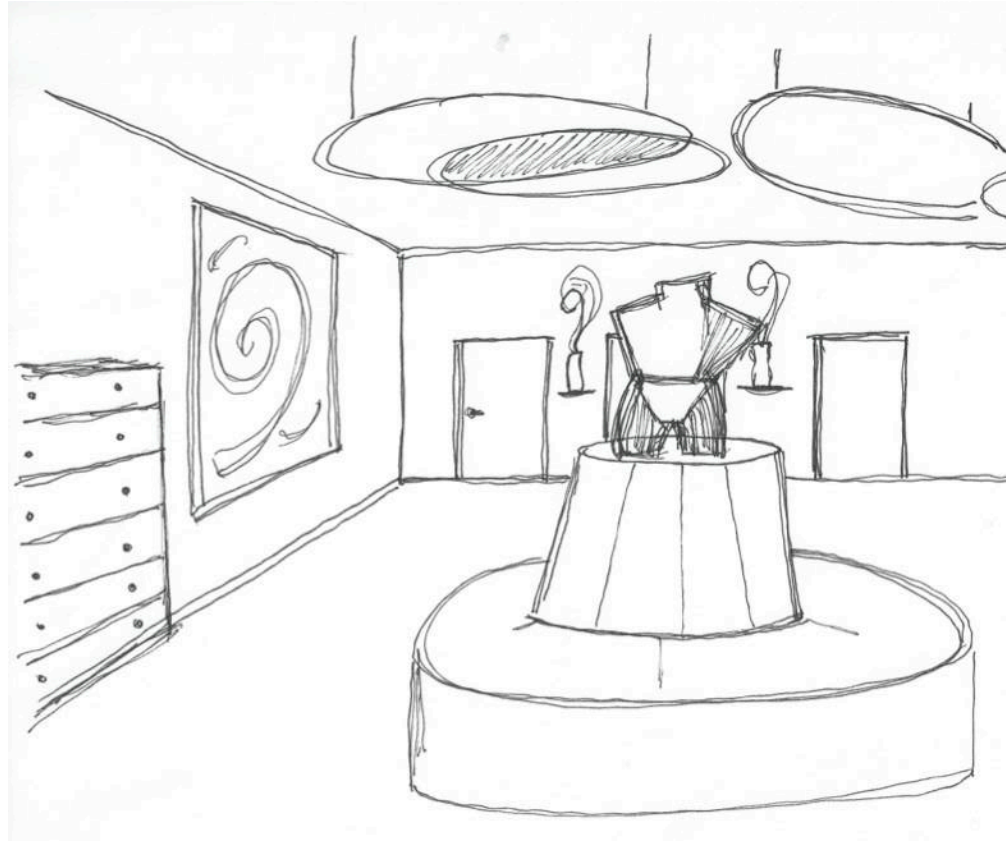
### CASH WRAP AND ACCESSORIES



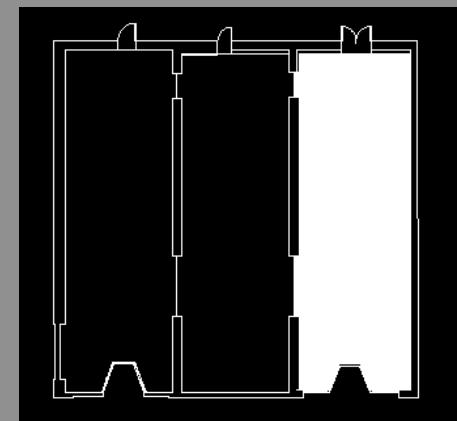


THE DESIGN PROCESS  
SPACE 3:  
INTIMATE APPAREL

