

Concept

Aurora is a new shoe department that specializes in winter boots and cold weather footwear. Aurora Northern encompasses the rich, earth tones of the Northern regions along with the natural colors of nature from the ice to forest. The finishes all create a feeling of walking from outdoors to the indoors while keeping the "feel" insulated.

Aurora Northern customers are looking for a variety of shoes that all help along the long winter months and still be a part of everyday living. The flow of the space helps guests browse for that they are looking for with ease or it allows them to take time to relax and feel comfortable. The creation of the display walls help to give the space definition but not isolate it from the rest of the department store. The arrangement of the shoes suits corresponds with the outdoor-to-indoor concept. The shoes range from outdoor winter boots to indoor insulated slippers.

Aurora Northern creates the feeling of traveling from an outdoor space of a wintry wonderland to an indoor, cozy and comfortable area to relax and enjoy the surroundings while staying warm.

NAME/LOGO



3D MODELS

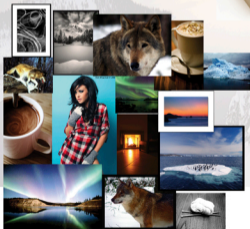


TWO POINT PERSPECTIVE (FRONT)
N.T.S.



VIEW OF BACK OF STORE
N.T.S.

MOODBOARD



Aurora Northern

Shoe Retail Space
Rachel Stocker
Intenors III
Milton

