



Glory Days  
Off Beat Designs





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- SINCE 2008 MORE THAN HALF THE WORLD'S POPULATION HAS BEEN LIVING IN CITIES, AND IS EXPECTED TO INCREASE 60% IN THE NEXT 10 YEARS.
- AS MORE PEOPLE ARE ATTRACTED TO A METROPOLITAN LIFESTYLE, RETAILERS THAT ARE POPULAR IN SUBURBAN AREAS ARE NOW LOOKING FOR WAYS TO ADAPT THEIR BRAND FOR AN URBAN ENVIRONMENT.
- STORES ARE INCREASINGLY EXPERIMENTING WITH WAYS TO MODIFY THEIR CONCEPTS FOR SMALLER STORE FOOTPRINTS AND URBAN NEEDS.
- RETAILERS WHO LOOK TO ADAPT TO THIS NEW DEMAND OF RETAIL HAVE STUDIED SMALL STORE SIZES, PACKAGING, AND SIGNS.
  - THE MAIN OBJECTIVE FOR SHOPPERS IN CITIES IS SPEED.
    - THEY PLACE SHELVES ABOUT SIX FEET HIGH SO VISITORS CAN NAVIGATE QUICKLY.
    - PACKAGING MUST BE COMPACTED SO THAT PEDESTRIANS CAN EASILY CARRY AROUND ITEMS.
    - THE SIGNS ABOVE THE AISLES ARE SIMPLIFIED SO CUSTOMERS DO NOT HAVE TO WASTE TIME INTERPRETING THEM.
- TO TAKE ADVANTAGE OF THE GROWING POPULATION IN CITIES AND TO COMPETE WITH ONLINE COMMERCE, BRICK-AND-MORTAR RETAILERS HAVE OPENED LOCATIONS NEAR MIXED-USE DEVELOPMENTS.
- BY REDUCING THEIR INVENTORY AND TAILORING IT TO THE NEEDS OF CUSTOMERS, LARGER RETAIL ESTABLISHMENTS HOPE TO OFFER THE CONVENIENCE AND READILY AVAILABLE PRODUCTS.
- SMALLER SPACES REQUIRE GREATER EFFICIENCY WITH AVAILABLE MERCHANDISE. RATHER THAN OFFERING SEVEN DIFFERENT CHOICES PER PRODUCT, RETAILERS ARE BEING MORE SELECTIVE WITH THEIR INVENTORY AND ORGANIZED.
- CREATING AN EXPERIENCE FOR CUSTOMERS IS ALSO ANOTHER WAY TO ATTRACT CONSUMERS TO VISIT RETAILS RATHER THAN BUYING ONLINE. RETAILERS ARE FORCED TO FOCUS ON THEIR PHYSICAL PRESENCE AS A BRANDING OPPORTUNITY.
- GENERATING HIGH FOOT TRAFFIC BY ADDING INTERACTIVE SERVICES SUCH AS DINING SERVICES, ENTERTAINMENT, ETC CAPTIVATES SHOPPERS TO SPEND TIME IN RETAIL LOCATIONS.

# Retail Design in Urban Areas

# Retail Design in Small Towns



- RETAIL IN SMALL TOWN COMMUNITIES ARE RAPIDLY CHANGING. WITH THE BIG BOX RETAILER, SUCH AS WALMART, SMALL TOWN RETAILERS HAVE A LOT OF COMPETITION.
- PROVIDING OUTSTANDING CUSTOMER SERVICE, OFFERING HIGH QUALITY MERCHANDISE, AND DEMONSTRATING COMMUNITY INVOLVEMENT COULD RESULT IN BUSINESS SUCCESS FOR SMALL RETAILERS.
- SMALL TOWN RETAILER CONSUMERS EXPECT AND IDENTIFIED THAT HAVING A USER-FRIENDLY LOCATION OF MERCHANDISE IS VERY IMPORTANT AS WELL AS EASILY ACCESSIBLE BATHROOMS.
- WITH SMALL RETAIL SHOPS, LOCATION IS IMPORTANT. CHOOSING A LOCATION THAT HAS HIGH TRAFFIC WILL INCREASE SALES AND ALSO FOOT TRAFFIC.
- CUSTOMER SERVICE IS ANOTHER IMPORTANT ASPECT FOR SMALL RETAILERS. CUSTOMERS ARE LOOKING FOR PERSONABLE EMPLOYEES THAT MAKE THEM FEEL IMPORTANT.
- WHEN DESIGNING FOR A RETAILER IN A SMALL TOWN, THE DESIGN OF THE SPACE IS CRUCIAL.
- THE ENTRANCE SHOULD BE OBVIOUS, ACCESSIBLE, AND WELCOMING.
- THE LAYOUT OF THE SHOP SHOULD BE EASY TO NAVIGATE. USING CERTAIN FLOORING OR FIXTURES CAN HELP TO MAKE THE FLOW OF THE SHOP EASIER TO FOLLOW.
- ALLOWING FOR CERTAIN EYE CATCHING PIECES/FIXTURES WILL MAKE THE CUSTOMER MORE DRAWN TO THE SPACE AND MORE LIKELY TO BUY.
- PRODUCTS ARE KEPT ORGANIZED.
- ALLOW FOR ROOM BETWEEN THE CUSTOMERS, THE FIXTURES, AND THE PRODUCTS.
- IN A SMALL RETAIL SPACE, FINDING WAYS TO APPEAL TO ALL THE SENSES ARE IMPORTANT.
  - SOUND- A PLAYLIST THAT ALIGNS WITH YOUR MERCHANDISE AND IS AT A GOOD VOLUME AND BEAT.
  - SCENT-A SMELL THAT DRAWS THE CUSTOMERS IN. (EX. BURNING CANDLES THAT MAY BE OFFERED IN THE STORE)
  - TOUCH-HANDS ON MERCHANDISE (EX. IN A PHONE STORE YOU ARE ABLE TO TOUCH, HOLD, PLAY WITH THE PHONES)
  - TASTE-SAMPLES OR OTHER OFFERINGS
  - SIGHT- VISUALLY APPEALING DISPLAYS AND LAYOUTS.

# Retail Fixture Research

-RETAIL FIXTURES CREATE A LARGE ROLE IN HOW CUSTOMERS VIEW A RETAIL SPACE. THEY SHOULD CONVINCE PEOPLE TO BUY, SO EVERY FIXTURE IN THE SPACE SHOULD REINFORCE THAT.

-PROPERLY USED FIXTURES MAKE THE DIFFERENCE BETWEEN ENCOURAGING CUSTOMERS TO BUY VS. DISCOURAGING THEM FROM MAKING A PURCHASE.

## HOW TO USE RETAIL FIXTURES EFFECTIVELY:

### 1. DEVELOP A THEME

- IF MARKETING IS DONE CORRECTLY, THE BUSINESS SHOULD HAVE A BRAND THAT WILL BE PROMINENT IN THEIR STORE, ADVERTISEMENTS, AND PRODUCTS.

- FIXTURES SHOULD CREATE A THEME IN WHICH THE PRODUCTS ARE ORGANIZED, AND MESH WELL WITH THIS BRAND SO THAT THE STORE IS COHESIVE ALL THE WAY THROUGH.

### 2. USE RETAIL FIXTURES TO HIGHLIGHT THE PRODUCTS

-THE FIXTURES SHOULD COMPLEMENT THE BRAND, BUT NOT BE THE FOCUS.

-THE FOCUS IS THE PRODUCT BEING SOLD, SO FIXTURES SHOULD DRAW ATTENTION TO THE PRODUCT WITHOUT OVERSHADOWING IT.

-FIXTURES SHOULD BE USED TO DRAW ATTENTION TO CERTAIN PRODUCTS; FOR EXAMPLE: LIGHTING, BRIGHT SPOTS OF COLOR THAT DRAW THE EYE, AND WALL DISPLAYS CAN BE USED TO DRAW ATTENTION TO CERTAIN ITEMS. DISPLAYS IN WINDOWS CAN BE USED TO ATTRACT SOMEONE WALKING BY, AND FIXTURES THAT SHOW THE PRODUCTS IN USE HELP CUSTOMERS VISUALIZE HOW YOUR ITEMS WILL FIT INTO THEIR LIVES.

### 3. MAKE IT EASY TO LOCATE MERCHANDISE ON YOUR RETAIL FIXTURES.

-FUNCTION IS JUST AS IMPORTANT AS APPEARANCE.

-A FUNCTION FIXTURES MUST SERVE IS TO MAKE IT EASY TO LOCATE THE MERCHANDISE; TRY NOT TO MAKE THE ITEMS TOO HIGH OR TOO LOW FOR CUSTOMERS TO REACH EASILY.

-IT IS ALSO BEST TO DISPLAY ITEMS WITHIN THE CUSTOMERS LINE OF SIGHT SO THEY CAN LOCATE THEM EASILY.

-SELECT RETAIL FIXTURES THAT CONTRIBUTE TO EASY MOVEMENT; MAKE SURE THE FIXTURES DON'T GET IN THE CUSTOMER'S WAY, AND THAT FIXTURES DON'T HIDE OTHER THINGS THE CUSTOMER MIGHT WANT.

### 4. MEET THE CUSTOMER'S NEEDS.

-BEFORE INSTALLING ANYTHING, THINK THROUGH THE CONSUMER'S NEEDS.

-CREATE AN ATMOSPHERE THAT WELCOMES YOUR TARGET CUSTOMERS; IF YOUR MAIN CLIENTELE IS CHILDREN, YOU SHOULD DISPLAY ITEMS IN THEIR LINE OF SIGHT AND USE SMALLER FIXTURES. FOR CLOTHING, THE MANNEQUINS SHOULD ROUGHLY MATCH THE SIZE OF YOUR MAIN CUSTOMERS.

-ALSO INCLUDE FACTORS SUCH AS TIME OF YEAR- THIS AFFECTS WHAT IS MOST POPULAR. CONSIDER HAVING A FIXTURE FRONT AND CENTER TO DRAW ATTENTION TO NEW PRODUCTS AND POPULAR ITEMS.

### 5. KEEP YOUR RETAIL FIXTURES UP TO DATE.

-IF YOU DON'T REGULARLY UPDATE YOUR FIXTURES, YOU LOSE OUT ON OPPORTUNITIES TO ATTRACT MORE CUSTOMERS WITH YOUR DISPLAYS.

