



RETAIL DESIGN PORFOLIO

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IDE 301 Retail Design
Buffalo State College

I. RETAIL DESIGN RESEARCH

Precedent Studies, Retail Design Guidelines & Layouts

II. CLIENT RESEARCH

Gareth Pugh Research

III. SCHEMATIC DESIGN

Inspiration, Window Display, Grand Staircase

IV. DESIGN DEVELOPMENT

Bubble Diagrams, Blocking Diagrams, Floor Plan Development

V. FINAL DESIGN

Concept Statement, Renderings

VI. CONSTRUCTION DOCUMENTS

Finalized Floor Plans, Sections, Elevations

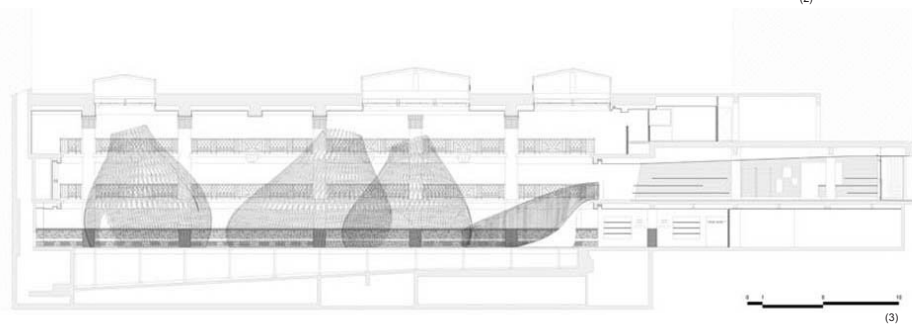
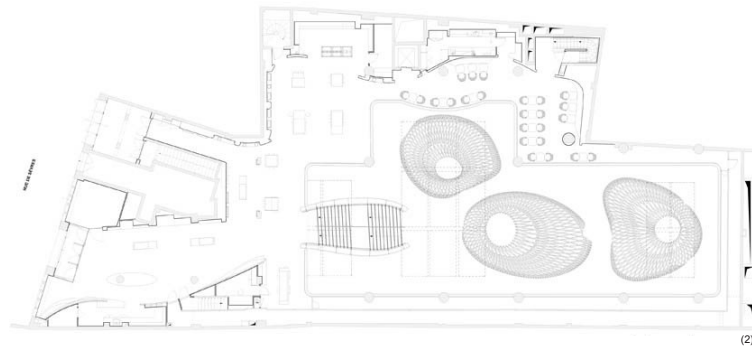
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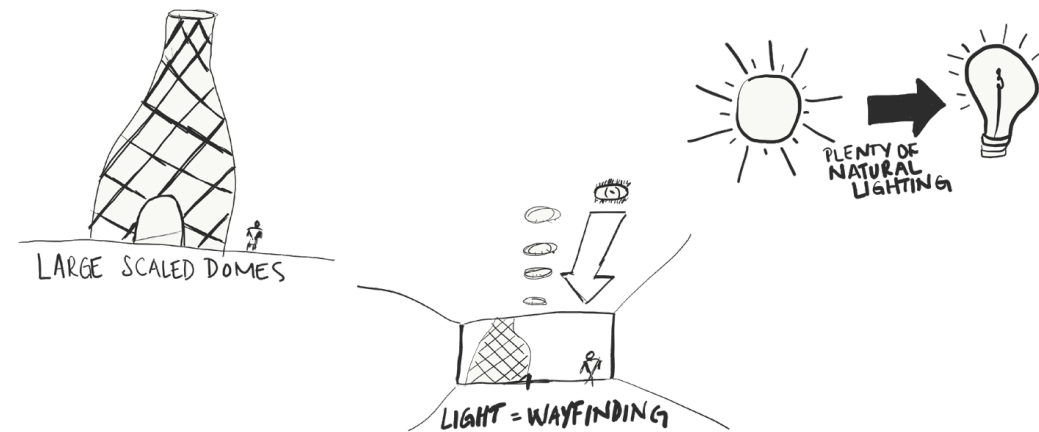


I. RETAIL DESIGN RESEARCH

Hermès Rive Gauche



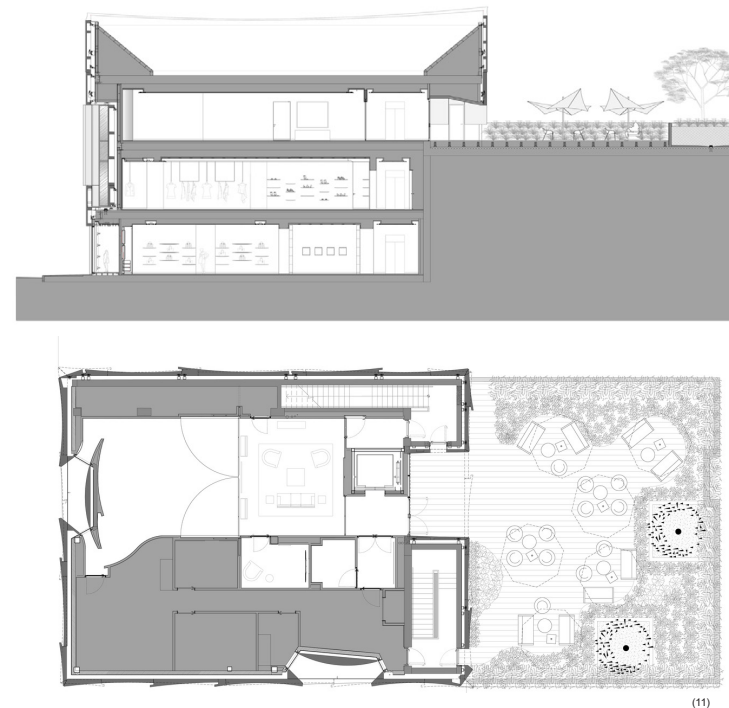
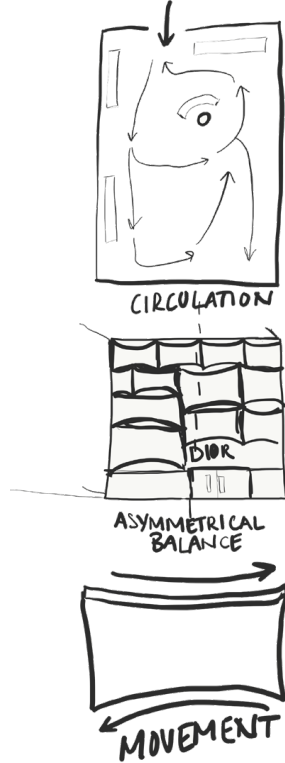
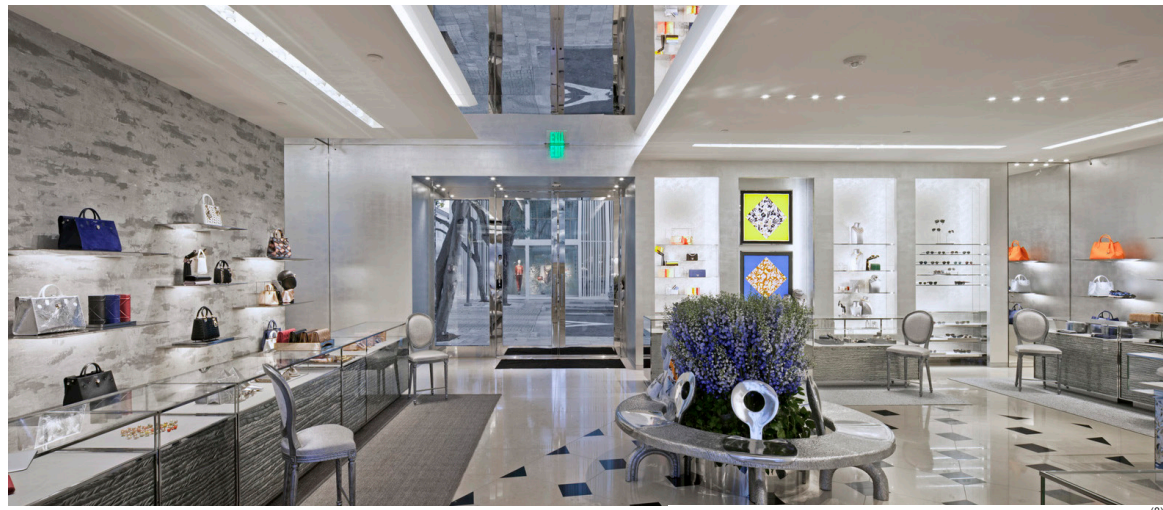
Built & designed in Paris, France in 2010 by the RDAI agency, this flagship store replaced a 1930's swimming pool building. In order to preserve the vast empty space but create new spaces within, three large wooden pavilions were built into the swimming pool area to create different spaces that can feature a variety of products. The pavilions also serve as a focal point in the pool area and their scale show how massive the store is when you walk into it. The store lighting at the entrance acts as a wayfinder to guide you to this massive area, filled with natural light from the skylights above the swimming pool area.



PRECEDENT STUDY 1

Dior Miami Facade

The flagship store for Dior in Miami, FL was designed by Barbaritobancel Architects in 2016. The idea of the project was to create a more commercial space while still holding onto Dior's value of elegance, luxury, and beauty. By using neutral colors, white lighting, and symmetrical balance throughout, Dior creates a space that consumers view as beautiful and luxurious. The use of white light not only accents the products, but also illuminates the exterior curves of the building, which can convey movement that resembles a skirt or dress. Many products are displayed on the wall or in display cases, leaving an open floor for circulation.



PRECEDENT STUDY 2



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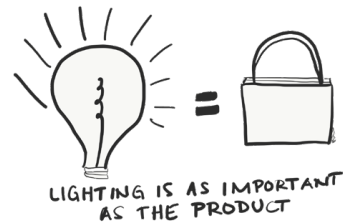
Palazzo Fendi



REFLECTIVE FOCAL POINTS



ASYMMETRY



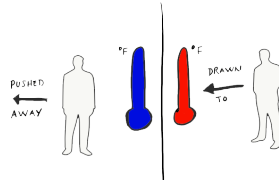
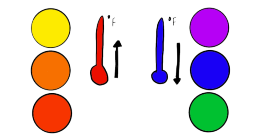
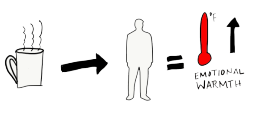
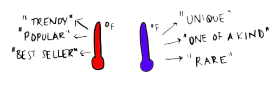
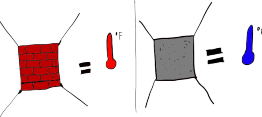

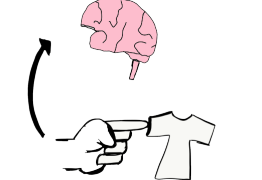
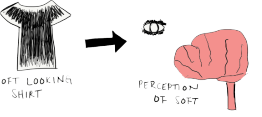
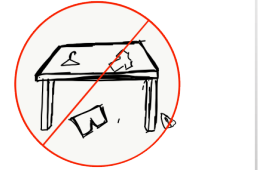

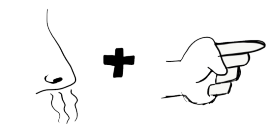
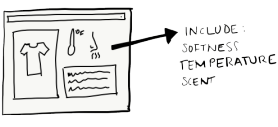
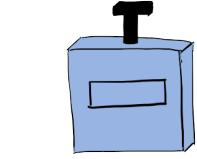
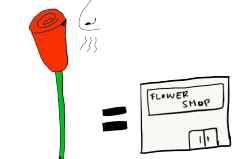
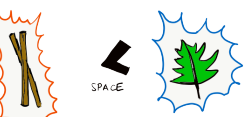


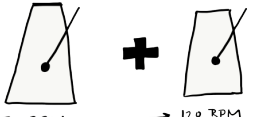
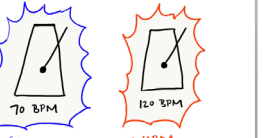
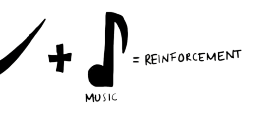

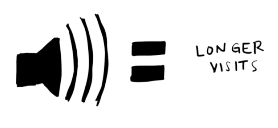
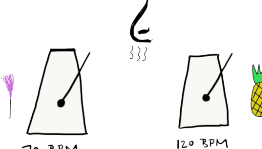
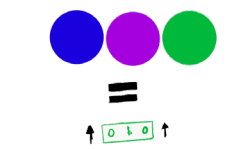
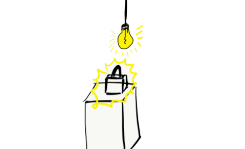
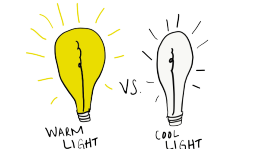
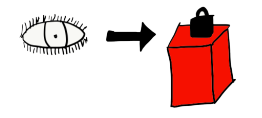
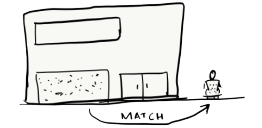

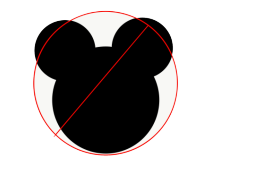
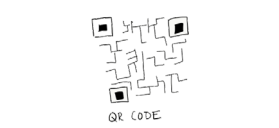
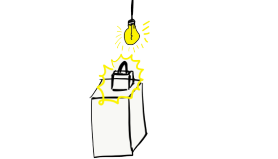

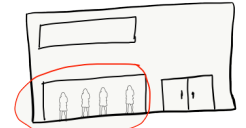
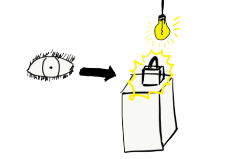
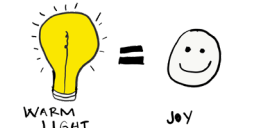
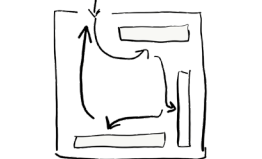


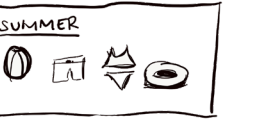
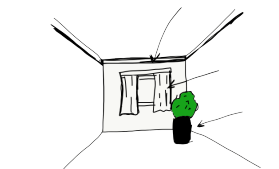

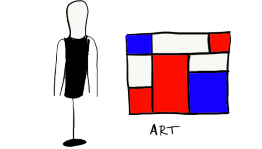
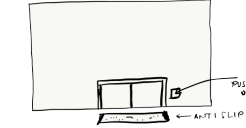

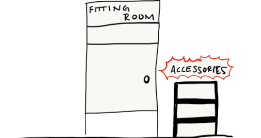
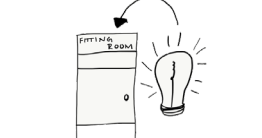
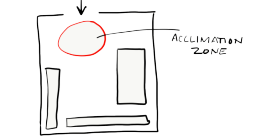
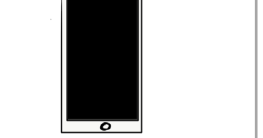
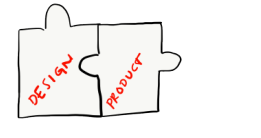
LIGHTING IS AS IMPORTANT AS THE PRODUCT

The Fendi flaship store in Rome, Italy was commissioned to Gwanael Nicolas in 2016. The goal was to blend the Roman origins of Fendi with the modernity of the brand now. A mixture of asymmetrical and symmetrical rooms and displays add interest as the consumer walks through each portion of the store. Displays are illuminated and some have dark or contrasting backgrounds to create a focal point for the colorful products they carry. Reflective surfaces are placed throughout the store to draw attention to products but are also placed in the ceiling with the lighting to act as a wayfinder.



