

Shops at 5th & Cotanche

IDSN 3202 RETAIL DESIGN SPRING 2019

CAMERON GIDDINGS

*“TRENDY is the last stage before
TACKY.”*

--Karl Lagerfeld



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EVIDENCE-BASED DESIGN

“Good design is like a refrigerator—when it works, no one notices, but when it doesn’t, it sure stinks.” –Irene Au

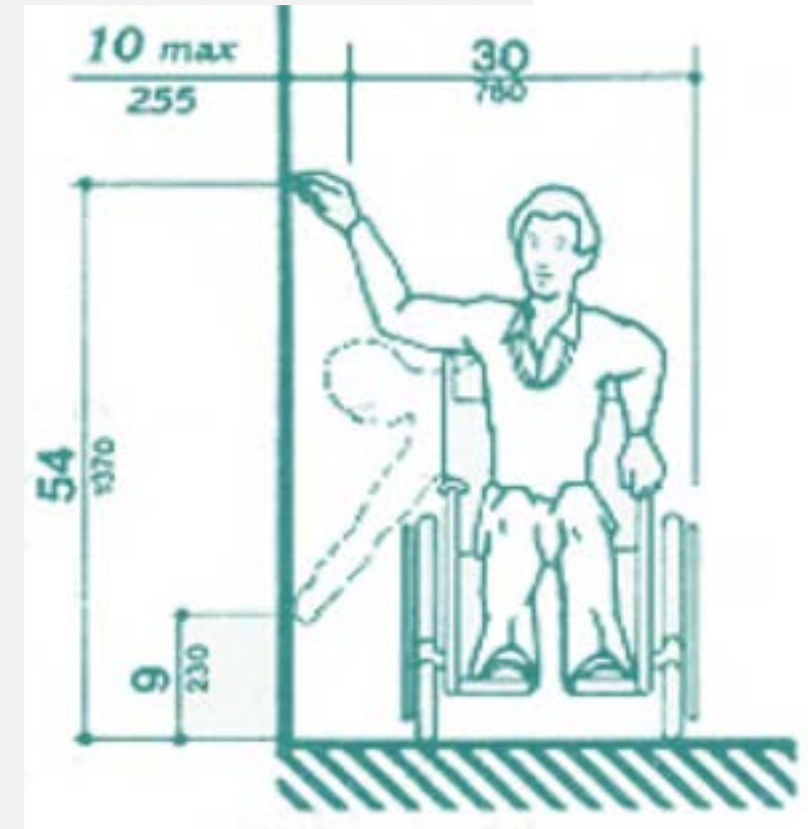
RETAIL DESIGN & FIXTURES

- Clicks-to-bricks
 - Grab-n-go vs. play-n-stay
 - Provide something tactical, unexpected and fresh
 - *DESIGN* is the x-factor that keeps consumers coming back
 - Meet and exceed customers' expectations
 - Design relates to the perceived value of a product
 - Take cues from residential design
 - Focus on the tactile while embracing the digital
 - Tell a story
 - Innovate
- 2-Way Display Rack
 - Accessory Displays
 - 4-Way Garment Rack
 - Body Forms and Mannequins
 - Round Rack Garment Display
 - Cube Units
 - Grid Merchandiser
 - Slat wall Merchandiser



ANTHROPOMETRIC & ERGONOMIC FEATURES

- I assured that the retail space was accessible for all persons: capable, handicapable, disabled, etc. having a space as such is vital to maintaining a wide range of clientele and not limiting to who we serve as a Yoga retail shop.
 - Walkways, passage ways to dressing rooms and other shop, counter heights at register, seating height and placement, and retail display table heights.
- Surface thickness below 1.5" on all counter/display surfaces, all surfaces levels fall between 24-48".
- Spacing of handrail is 1.5" from the wall/surface it is mounted on and falls 32" tall from floor.
- When considering task seating for the YOGA shop on 5th, I was strict in the fact to include task seating accessible for disabled and able bodied persons. Firmer surfaces, higher off of the ground allows for ease of accessibility to get in and out of a seat for those disabled, such as the clients daughter.
- The height of the clothing racks and tables are all easily accessible and in reach for any shopper



CONCEPTUALIZATION

A wrong concept misleads the understanding.