-CHANGING SMALL DETAILS CAN MAKE YOUR STORE LOOK FRESHER AND UP TO DATE.

-FIXTURES SHOULD ALWAYS BE USED TO MAXIMIZE THE EFFECTIVENESS AND APPEAL OF THE IN-STORE DISPLAYS.

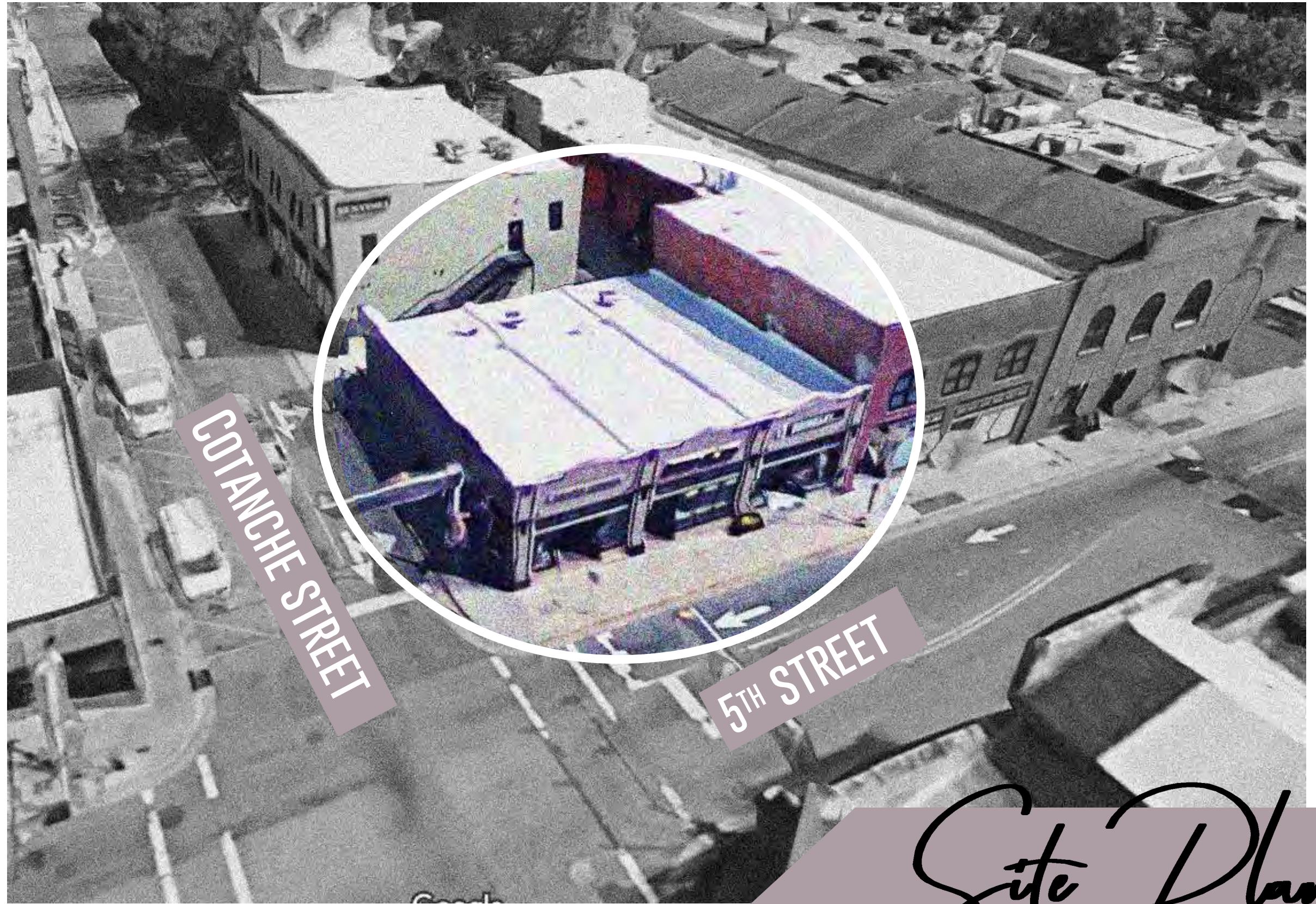




# Chengde Research

- HOME TO THE LARGEST PANDA SANCTUARY IN THE WORLD
- CHENGDE IS SAID TO BE ONE OF CHINA'S MORE PROGRESSIVE CITIES IN WHICH HAS FUSED TRADITION WITH MODERNIZATION AND HAS A HUMANISTIC OUTLOOK
- THERE ARE MANY ATTRACTIONS IN CHENGDE. THIS ARE A FEW:
  - TRADITIONAL TEAHOUSES AND TEA GARDENS (EX: MENGDIINGSHAN TEA PLANTATION)
  - THE LESHAN GIANT BUDDHA, A COLOSSAL STONE STATUE OF MAITREYA THAT STANDS AT 71 METERS HIGH.
  - 30-METER-TALL RIVER WATCHING TOWER IN WANGJIANG PAVILION PARK
- **NATURE HAS A HIGH POWERED EFFECT ON THE CHINESE DESIGN CHOICES AND STYLE'S PREFERENCES.**
  - ELEMENTS SUCH AS PLANTS, STONES, AND WOOD EXPRESS THE NATURAL ELEMENTS THAT BRINGS CALMNESS INTO EACH SPACE.
  - RED, GOLD, AND BLACK COLORS DOMINANT THE PRINCIPLE COLORS USED IN INTERIOR THAT REPRESENT THE SYMBOL OF CHINA, A DRAGON.
  - SCREENS ARE ALSO A SIGNIFICANT ELEMENT IN DESIGN IMPLEMENTED TO SERVE AS PRIVACY DIVIDERS AND ORNAMENTATION.
  - SIMPLICITY WITH THE COMBINATION OF NATURAL ELEMENTS IS VITAL TO PRESERVE A SERENE ENERGY IN EACH SPACE.

**THREE VACANT  
BUILDINGS  
LOCATED IN  
UPTOWN  
GREENVILLE OFF  
OF COTANCHE  
STREET AND EAST  
5<sup>TH</sup> STREET**



*Site Plan*

- 2 CLIENTS MUST OCCUPY THIS SPACE AND SPLIT IT EVENLY

### **CLIENT 1:** OFF BEAT DESIGNS

- SELLING CUSTOM SORORITY APPAREL AND ITEMS
- WANT SPACE TO HAVE A CLEAN FEEL; SIMILAR TO APPLE STORE

### **CLIENT 2:** GLORY DAYS

- SELLING GAMEDAY ATTIRE TAILORED TOWARDS STUDENTS AT EAST CAROLINA UNIVERSITY
- WANT A CHIC LOOK WITH MINIMAL COLOR

### **MIDDLE SPACE:**

- COMMON AREA
- SEATING AREA FOR CLIENTS
- MEETING AREA FOR MEETINGS AS WELL AS CONSULTATIONS FOR CUSTOM ORDERS

*Clientele*



# Design Concept

- BOTH STORES NEED TO HAVE A DESIGN THAT IS COHESIVE THROUGH BOTH SIDES BECAUSE THE FLOOR PLAN IS OPEN CONCEPT
- FOCUS IS ON THE PRODUCT, SO DISPLAY FIXTURES NEED TO BE MINIMAL AND LET THE MERCHANDISE POP
- SIDES SHOULD FEEL UNITED, NOT SEPARATE

## OFF BEAT DESIGNS:

- SIMILAR FEEL TO APPLE STORE
- SLEEK AND MODERN
- ORGANIZED
- NOT TOO FEMININE

## GLORY DAYS:

- "CHIC"
- MINIMAL ACCENT COLORS
- TOUCHES OF GOLD
- SUBTLE HINTS AT EAST CAROLINA



# Family Concept

- FAMILY IS COMING OVER FROM CHENGDU, CHINA
- FATHER IS INVESTING IN THESE SPACES FOR HIS 2 GIRLS; ASHLEY & BRITNEY
- ASHLEY IS IN A WHEELCHAIR & WILL NEED TO HAVE PROPER ACCESS