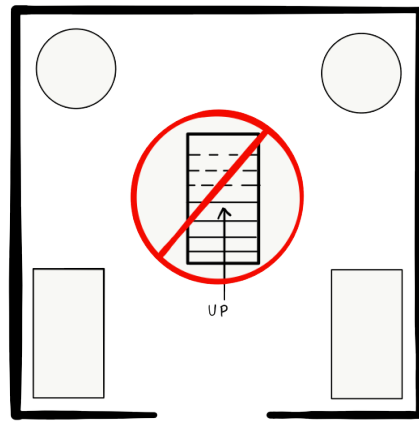
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PRECEDENT STUDY 3

 <p>Impact of temperature</p> <p>Temperature impacts customer perception of products.</p>	 <p>Influence of experienced temperature</p> <p>Right colors and temperatures impact visual perception of warmth.</p>	 <p>Creation of emotional warmth</p> <p>Create an emotional feeling of warmth with your consumers.</p>	 <p>Ideal temperature for promotions</p> <p>Promote products with specific tag lines in certain temperatures.</p>	 <p>Perception of warmth of materials</p> <p>Materials in store are important to the visual perception of warmth.</p>	 <p>Drawing attention with tactile characteristics</p> <p>Use tactile characteristics of a product to draw consumers in.</p>	 <p>Haptic information</p> <p>Avoid displays that don't let a consumer touch the product.</p>	 <p>Tactile perception</p> <p>Tactile interaction can reinforce visual aspects, satisfying a consumer.</p>	 <p>Negative consequences of tactile contact</p> <p>Avoid messy and unorganized displays.</p>	 <p>Tactile interaction</p> <p>Salespeople should know when it is appropriate to touch a consumer or not.</p>
 <p>Multi-sensorial shopping</p> <p>Scent of store should match the feeling of touching the products.</p>	 <p>Multi-sensorial online shopping</p> <p>Describe tactile characteristics on product descriptions.</p>	 <p>Associations of scent</p> <p>Pleasant and subtle scents improve consumer reactions.</p>	 <p>Congruence of scent</p> <p>Associate the scent of the store with the products that are sold.</p>	 <p>Warm & cool scents</p> <p>Scents can influence the spatial perception within the store.</p>	 <p>The right balance</p> <p>Achieve the right balance of music to improve consumer experience.</p>	 <p>Recognisability of music</p> <p>Playing recognizable music positively influences visits to a store.</p>	 <p>Importance of tempo</p> <p>Change tempo of music to influence how fast consumers move in the store.</p>	 <p>Music & color: Effect on emotions</p> <p>Music tempo and colors in store should be related.</p>	 <p>Brand reinforcement</p> <p>Consider background music that reinforces the store brand.</p>
 <p>Pay attention to age & gender</p> <p>Playing music in the background or foreground for certain groups can stimulate buying.</p>	 <p>Smell & music volume</p> <p>Loud music and an aroma can prolong a store visit.</p>	 <p>Scent & music tempo</p> <p>Correlating scent and music tempo can increase buying tendencies.</p>	 <p>Color your store interior</p> <p>Cool colors can lead to higher buying intentions by the consumer.</p>	 <p>Accent lights make products shine</p> <p>Accent lighting can draw a consumer to specific products.</p>	 <p>Artificial light: Making the right choice</p> <p>Warm lights leads to a more intimate atmosphere and cool light leads to a more intense atmosphere.</p>	 <p>Color as an eye catcher</p> <p>Products displayed in or on a warm, bright color can attract consumers.</p>	 <p>Match storefront to target audience</p> <p>Storefront window display should attract intended consumers.</p>	 <p>Reuse in retail is hot</p> <p>Building reuse is attractive to potential consumers.</p>	 <p>Beware of Disneyfication</p> <p>Avoid the feeling of creating a "fake" environment in a store.</p>
 <p>24/7 shop experience</p> <p>Create an interactive experience, even in storefronts, so consumers can shop.</p>	 <p>Product in the picture</p> <p>One lit item in a storefront with few other items can catch attention of consumers.</p>	 <p>Robots in retail</p> <p>Interactive mannequins and technology can positively influence sales.</p>	 <p>Make use of storefront displays</p> <p>Storefront displays positively affect the image of the store.</p>	 <p>Lighting as an eye catcher</p> <p>Lighting influences the perceived atmosphere of the store and products.</p>	 <p>Cosy light</p> <p>Warmer lighting makes consumers feel more joy and coziness in a store.</p>	 <p>Routing: natural flow</p> <p>Good circulation can influence decision making and unplanned buying.</p>	 <p>Pay attention to overstimulation</p> <p>Overstimulating can lead to a negative experience for the consumer.</p>	 <p>Welcoming staff</p> <p>Friendliness, helpfulness, and knowledge can make a consumer feel safe and secure.</p>	 <p>Respond to needs of the consumer</p> <p>Seasonal and associated items should be grouped together so they can be found easily.</p>
 <p>Retail is detail</p> <p>Use details within the store to enhance the consumer experience.</p>	 <p>Stimulate the taste buds</p> <p>Product samples can lead to a positive shopping experience.</p>	 <p>Inspire</p> <p>Inspire consumers by dressing mannequins and placing art inside store.</p>	 <p>Lower the threshold</p> <p>Improve accessibility to make consumers feel welcome.</p>	 <p>Bring nature into your store</p> <p>Natural elements and greenery can reduce consumer stress.</p>	 <p>Impulse purchases near fitting room</p> <p>Displays near fitting room can fulfill consumer needs by completing outfits.</p>	 <p>The right lighting for fitting room</p> <p>Lighting in fitting rooms can affect the consumer's choice about an item.</p>	 <p>Acclimatisation in retail</p> <p>Avoid placing signs, baskets, and other items at store entrance so consumers can get acclimated to the environment.</p>	 <p>Relevant technology in retail</p> <p>Using relevant technology can improve a consumer experience.</p>	 <p>Tailored store-concept</p> <p>The store design and environment should reflect the types of products sold.</p>

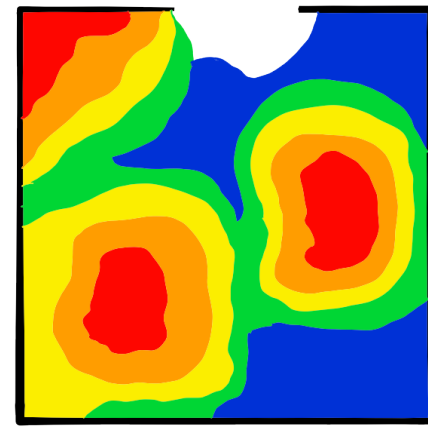
RETAIL DESIGN GUIDELINES

Information retrieved September 10, 2020 from <https://www.retaildesignlab.be/en/readings/guidelines>



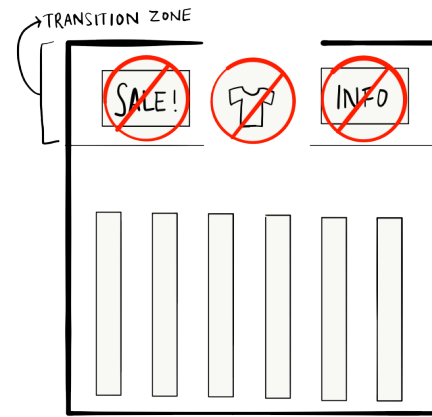
Step One: Target First Floor

Avoid stairs and elevators if possible. If not possible, maximize your first floor design as most consumers do not go to other floors.



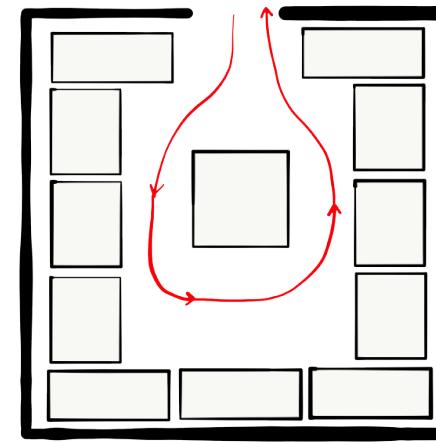
Step Two: Identify Customer Flow

Maximize profits by identifying customer flow during specific times. Heat mapping and data collection can show where consumers are drawn to in the store.



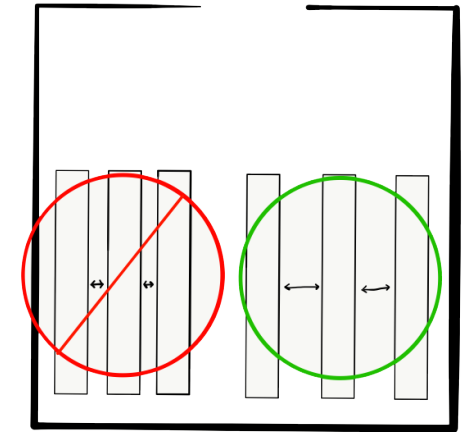
Step Three: Transition Zone Awareness

Consumers need time to adjust to their surroundings when entering a new space. Avoid placing signs, merchandise, and information in this transitional zone.



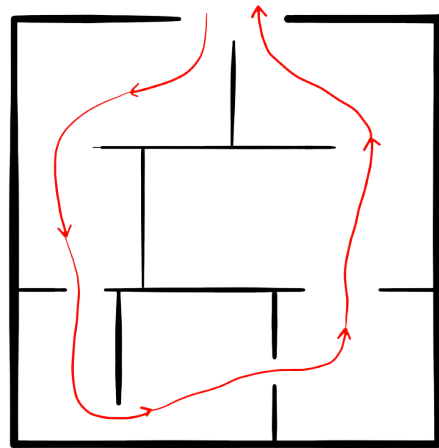
Step Four: Clockwork Navigation

Most consumers enter a store, turn right, then continue to browse in a counter clockwise direction. Store design should place higher end items to the right of the entrance.



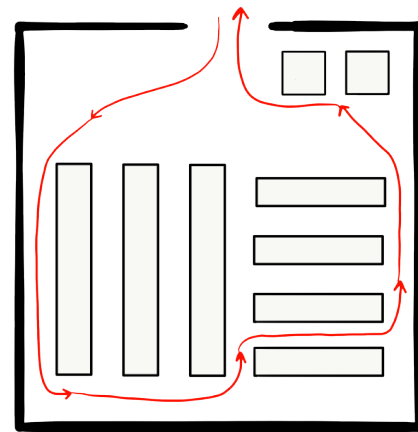
Step Five: Remove Narrow Aisles

More spacious aisles make the consumer feel more comfortable, safe, and more likely to shop longer as they are not being bumped into or rushed by other consumers.



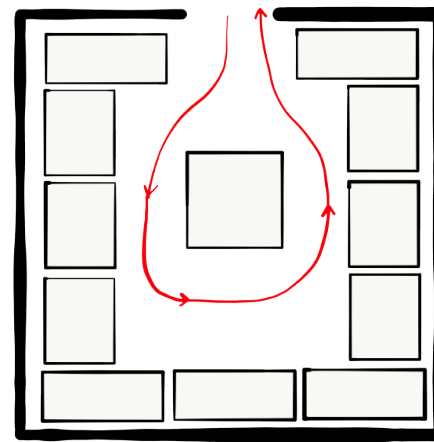
Forced-Path Store Layout

This layout forces consumers to go through every area of the store, exposing them to every product that is offered.



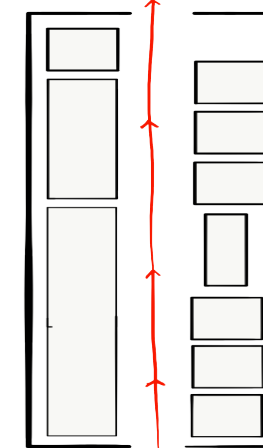
Grid Store Layout

By sacrificing aesthetics, this layout provides consumers with a quick, efficient, and uniform way to view products.



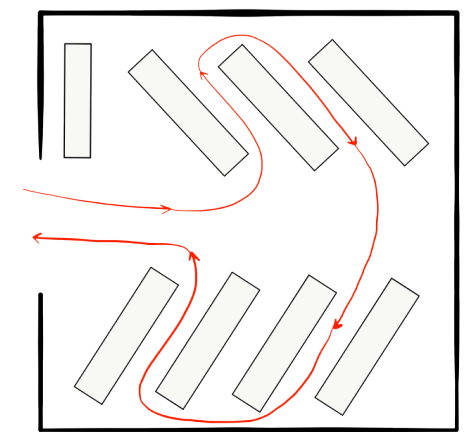
Loop Store Layout

Used for larger retail spaces, this layout guides consumers through the store in a circular motion from the entrance to checkout.



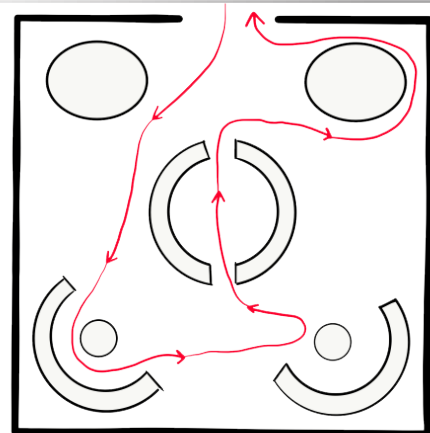
Straight Store Layout

This layout pulls consumers directly through the store, exposing them to all products, even in the back of the store.



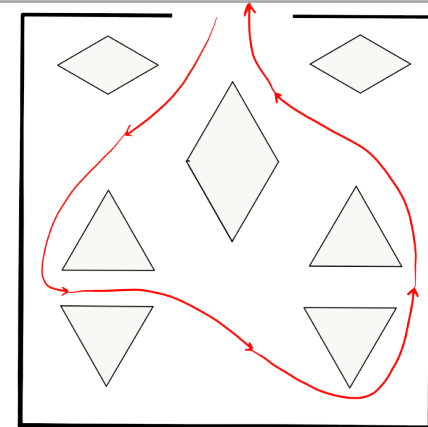
Diagonal Store Layout

By putting aisles at an angle to increase sightlines, this layout exposes more merchandise to a consumer.



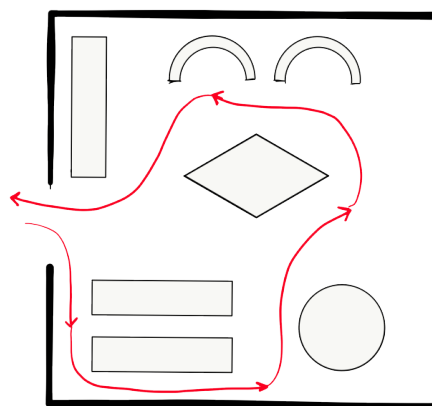
Rounded Store Layout

This layout relies on curved walls and fixtures to expose products to consumers. This is effective because the product is visible 100% of the time.



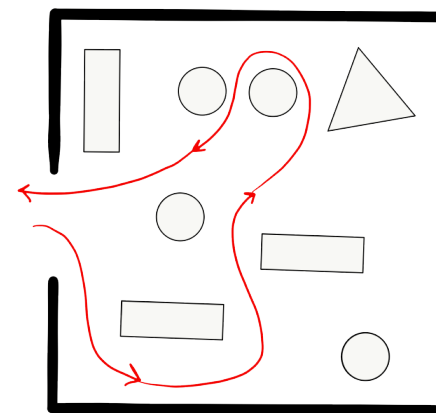
Artistic Display Store Layout

Used to target millennials, this layout is trendy and artistic. Combining architecture and geometric layouts can positively impact the products being sold.



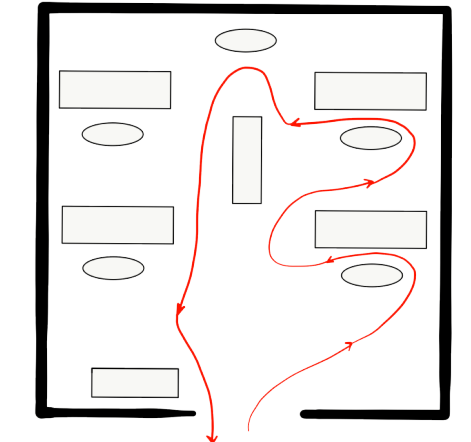
Mixed Store Layout

Using elements from multiple layouts, this store layout is the most flexible. Consumers feel more at ease in grid layouts, but feel compelled to look at product displayed in other layouts.



Free Flow Store Layout

This layout rejects design patterns and allows the consumer to travel the store freely and look at products they choose.



Boutique Store Layout

A type of free flow store layout where products are displayed in categories. Walls, displays, and fixtures separate the areas to make the spaces feel more intimate.

RETAIL STORE LAYOUTS



II. CLIENT RESEARCH



Spring 2017

This look features a headpiece with a **radial design** while the dress is **neutral and symmetrical**.



Spring 2018

Using one single hue of red, this look is **symmetrical and balanced**. By repeating lines, **rhythm** is also demonstrated.



Spring 2019

In contrast to Pugh's other works, this look features **organic lines** instead of horizontal or vertical lines. The color also creates a **focal point**.



