

Portfolio Two

IDSN 4600

Ashley Sowa

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DIAMOND  
DESIGN

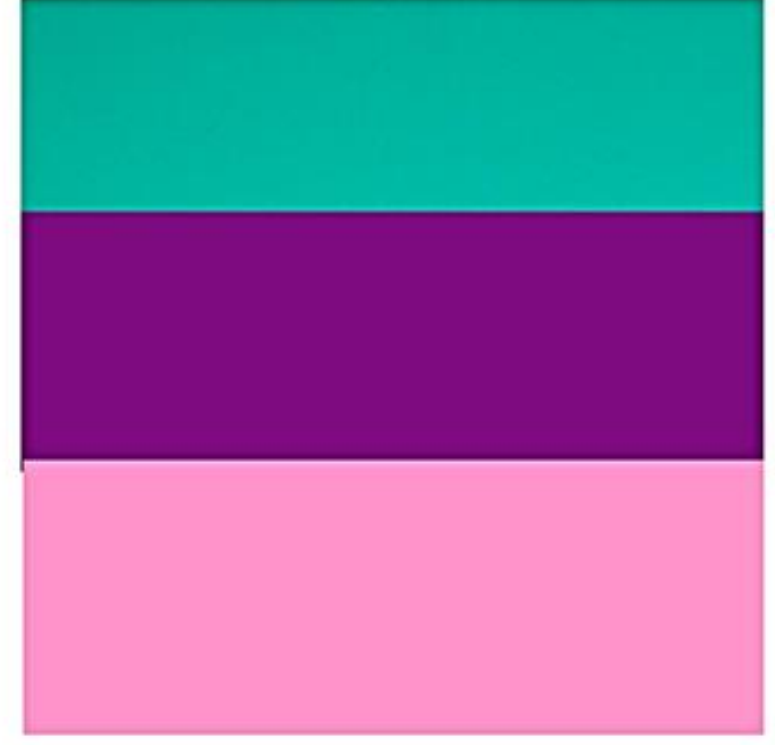
- ❖ Trendy athletic apparel store geared toward young adult women.
- ❖ Swarovski crystal has a clean, refreshing appearance relatable to positive energy.
- ❖ Pops of color will be incorporated in the design like the light shining on the crystal.
- ❖ Translucency and clean lines will the traffic throughout the space.



TREND RUNNERS  
CONCEPT STATEMENT

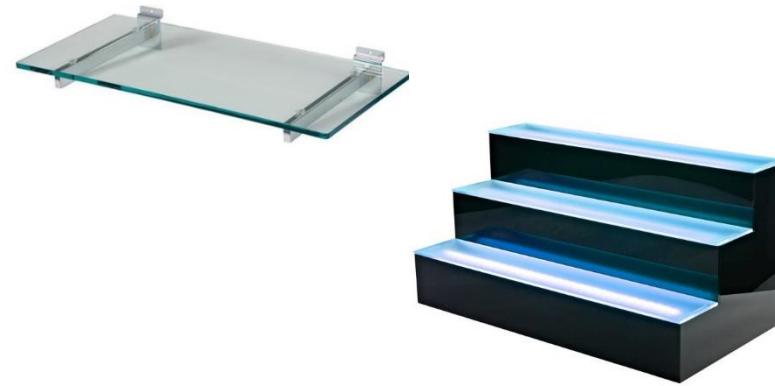
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DIAMOND  
DESIGN