# Concept Board



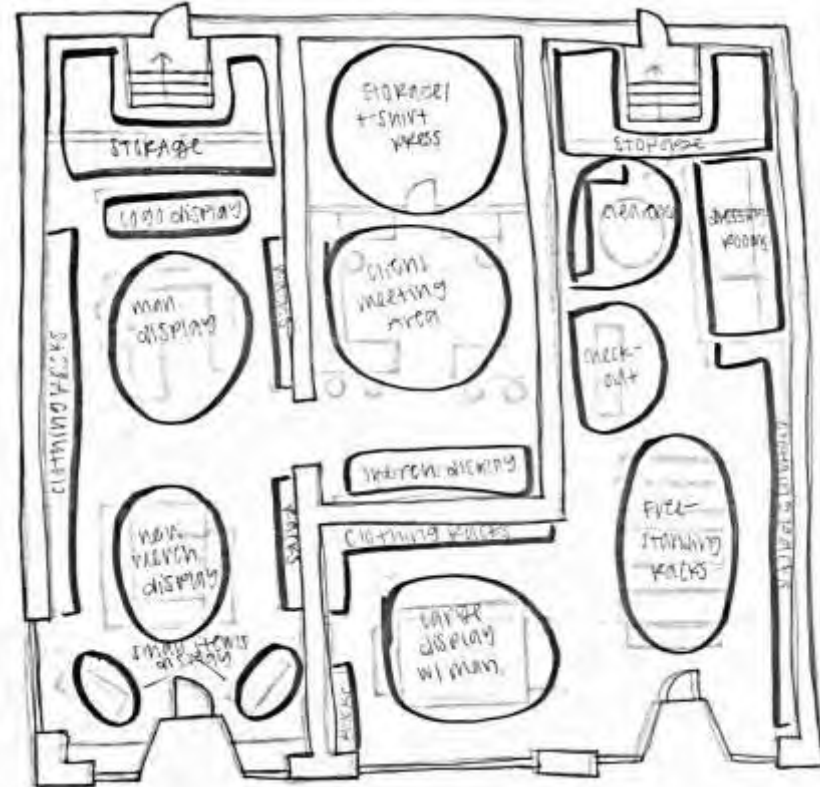
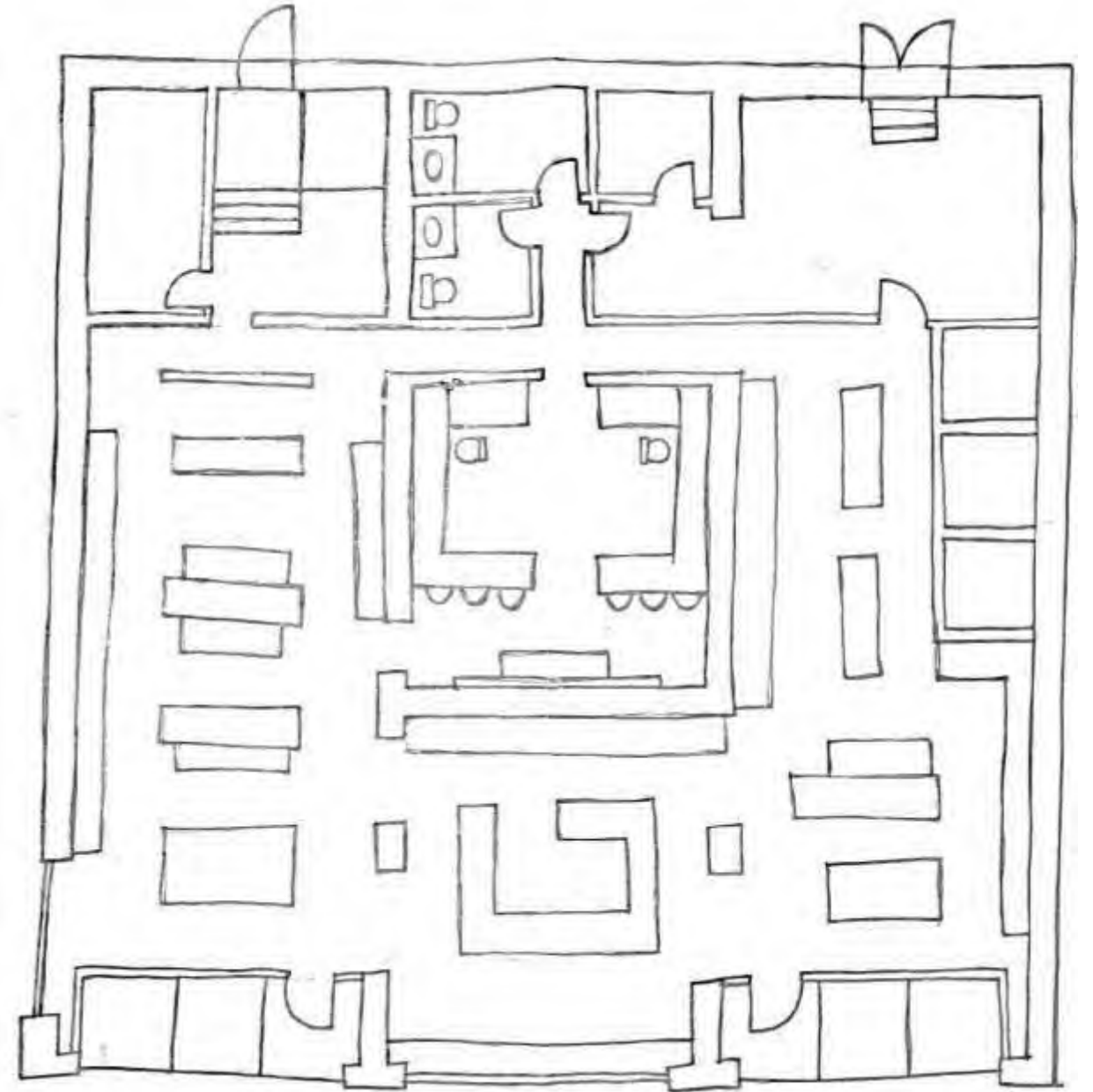
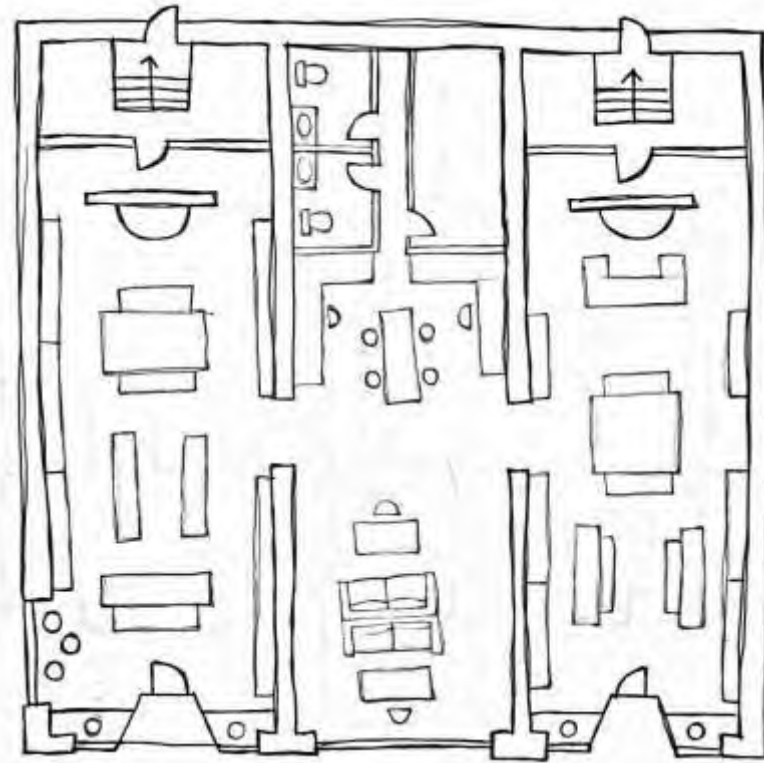
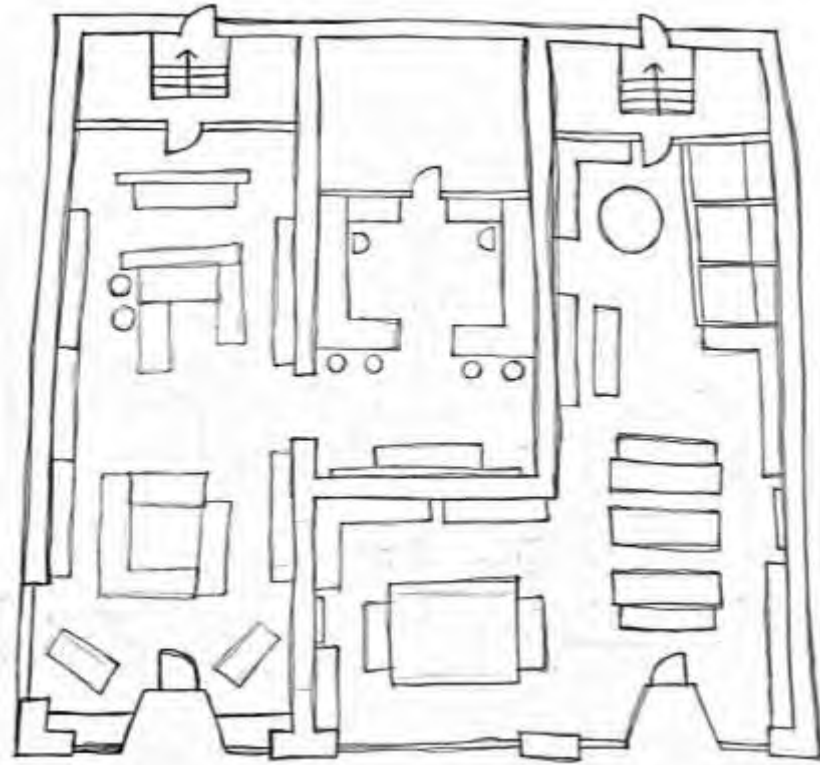
# Consultation Room Concept & Ergonomics



- THE CONSULTATION ROOM WRITING DESKS AND CASHWRAPS ARE AT AN AGRONOMICAL HEIGHT RANGE
- THE HEIGHT OF THE HAND RAILS ARE AT MINIMUM HEIGHT FOR ERGONOMIC STANDARDS
- CONSULTATION ROOM EMPLOYEE CHAIRS ARE CONSIDERED ERGONOMIC CHAIRS BECAUSE THE SEAT HEIGHT ADJUSTMENT IS TO STANDARDS: SEAT HEIGHT ALLOWS FOR KNEES TO BE LOWER THAN HIPS, WITH FEET RESTING FLAT ON THE FLOOR. THE SEAT PAN DEPTH SLIDER ALLOWS FOR THE SEAT TO HAVE 1-4 INCHES BETWEEN THE FRONT EDGE OF THE SEAT AND THE BACK FOR GOOD BLOOD FLOW. BACK REST HEIGHT IS ADJUSTABLE. SWIVEL BASE ALLOWS FOR CHAIR TO TURN. ARM SUPPORT; CAN BE ADJUSTED. CASTERS ARE QUALITY MATERIAL. LUMBAR SUPPORT.
- ALL LOUNGE SEATING HAS BACK AND ARM SUPPORT MAKING IT ERGONOMICALLY FIT.