Spring 2019

Although most of Pugh's work is neutral, he will often use one color color in his designs to create a **focal point** or add interest. This look also features **asymmetrical patterns**.



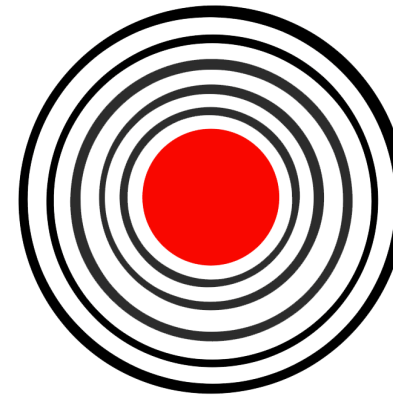
Fall 2015

Pugh will sometimes create a look with various pieces of it looking out of **proportion** for a human body. This look features a larger collar surrounding the dress.

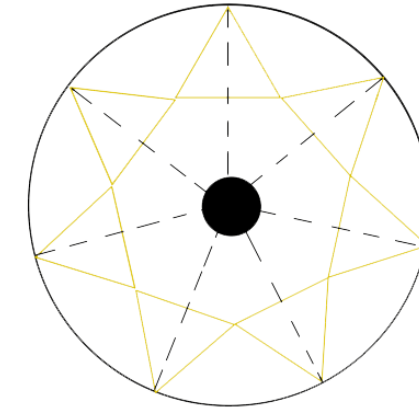


Spring 2015

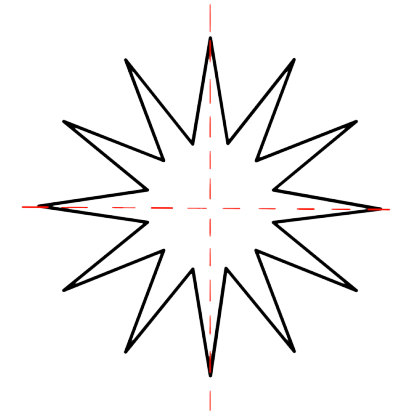
Some of Pugh's designs also feature patterns. This design has the same pattern throughout and is **symmetrically balanced**.



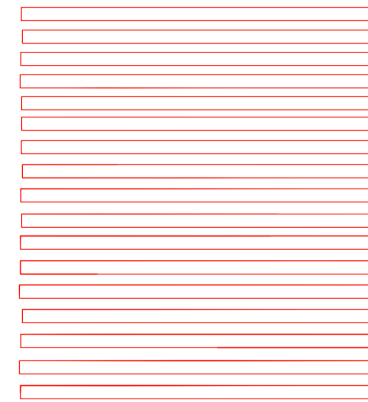
Focal Point



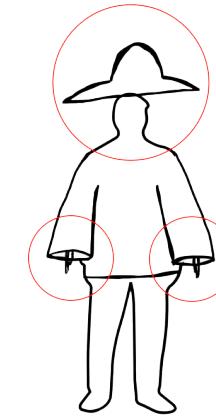
Balance



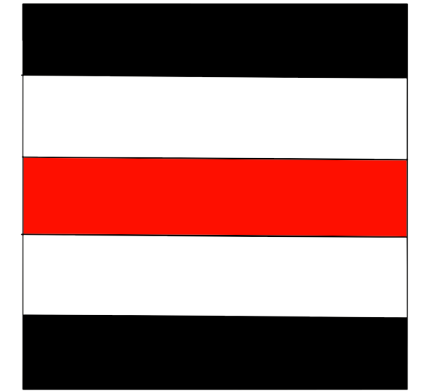
Symmetry



Rhythm



Proportion



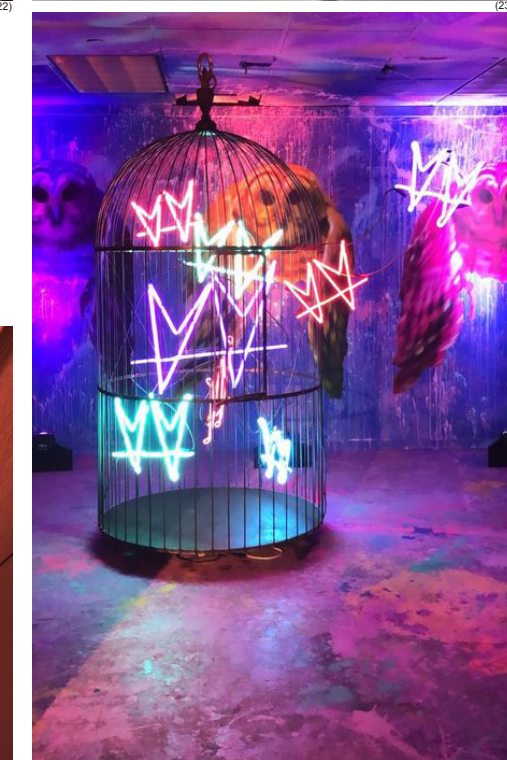
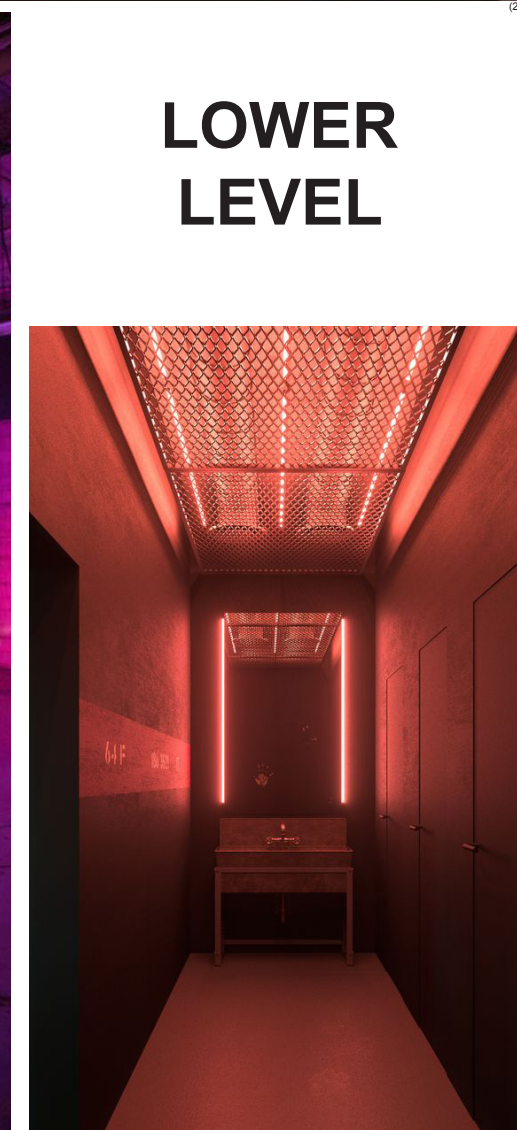
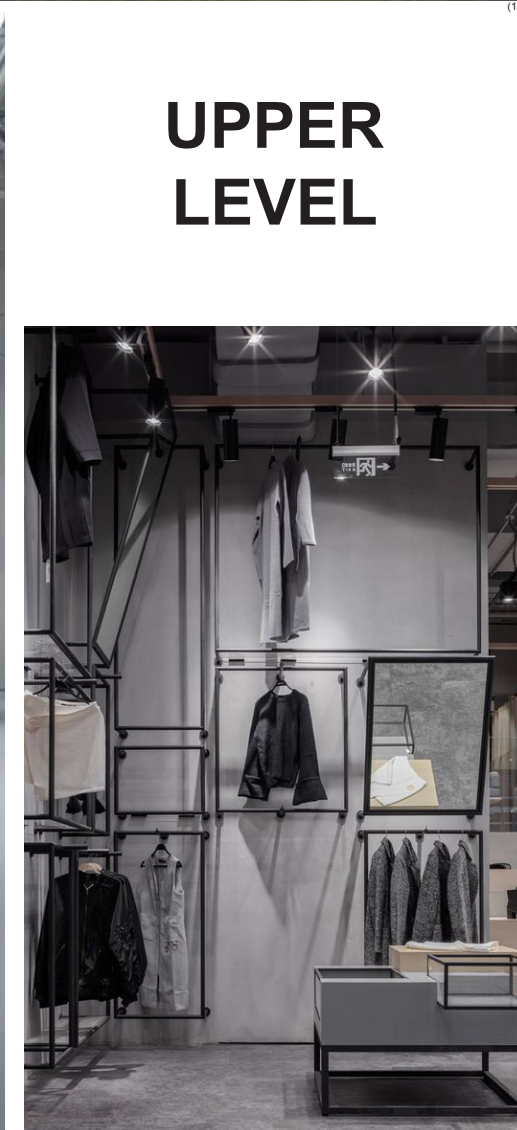
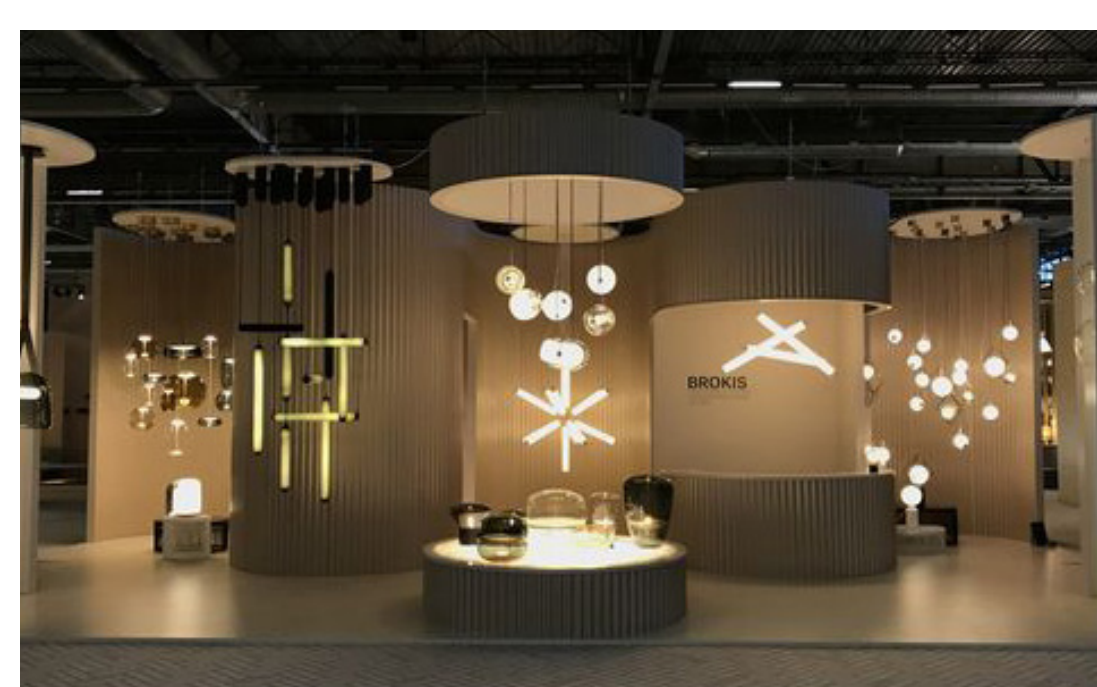
Color

Born in England, Gareth Pugh is a young designer that started his career in fashion early. At 14, Pugh started his career in costume design. After graduating with a bachelors in fashion design in 2003, Pugh used an abandoned building that resembled an old night club as his studio. This gave inspiration to many of his designs today. Pugh's fashions are described as "outlandish club wear with modern luxuries" (Gareth Pugh, n.d.) Taking inspiration from various sources, such as samurais, gothic romanticism, and the Elizabethan era, Pugh's designs are dramatic, dark, and sinister. Pugh's runway shows also demonstrate those concepts by taking the viewers to another world through theatricality (Dudbridge, n.d.).

GARETH PUGH



III. SCHEMATIC DESIGN



UPPER LEVEL

LOWER LEVEL

FEATURES:

- Neutral color scheme
- Lots of natural lighting
- Cool, white lighting throughout
- Modern, elegant design features
- Chrome accents

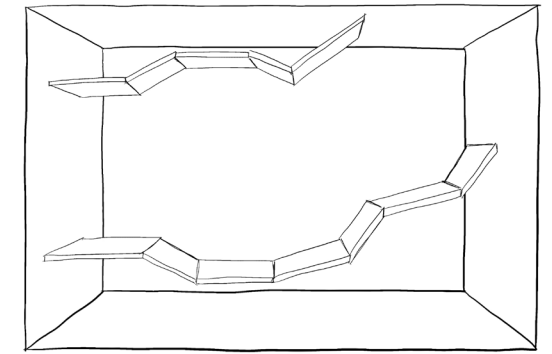
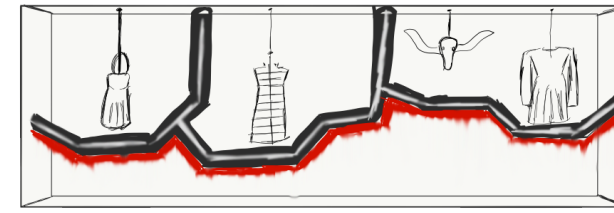
FEATURES:

- Industrial design features
- Neon accent lighting throughout
- Dark & sinister feeling, relating to designer
- Relationship to window display
- Juxtaposition of first floor
- Many focal points throughout

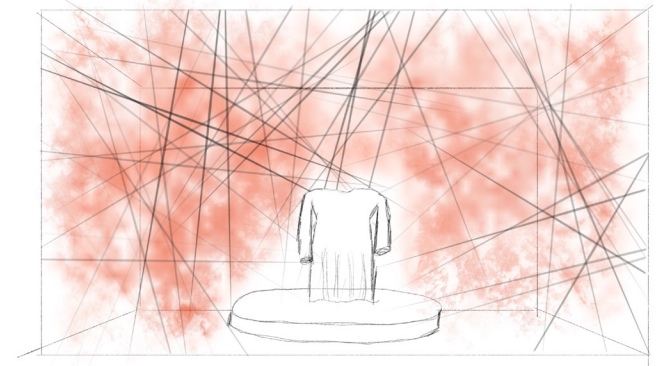
DESIGN INSPIRATION



“Devil in a White Dress”



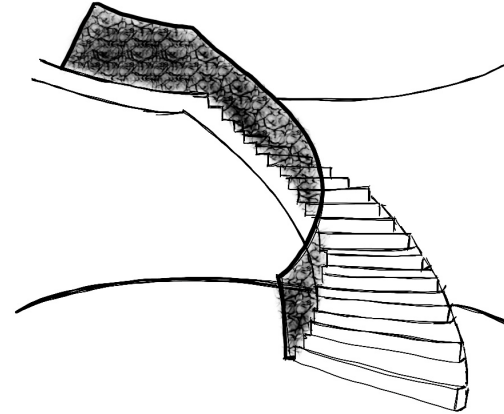
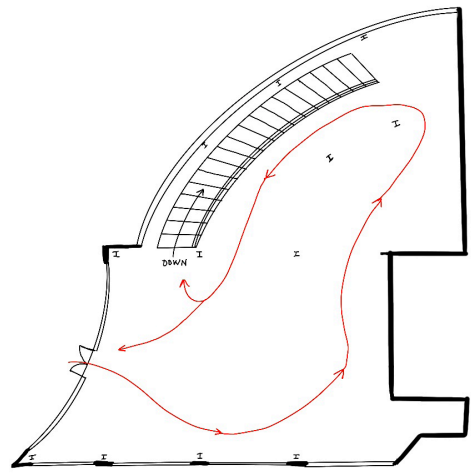
CONCEPT SKETCHES



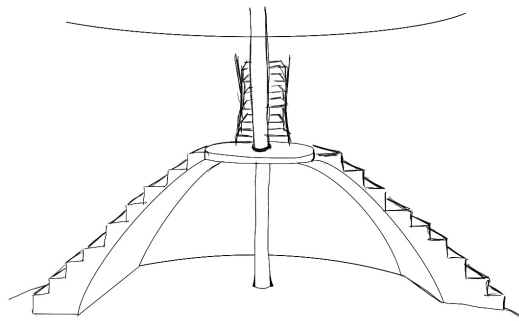
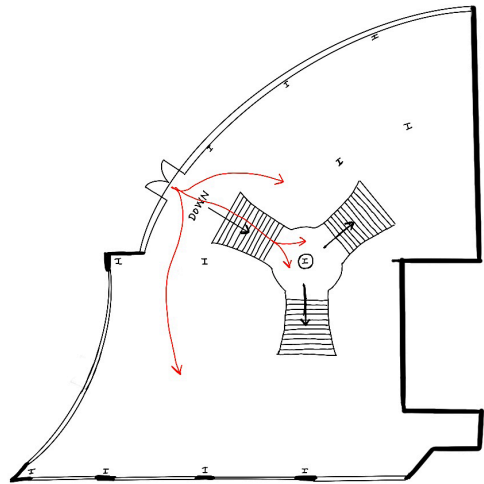
Taking inspiration from some of Gareth Pugh's dark and sinister designs, this window display is designed to showcase a design from his Spring 2015 collection. The coffin shape is unusual for a window display, but adds to the dramatic effect of the overall piece and represents his dramatic and dark ideas. The red color on the lights against the dark background provide a focal point that draws viewers to what is inside the glass box. Pugh typically only used one color, if any, in his designs so the same color from the lights appears as blood splatters along the painted concrete wall in the back. The glass box within the coffin shape also acts as a focal point. The window display is symmetrical and visually balanced.

