




Table of Contents




Visual Merchandising
Pgs- (4-9)



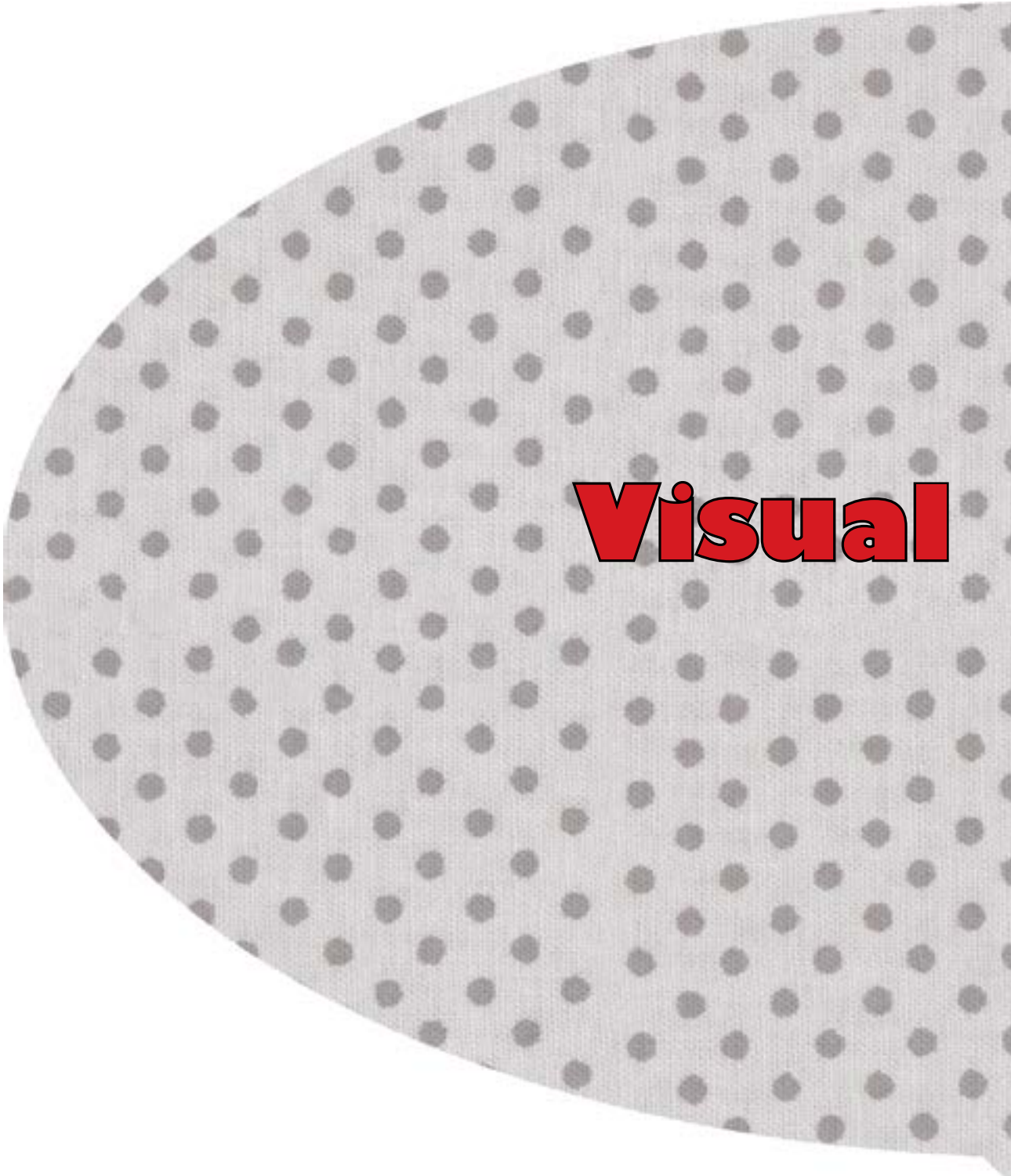
Branding
Pgs- (12-19)



**Rapid Visualization &
Specialty Markets**
Pgs- (22-33)



Store Design
Pgs- (36-43)



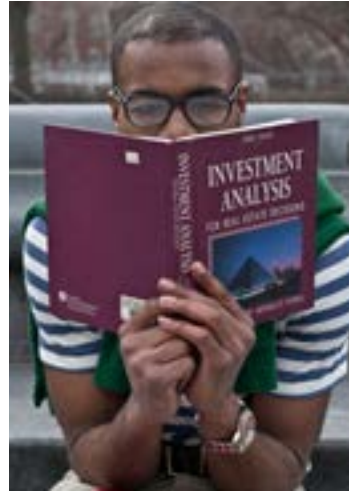
Visual



Merchandising

Styling A Photoshoot





The objective of this project was to conduct a photoshoot that would be used as an advertisement in a magazine of our choice. The photoshoot was styled by a group member and myself to represent a concept and theme.

The Magazine we chose to create this ad for was GQ, our concept was "Geek to Chic". In the first images our male model is studying and being a "nerd" then in the next image he transforms into a stylish hunk that gets all of the girls. For this concept we pulled clothes from H&M, & Hugo Boss.

Displaying A Global Issue





- ① FGM
- feet/hands tied
 - X marking spot
 - prop (operating) table
 - Banner



- Georgia O'Keefe
- "Black Iris"
- make cuts on the flower
- mannequin: holding flower on her

This assignment was to visually merchandise a global issue by using a poster, mannequin and prop. Female Genital Mutilation was the issue we choose. For our poster we took Georgia O'keefes famous flower "The Black Iris" that resembles the female genitalia and put X marks on it as if it were stiched up. We dressed our mannequin in traditional african clothing to represent the women in Afirca who suffer from this cultural practice.