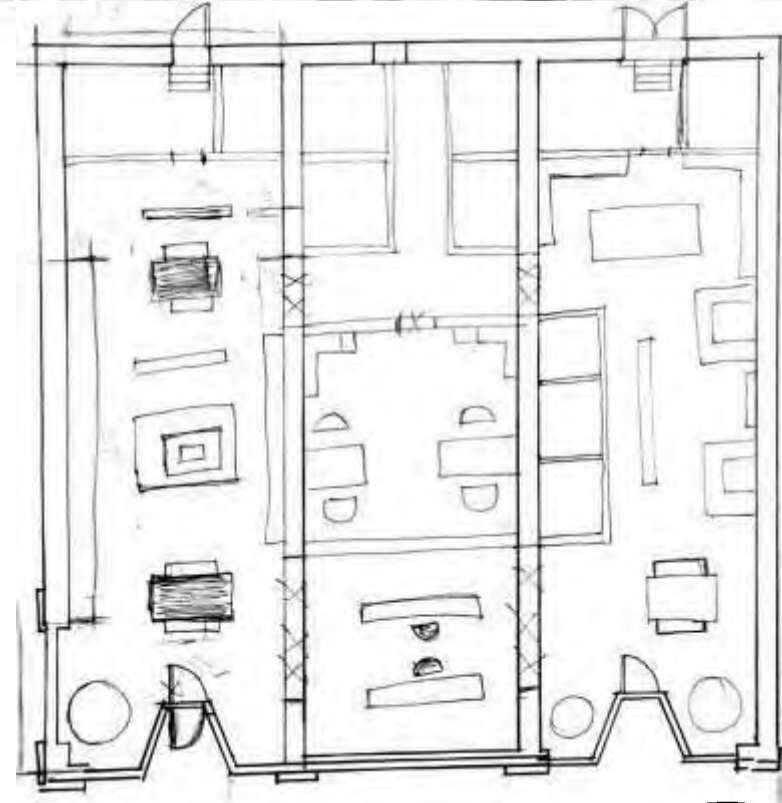
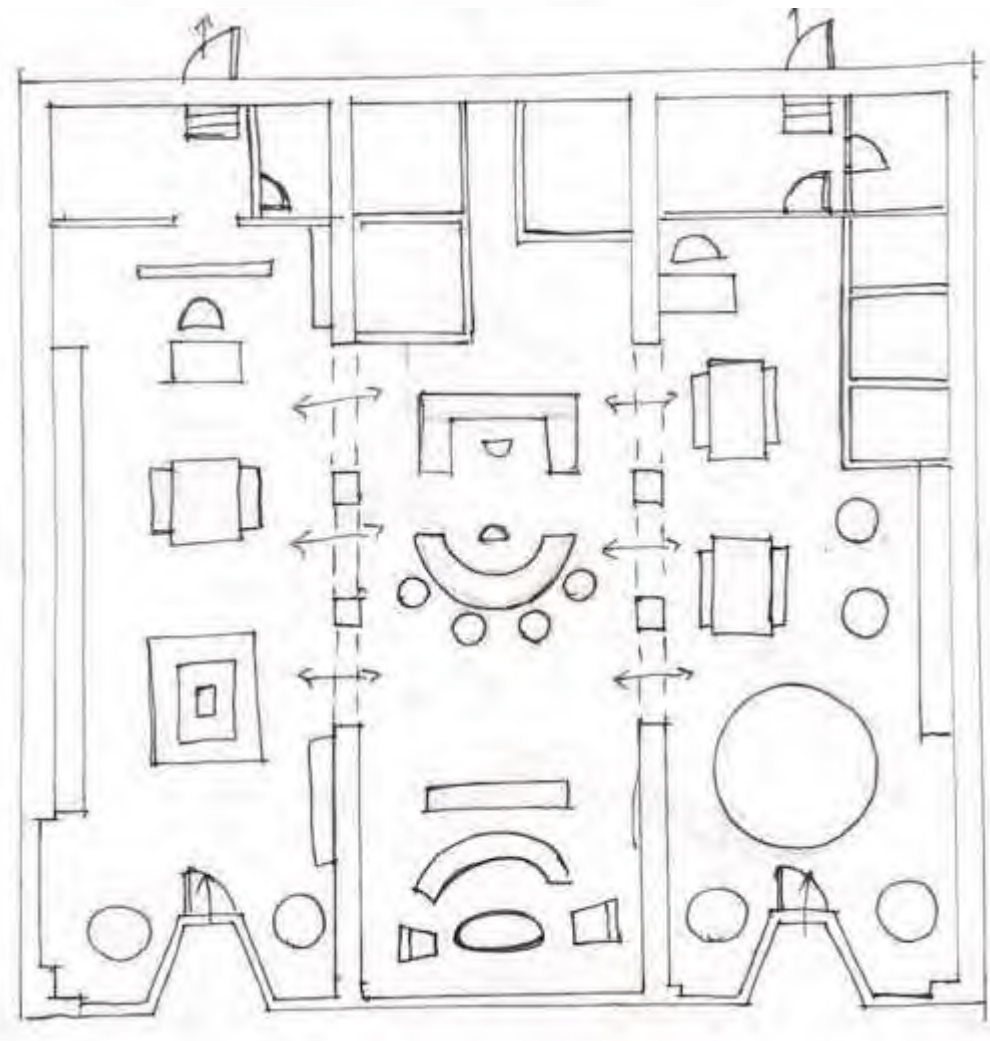
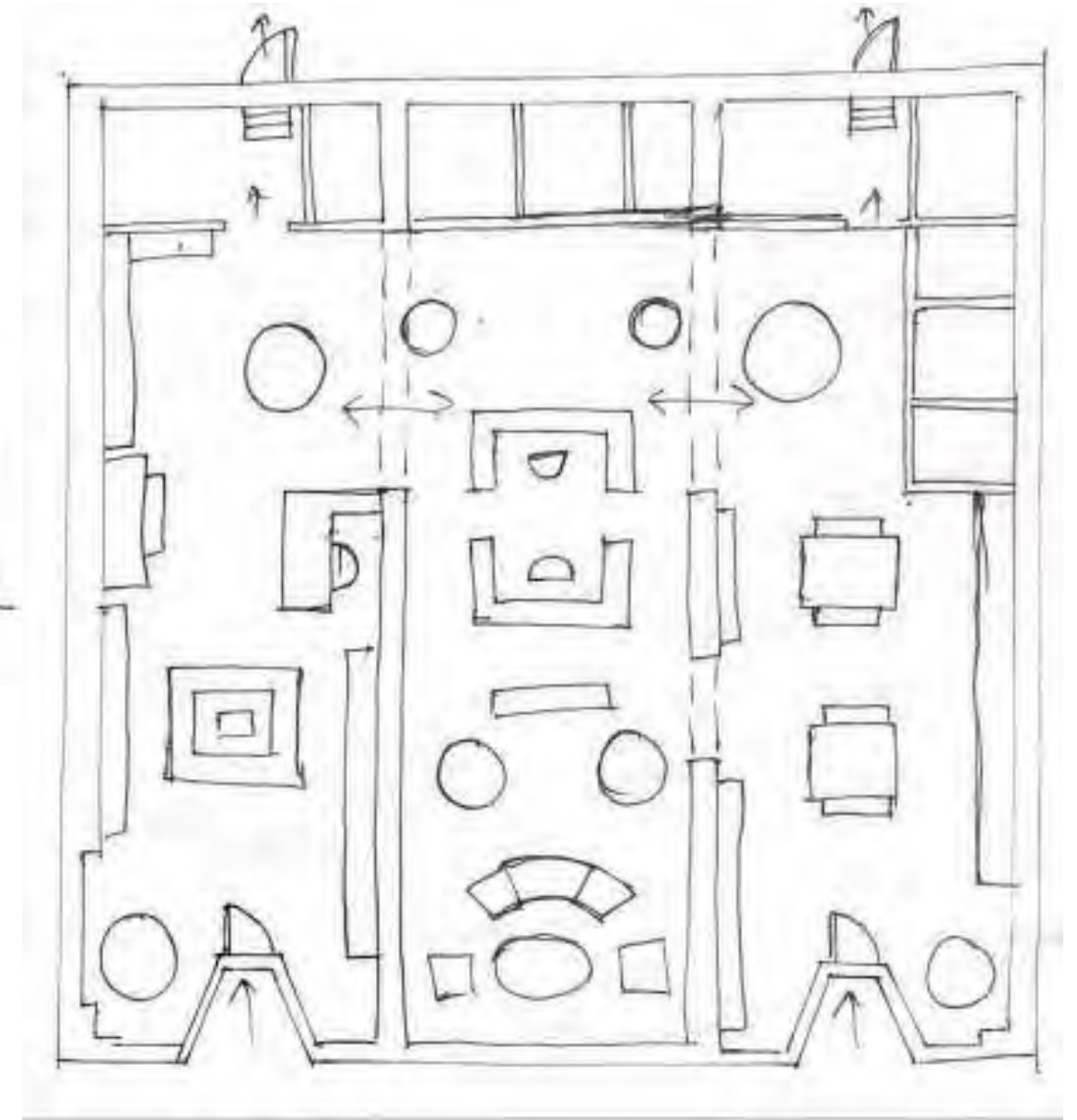
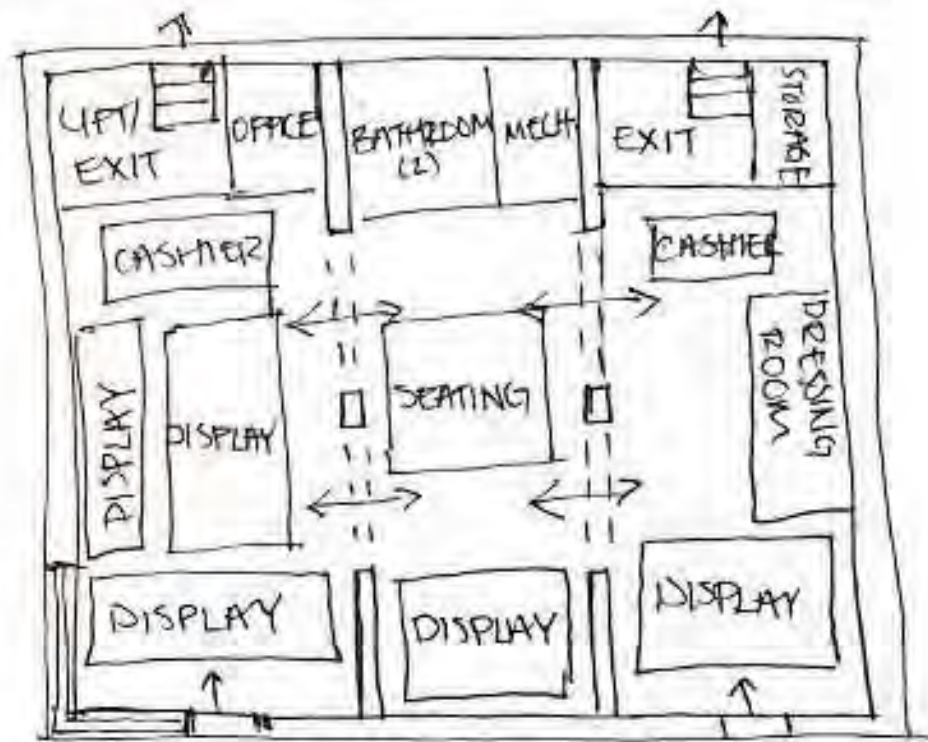
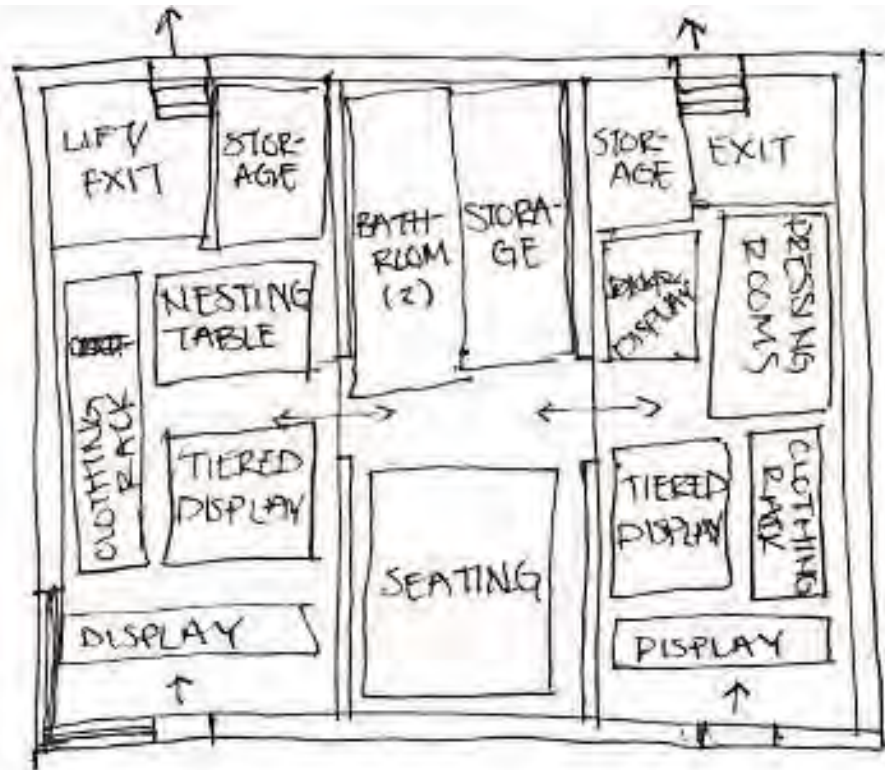
# Seating Area Concept