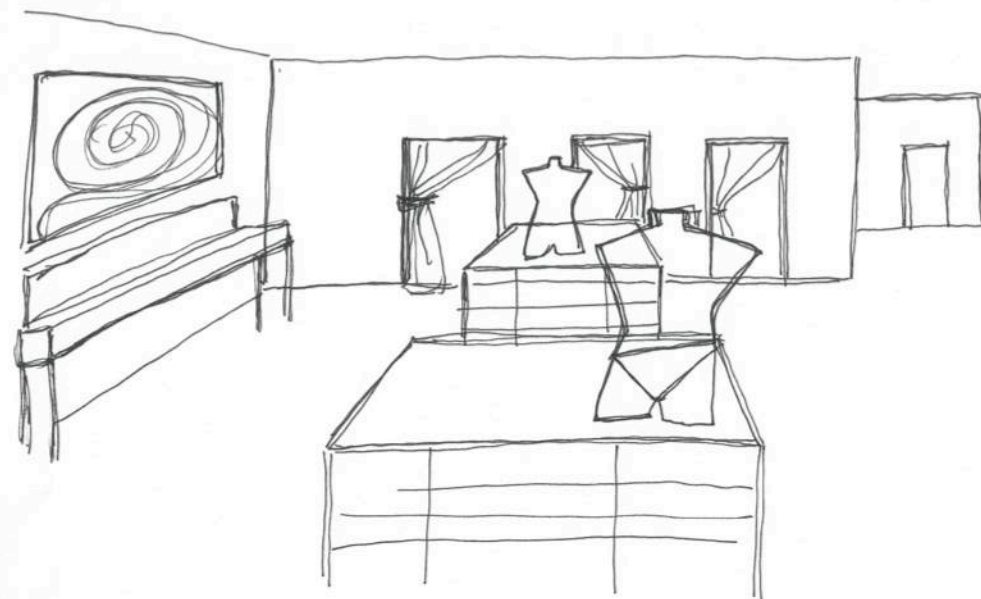
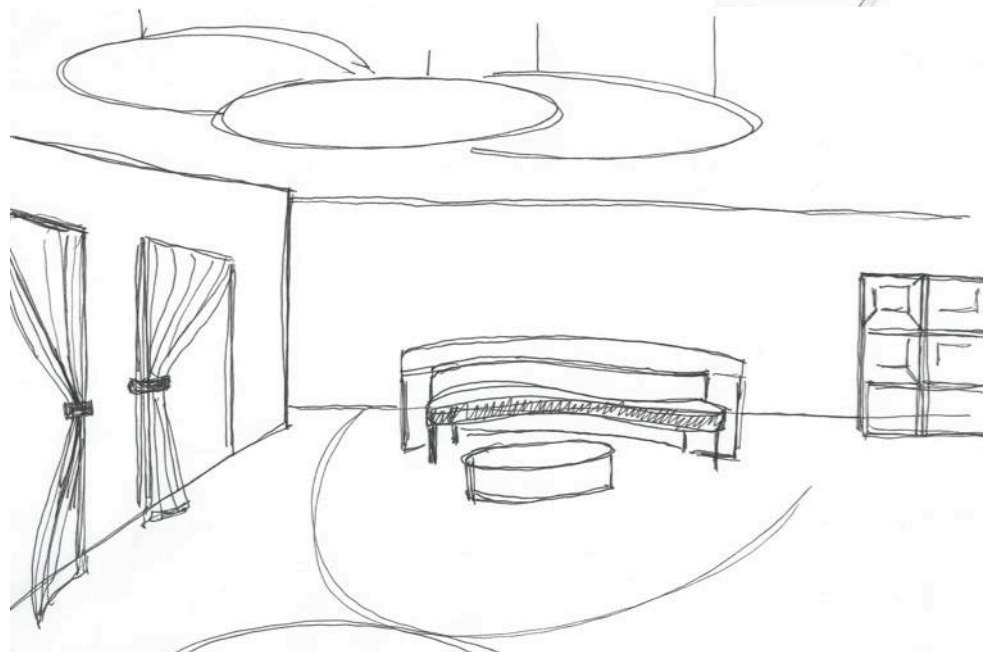
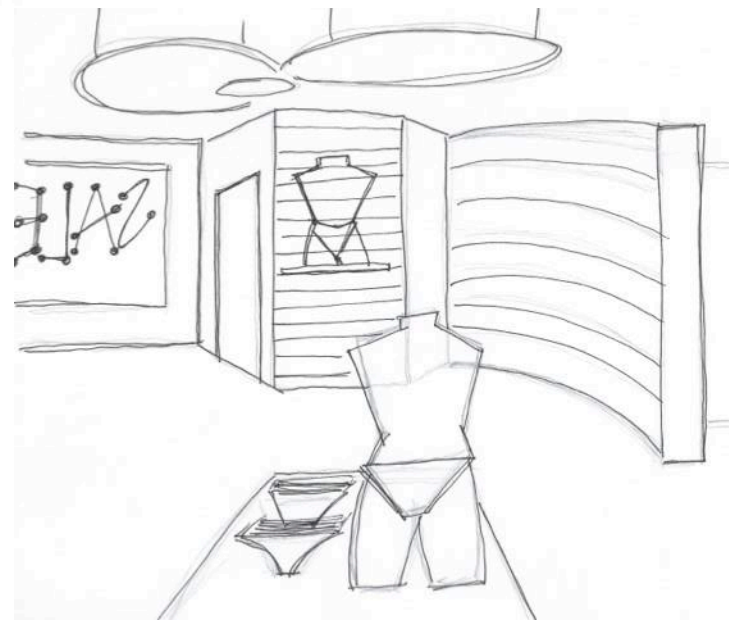
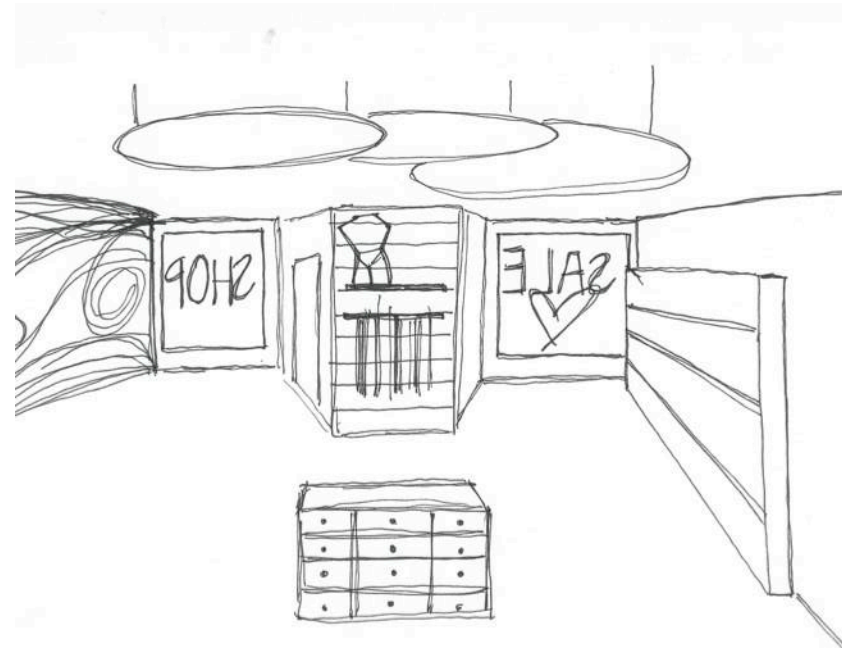




