

Interior Design 4600

Portfolio 2

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Retail Design Research:

-the sale of goods to the public in relatively small quantities for use or consumption rather than for resale.

-Controls what customers see and purchase

-design can control how customers move through the space

-Storefront acts as a billboard to draw consumers in.





Retail Design Fixture:

-Fixtures are meant to display merchandise in an easy and convenient way for consumers.

-Examples include shelves, moving racks, mannequins, and other equipment used for display.



Location:

-Corner of 5th Street and Cotanche Street.

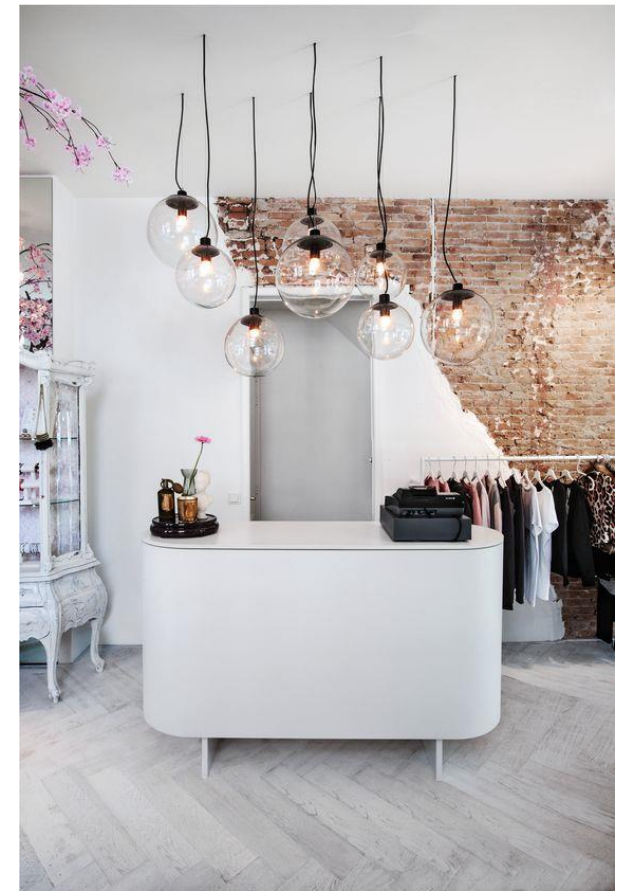
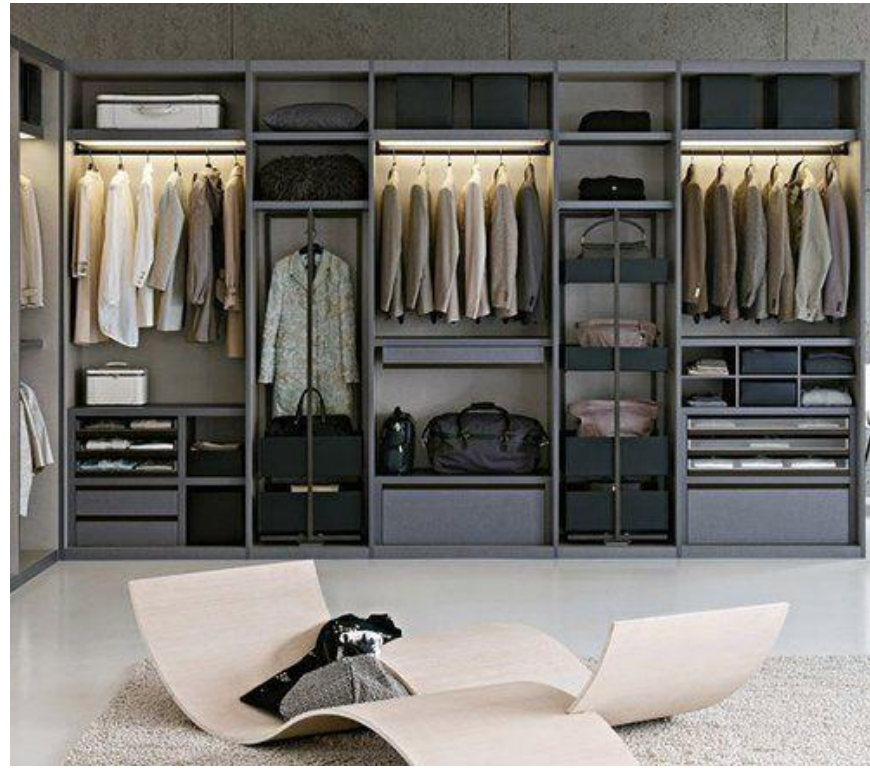
-Great location for students as well as any foot traffic in uptown Greenville.