LAUNDERETTE & TEAM URBAN

- Comfortable, casual, cute: apparel you can rock day to night
- Modern style with a retro flair
- Target demographic: young goal-oriented women between the ages of 20 and 35





MEET US AT THE SHOPS ON 5TH

*We are a mindset,
not a location.*



TEAM URBAN

201 E 5th St, Greenville, NC
27858

Launderette

203 E 5th St, Greenville, NC
27858



Carolina
versity



TEAM YOGA

WHERE FREE SPIRITS FIND COMFORT IN CLOTHING

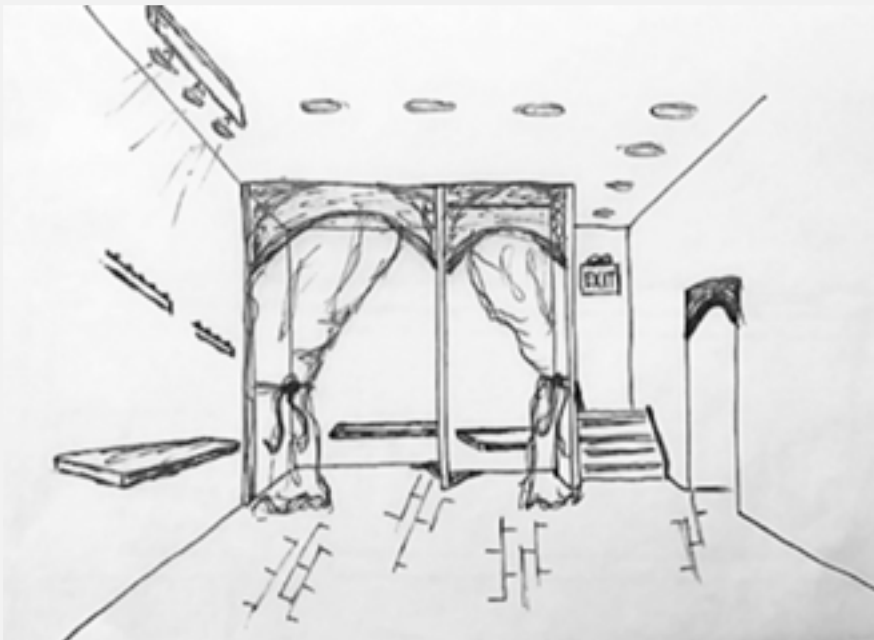
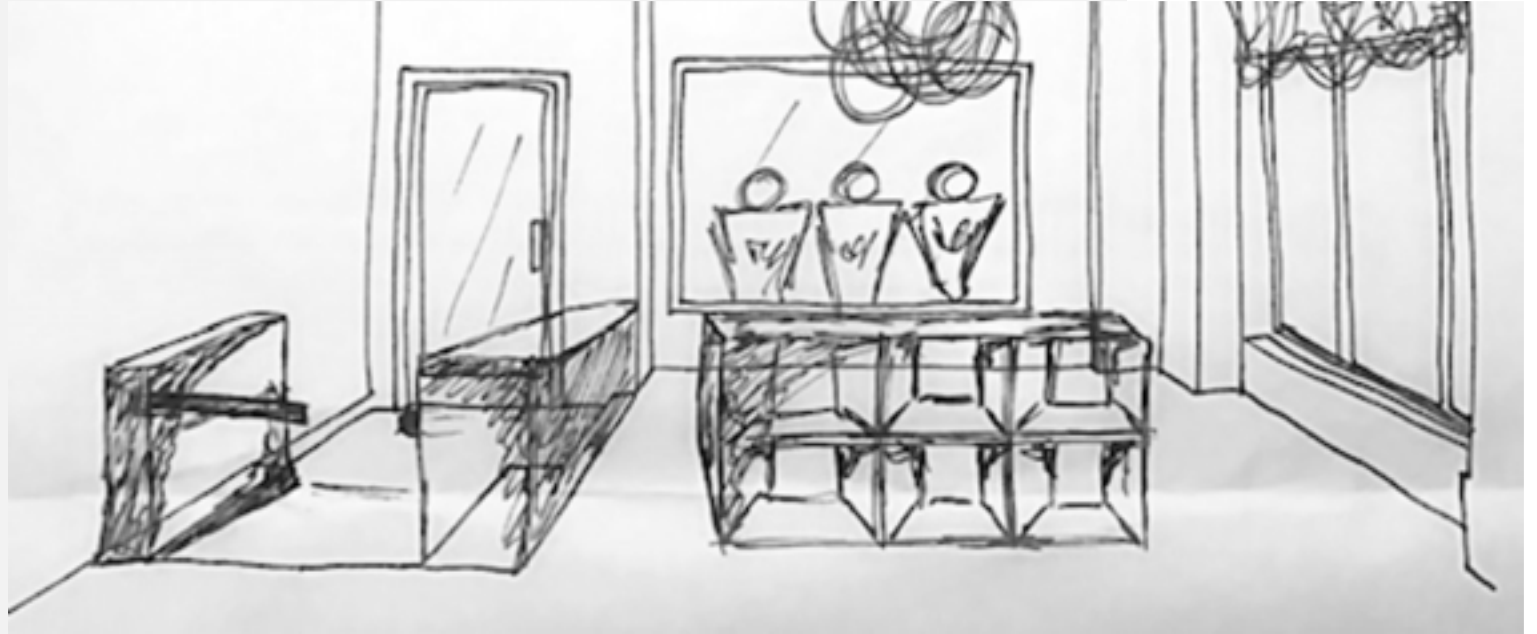
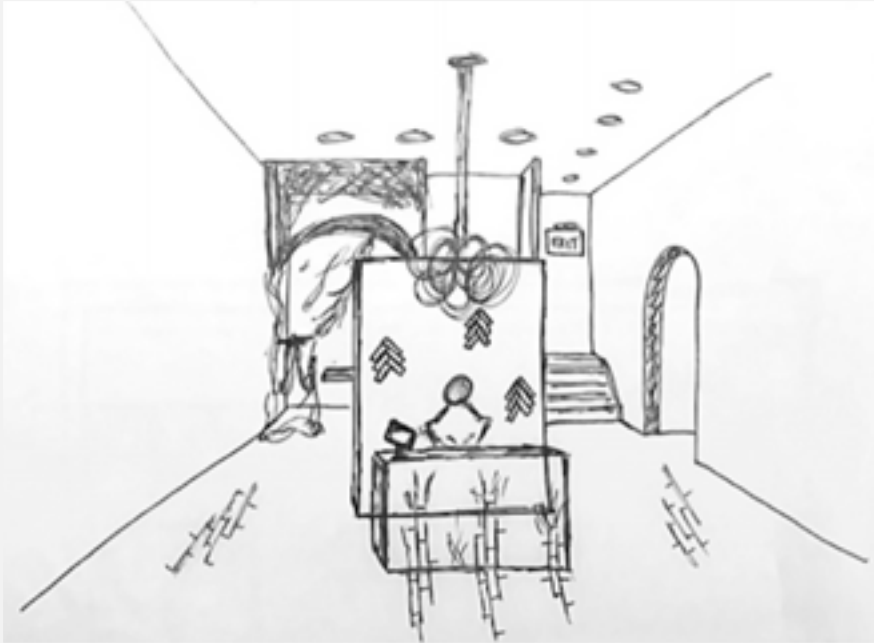
"You can have anything you want in life if you dress for it." — Edith Head.