TREND RUNNERS  
INSPIRATION

DIAMOND  
DESIGN



TREND RUNNERS  
MATERIAL BOARD

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DIAMOND  
DESIGN

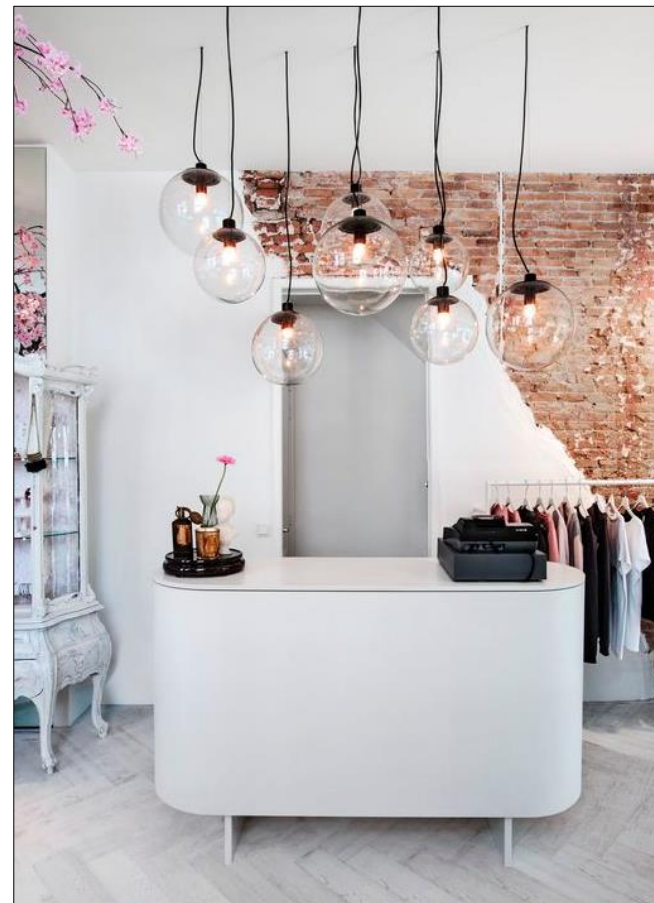
- ❖ Women's retail clothing shop resembling a Nordstrom's department store women's clothing style
- ❖ Octahedron diamond concept
- ❖ A diamond itself is a reflective surface that can create an illusion of different textures through the use of light
- ❖ The linear aspect of this shape will incorporate an industrial element to the design
- ❖ The reflectivity of the object itself will bring a feminine touch making the overall design have an industrial glam feel
- ❖ This retail space will utilize the design elements present in the concept of an octahedral diamond to produce a functional and intriguing design.



JU DIOR

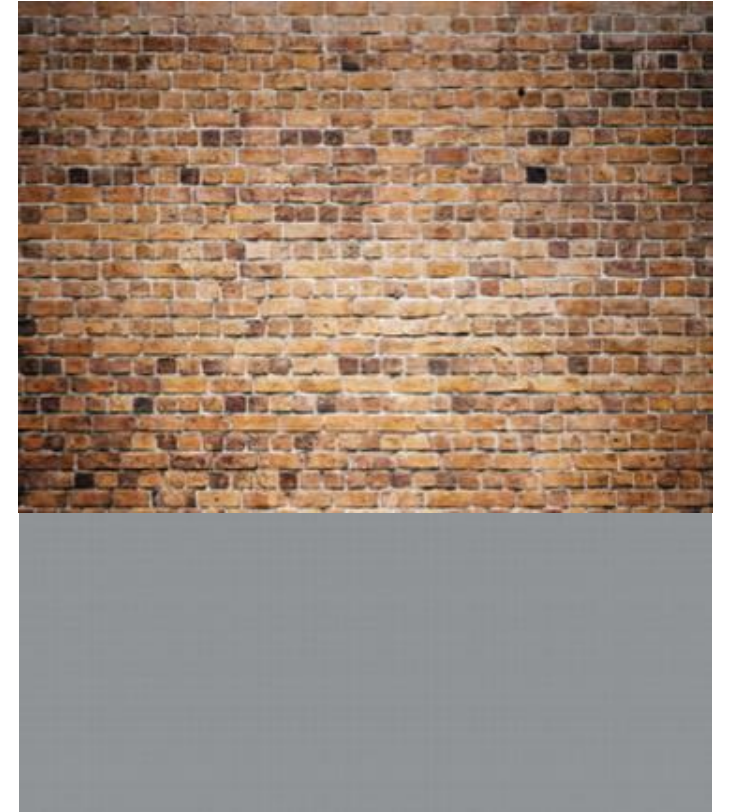
CONCEPT STATEMENT

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DESIGN



JU DIOR  
INSPIRATION

DIAMOND  
DESIGN



JU DIOR

MATERIAL BOARD

DIAMOND  
DESIGN

- ❖ Women's boutique store offering the latest designer trends for a modern girl
- ❖ Price-point similar to forever 21 and quality/ styling similar to Urban Outfitters

#### The Interior:

Industrial aesthetics pair with modern bohemian elements in lighting, textiles and art, creating a visually dynamic shopping experience.

