



RETAIL BOUTIQUE
INDS 455
PROJECT 3



Client Profile and Concept Statement



Element EcoWear is a growing organic apparel company that offers fashionable clothing for men and women. Although the company currently sells merchandise exclusively online, its rising success has created an opportunity to develop its first flagship boutique in Charlotte, NC. The company also emphasizes the importance of using green suppliers, benefiting local communities, and reducing their negative impact on the planet.



The design of Element EcoWear's flagship boutique store will incorporate the natural elements of the clothing material and their origin of discovery, Kauai, HI. The space plan and built-in shelving will organize separated apparel areas, reflecting the islands of Hawaii. Unique, sustainable material choices will reflect the organic qualities of nature and simultaneously validate the company's strong commitment to supporting the environment.



Sustainable Materials



Mannequin Stand



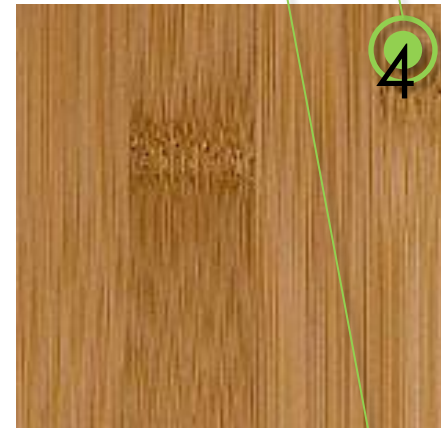
Flooring



Accent Lighting



Apparel Display



Book Case

Shelf Material



Apparel Display

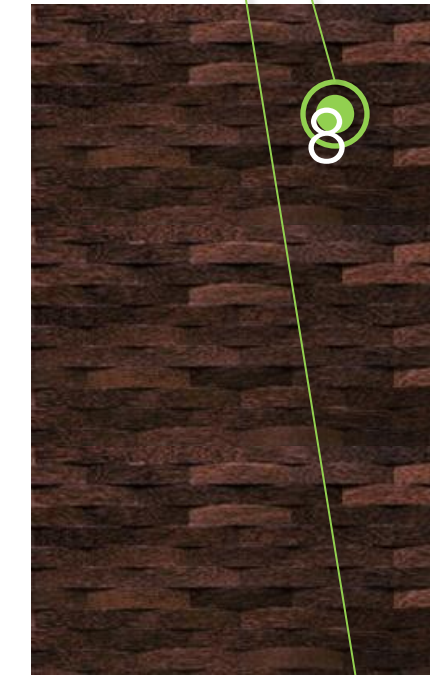
Wall Accent



Wall Accent

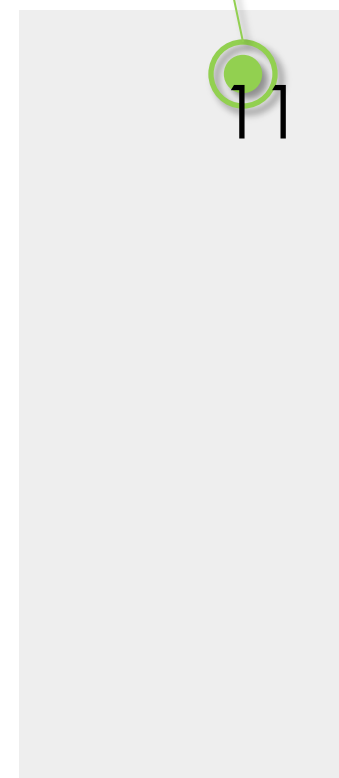


Lighting



Glass Partition

Cash Wrap

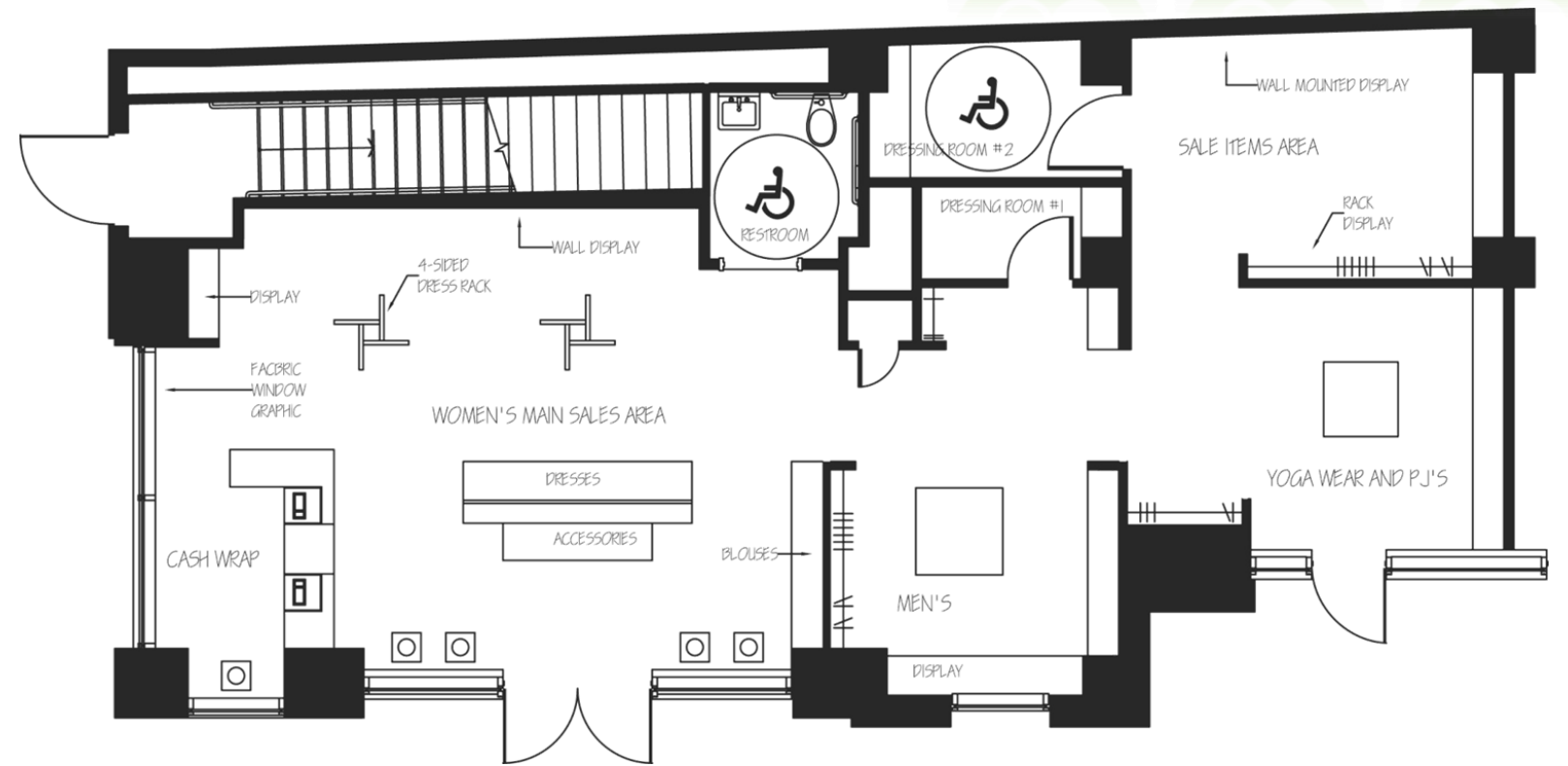


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Material Details and Floor Plan



1. Wood: walnut, ebony walnut, cherry antique pine; "upcycling" furniture construction; using discarded materials to create a new quality item