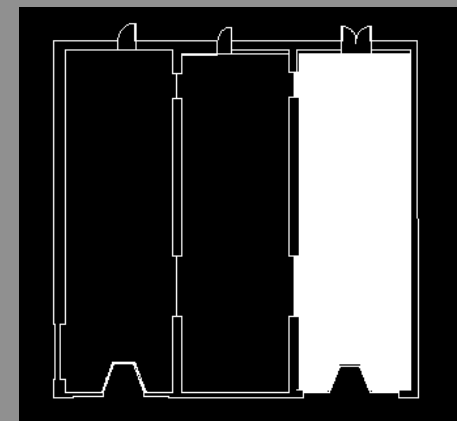
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SPACE 3:  
INTIMATE APPAREL

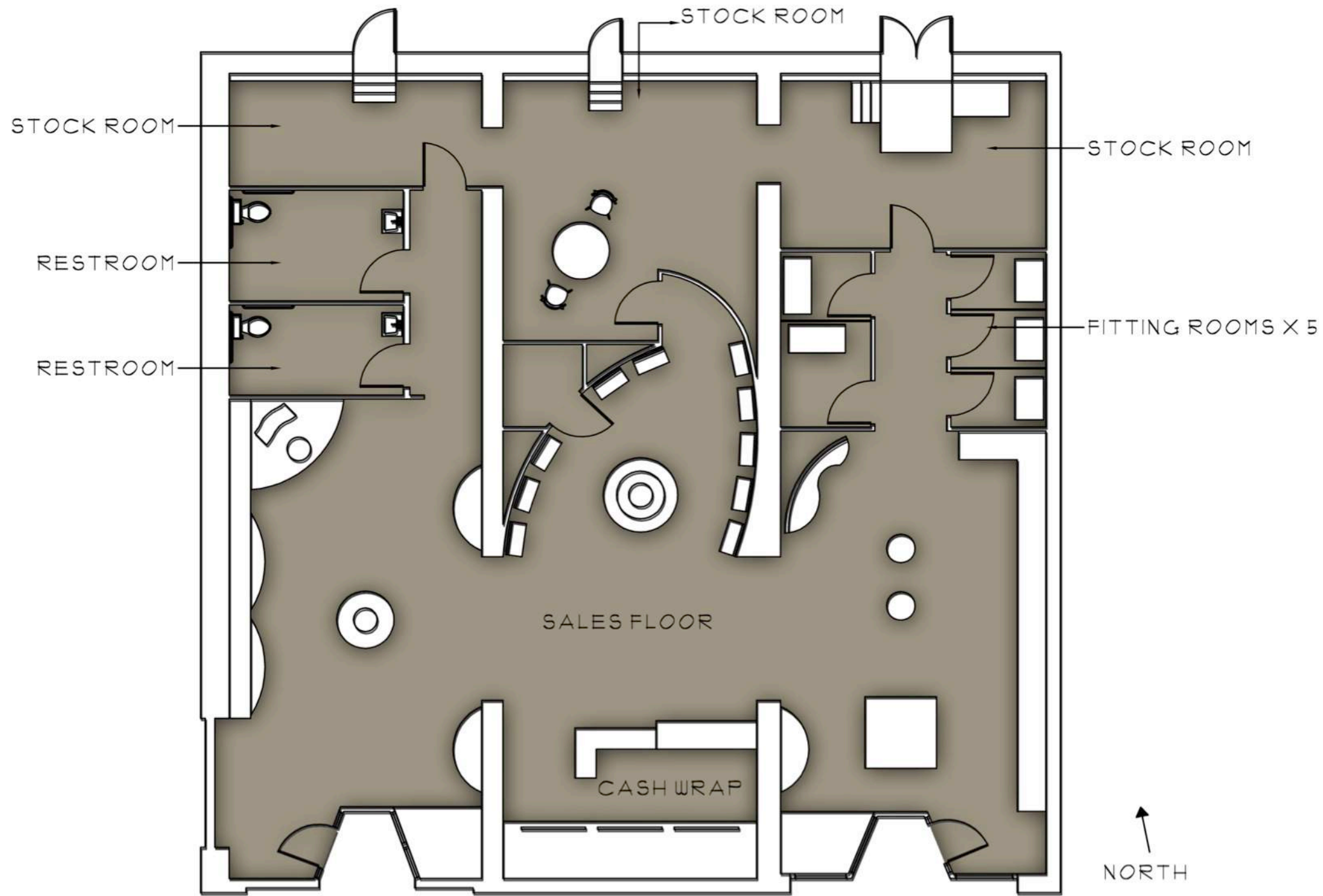






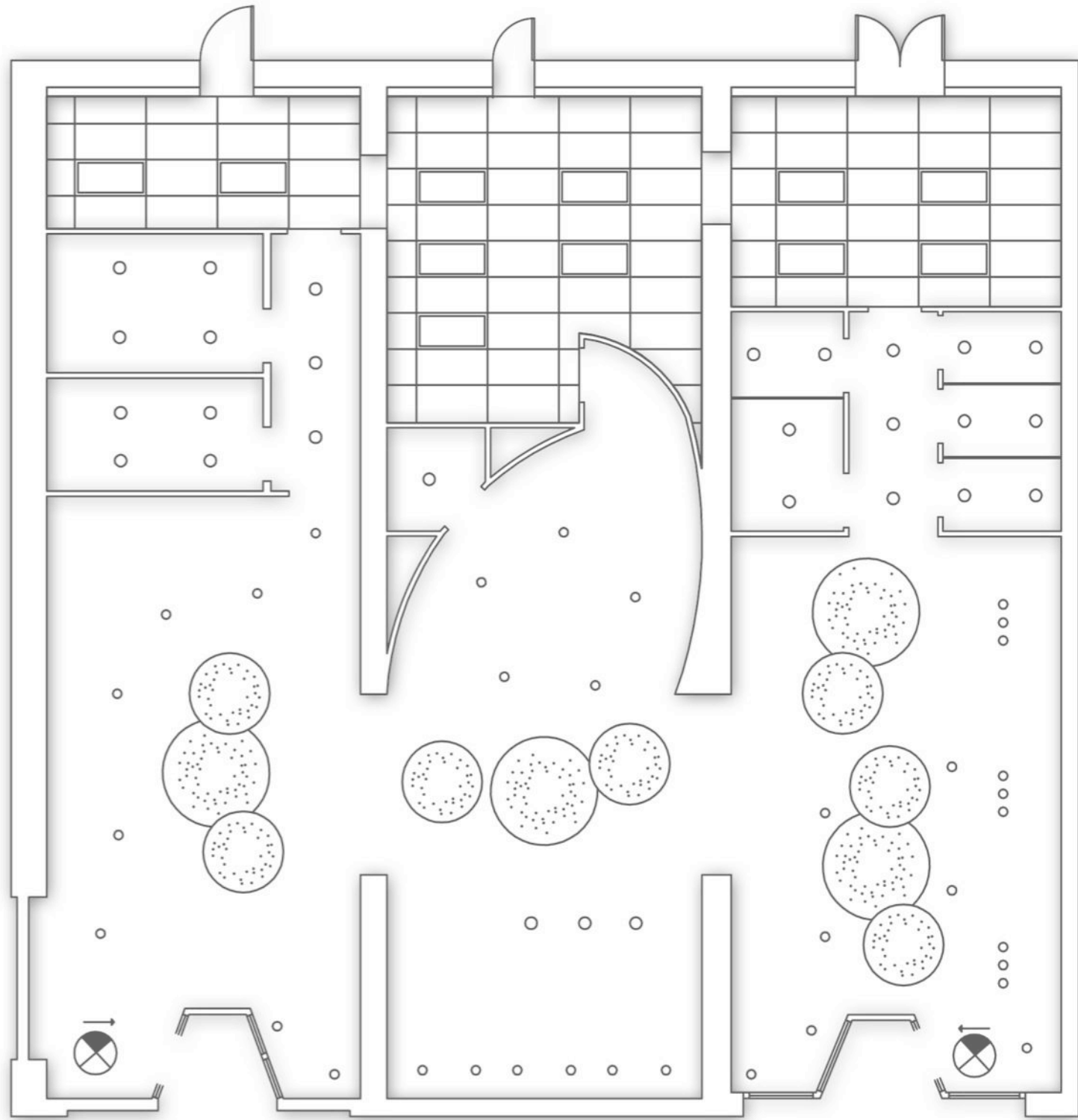
THE DESIGN PROCESS  
SPACE 3:  
INTIMATE APPAREL