- ❖ Neutral color palate
- ❖ Bold use of color blocking
- ❖ Graphic art throughout
- ❖ Rustic hardwood flooring
- ❖ Exposed ceiling with systems

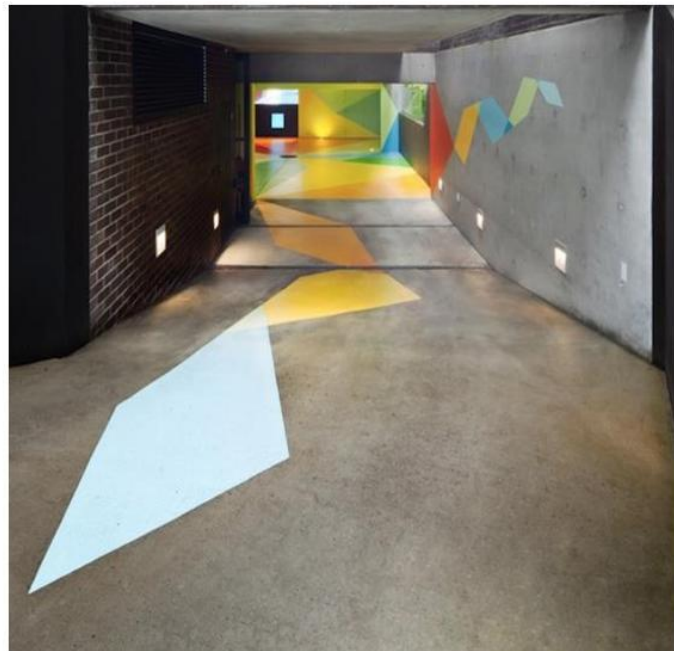


PARTICOLORED  
CONCEPT STATEMENT

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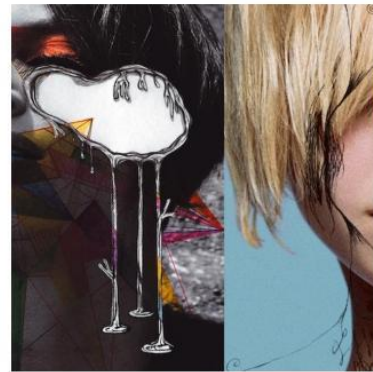
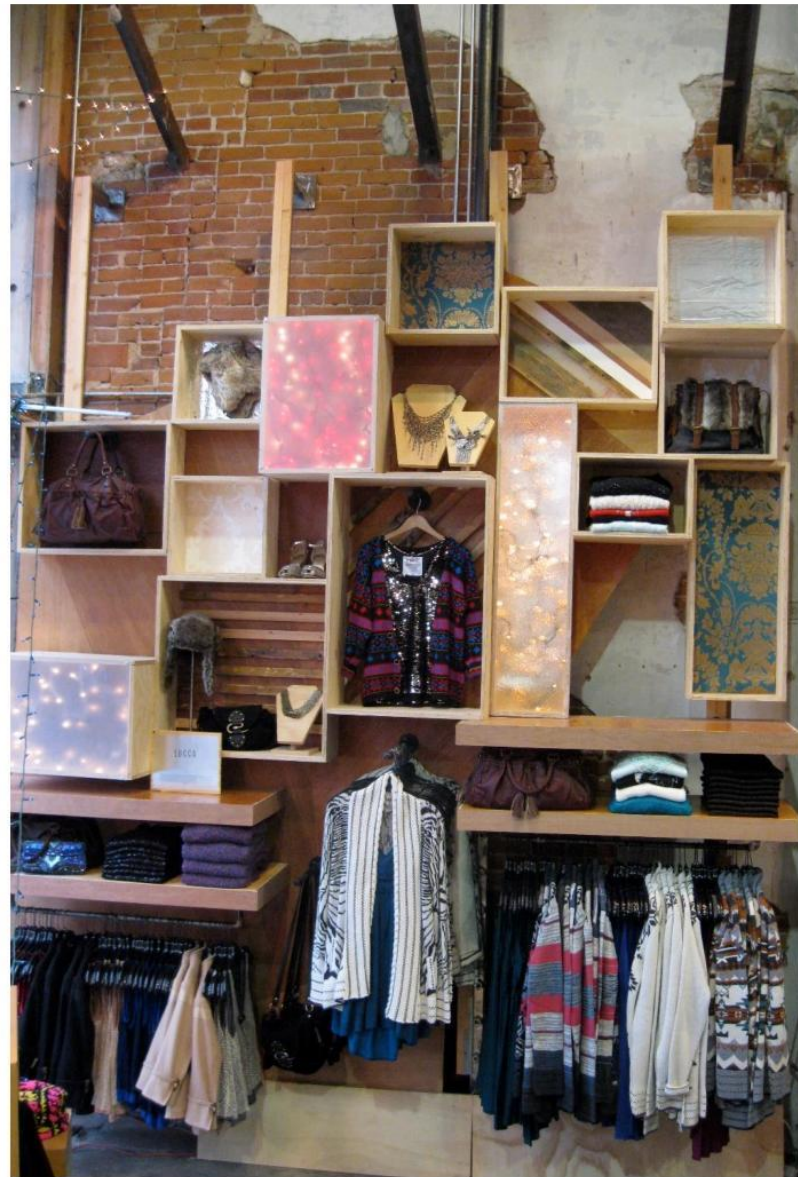
DIAMOND  
DESIGN