-Chose location because students will be able to shop between classes.

-Shops are directly located off the street which is prime window traffic.



Inspiration Images







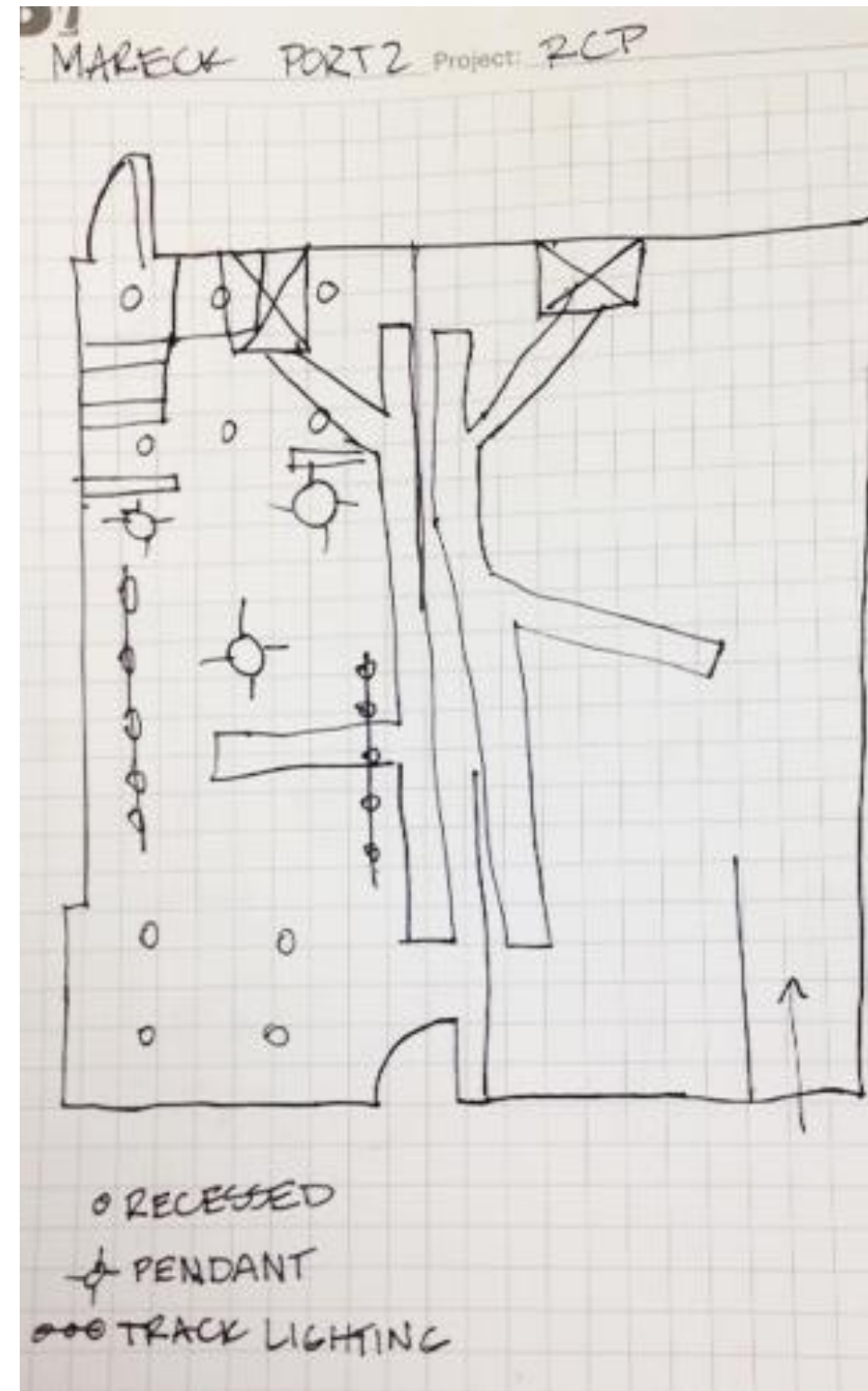