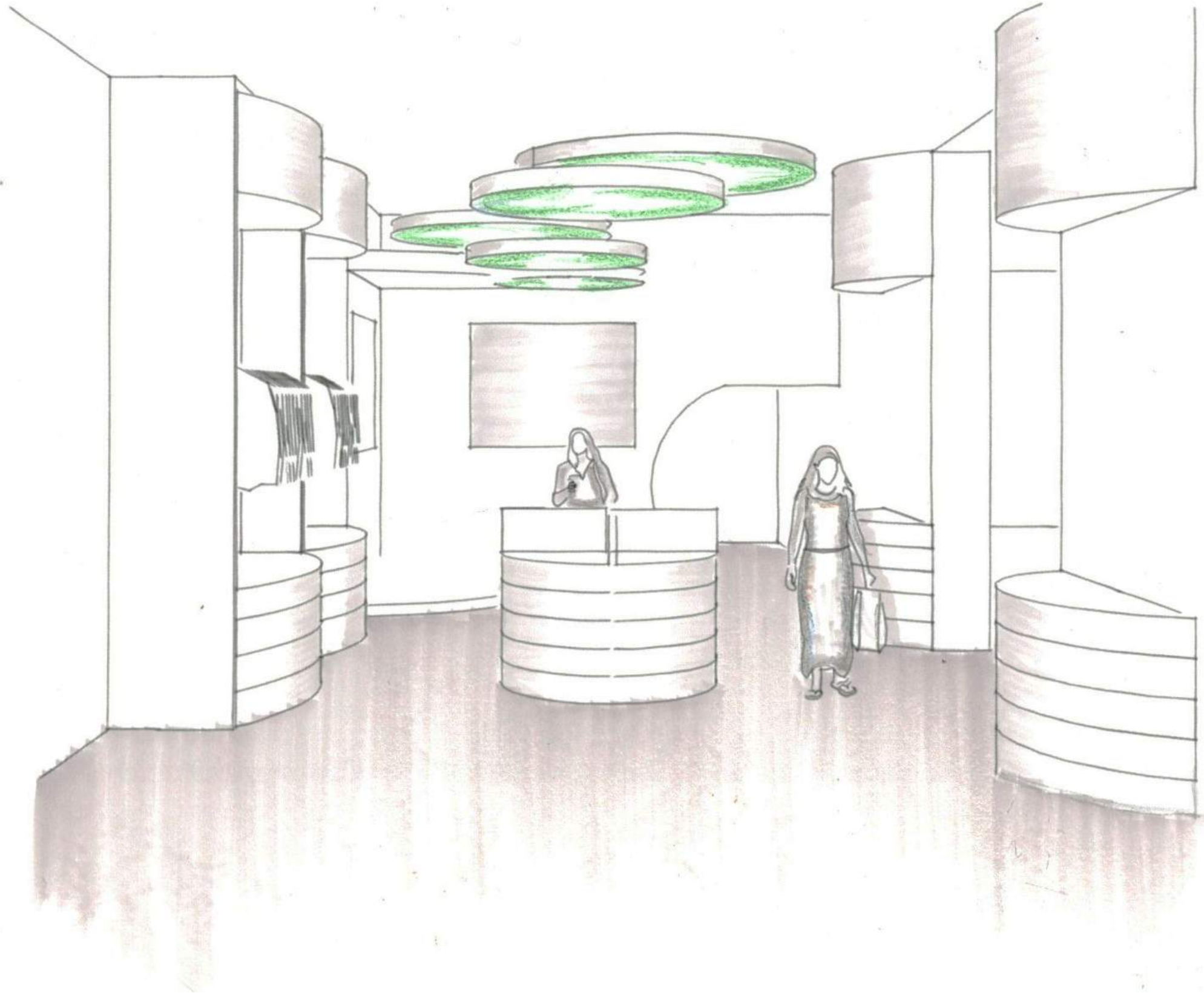
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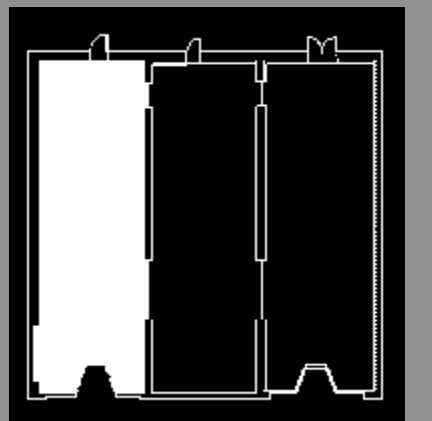