Store Shadow Box





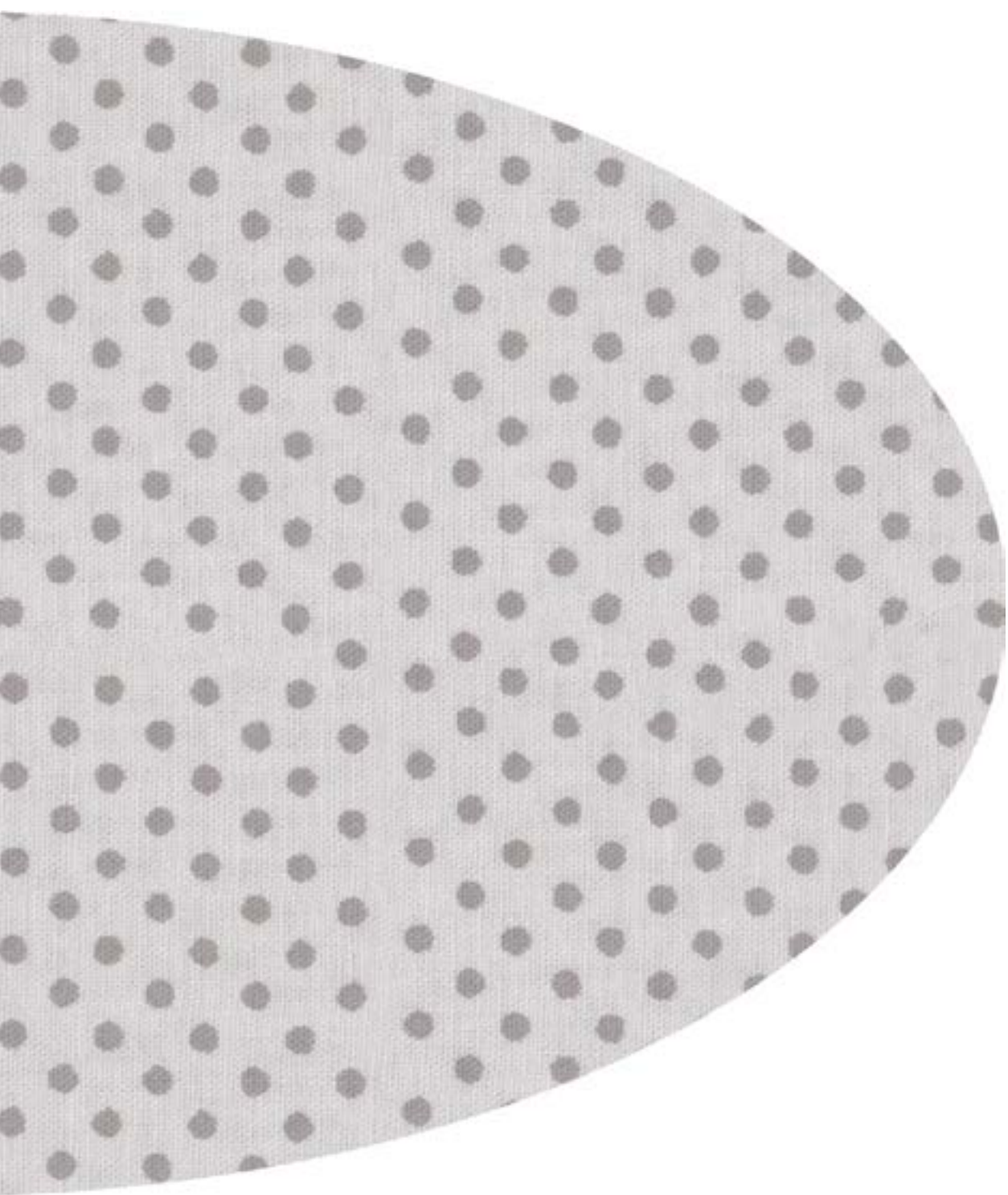
Inspiration



This assignment was to create a shadow box of a store of our choice. The shadow box had to resemble the store's aesthetic and demographic. I chose Trash & Vaudeville, a very punk rock & roll retail store located on St. Marks St. For my shadow box, I used pictures of punks, studs, and skulls.



Branding



Rebranding Housing Works



HOUSING WORKS



Housing Works is a healing community of people living with and affected by HIV/AIDS. The thrift store located on Crosby St. gives its proceeds to helping the community and the homeless find homes. Our assignment was to rebrand Housing Works by changing the logo and target market.

Research: Target Market



Monica is a 23-year-old woman, comes from a Multi-racial family and is currently attending NYU with a Major in Art History.

Actors: Monica comes from a big family of 3 brothers and one sister so she is naturally family-oriented. Therefore her favorite holidays are Thanksgiving and Christmas. She has a close group of friends that she hangs with on a weekly basis, and is currently dating but in no rush to settle down. She has a Labra-doodle that is giving her all the love she needs.



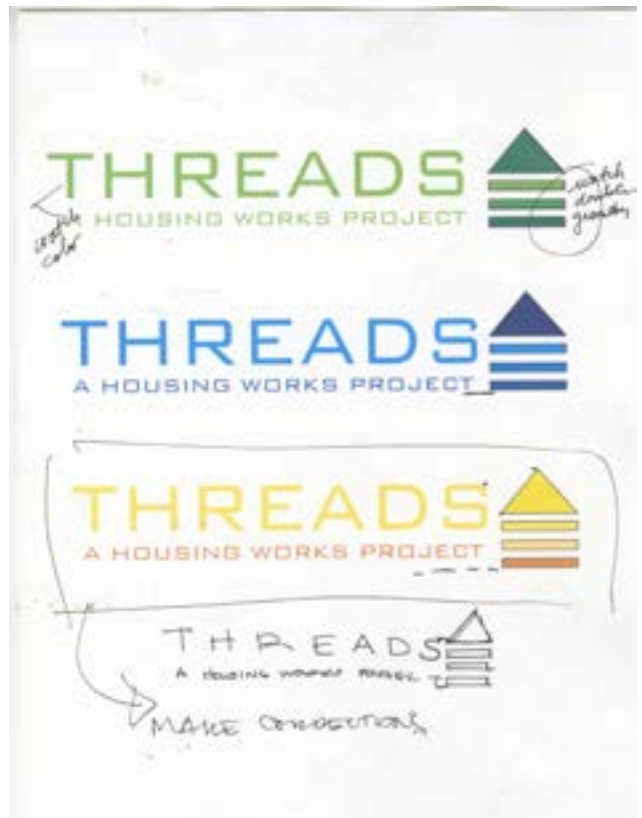
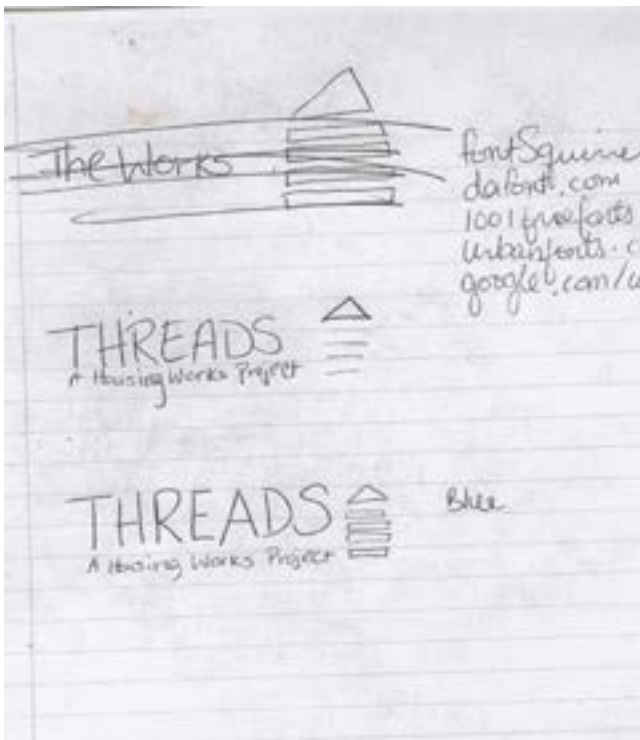
We decided to add a new target market for Housing Works. Since the location is in SoHo, we felt that Housing Works should also be catering to more younger people. We created a new target market named Monica. We defined Monica by using the four A's, Actors, Atmopshere, Artifacts, Activities. Monica is a 23 year old woman who lives in Brooklyn, she enjoys thrifting, musems, art, mind, soul & body books, and music.