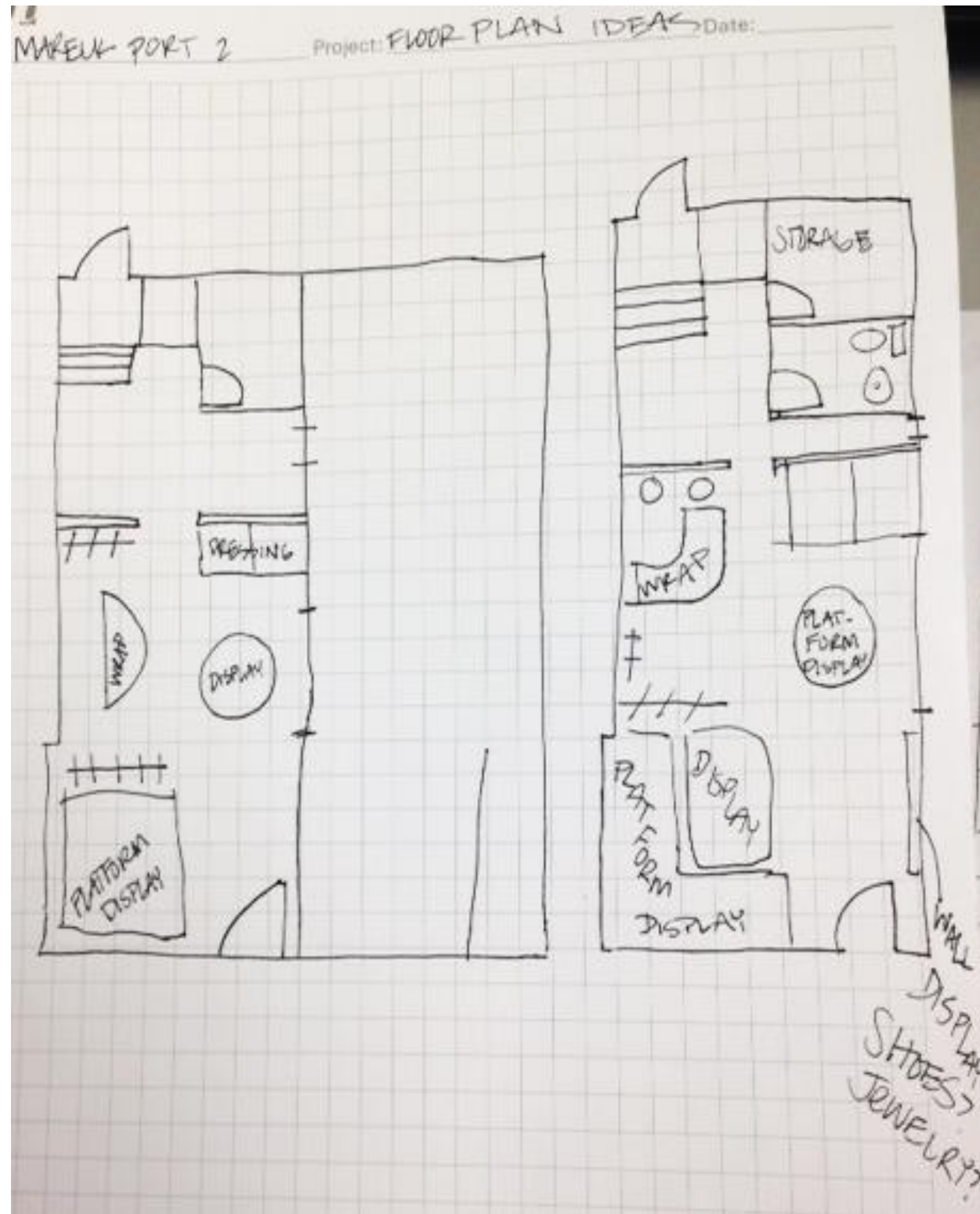
The concept for this up and coming retail establishment was based off the idea of combining feminine attributes with an industrial feel.