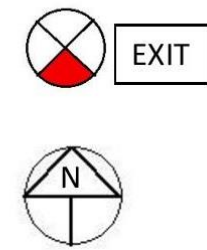
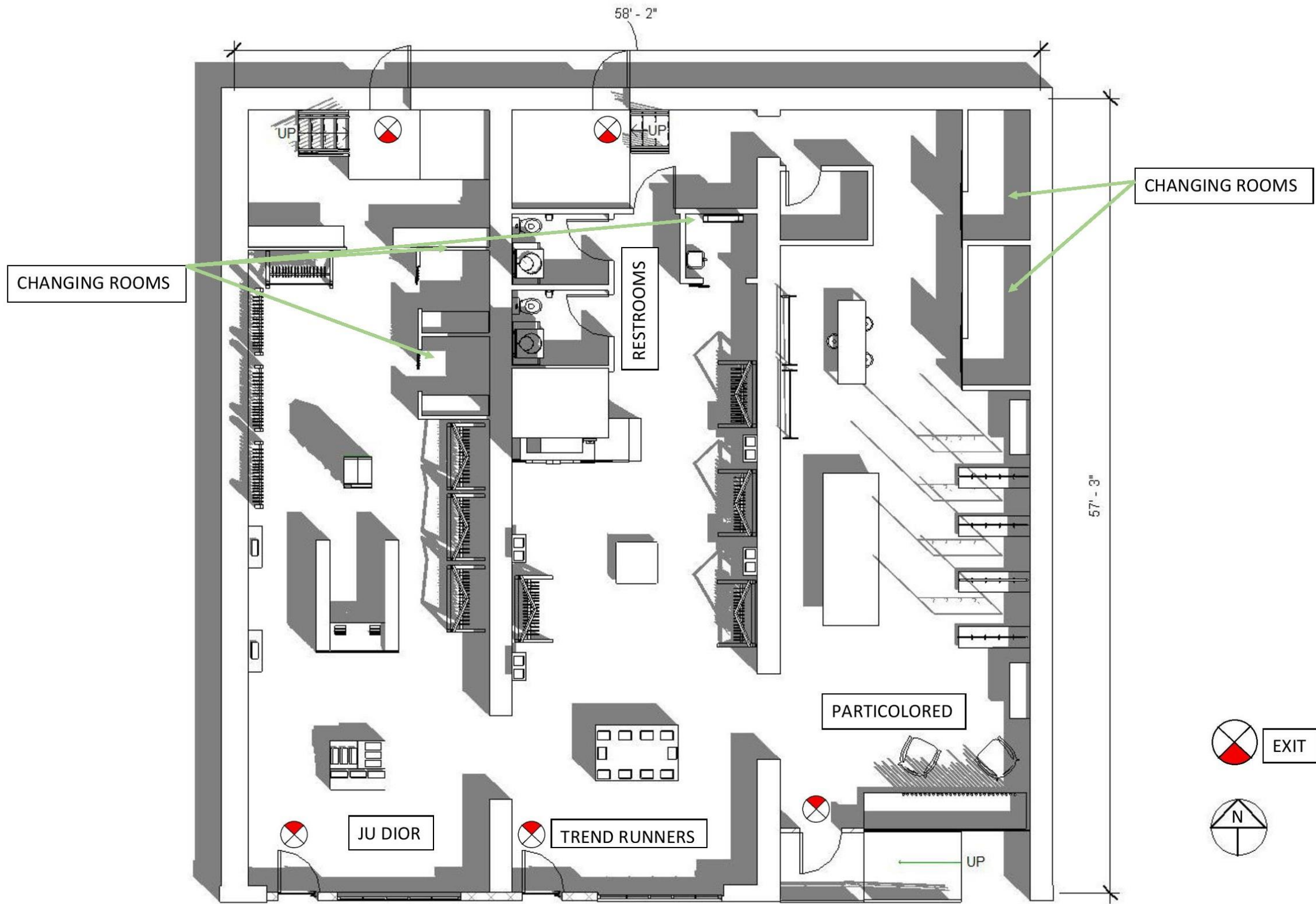
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INSPIRATION