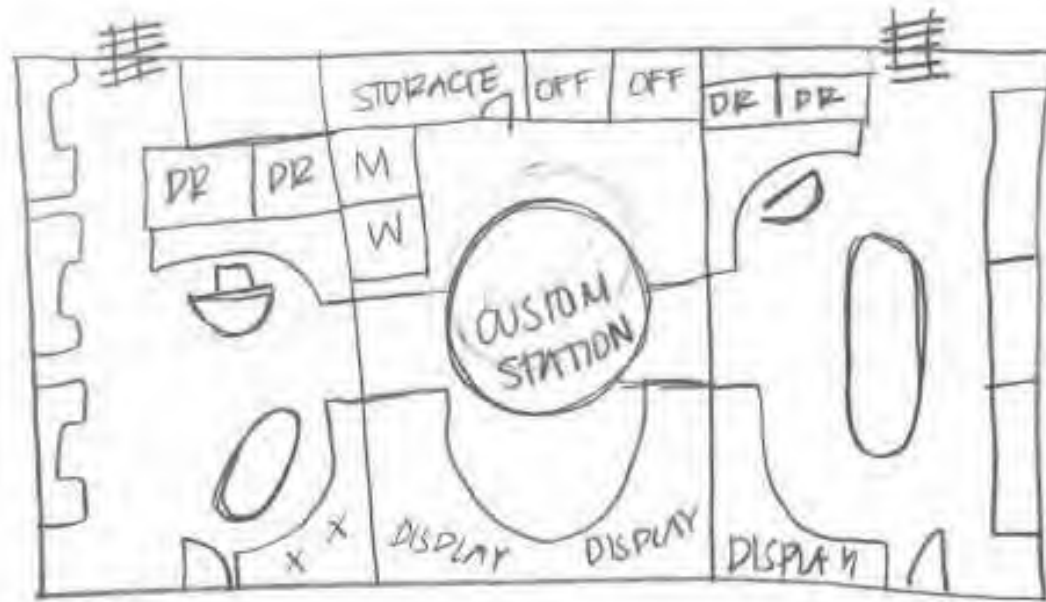
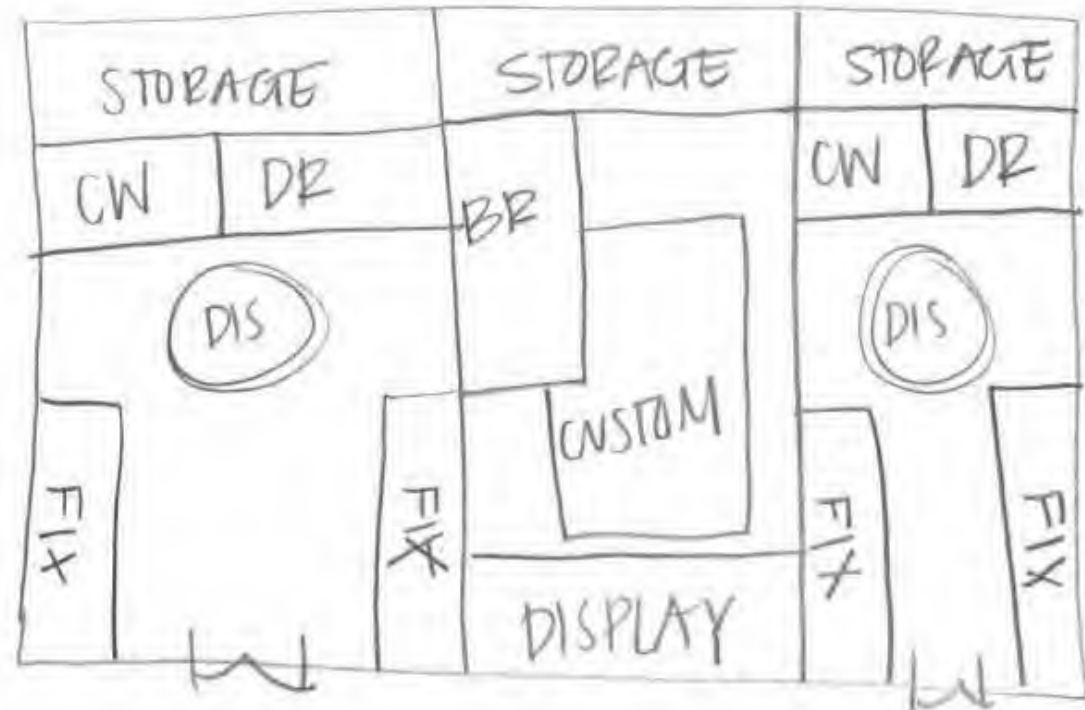
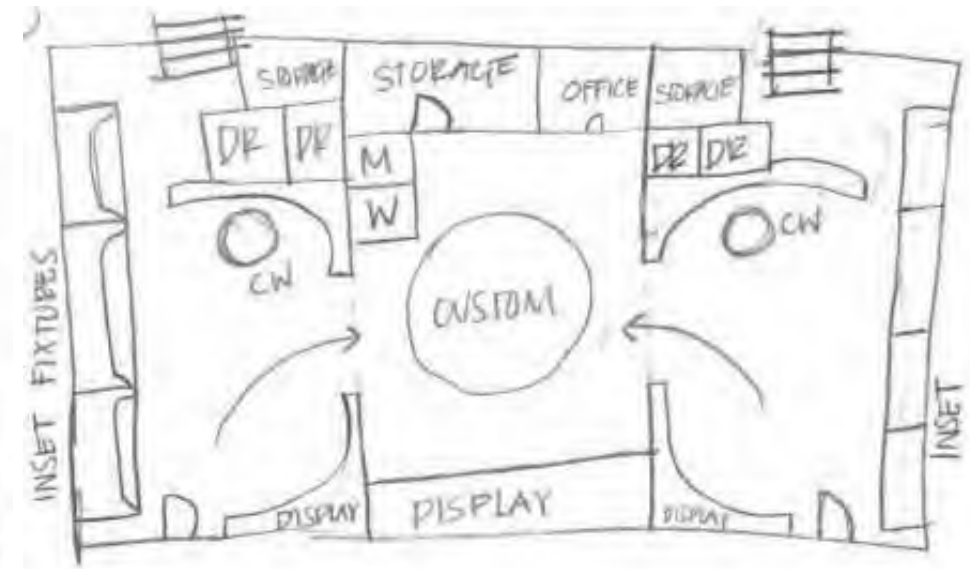
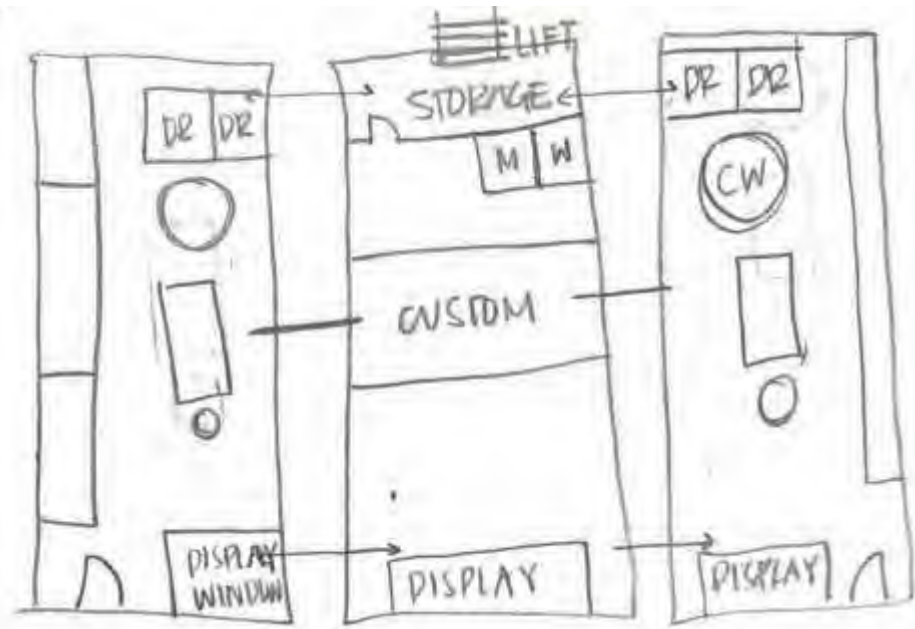
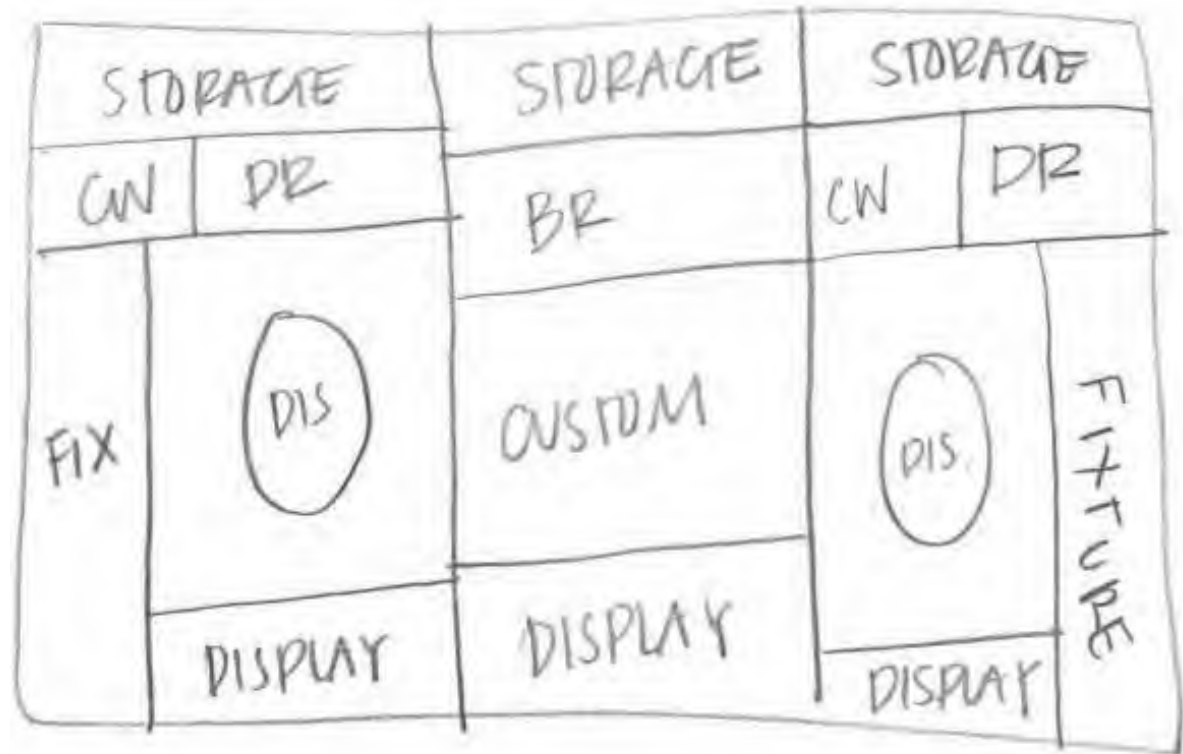
**BLOCKING DIAGRAMS & FLOORPLANS  
DONE BY ISABELLE RUSSELL**