WINDOW DISPLAY

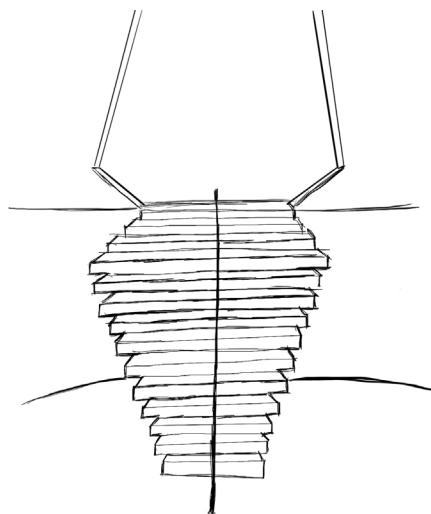
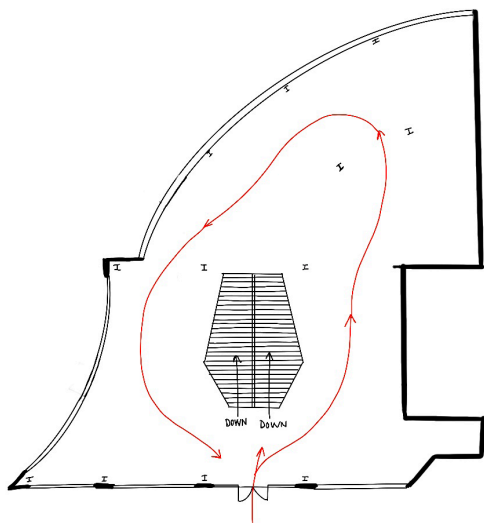
CONCEPT SKETCHES



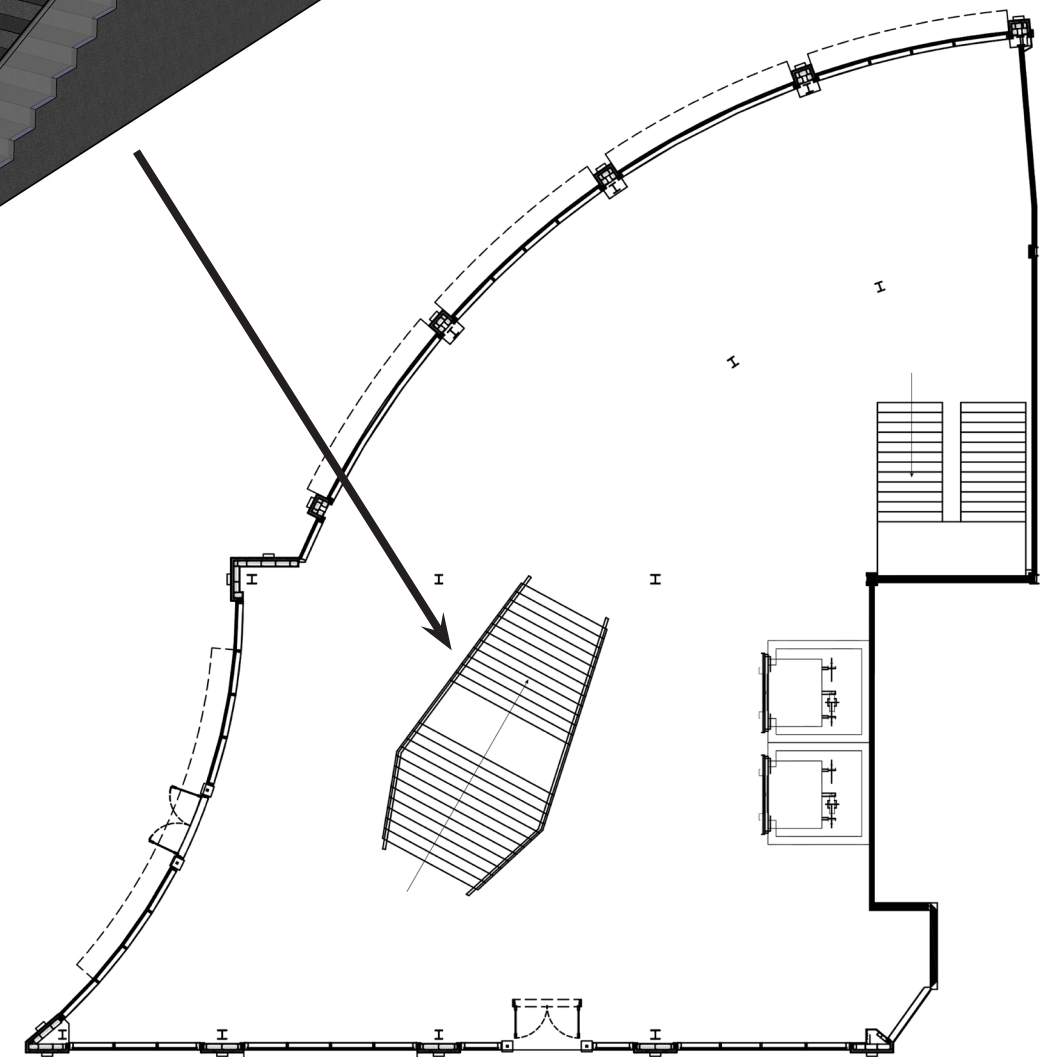
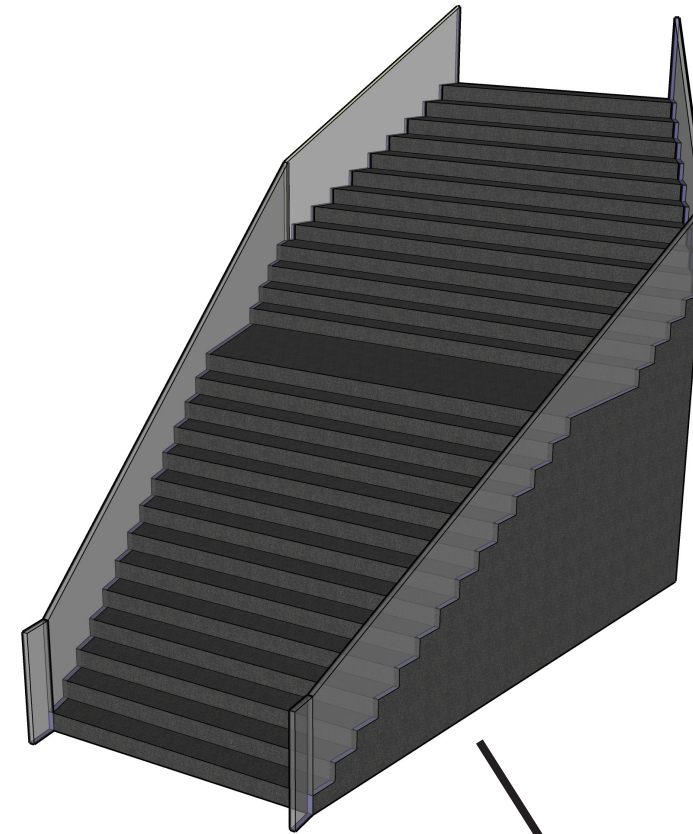
- + Plenty of circulation
- + Easy access to vertical circulation
- Simple design solution
- No landing; not ADA compliant



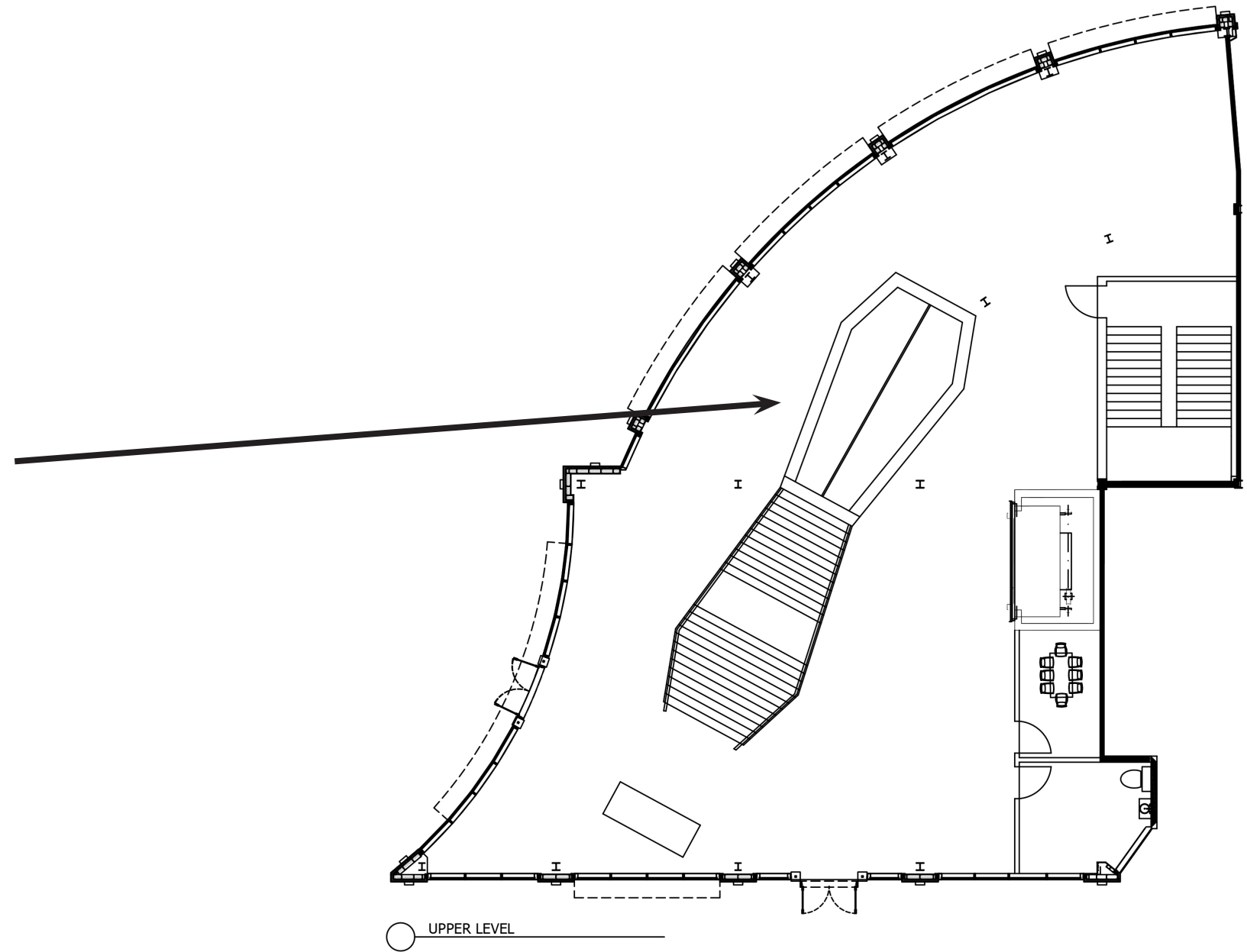
- + Grand staircase
- + Built around features
- + Includes landing
- Needs lots of space
- Many small spaces around staircase



- + Relates to overall theme & designer
- + Able to increase size to fit necessities
- No landing

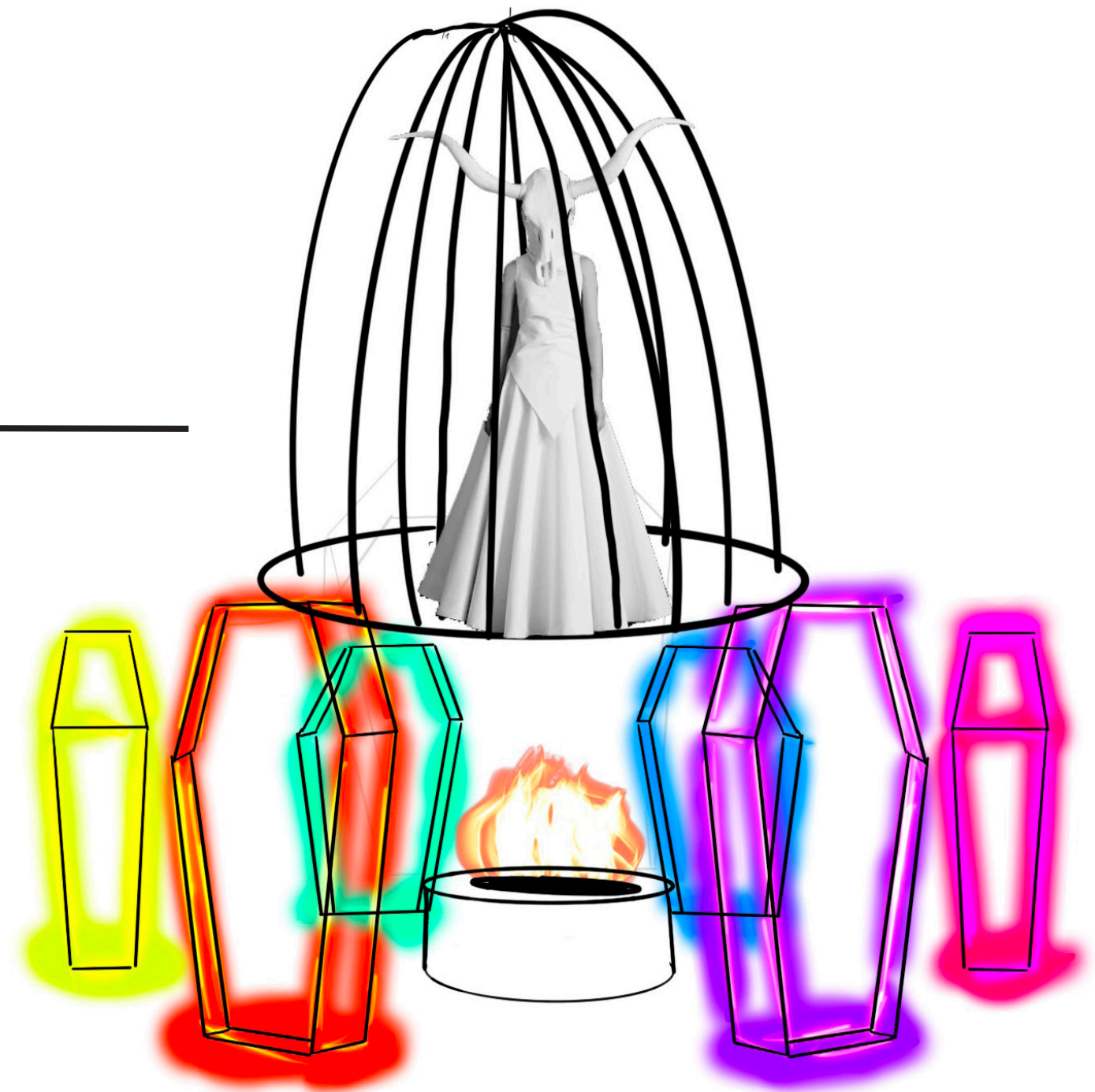
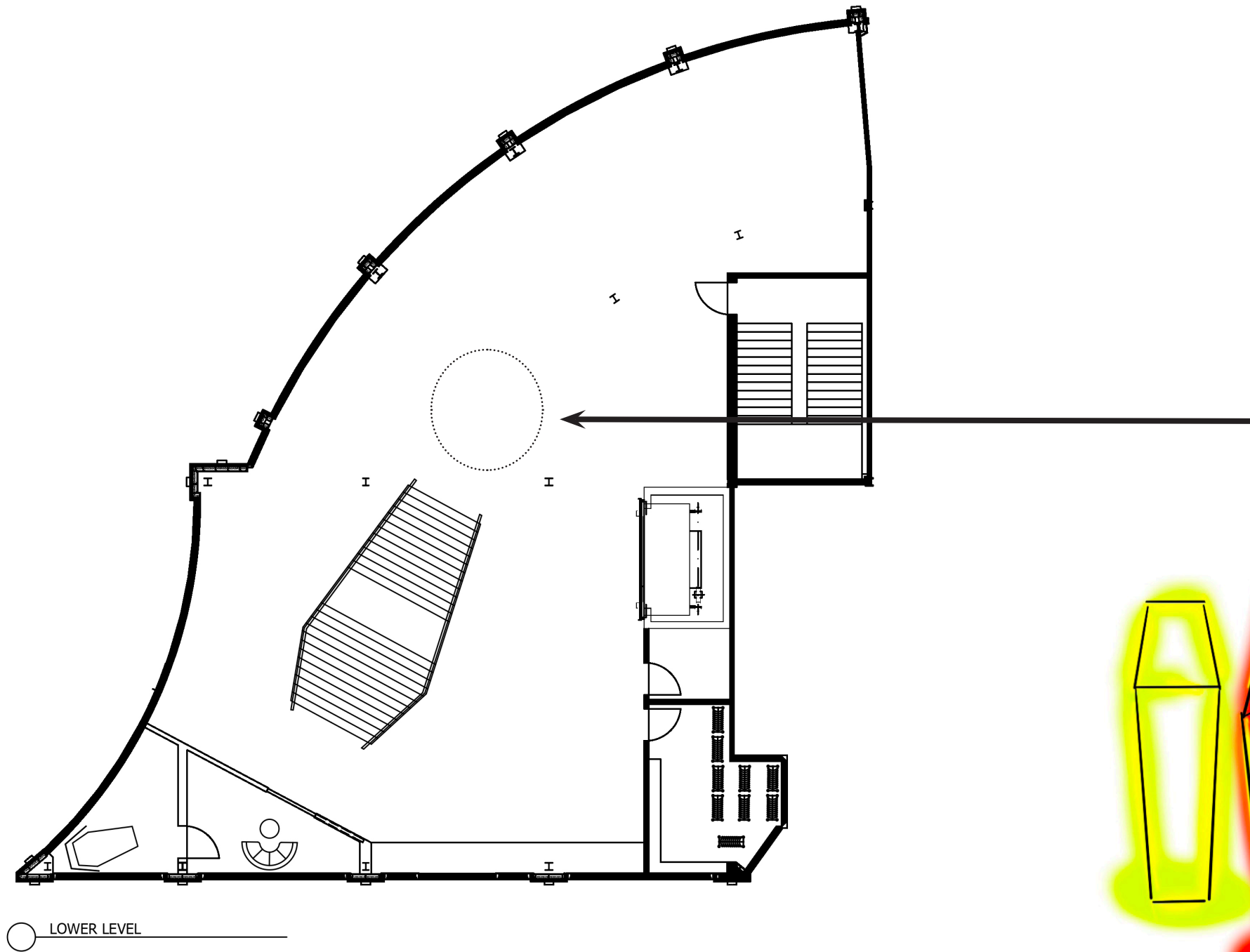