Rebranding the name
and logo

THREADS 
A HOUSING WORKS PROJECT

THREADS 
A HOUSING WORKS PROJECT

Logo process work














We decided to change the name and call it Threads. Threads would be added onto the Housing Works logo as the new thrifting store that caters to just clothing. We changed the colors of the logo by using several greens and yellows.

Color Studies

Color story process

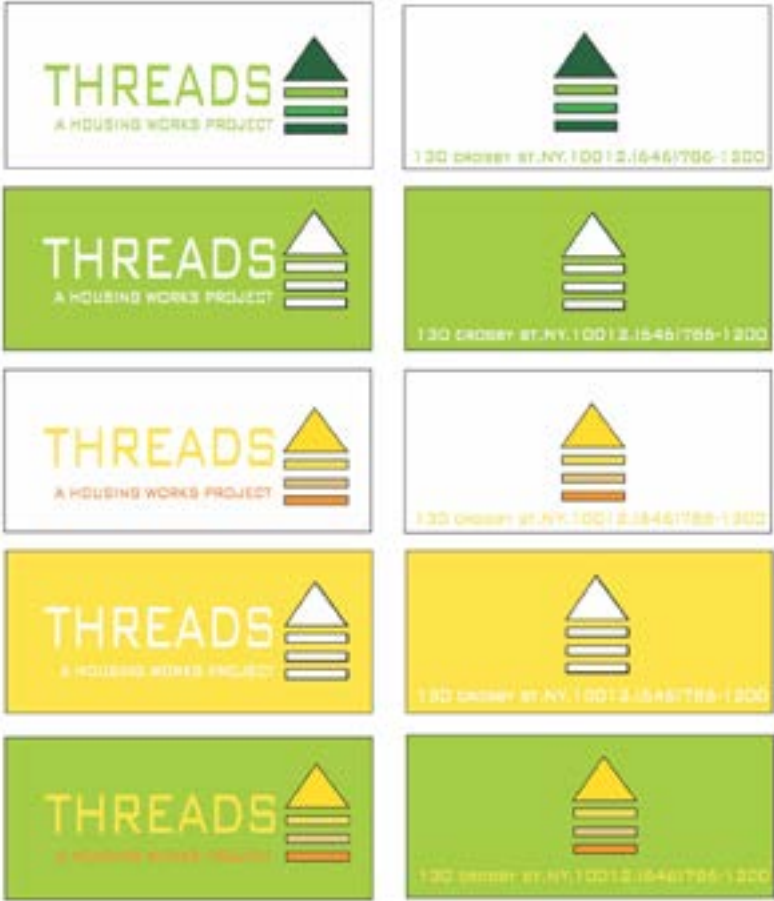
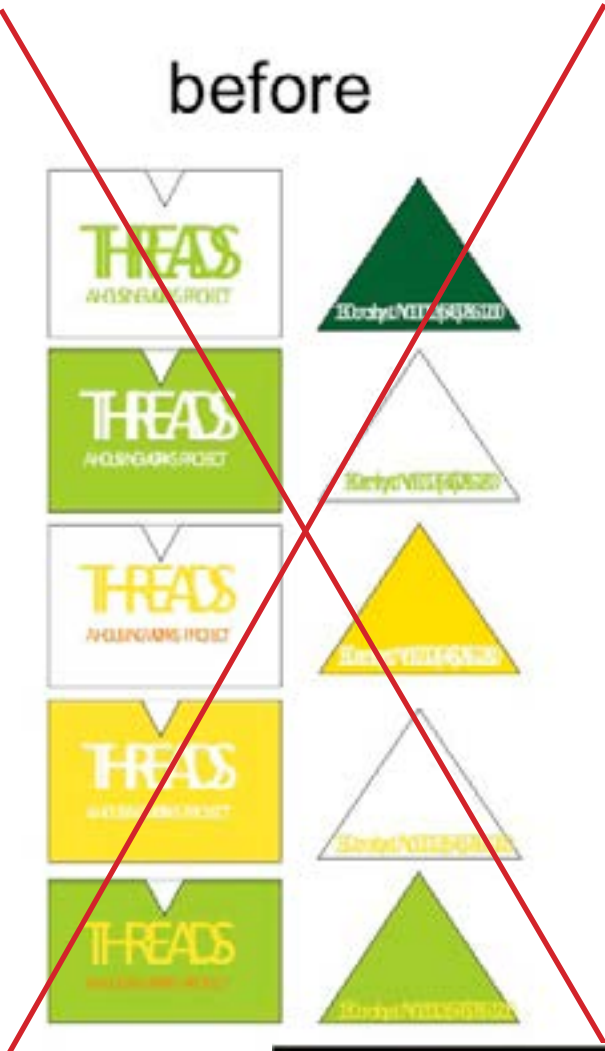