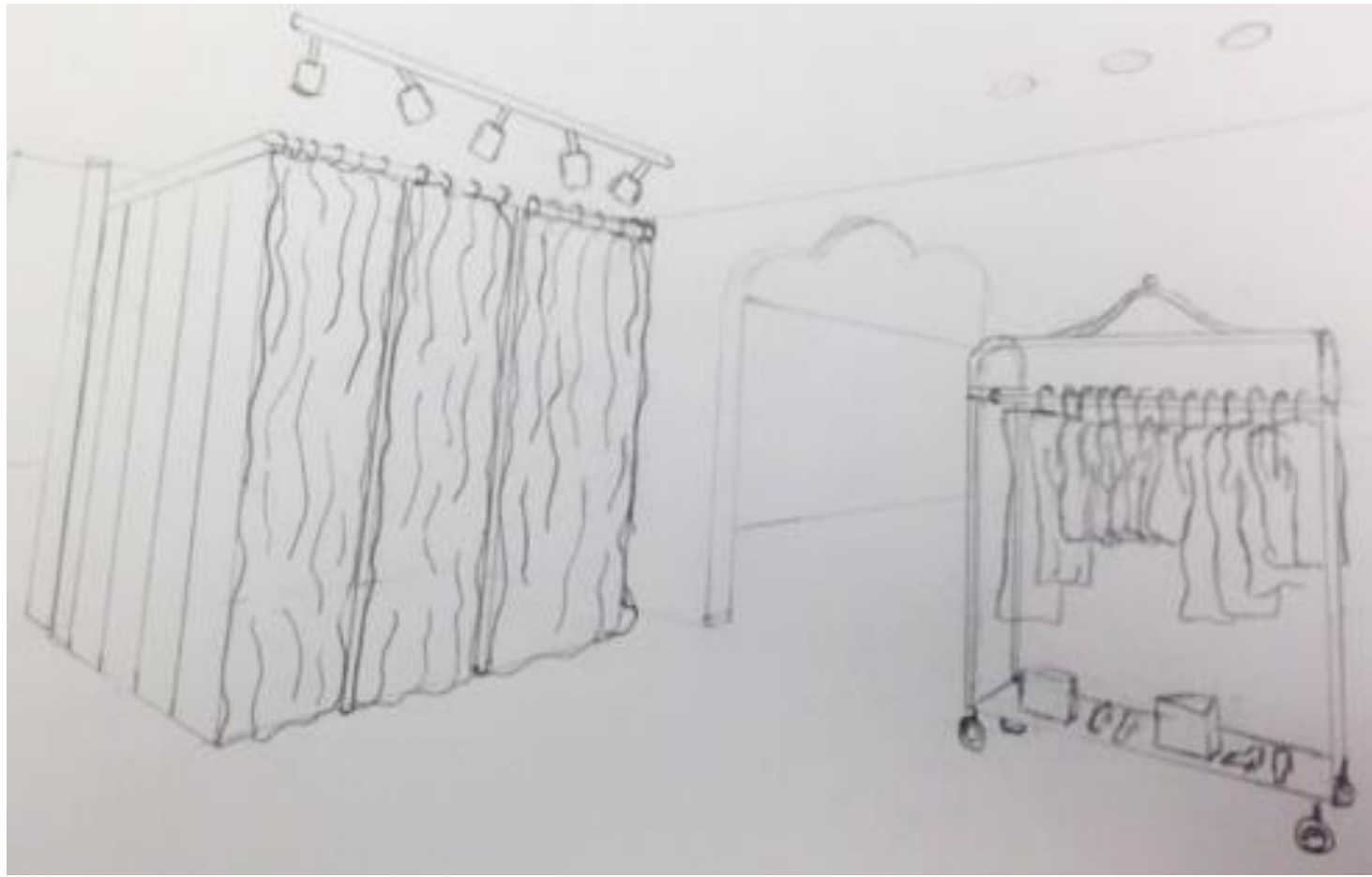
The idea is to create a space that feels minimalist, high-end, unique, feminine but structured. The inspiration came from Rag & Bones, a retail brand, as well as industrial design.