*Preliminary Sketches*



**BLOCKING DIAGRAMS & FLOORPLANS  
DONE BY ABIGAIL GONZALEZ**

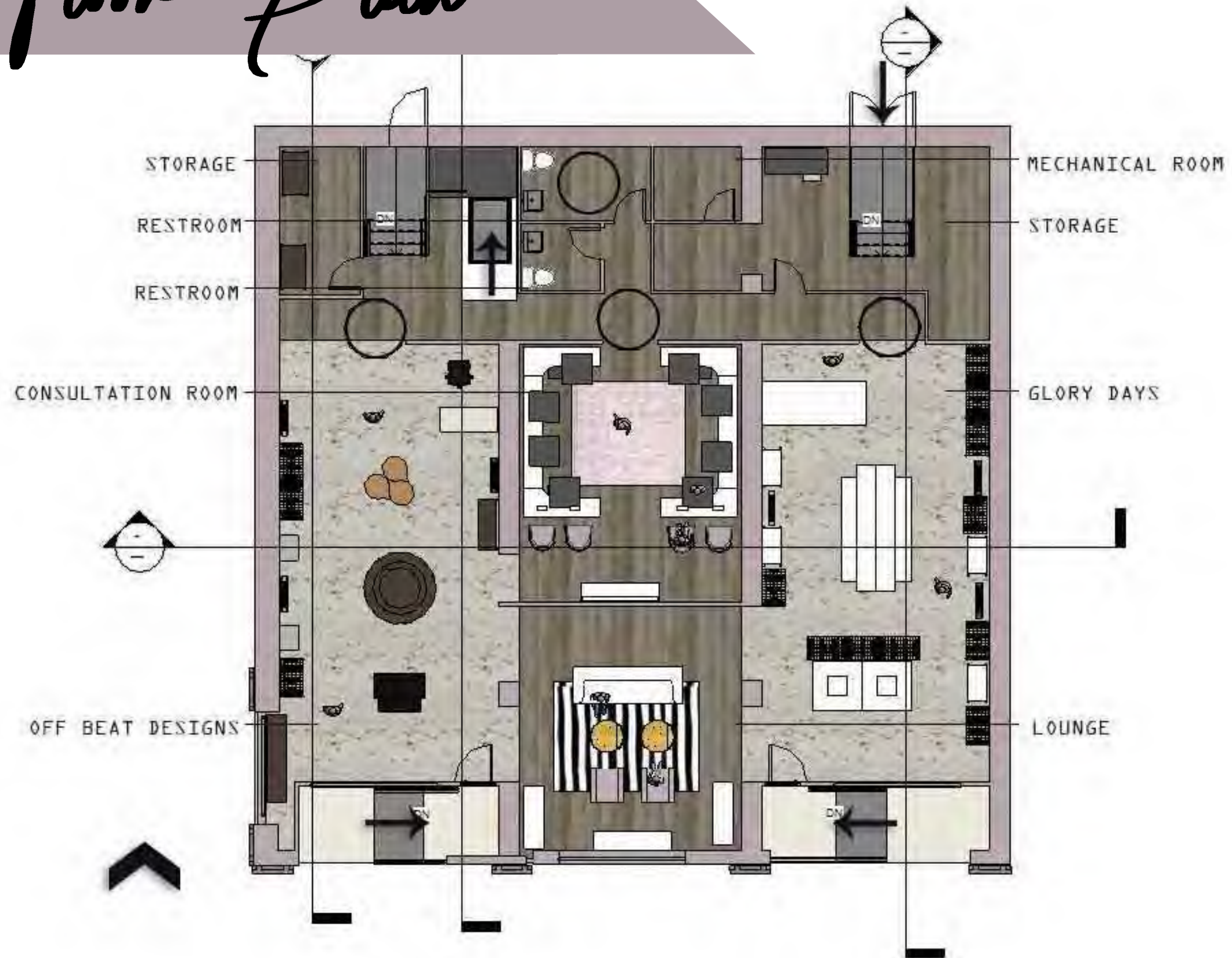
*Preliminary Sketches*



**BLOCKING DIAGRAMS & FLOORPLANS  
DONE BY MACKENZIE ALALA**

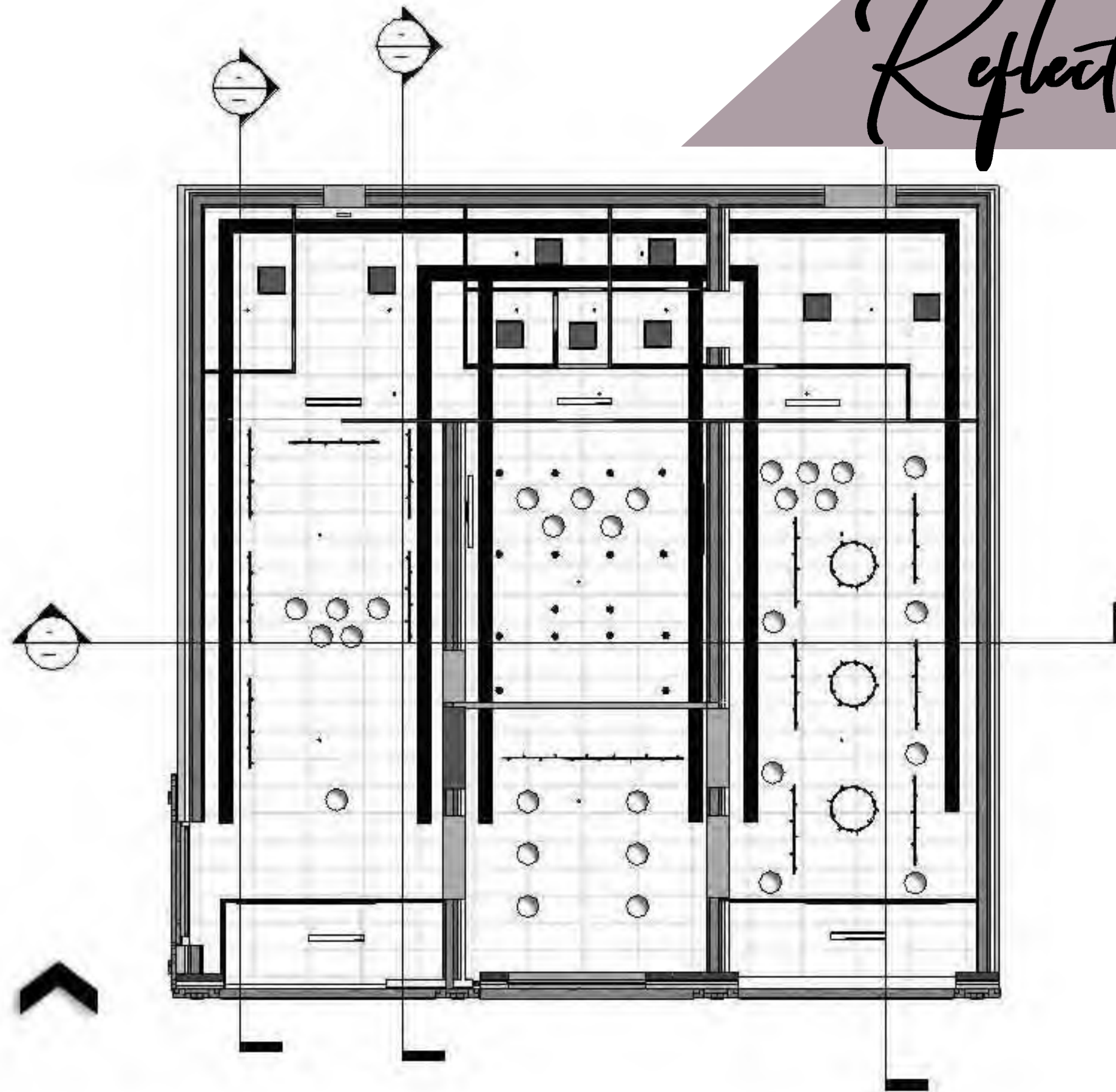
*Preliminary Sketches*

# Final Floor Plan





# Reflected Ceiling Plan



KEY:

DOWNLIGHT



PENDANT LIGHT



TRACK LIGHT



ROUND TRACK LIGHT



BOX LIGHT



SUSPENDED LIGHT



# Reflected Ceiling Plan

ADDITIONAL INFORMATION



FINISH: GLASS, OPAQUE  
FRAME: PURE WHITE  
INCANDESCENT DROPLIGHT  
13800 LUMENS



MATERIAL: PURE WHITE LED  
1110 LUMENS



FINISH: METAL STEEL  
SUSPENDED LED  
1110 LUMENS



FINISH: METAL WITH BLACK FINISH  
TRACK LIGHT WITH ADJUSTABLE HEAD  
400 LUMENS



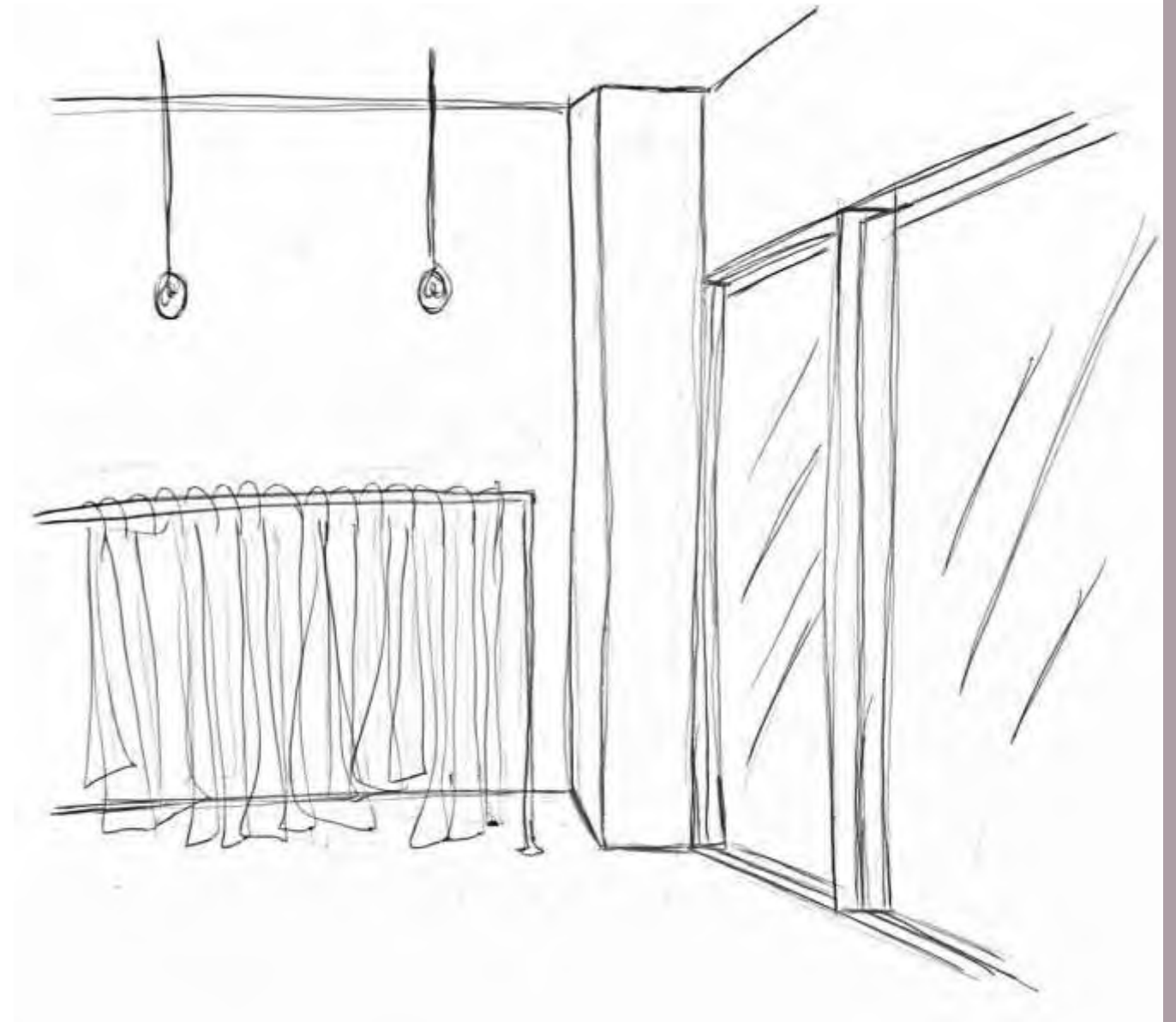
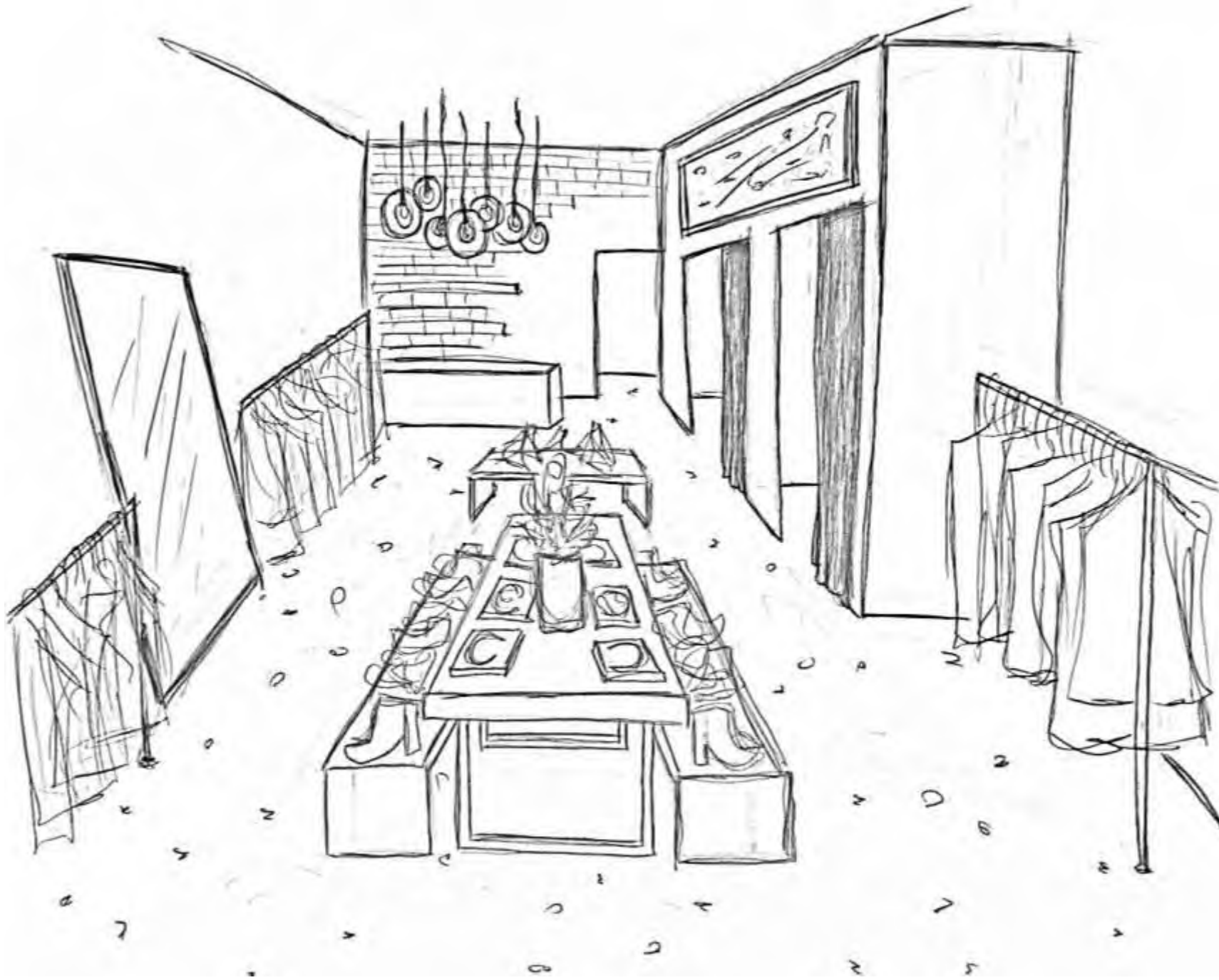
FINISH: METAL WITH BLACK FINISH  
9 ADJUSTABLE SPOTLIGHTS  
400 LUMENS