COLOR STORY

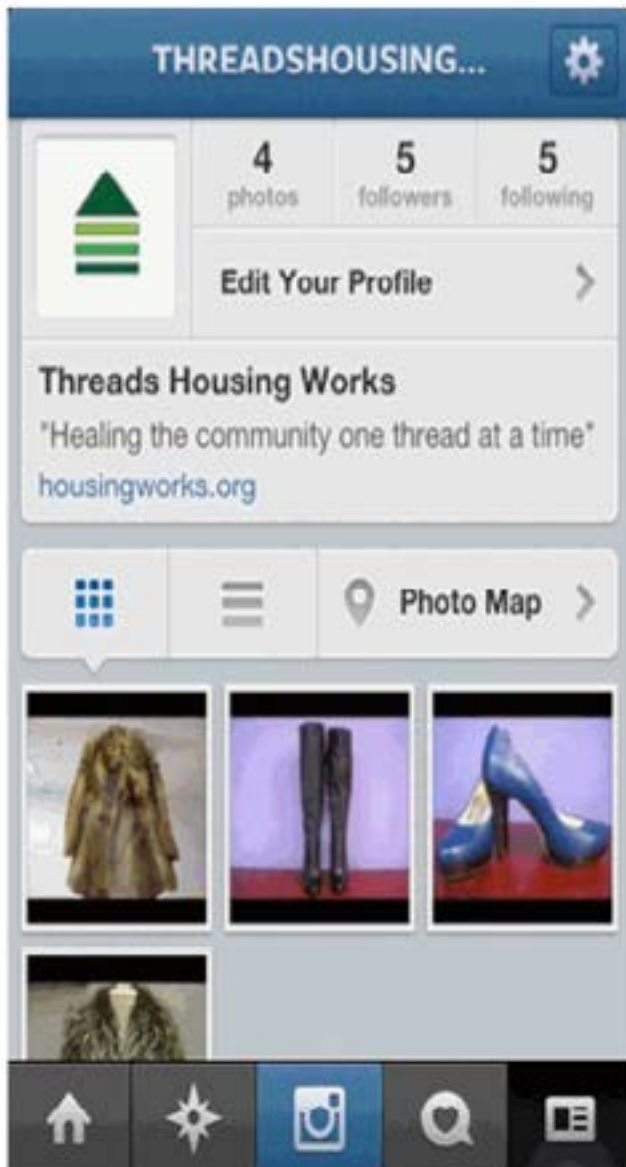
	Green	CMYK- 60, 18, 75, 12 RGB- 86, 145, 99		Yellow	CMYK- 0, 10, 95, 0 RGB- 255, 255, 0
	Light Green	CMYK- 30, 0, 100, 0 RGB- 170, 187, 77		Minty Yellow	CMYK- 6, 5, 93, 0 RGB- 235, 226, 94
	Double Mint	CMYK- 75, 0, 100, 0 RGB- 111, 176, 89		Peach Fuzz	CMYK- 11, 20, 60, 0 RGB- 220, 196, 127
	Forest	CMYK- 90, 20, 90, 30 RGB- 33, 101, 62		Sunkiss	CMYK- 0, 26, 100, 0 RGB- 251, 126, 40
	White	CMYK- 0, 0, 0, 100 RGB- 0, 0, 0		Black	CMYK- 0, 0, 0, 100 RGB- 0, 0, 0
					
		CMYK- 0, 0, 0, 100 RGB- 215, 215, 215			

Identity Package

before



Social Media



We created several social media sites for Threads to better promote the new store. Since we are targeting a more younger crowd, the social media sites we choose to make were Instagram and Twitter. Also, we created an advertisement for the new opening of Threads.


HOUSING WORKS RE-OPENING OF THREADS



COME AND CHECK OUT
HOUSING WORKS RE-OPENING OF
THREADS @ 2PM ON 130 CROSBY ST



THREADS
A HOUSING WORKS PROJECT



Rapid Vis Specialty



**ualization/
Markets**

Tribal Swimwear Collection



Inspiration: African Tribal



For my swimwear collection, I was inspired by African Tribes. I was inspired by the bright colors, beads, prints and patterns. For my collection I wanted to create something that was very trendy, fun, and sexy; that women and young girls would love to wear. I think Tribal theme is a rising trend in fashion, everyone loves the colors and prints especially in the summer time.

80's Club Kids Collection



Inspiration:
Party Monster



In this collection, we had to choose a brand of our choice and design for their next season. I choose one of my favorite designers Patricia Feilds. In my opinion she creates very eccentric, fun, party wear. I thought this would be a challenge and different to design.