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DESIGN



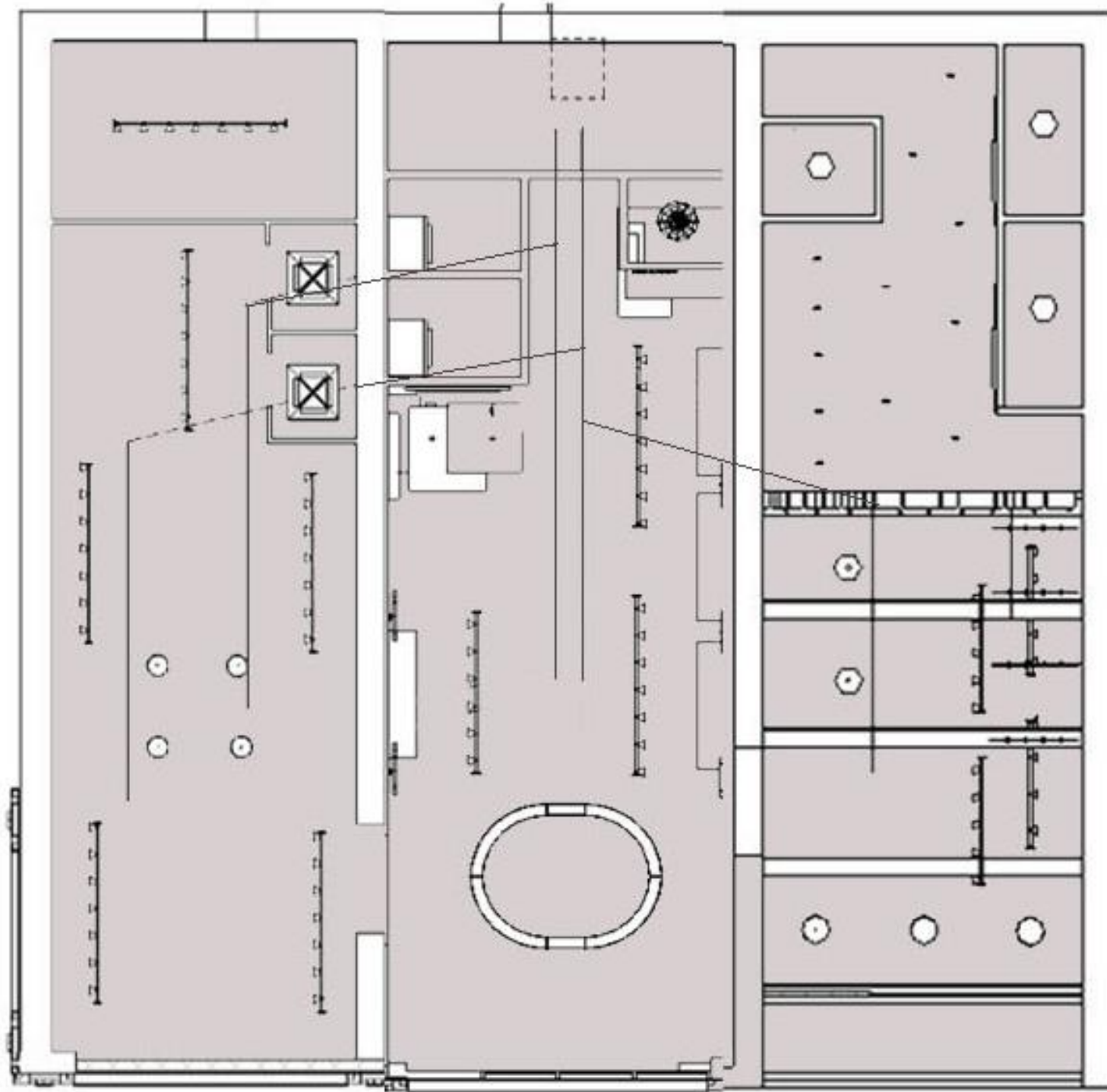
PARTICOLORED  
MATERIAL BOARD

DIAMOND  
DESIGN



## FLOOR PLAN

DIAMOND  
DESIGN



REFLECTED  
CEILING PLAN

DIAMOND  
DESIGN



TREND RUNNERS  
RENDERED PERSPECTIVE

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DIAMOND  
DESIGN



TREND RUNNERS  
RENDERED PERSPECTIVE

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DIAMOND  
DESIGN



JU DIOR  
RENDERED PERSPECTIVE

DIAMOND  
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JU DIOR  
RENDERED PERSPECTIVE

DIAMOND  
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PARTICOLORED  
RENDERED PERSPECTIVE

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DIAMOND  
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PARTICOLORED  
RENDERED PERSPECTIVE

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DIAMOND  
DESIGN

- ❖ Three Interior Designers team up to design three cohesive retail spaces
- ❖ <https://vimeo.com/163768370>

WALKTHROUGH

DIAMOND  
DESIGN