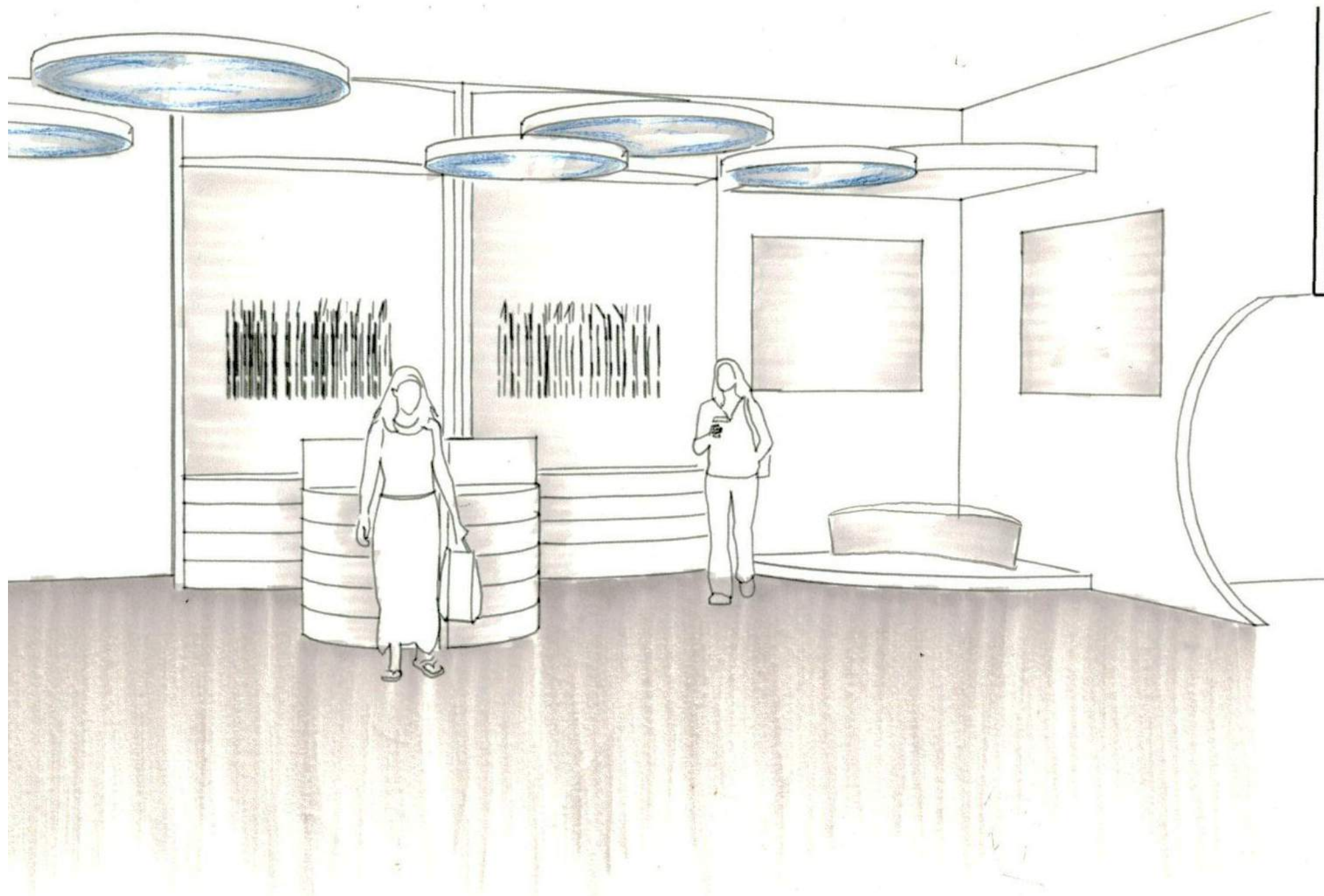
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REFLECTED  
CEILING PLAN