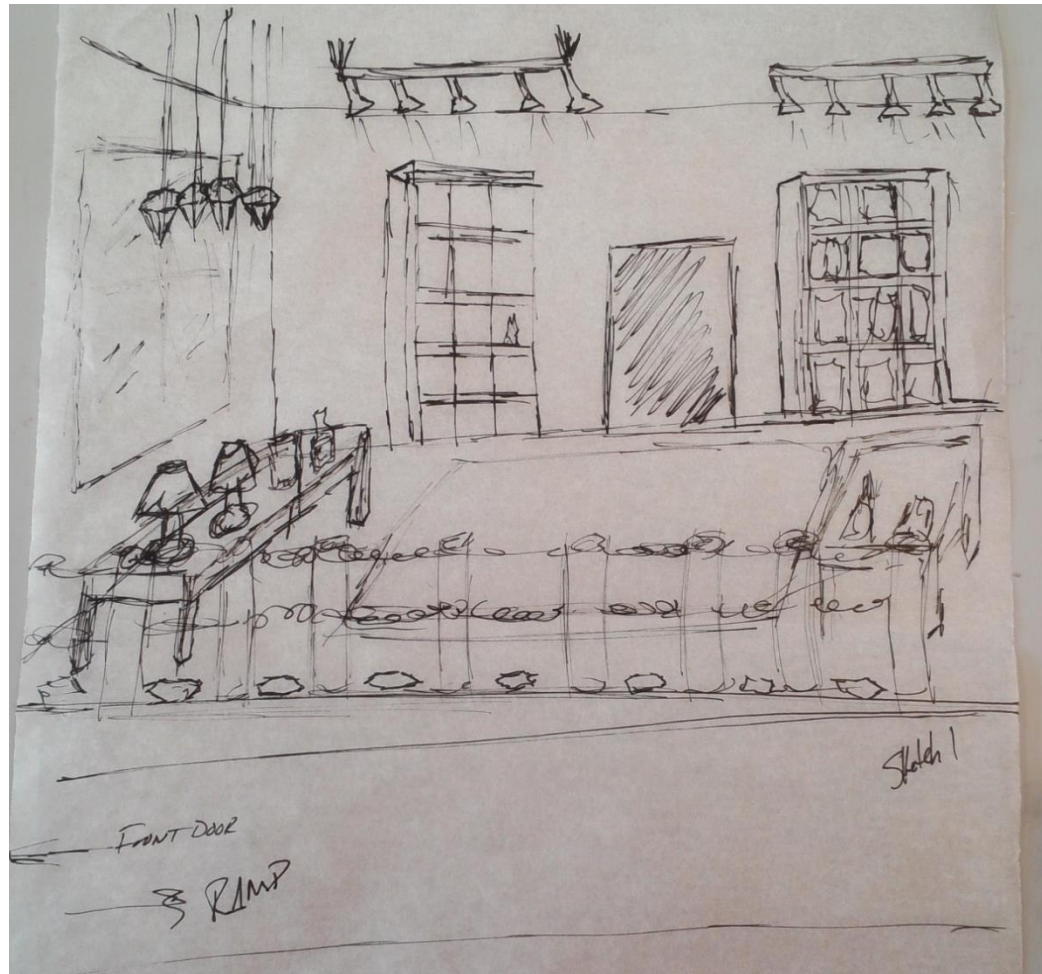
The clients have requested to include both dresses for rental, as well as, consignment spaces and an area for home decor.