GRAND STAIRCASE DESIGN



Taking inspiration from the upper level board, this display concept was created with the signature coffin design throughout the store. A dark treatment was applied to the display with a bright white lighting to create a focal point and create contrast within the display. The unit will be mirroring the staircase that leads downward, drawing further attention. The dress that will be on display will be designed specifically for the space, going almost floor to ceiling to emphasize the space and add drama in an otherwise crisp, clean, and organized space.

MAIN DISPLAY CONCEPT

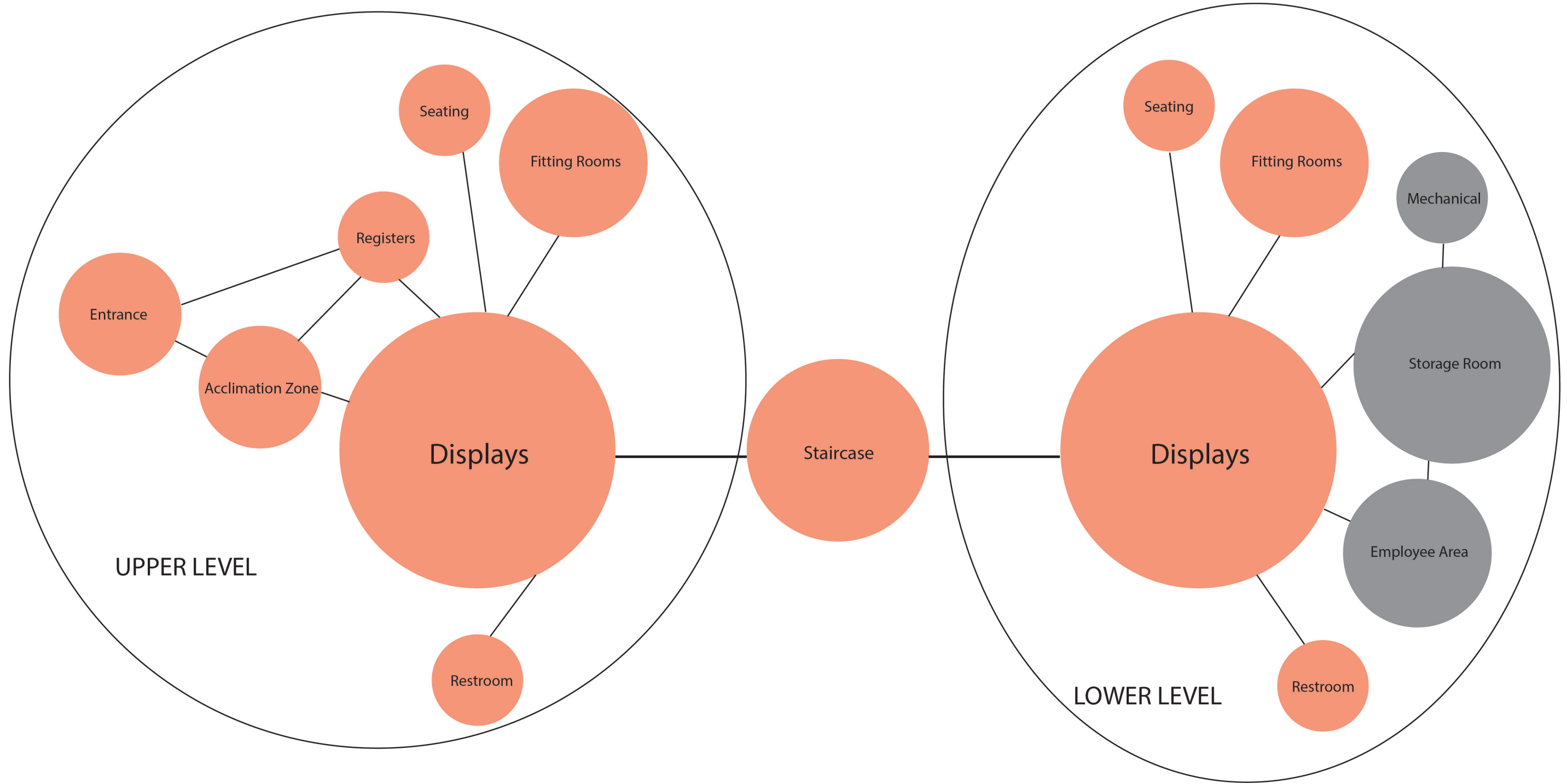


This display concept on the lower floor will have an opposing feel to the upper floor. Using the same dress, the lower floor will feel more eclectic and extreme having less of an elegant feeling. Because Pugh creates elegant as well as “club-like” designs, the downstairs display will feature neon lights that reflect off the walls and a more sinister feeling compared to the upstairs. A fire pit in the middle and larger display caged above it will add drama in the space.

LOWER DISPLAY CONCEPT



IV. DESIGN DEVELOPMENT



KEY

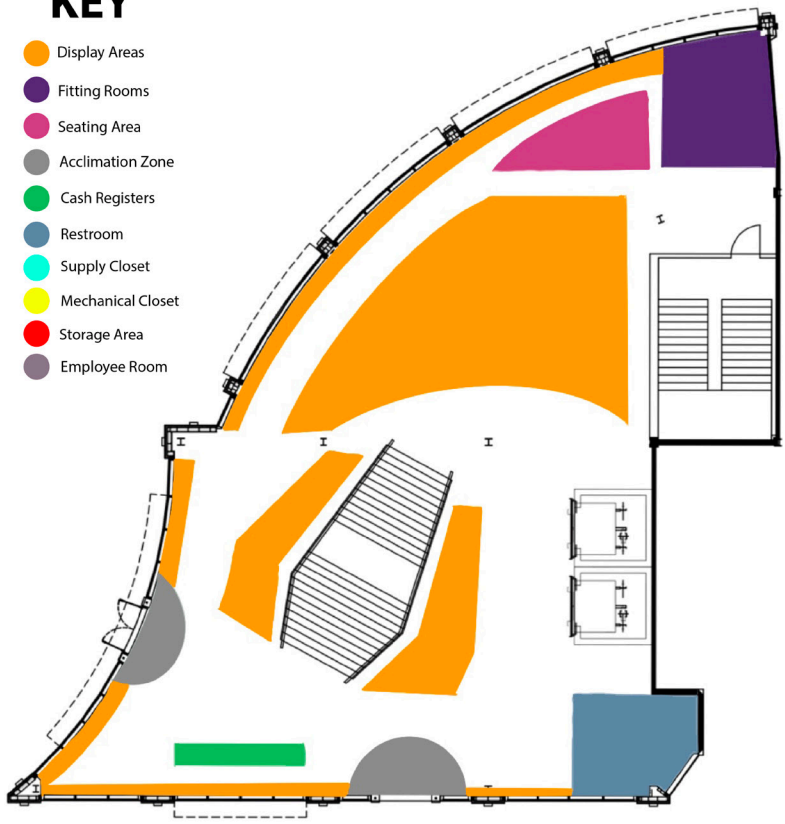
Public Spaces

Private/Employee Spaces

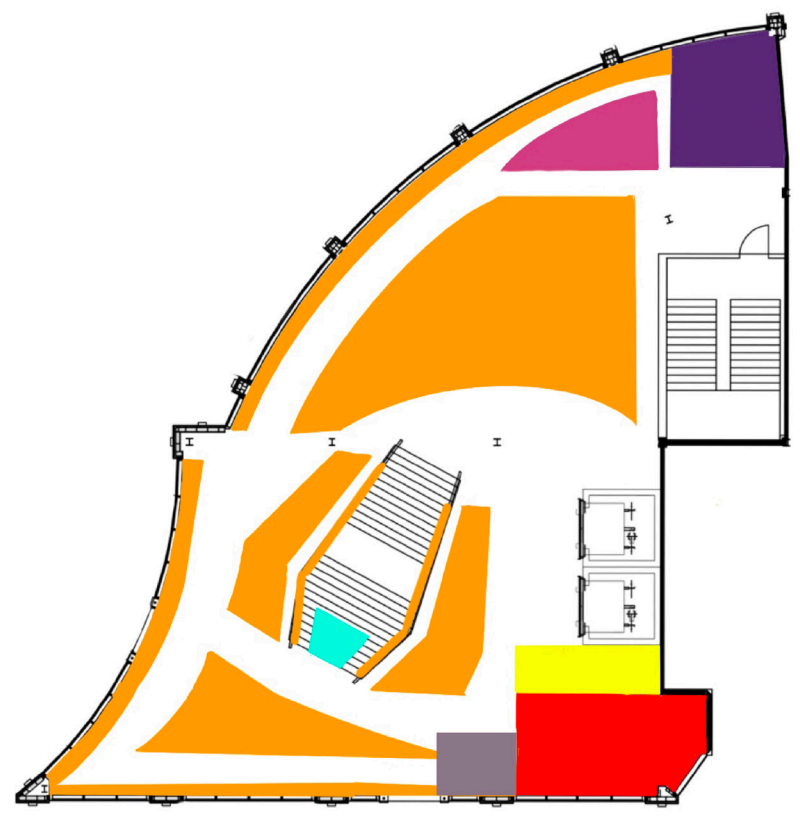
BUBBLE DIAGRAM

KEY

- Display Areas
- Fitting Rooms
- Seating Area
- Acclimation Zone
- Cash Registers
- Restroom
- Supply Closet
- Mechanical Closet
- Storage Area
- Employee Room



UPPER LEVEL



LOWER LEVEL

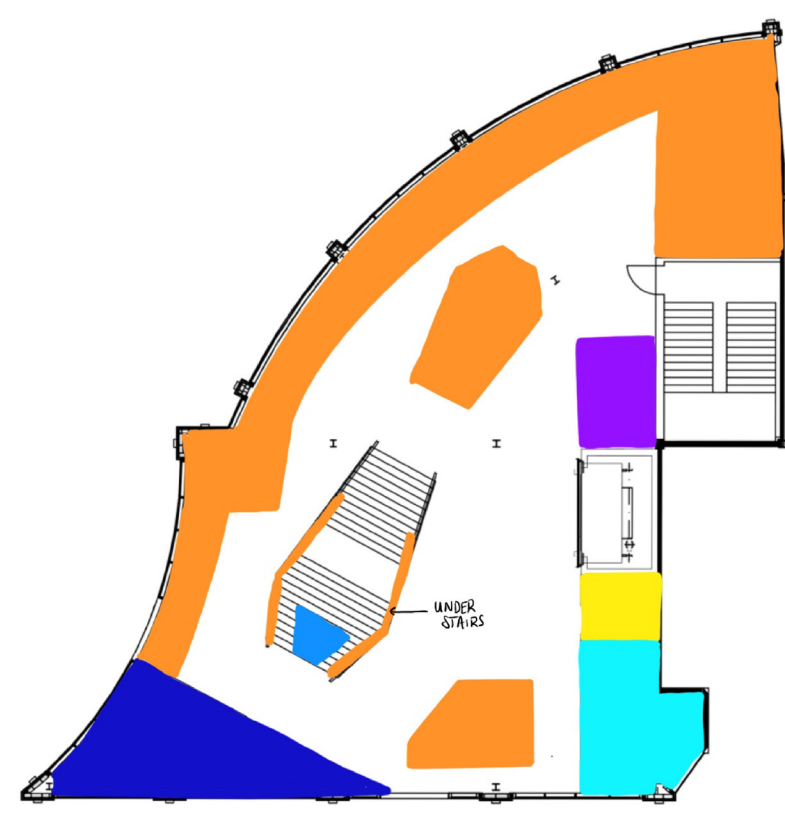
PRELIMINARY DIAGRAM

KEY

- Display Areas
- Fitting Rooms/Tailor
- Seating Area
- Acclimation Zone
- Cash Registers
- Restroom
- Supply Closet
- Mechanical Closet
- Storage Area
- Employee Room