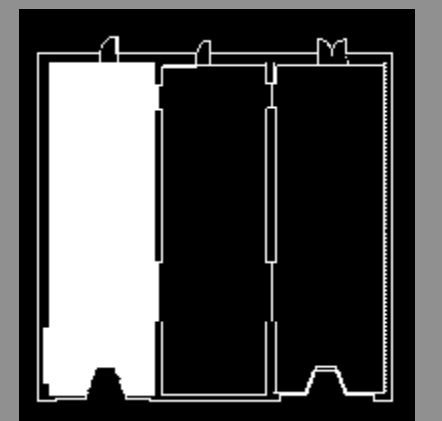


RENDERED PERSPECTIVE:  
SPACE 1



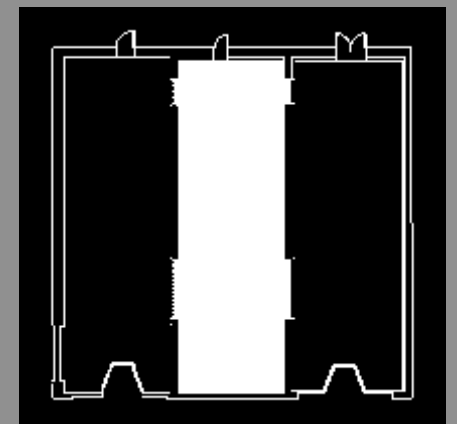


RENDERED PERSPECTIVE:  
SPACE 1



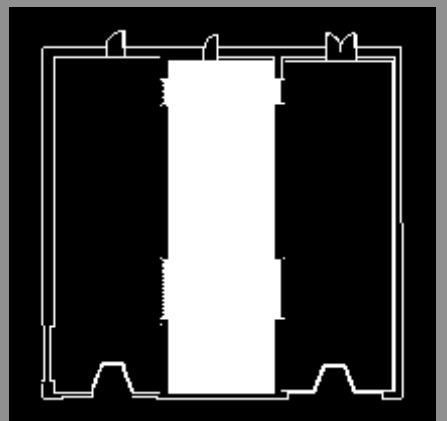


RENDERED PERSPECTIVE:  
SPACE 2



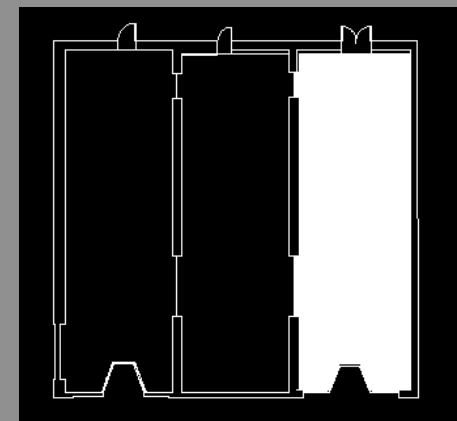


RENDERED PERSPECTIVE:  
SPACE 2





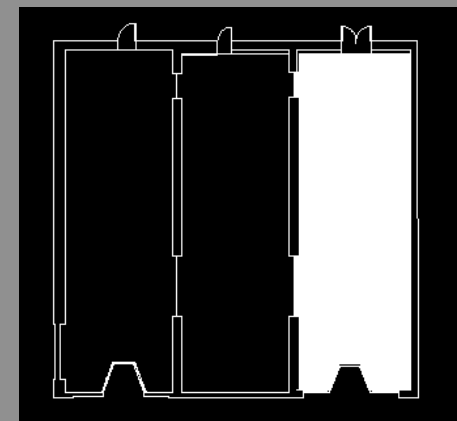
RENDERED PERSPECTIVE:  
SPACE 3

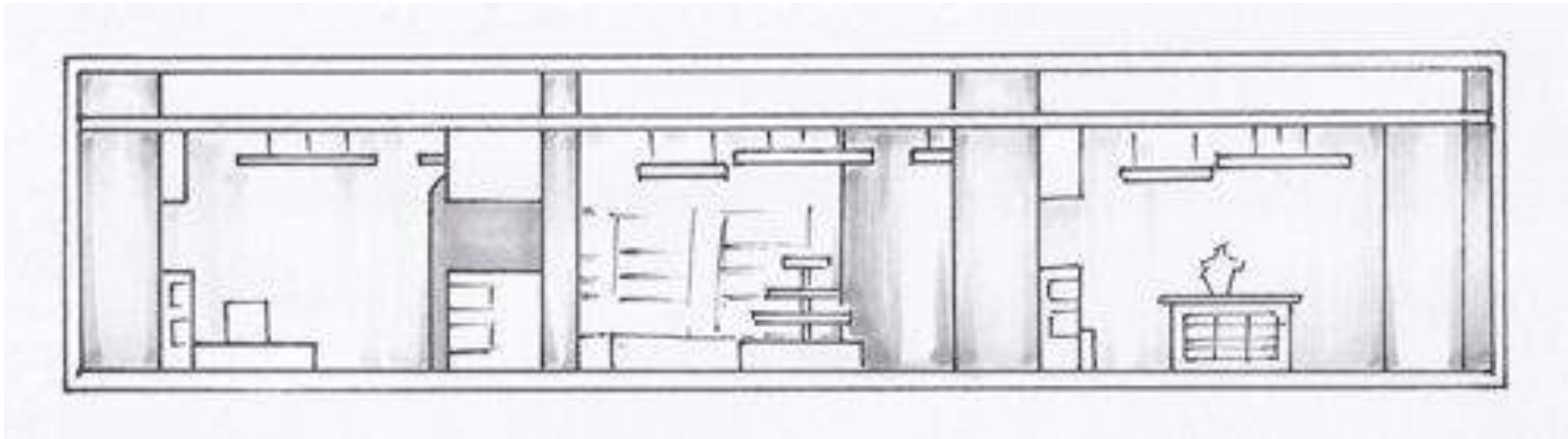




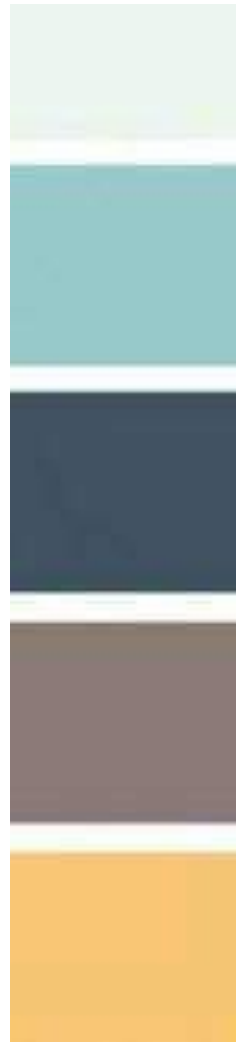


RENDERED PERSPECTIVE:  