Tripp NYC Collection



Inspiration: Bipolar

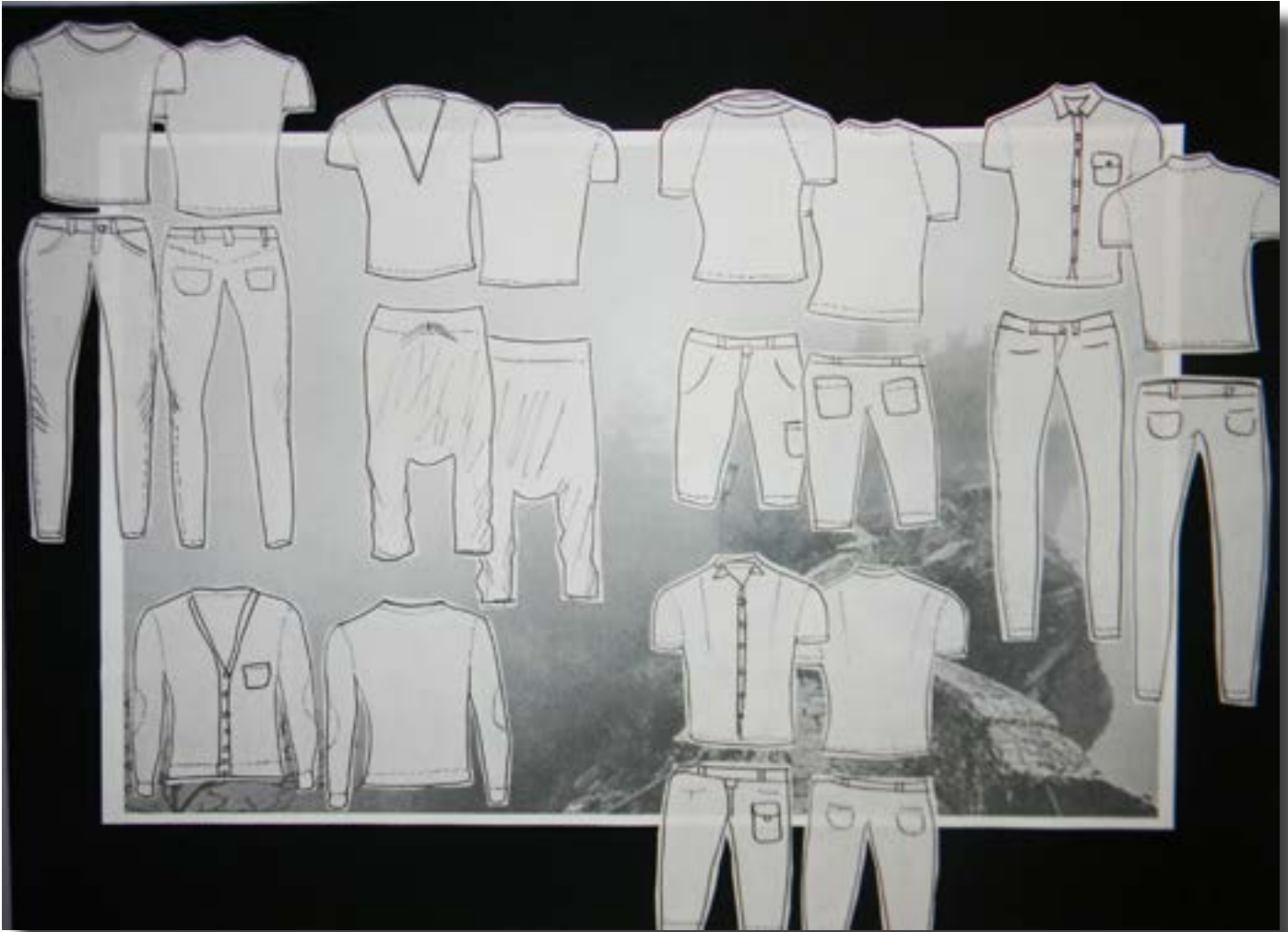


We had to pick a brand of our choice to design for. We chose Tripp NYC a punk and goth brand. A lot of the clothing would have mix and match prints on them, so for our inspiration we called it Bipolar. We made our clothes with one type of print on one half of the clothing, and another print on the other half.

Menswear Collection



Inspiration: Goth

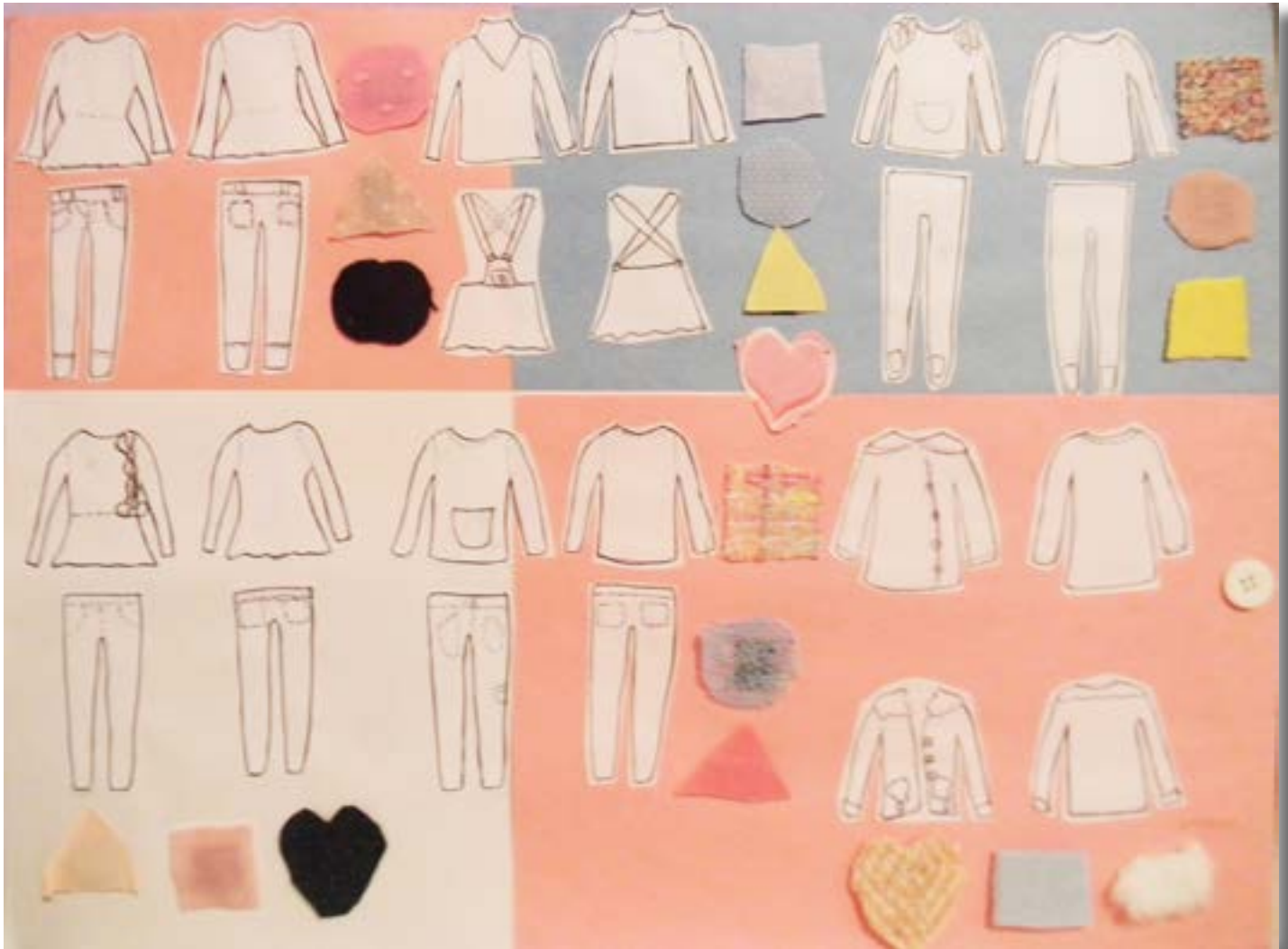


My inspiration for my menswear collection was titled "Goth". I wanted to design for a very fashion forward goth man who liked leather, skulls, and tattoos. I see a lot of them on the streets of New York and was really inspired by their rebellious ways of dressing.