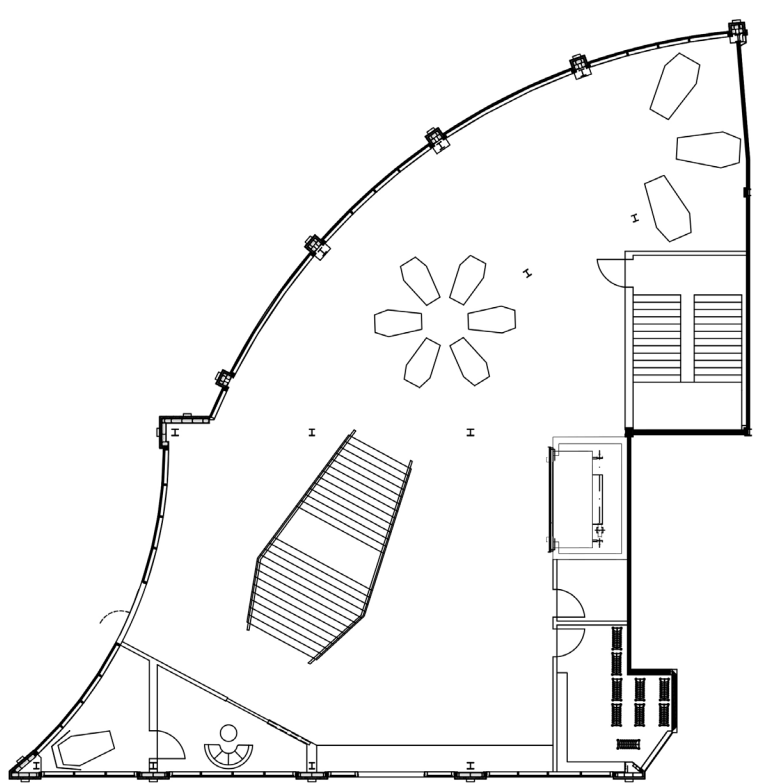
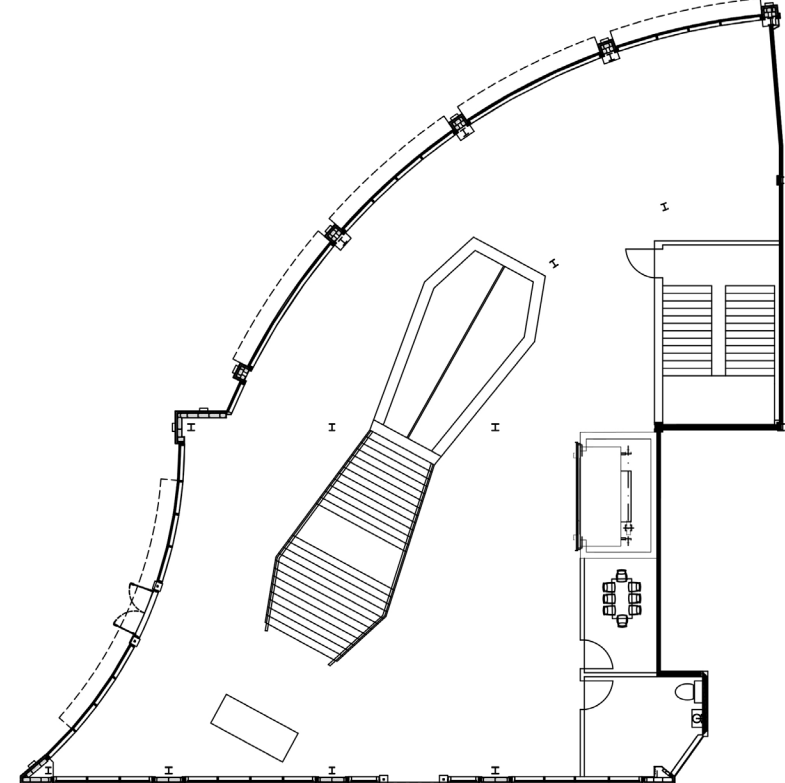
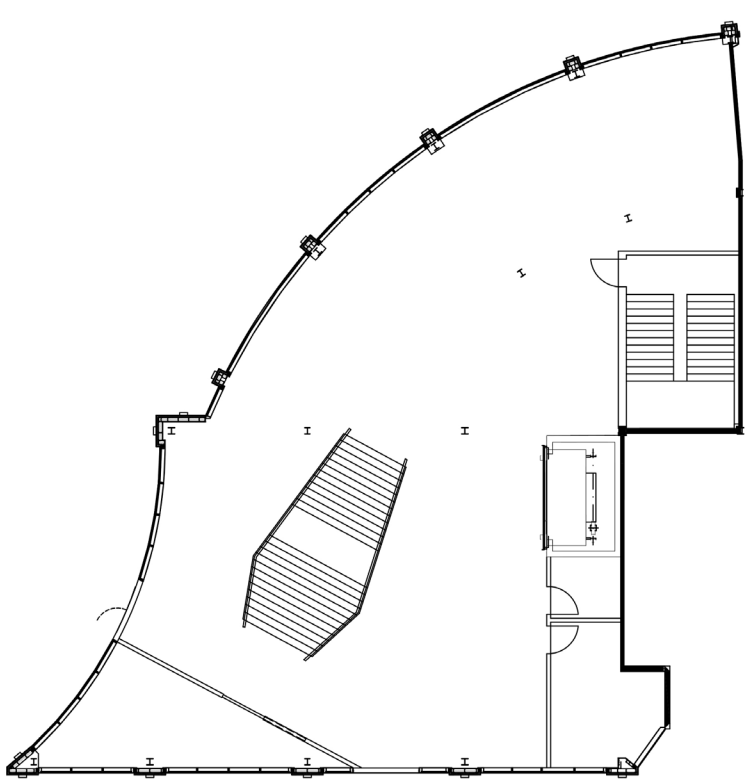
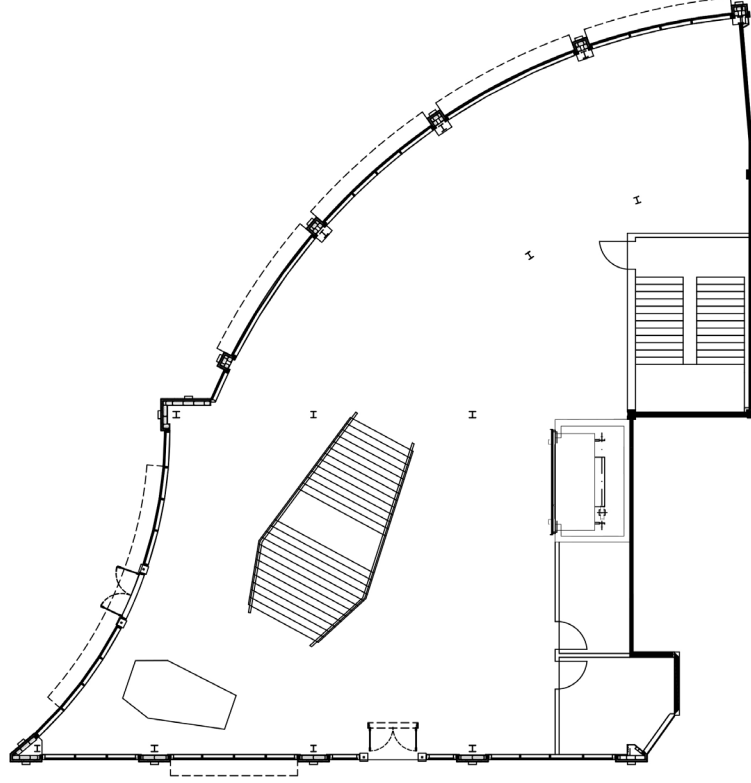
UPPER LEVEL



LOWER LEVEL

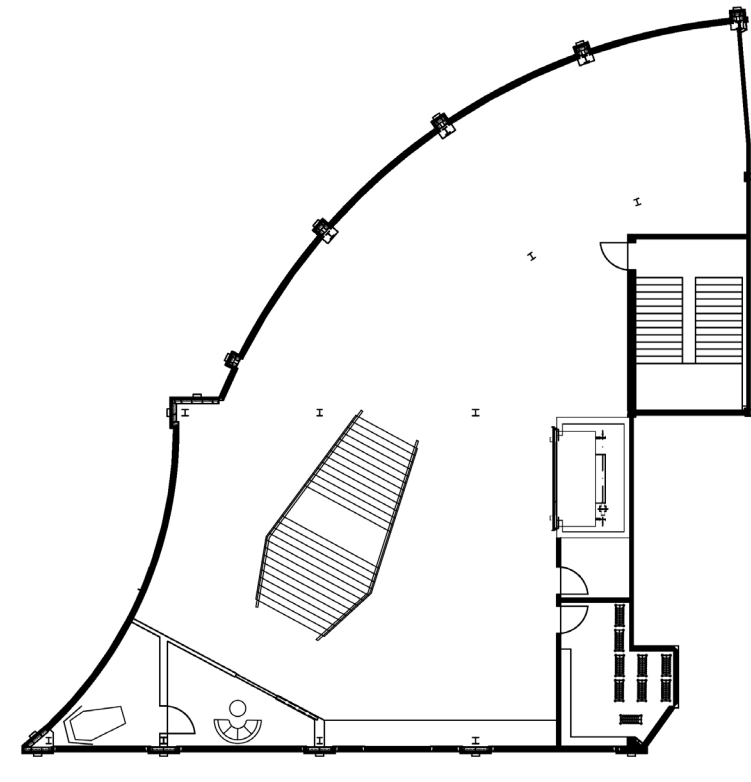
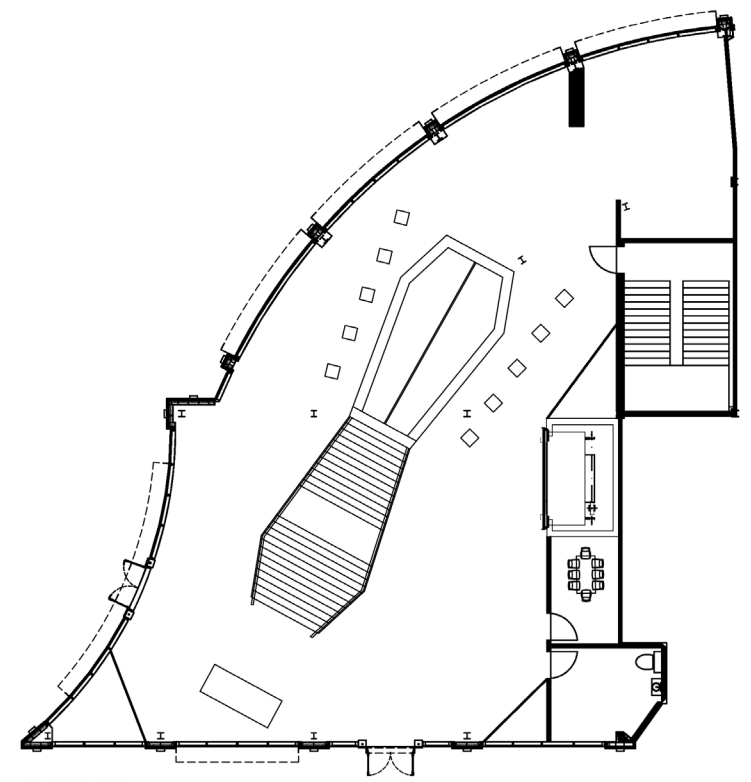
REVISION 1

BLOCKING DIAGRAMS



PRELIMINARY PLANS

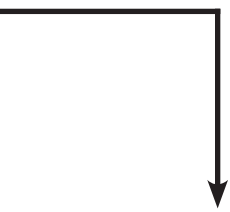
REVISION 1



REVISION 2

PRELIMINARY:

- Basic spatial planning
- Fire stair location finalized
- Stair location finalized



REVISION 1:

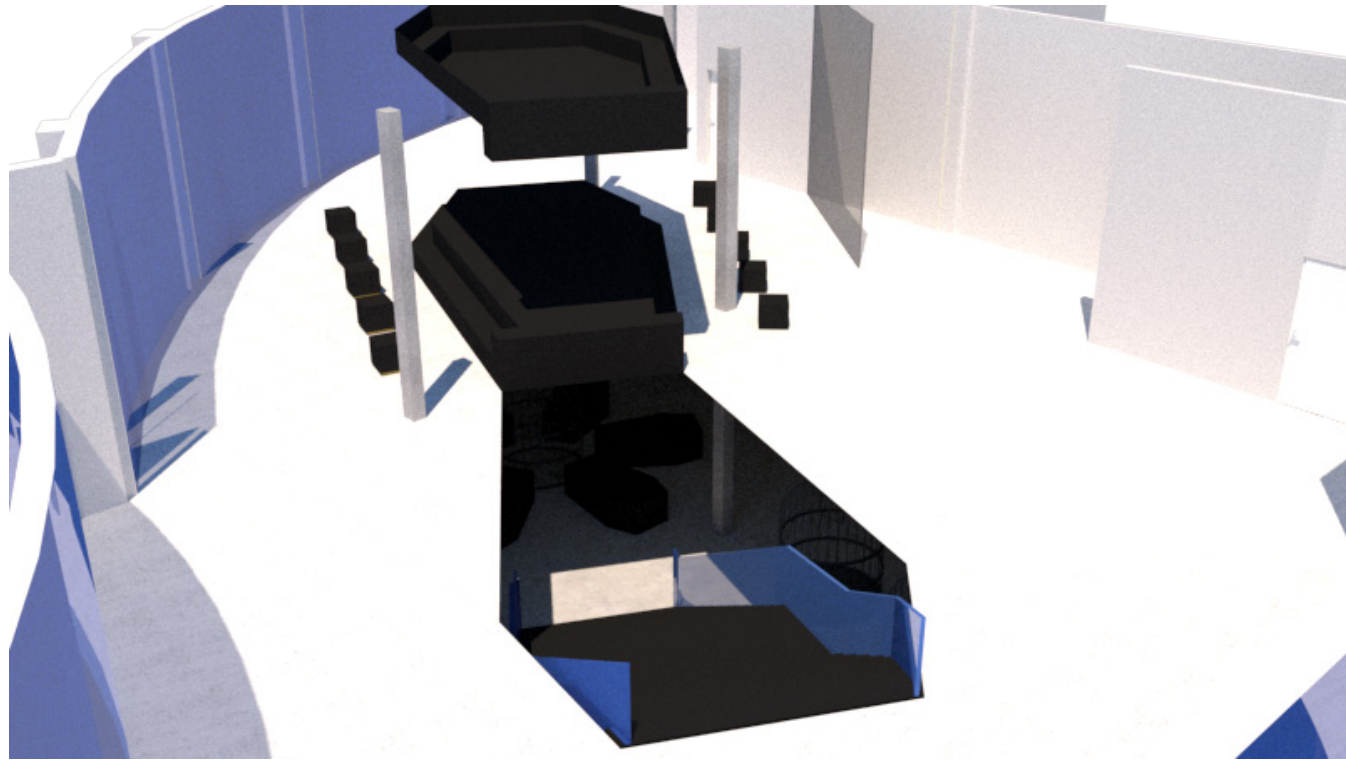
- Main floor display concepts
- Addition of possible fixtures
- Addition of possible furniture



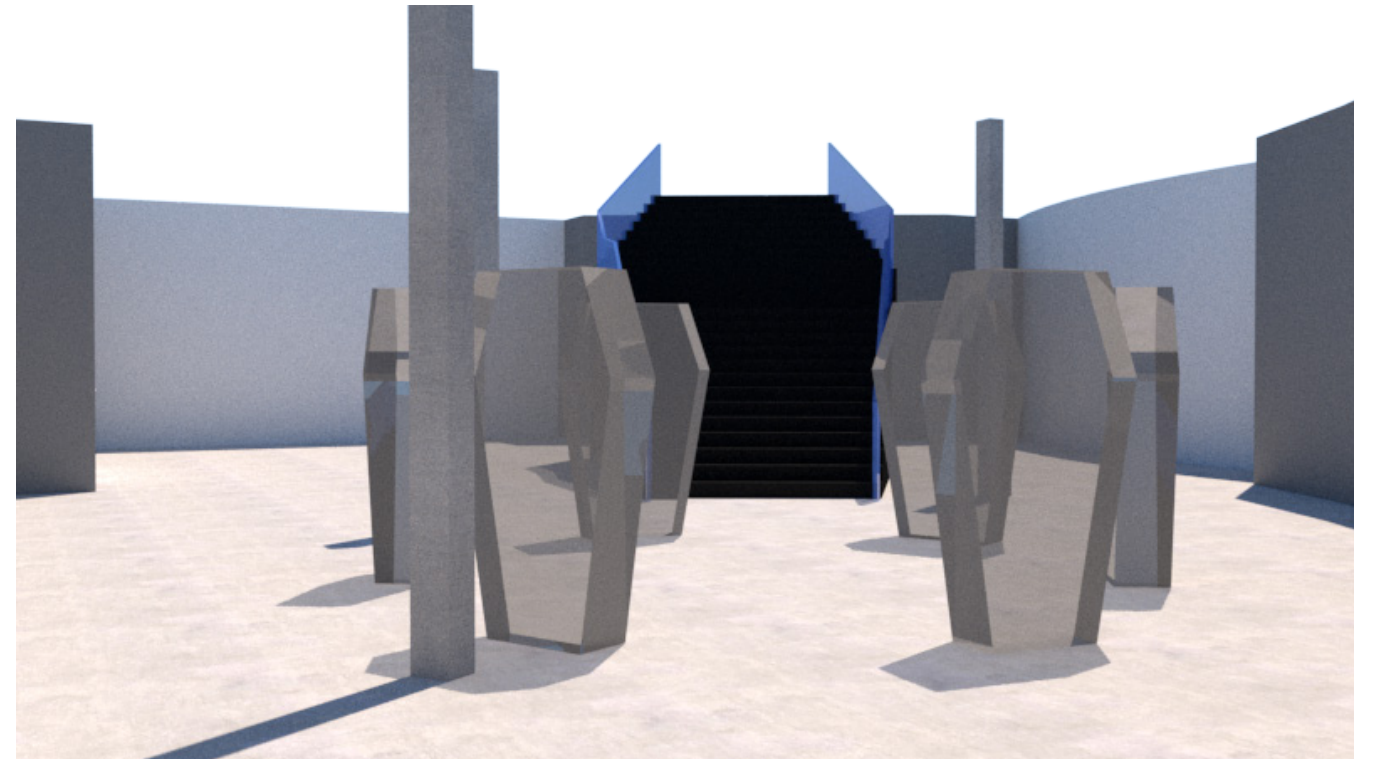
REVISION 2:

- Revised spatial planning
- Addition of several window displays on upper level
- Arrangement of seating around upper level main display

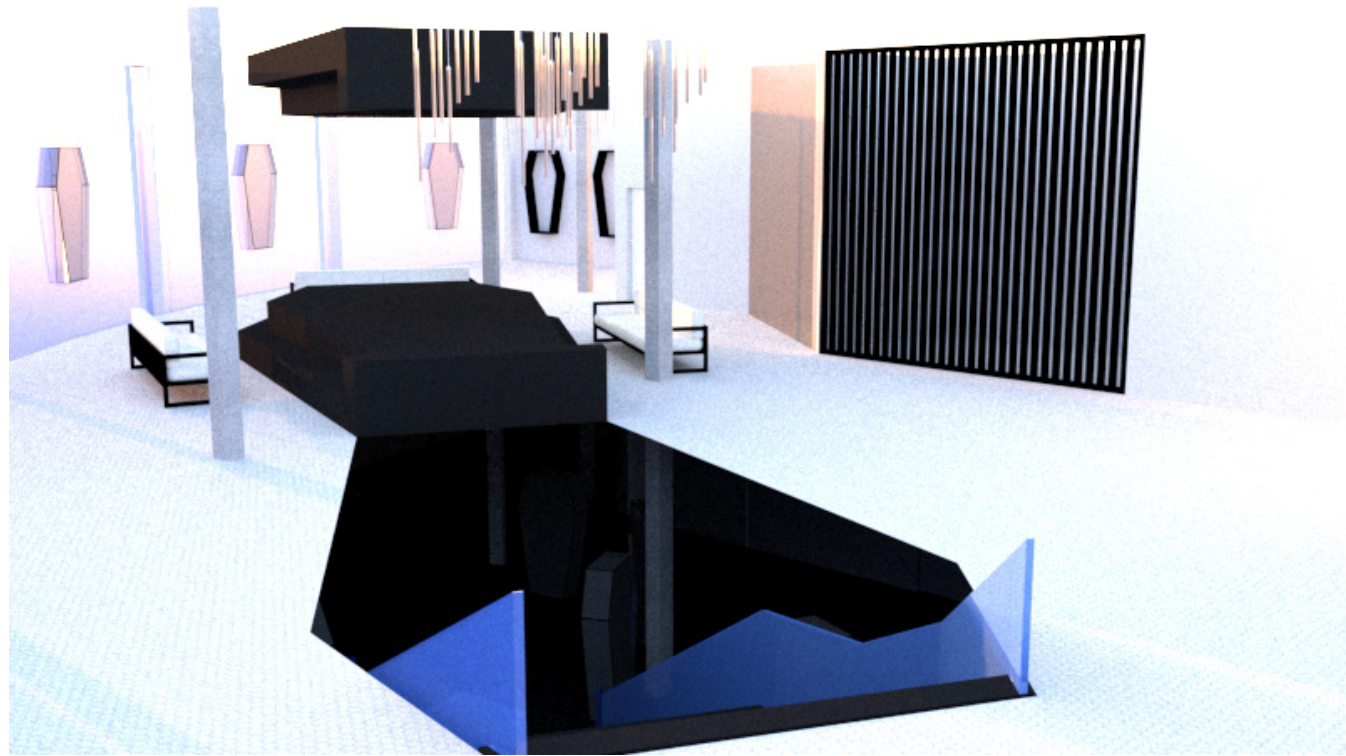
FLOOR PLANS



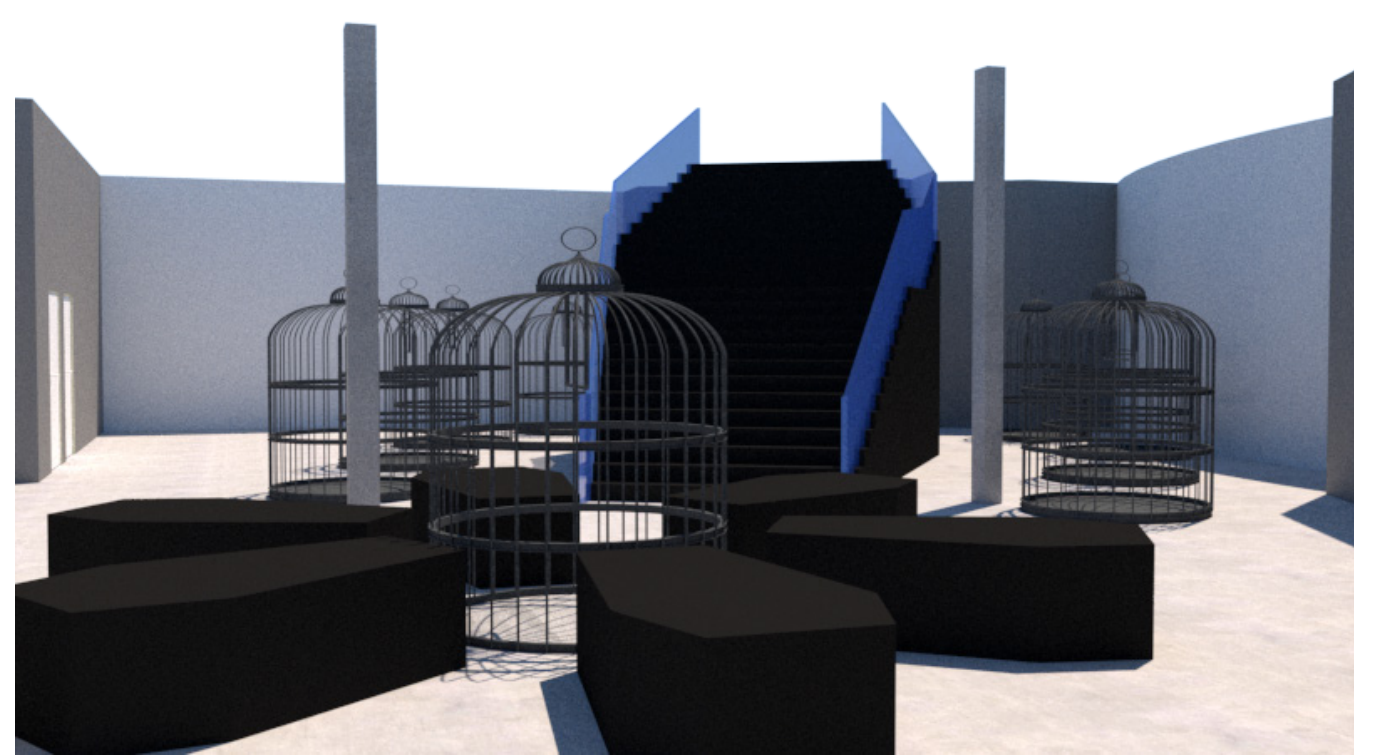
Upper Level Progress Rendering



Lower Level Display Concept



Upper Level Detail Progress



Lower Level Display Concept

PROGRESS RENDERINGS



V. FINAL DESIGN

The intent of this project was to design a flagship retail store for fashion designer Gareth Pugh. After researching Pugh's designs and general retail design guidelines, a window display and grand staircase were designed that aligned with his design style and principles. Using focal point, symmetry, & color as design principles that were found in Pugh's fashion design work, this retail store was created.

Pugh's work features designs that are luxurious and bright, using white as the main color which is the precedent for the first floor design. As you travel downstairs, you will experience the other half of Pugh's designs; the wild, club-like, and dark side. This retail store was designed with those two sides in mind, creating two separate atmospheres in one collective flagship retail store.