FINISH: WHITE  
LED DOWNLIGHT  
1000 LUMENS

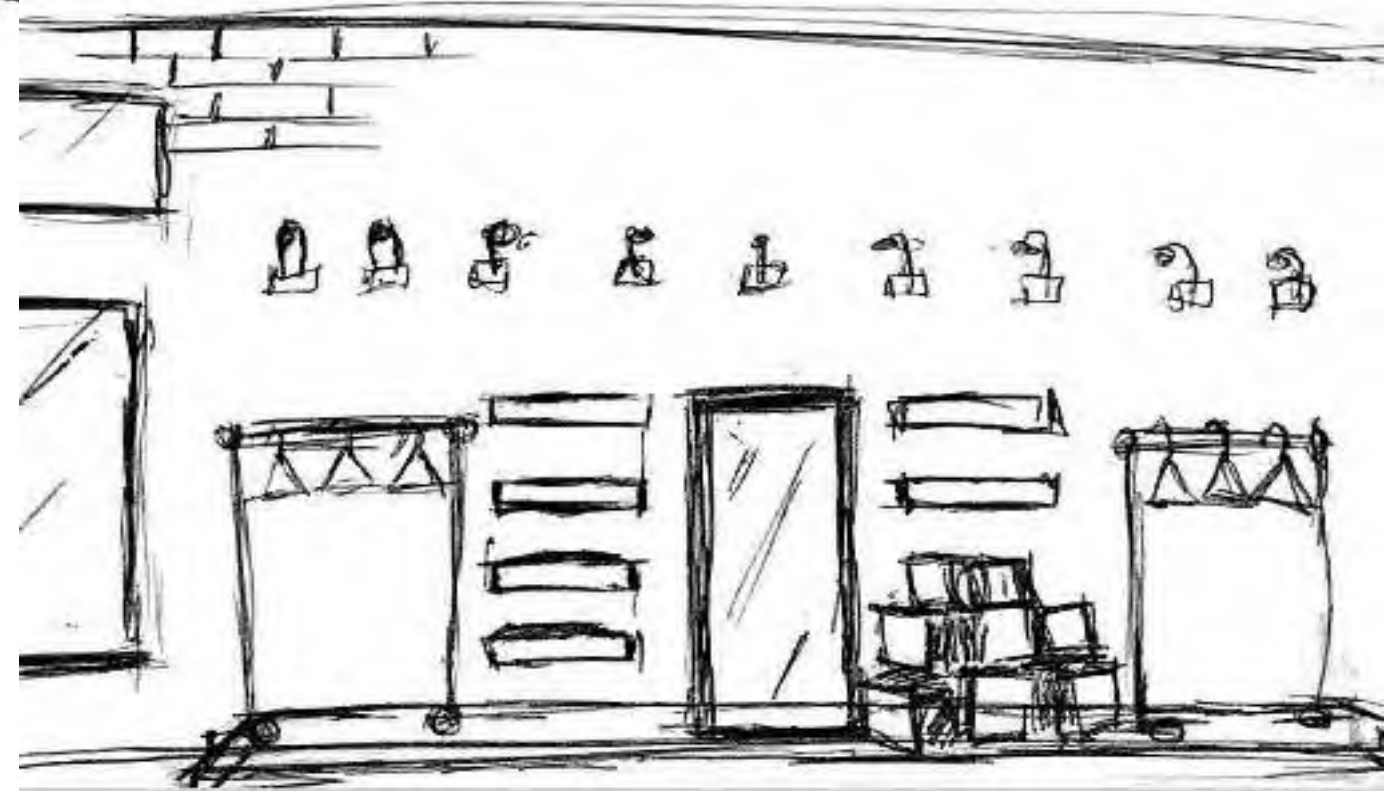
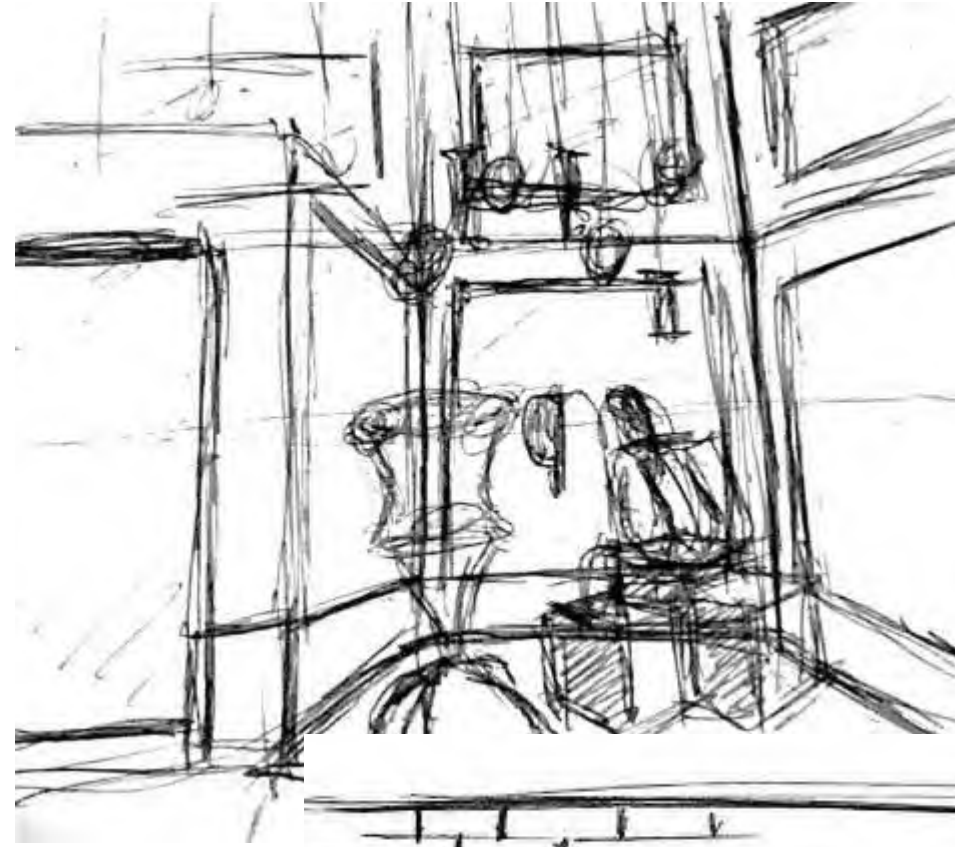
# Glory Days Sketches

DONE BY ISABELLE RUSSELL



# Off Beat Designs Sketches

DONE BY ABIGAIL GONZALEZ





*Glory Days*



*Glory Days*



*Glory Days*



*Hallway*



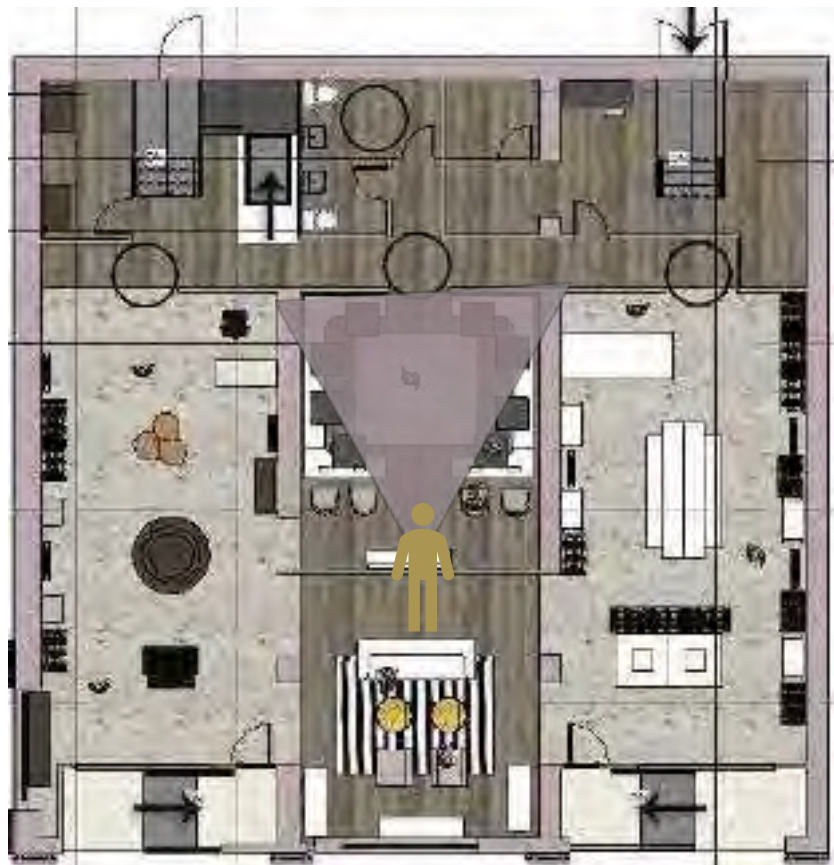
# Seating Area



# Seating Area



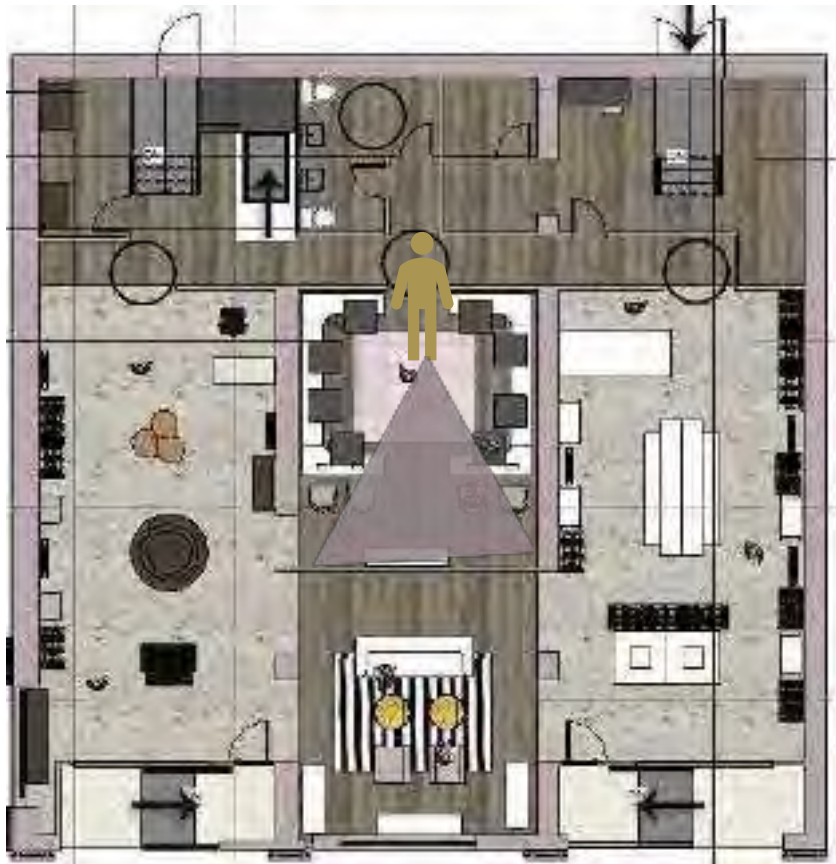
# Consultation Room



# Consultation Room



# Consultation Room



# Off Beat Designs



# Off Beat Designs



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*Walkthrough*