Childrenswear Collection

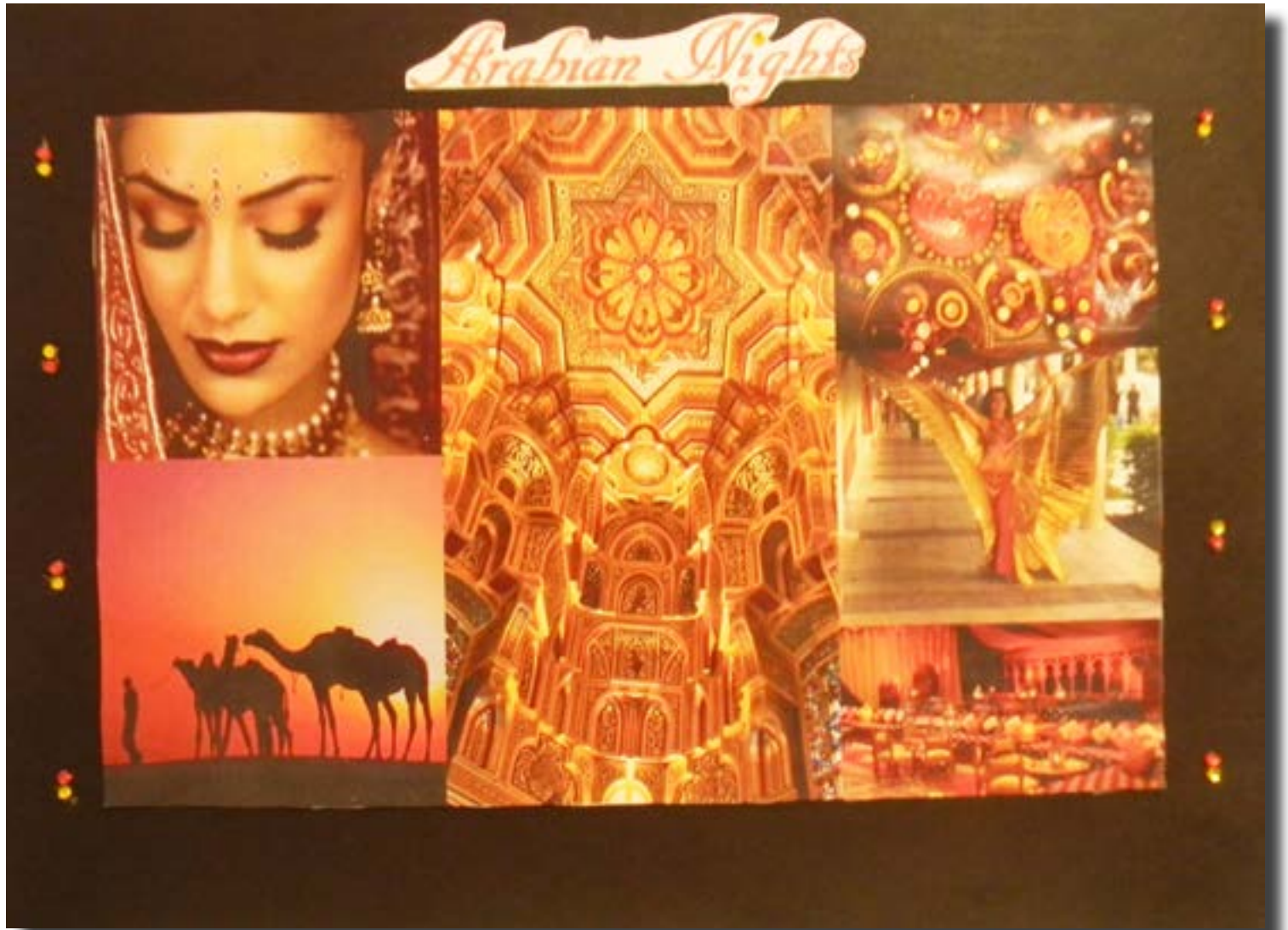


Inspiration: Cotton Candy



Designing a children's wear collection was one of my favorite projects. The inspiration I chose was Cotton Candy. I thought of little girls who love pink, and candy and to incorporate that into a very sweet young girls collection. I liked the soft and puffy nature of cotton candy and wanted to use that in my designs.