CONCEPT STATEMENT



Upper Level Display

UPPER LEVEL RENDERING



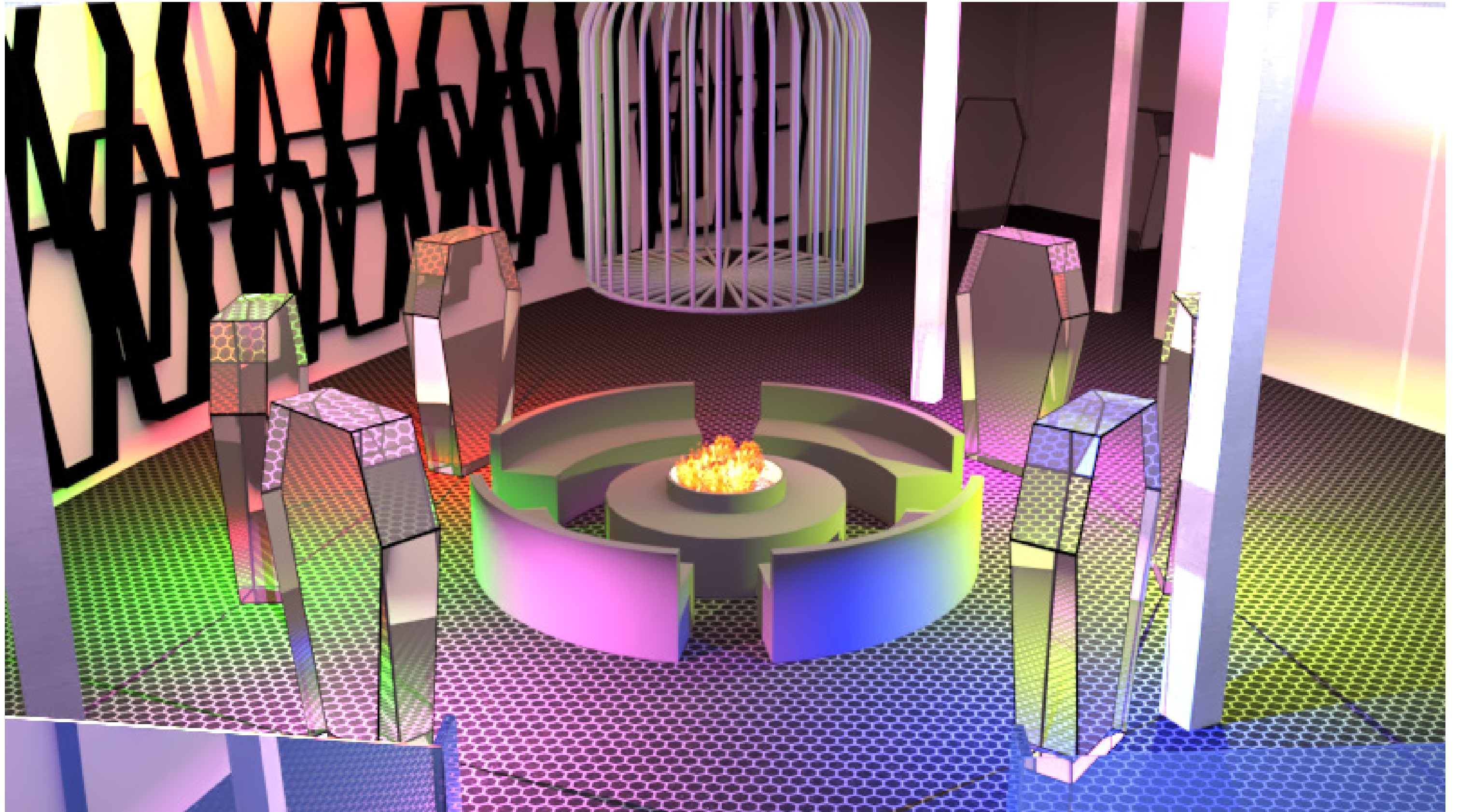
Upper Level Display

UPPER LEVEL RENDERING



Upper Level Wall & Glass Display

UPPER LEVEL RENDERING



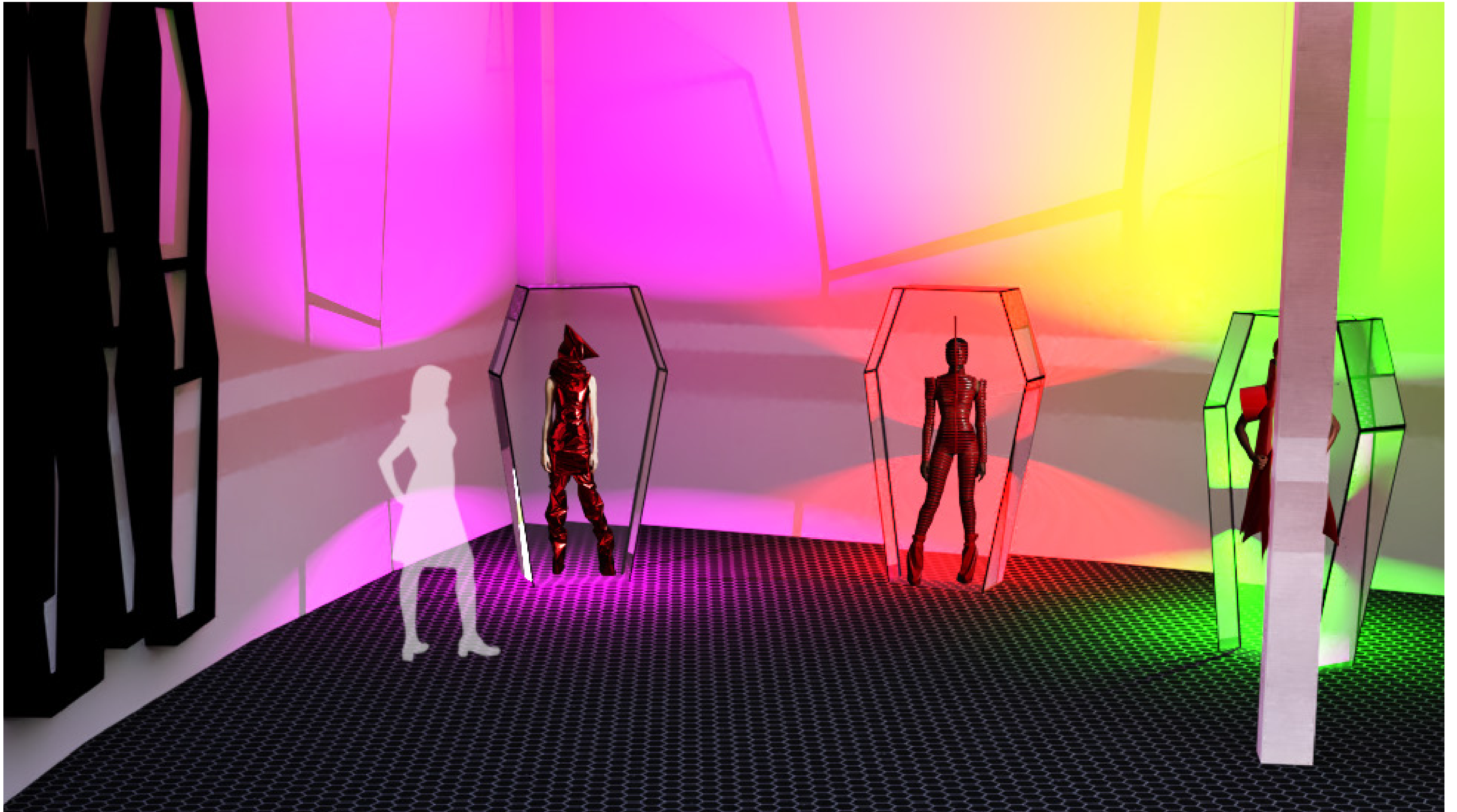
Lower Level Display

LOWER LEVEL RENDERING



Lower Level Display

LOWER LEVEL RENDERING

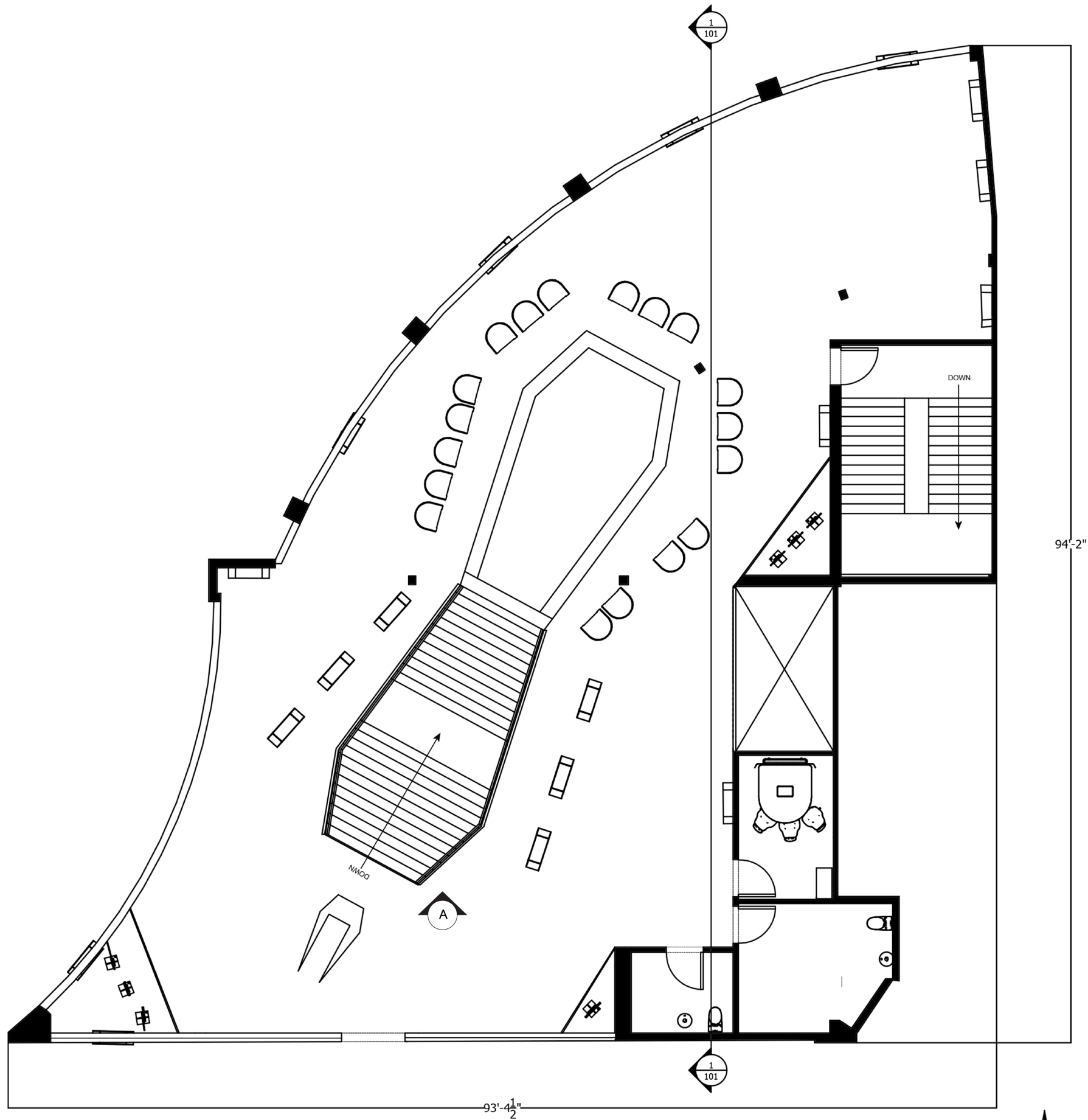


Lower Level Display

LOWER LEVEL RENDERING



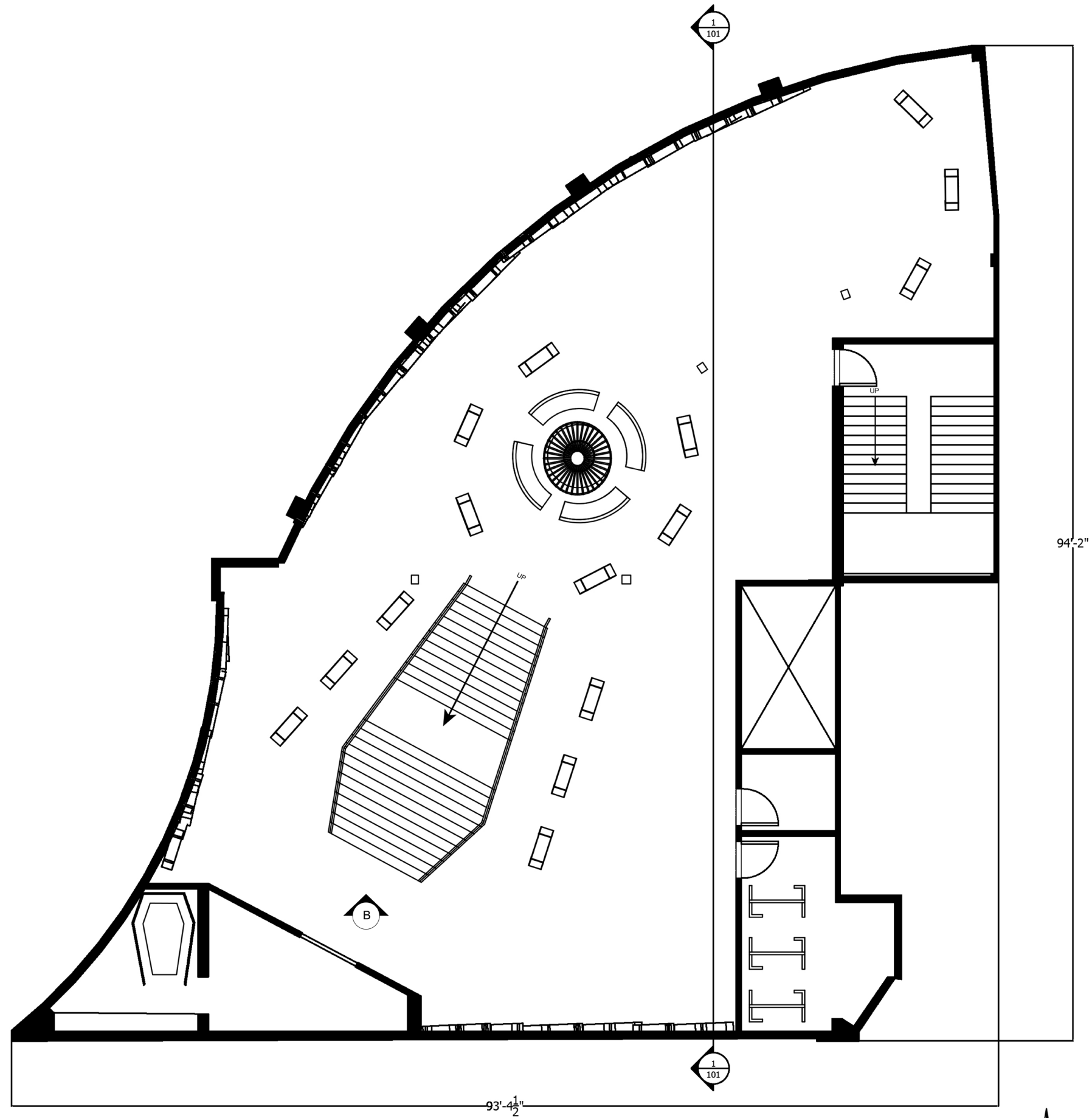
VI. CONSTRUCTION DOCUMENTS



○ FLOOR PLAN: UPPER LEVEL
NOT TO SCALE

PROJECT NAME
GARETH PUGH FLAGSHIP
LOCATION: TBD

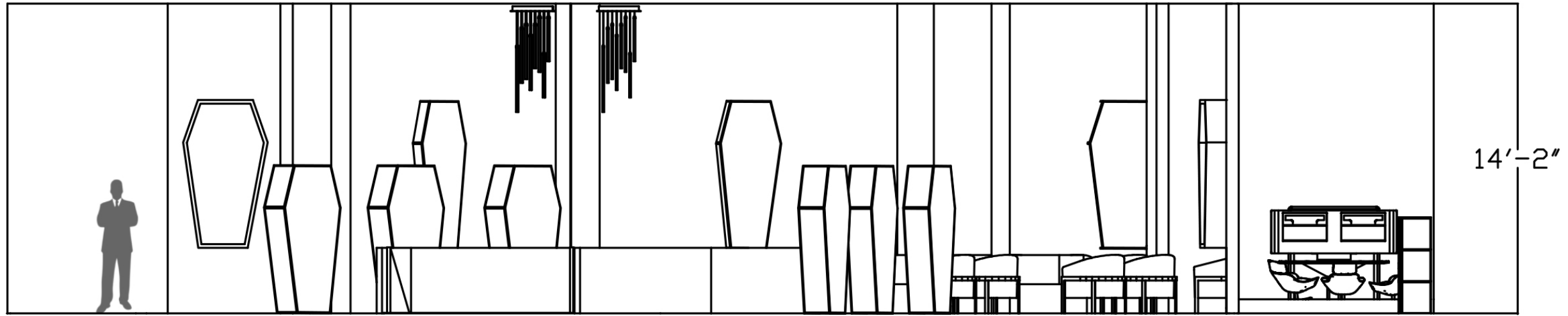
DRAWING NAME
Floor Plans
DRAWING NO.
I-100



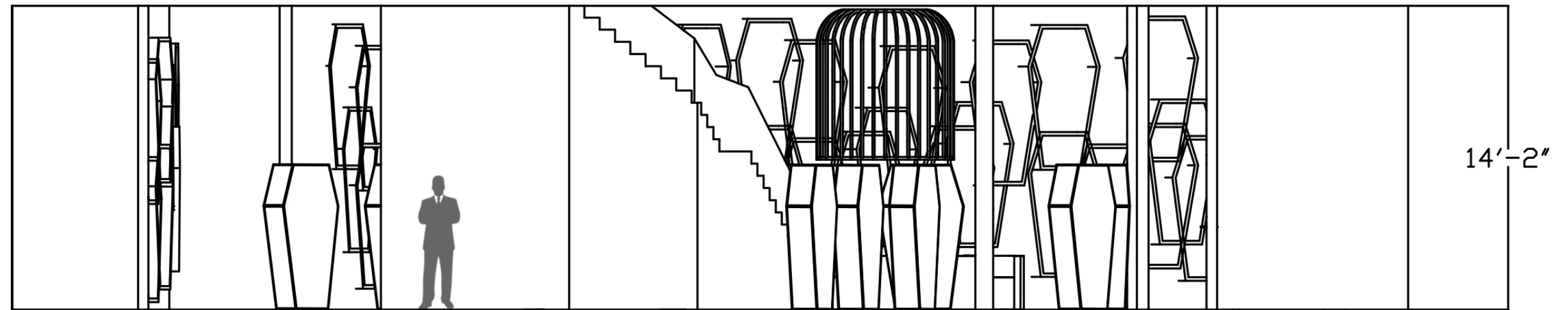
○ FLOOR PLAN: LOWER LEVEL
NOT TO SCALE

PROJECT NAME
GARETH PUGH FLAGSHIP
LOCATION: TBD

DRAWING NAME
Floor Plans
DRAWING NO.
I-101



○ **ELEVATION A**
NOT TO SCALE

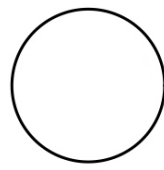
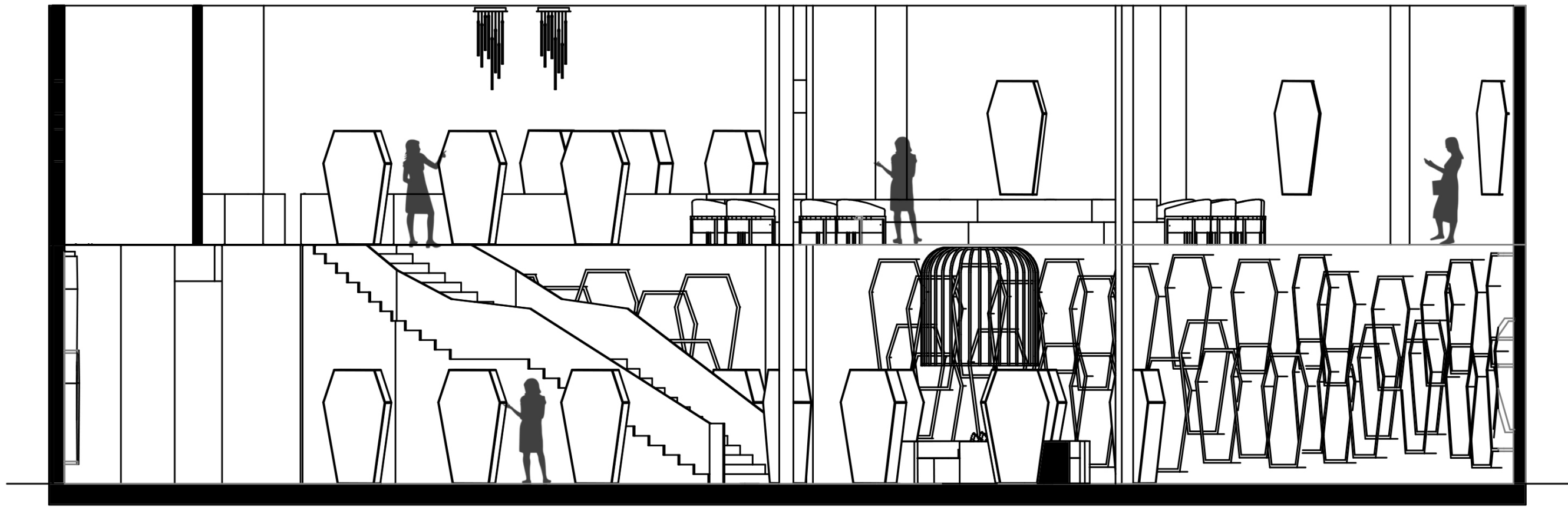


○ **ELEVATION B**
NOT TO SCALE

PROJECT NAME
GARETH PUGH FLAGSHIP
LOCATION: TBD

DRAWING NAME
Elevations

DRAWING NO.
I-200



SECTION 1

NOT TO SCALE

PROJECT NAME
GARETH PUGH FLAGSHIP
LOCATION: TBD

DRAWING NAME
Sections

DRAWING NO.
I-300



VII. REFERENCES

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3. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.arch2o.com/hermés-rive-gauche-rdai/>
4. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.dezeen.com/2010/12/20/hermes-rive-gauche-by-rdai/>
5. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.dezeen.com/2010/12/20/hermes-rive-gauche-by-rdai/>
6. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.dezeen.com/2010/12/20/hermes-rive-gauche-by-rdai/>
7. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.dezeen.com/2016/04/27/miami-design-district-dior-boutique-barbarito-bancel-curved-white-concrete-panels/>
8. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.dezeen.com/2016/04/27/miami-design-district-dior-boutique-barbarito-bancel-curved-white-concrete-panels/>
9. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.dezeen.com/2016/04/27/miami-design-district-dior-boutique-barbarito-bancel-curved-white-concrete-panels/>
10. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.dezeen.com/2016/04/27/miami-design-district-dior-boutique-barbarito-bancel-curved-white-concrete-panels/>
11. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.dezeen.com/2016/04/27/miami-design-district-dior-boutique-barbarito-bancel-curved-white-concrete-panels/>
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13. [Digital image]. (n.d.). Retrieved September 1, 2020 from <https://www.urdesignmag.com/lifestyle/2016/03/30/fendi-flagship-store-in-rome-restored-by-curiosity/>
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17. [Digital image]. (n.d.). Retrieved September 19, 2020 from <https://www.brokis.cz>
18. [Digital image]. (n.d.). Retrieved September 19, 2020 from <https://www.designboom.com/architecture/curiosity-augmented-reality-hipanda-ghost-house-tokyo-04-30-2019/>
19. [Digital image]. (n.d.). Retrieved September 19, 2020 from <https://www.d.com/business-news/retail/gallery/balenciaga-store-via-montenapoleone-milan-1202935306/>
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21. [Digital image]. (n.d.). Retrieved September 19, 2020 from <https://www.interior-deluxe.com/products/virtus-pendant-light-from-axo>
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23. [Digital image]. (n.d.). Retrieved September 19, 2020 from <https://www.designboom.com/architecture/curiosity-augmented-reality-hipanda-ghost-house-tokyo-04-30-2019/>
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