

Belk department store

modern. southern. style.

Working on a team of myself and two other designers, we were responsible for creating a new concept for the southern department store brand, Belk. We developed three concepts originally, one for each segment of their tag line: Modern. Southern. Style. Based on the feedback from the clients, we were then able to combine these three concepts into one that represented the next generation of the Belk brand. The images to the right represent the final strategy board and demonstrate how the new Belk department store would feel. A combination of mostly modern, a touch of southern, and an abundance of style.

This concept was then developed for each department within the store. Involved heavily on the concept development of this project, we have personally seen that the Belk brand was still prominent despite the product being the showcase of the store.



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We started with the concept of the Belk Womans home and were able to use that metaphor to relate all the areas in the department store to the areas of a southern home. The vestibules became foyers, the focal walls became hearths, and the escalator well became the garden.

By developing this strong concept from the beginning, we were able to use it to make all of our design decisions and in some cases to persuade the client to embrace pieces of the design they might have been hesitant to accept otherwise.

Slated to open in April of 2014, working on this project has allowed to firsthand experience many aspects of the design process. From concept development and meeting with manufactures, to writing specs and hopefully helping with the punch list I have had a hand in every piece of the process.