Evening Wear Collection



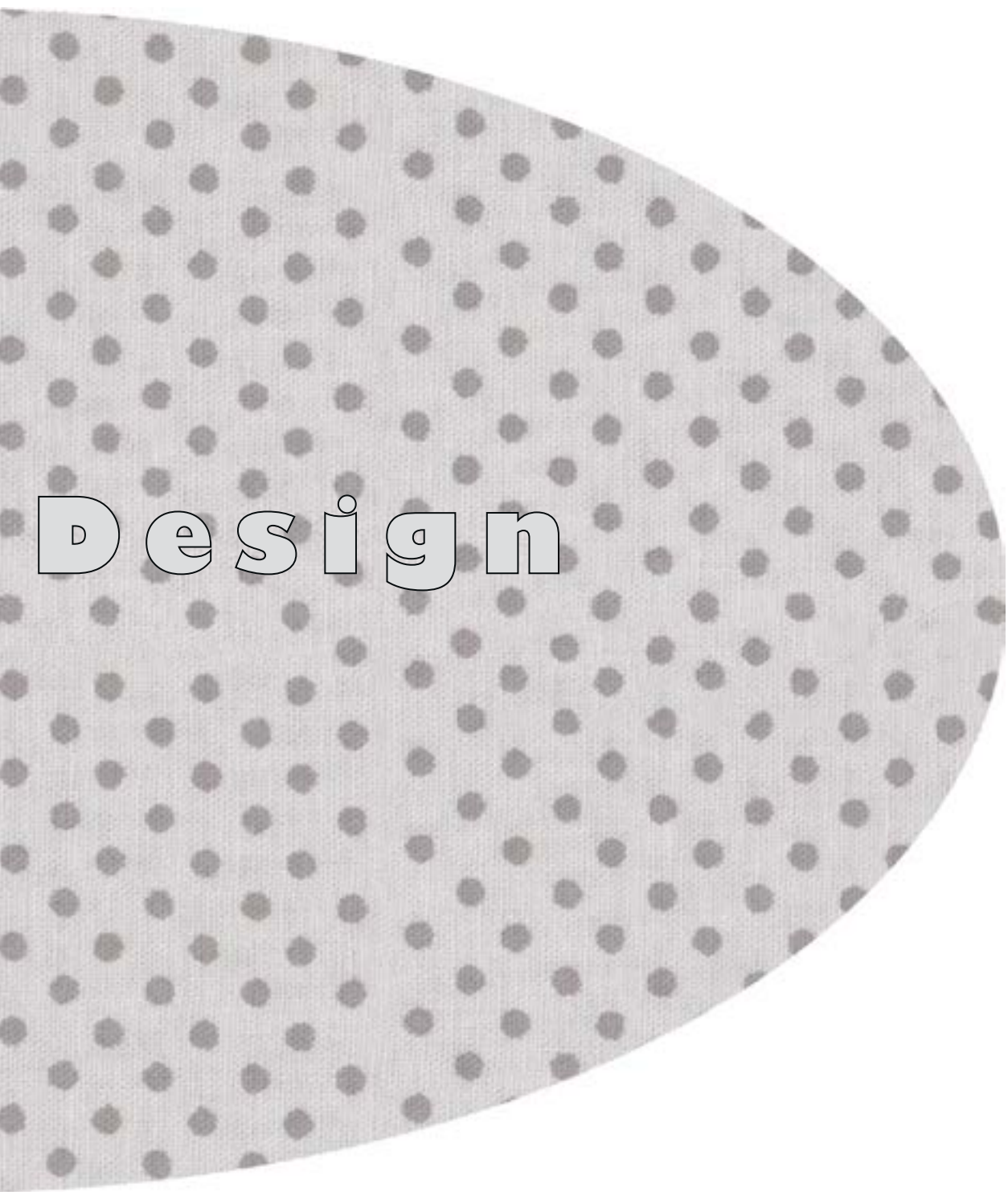
Inspiration:
Arabian Nights



For my evening wear collection I was really inspired by Arabian nights. I was inspired by the warm red, gold and yellow colors, and the movements of the sand, the bellydancers, and the beautiful gold jewelry and scenery.



Store



Design

Store Concept



Zengo

Zengo is a retail store we created that caters to the yoga community. We offer yoga and zen meditation classes. We also sell healing and spiritual jewelry and stones. For the project we had to create the store atmosphere and floor plan.



Research on Target market

Target Market-

Megan, 32, Caucasian female, Single.

Actors-

- Boyfriend Brad (owner of several art galleries)
- 2 Best friends Miranda & Kelly Interior designer and Publication.

Activities-

- Does Yoga every weekend
- Goes for a morning run by the Chelsea piers
- Goes to the sushi bar/ Juice bar on the weekends
- Shops at wholefoods
- Travels all over for work (Architect)
- Goes to museums like the MET & MOMA

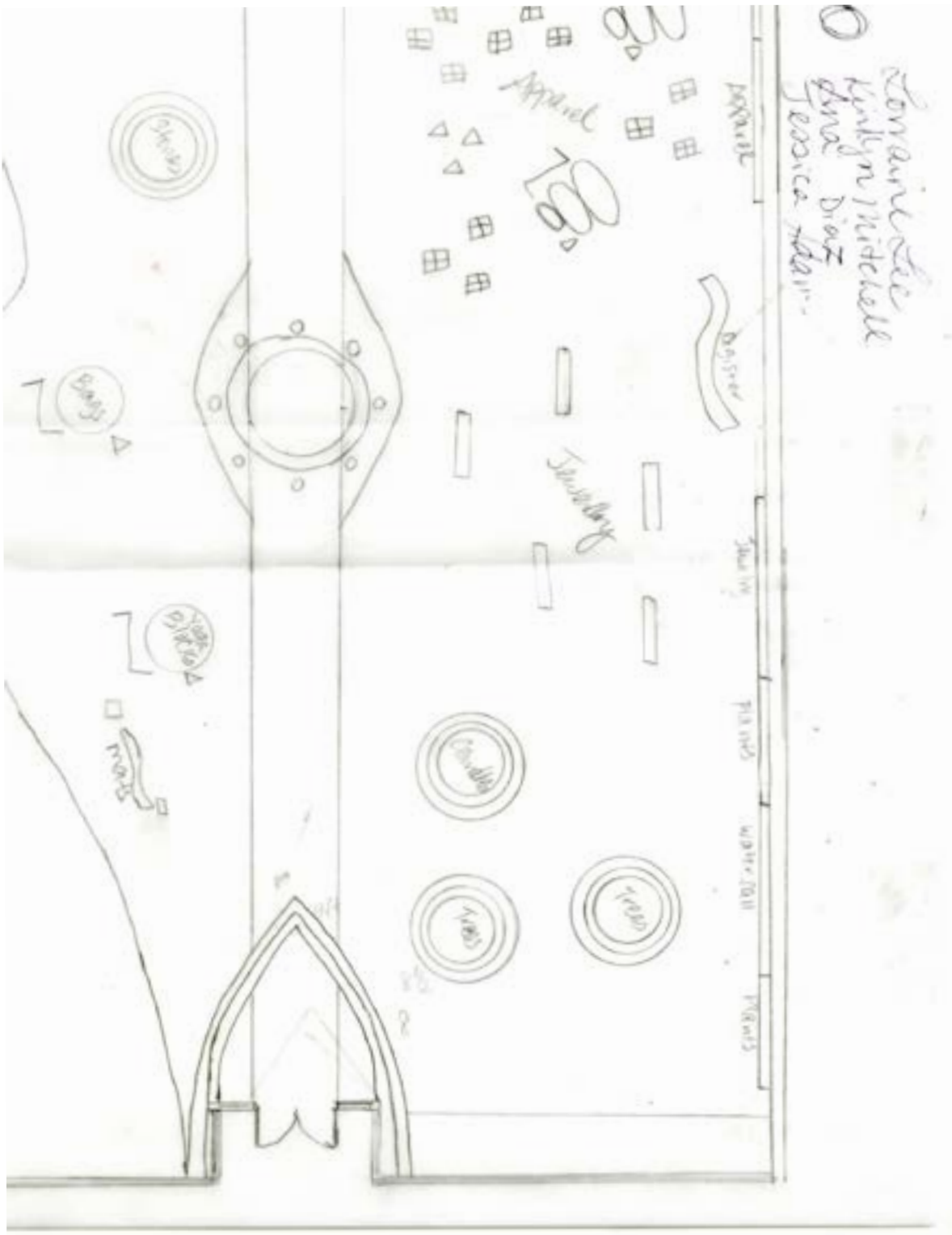
Atmosphere-

- Lives in an apartment in the Chelsea towers
- Several yoga studios are around her & the water
- Wholefoods & spas are also around her

Artifacts-

- Reads Design / Artifact books
- Reads women health, mind body and soul books
- Owns several aromatherapy candles





In the floor plan we created, we wanted to have a palm of welcoming hands as you enter to store. You would then walk down a stoned path that would lead you to a giant zen like tree surrounded by Chakra jewelry. On the left side will be the Yoga and Meditation studios, and the merchandise and apparel will be located on the right side.