2. Flat Grain Bamboo: Plyboo in Natural finish; Specified as PlybooPure (with no added urea formaldehyde), FSC Pure, and FloorScore-certified.
3. LED Warm Light Rope Lighting by American Lighting
4. Embellishment: brushed recycled aluminum. Wood: ebony walnut, natural walnut, bone ash, grey ash, cerused oak
5. Flat Grain Bamboo: Plyboo in Amber finish (see above)
6. Wheat Board by Bettencourt Green Building Supplies
7. Created from timber that comes from salvaged buildings
8. Modular Arts product: composed entirely of nontoxic minerals, do not give off VOC's even during installation, and contain no accelerators, retardants, or release agents.
9. Woven Durapalm: Plyboo in 100% Palm; Created from reclaimed plantation-grown palms and formaldehyde-free
10. LED Downlight SYD920825w by Shenzhen Rise Lighting Co., Certification: CE,UL,3years warranty
11. Plyboo Strand in Sahara by Plyboo; Specified as PlybooPure (with no added formaldehyde) and FloorScore-certified
15. LED Track-Light SYT9101828w by Shenzhen Rise Lighting Co Certification:TUV, CE, UL driver approval
16. Solid Strip (Vertical) Bamboo Flooring; manufacturing adhesive emits low formaldehyde level, water-based, solvent free finish
13. Bear Glass/ Roman Coin from the Sutra Collection by Living Glass; Made from recycled glass and 100% recycled resin;UV, water, and chemical resistant; antimicrobial
14. Paint Selection for Cash Wrap Base. No VOC's.



Perspectives