They also need to include dressing rooms and a cash wrap area. They have requested to make this space feel unlike any other establishment in Greenville, North Carolina.

Sketches/Design Process







Fixtures and Finishes



Black Painted Exposed Ceiling



Track Lighting



White Painted Brick



White Cash Wrap



Black Wood Flooring



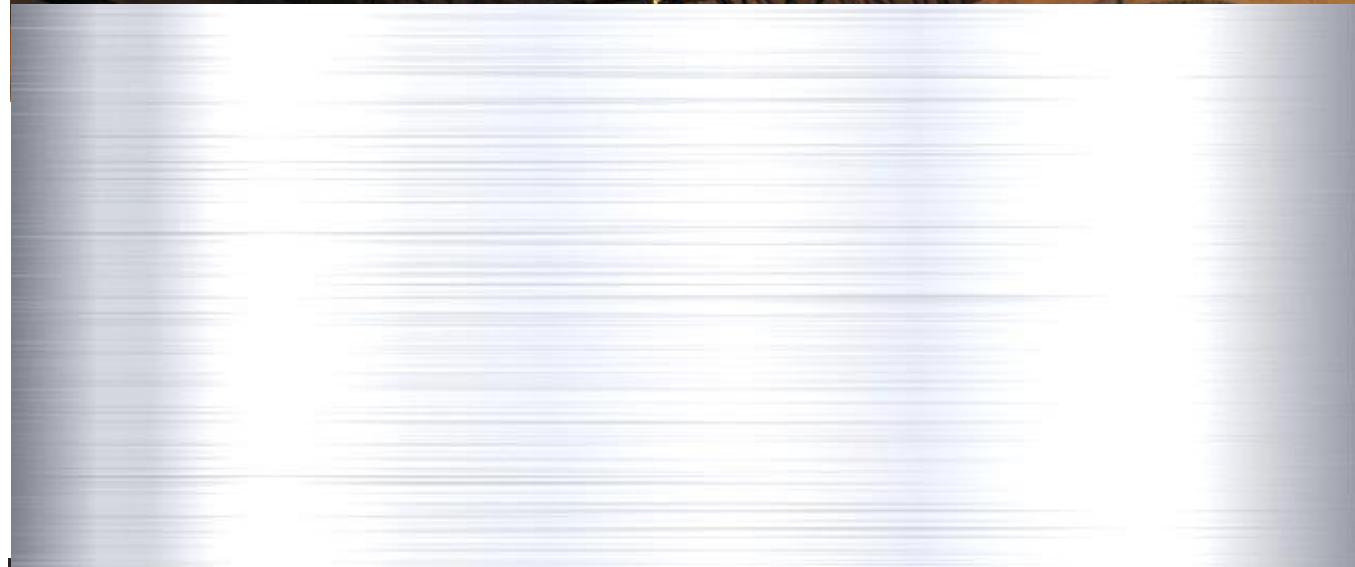
Pipe Fixtures



Black Painted Exposed Ceiling



Track Lighting



Wall Finish



Light Pendant



Mirror Wall

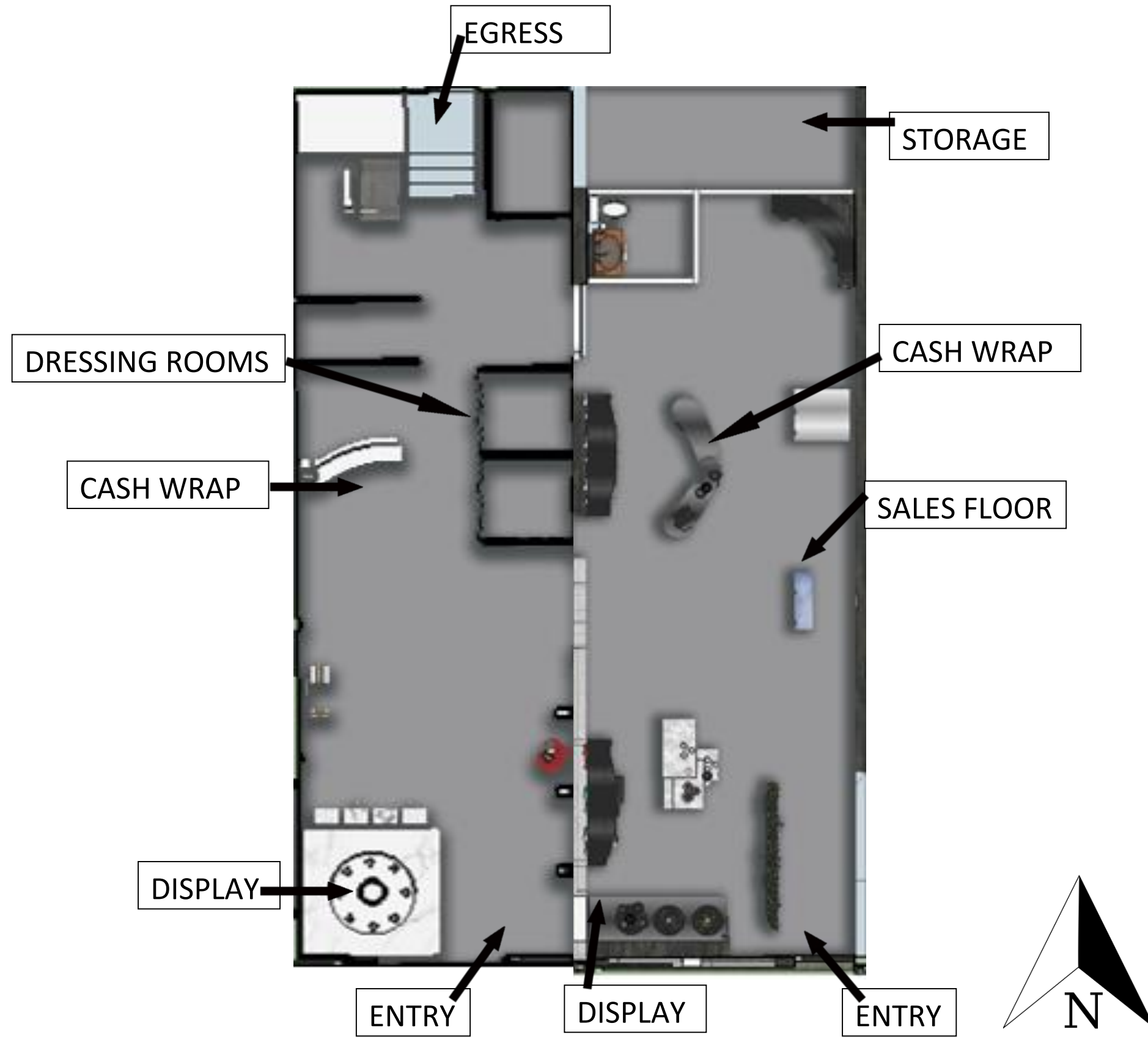


Wooden Flooring



Display Case

Furniture Plan:



Rendered Perspectives

