

SENIOR THESIS: MASS CUSTOMIZATION:  
RETAIL DESIGN

FLOOR PLANS:  
FIRST, SECOND, & THIRD FLOOR

OBJECTIVE:

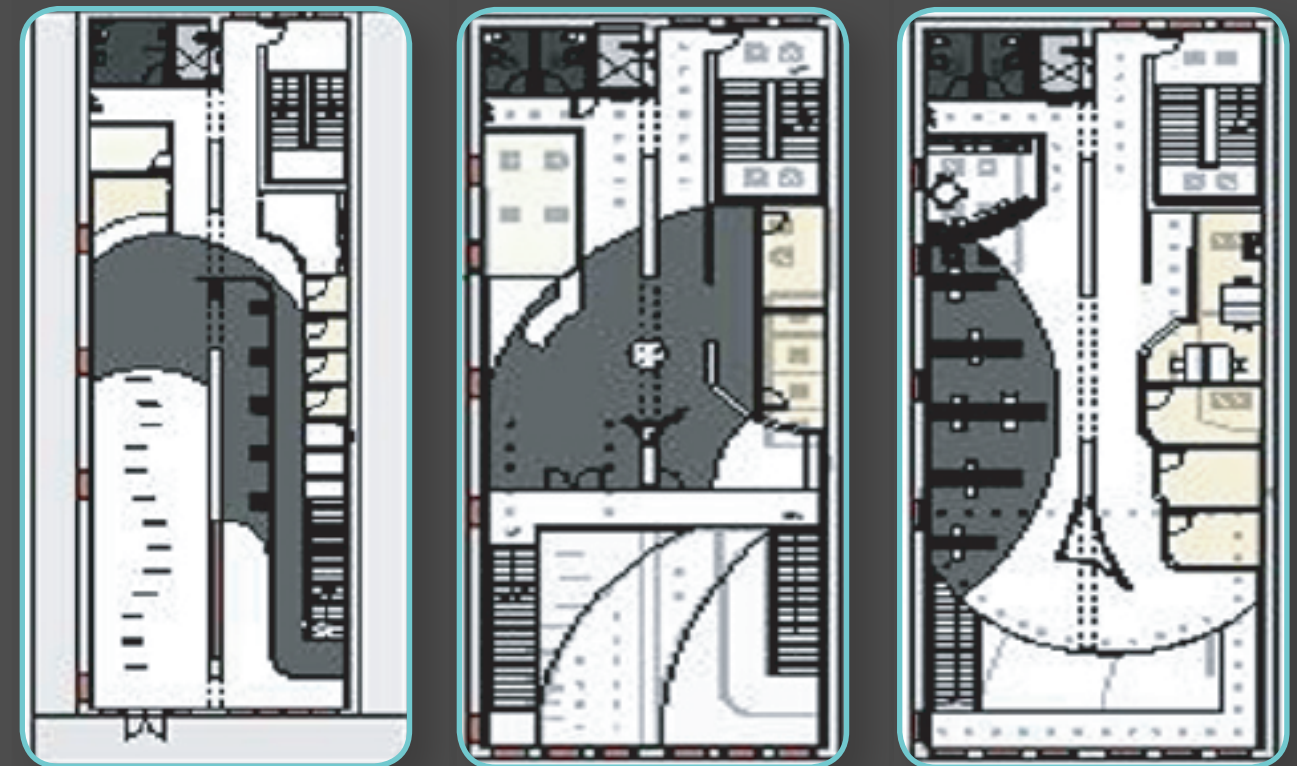
Technology is evolving in our society, and the wants and needs of consumer changing along with it. For many years, mass production has been widely accepted as the system of choice for the apparel industry. Recently, there has been a push in our society towards Mass Customization, which centers around custom designed clothing based upon a client's individual measurements. Through my research, I determined how the mechanics of mass customization can be integrated with the retail setting to create one entity. To implement this idea, an existing building located in Lawrenceville, Pittsburgh, PA will be designed into a retail space and incorporate aspects of mass customization.

CONCEPT:

The individualized form

LOCATION INFO.:

"Lawrenceville is home to the 16:62 Design Zone, one of Pittsburgh's trendiest shopping districts filled with an eclectic mix of antique shops, art galleries, furniture and home décor shops, and specialty boutiques."



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