INSPIRE ME

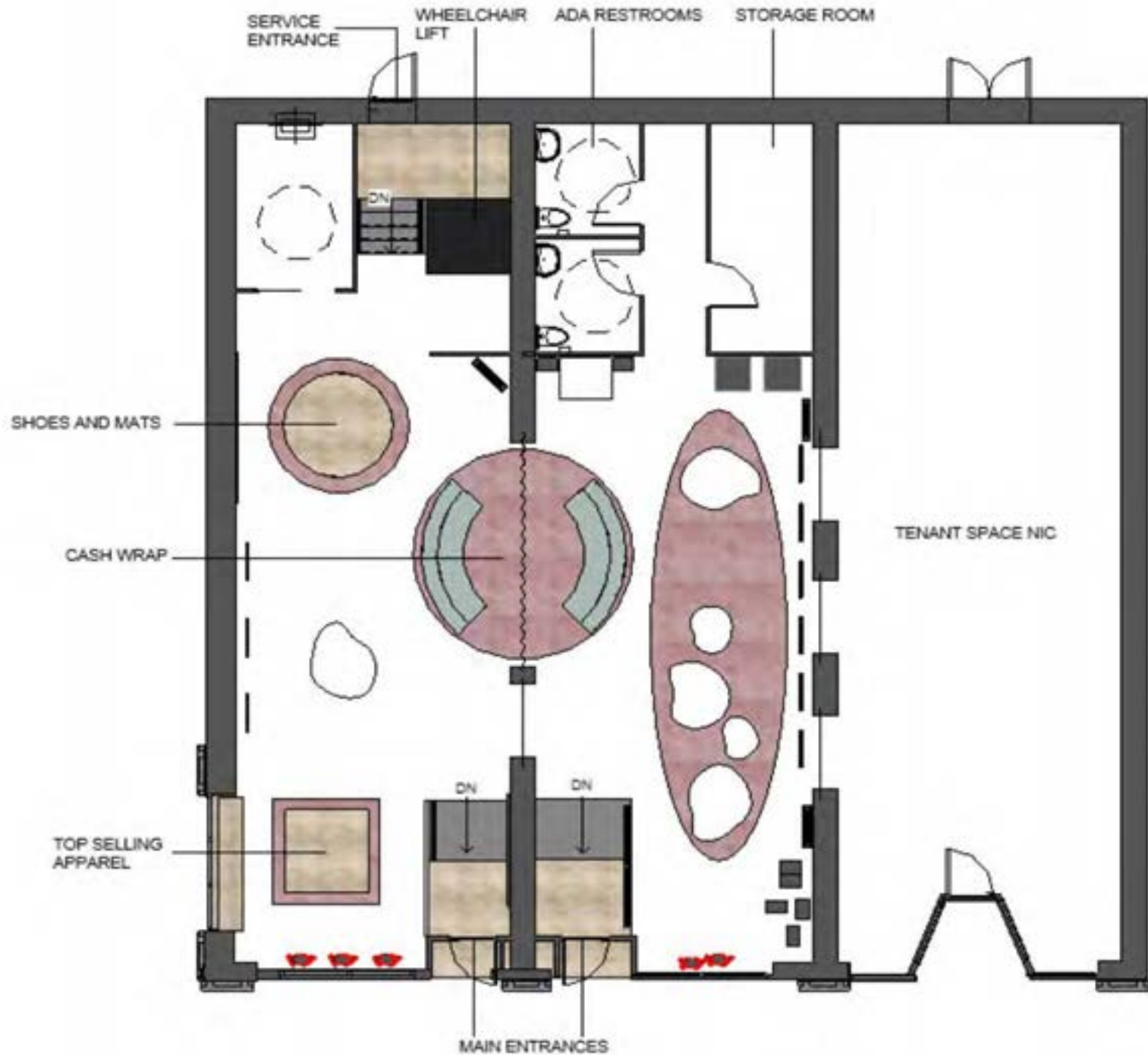


MATERIALS & FINISHES





ROUGH SCHEMATICS







FURNITURE PLAN

REFLECTED CEILING PLAN



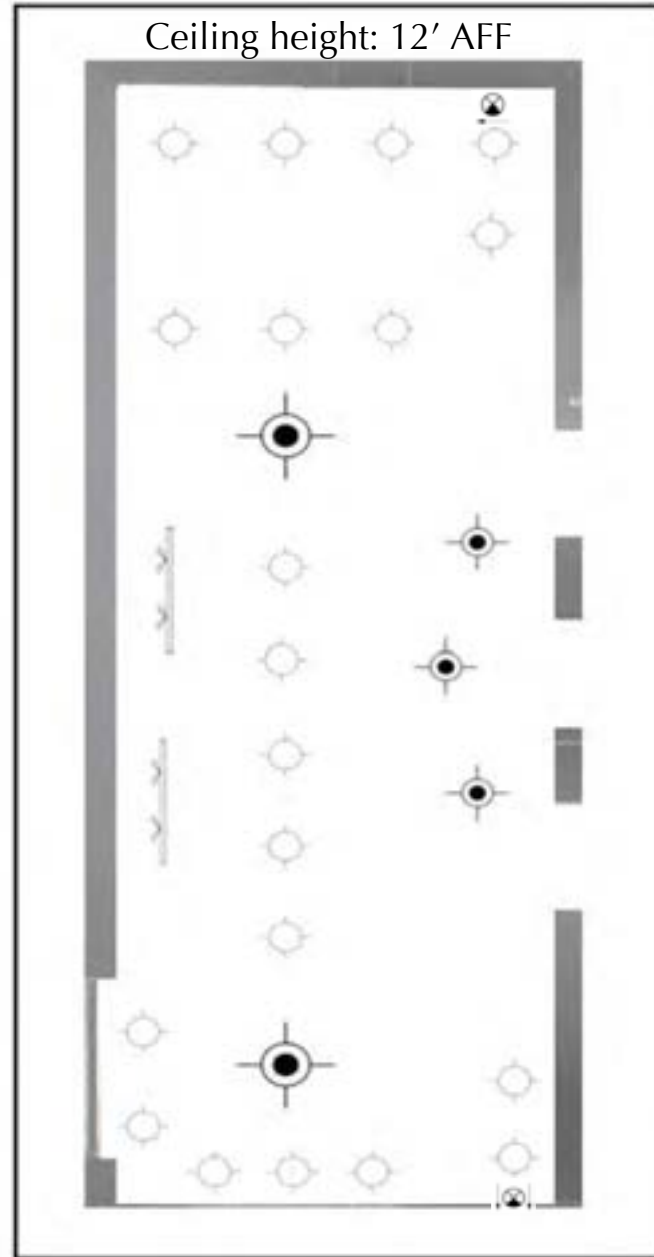
35 W	250 - 280 spotlight 200-300 Useful Lumens (spotlight) 390 - 410 lamp
40 W	440 - 460 lamp
50 W	330 - 400 spotlight 350-450 Useful Lumens (spotlight)
60 W	800 - 850 lamp



-  Direct track lighting
-  Recessed can lighting, 5"
-  Pendent lighting, 5"-12", 72" AFF, brushed nickel
-  Exit sign



Ceiling height: 12' AFF



REVIT RENDERINGS



REVIT RENDERINGS






REVIT RENDERINGS

<https://vimeo.com/328774862>

THANK YOU

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