SPACE 3

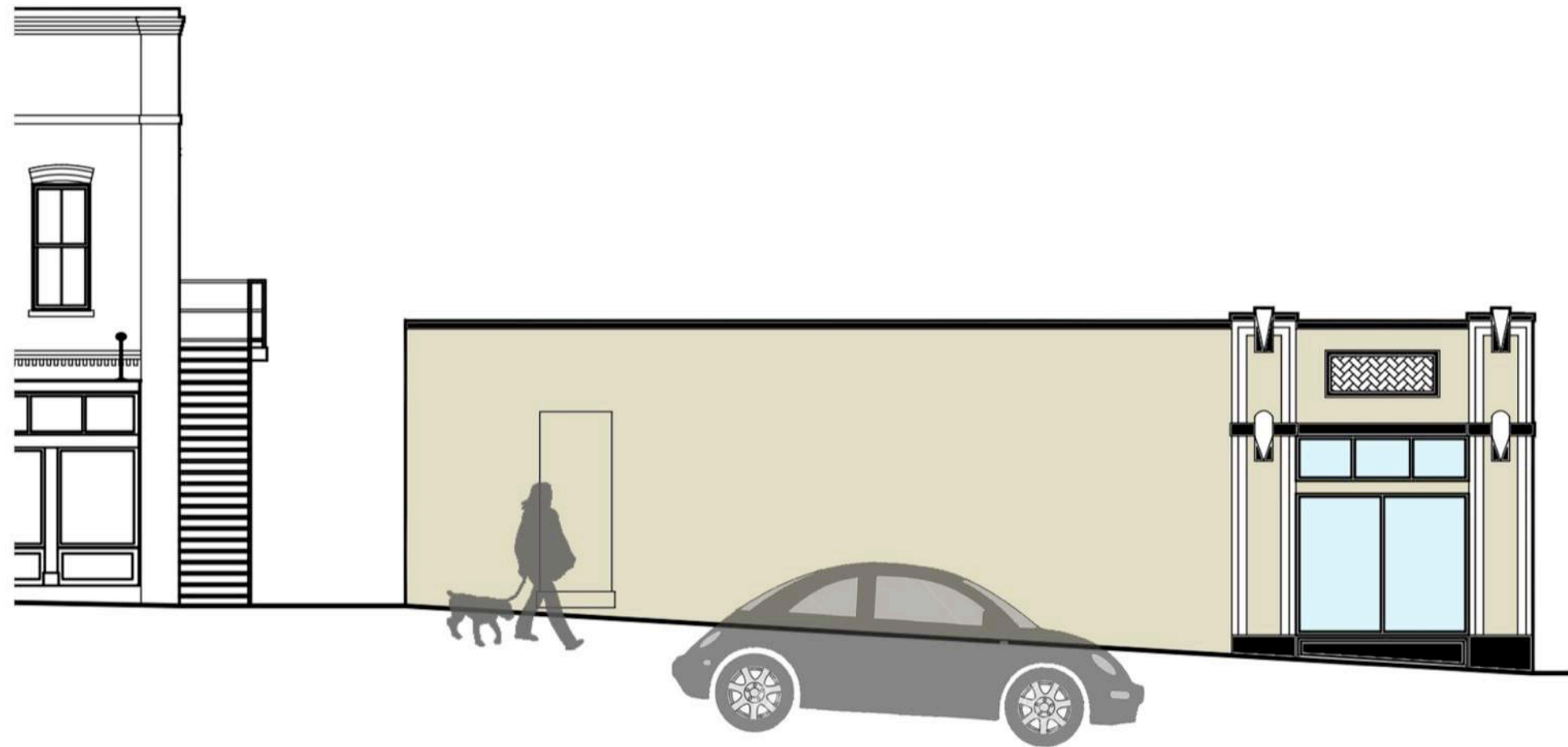




INTERIOR  
SECTION VIEW



**AESTHETICS:  
ARCHITETURAL FNISHES  
AND FURNISHINGS**



## EXTERIOR COLOR SCHEME

Based off of the design shown, the color scheme used for the Fifth Street location was kept very natural and clean. The main color is a sandy tan while accents of black and white trim the store. The reason for this color scheme was to mimic Catalog Collection hence providing unity among the shops along Fifth Street.