Fixture List

Zengo Fixtures and Tables

Fixtures

Names	Quantity	Dimensions	Description
1 2-Way Rack		48"x30"x48"	Silver color 2 way stand
2 4-Way Rack		30"x20"x48"	Silver color 4 way stand
3 Bins		11"x7"deep	Small wood circle bins
4 Bin Display		5' high	Wood vertical 4 layer fixture hold bins
5 Panel jewelry B.		5'x14 1/2"	Change board holding jewelry
6 A Frame Dis.		4'x9 3/4"	Wood fixture in a shape w shelves
7 Cylinder Display		5 1/4"	Mailing cylinders displayed on wall
8 Yoga Mannequins		32"x24.5"x36"	Mannequins in Yoga positions

Furniture

Names	Quantity	Dimensions	Description
1 Three Tier Table		47"x47"	Three tiers into on large table
2 Layered Table		3'x2'	Three tables fit underneath each
3 Jewelry Case		60"x20"x36"	Glass display case with table legs
4			



The fixtures that we would be putting in our store would consist of 2 way racks, bins, yoga mannequins, cylinder displays, several jewelry cases, and wooden table for display cases.

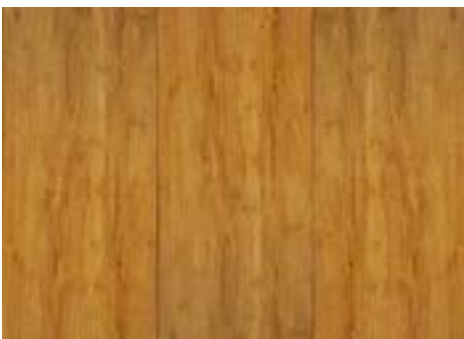
Fixtures

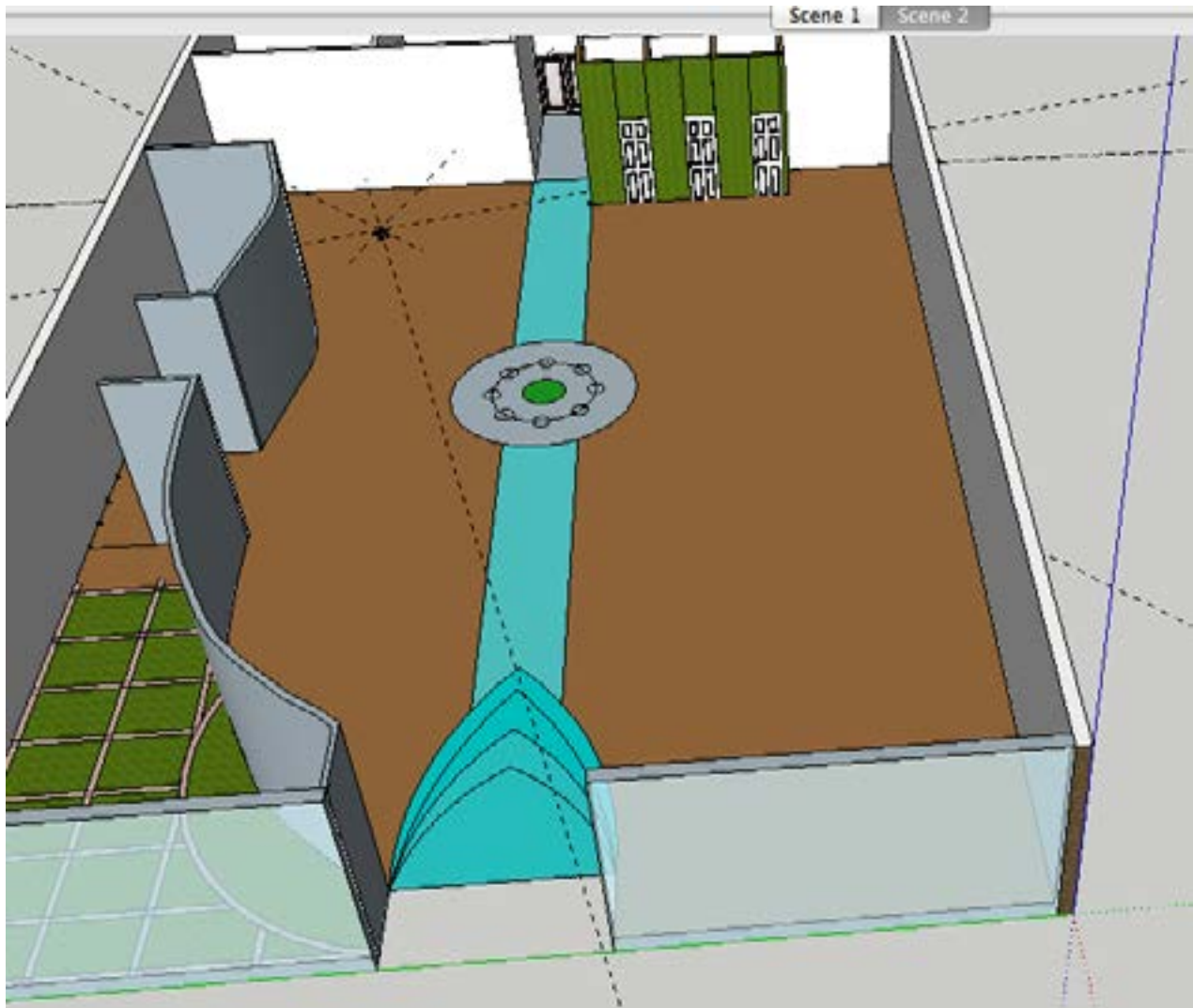


Displays



Textiles/Flooring





3D Model of Store

This is the model we created for how Zengo would look. The green areas would be moss, and the two sections off to the left are the yoga and zen meditation room. The walk way would be a nice stone path and in the middle would be a giant tree surrounded by chakra jewelry.

