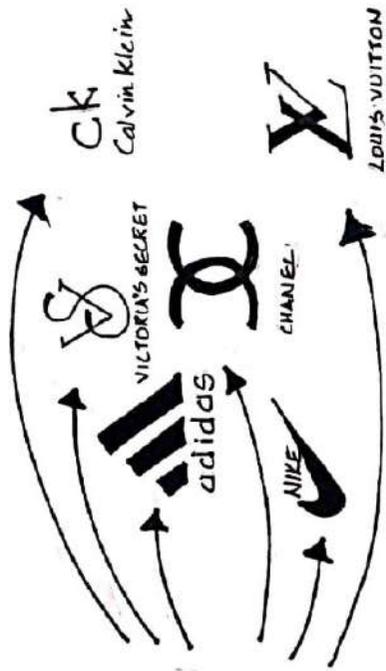




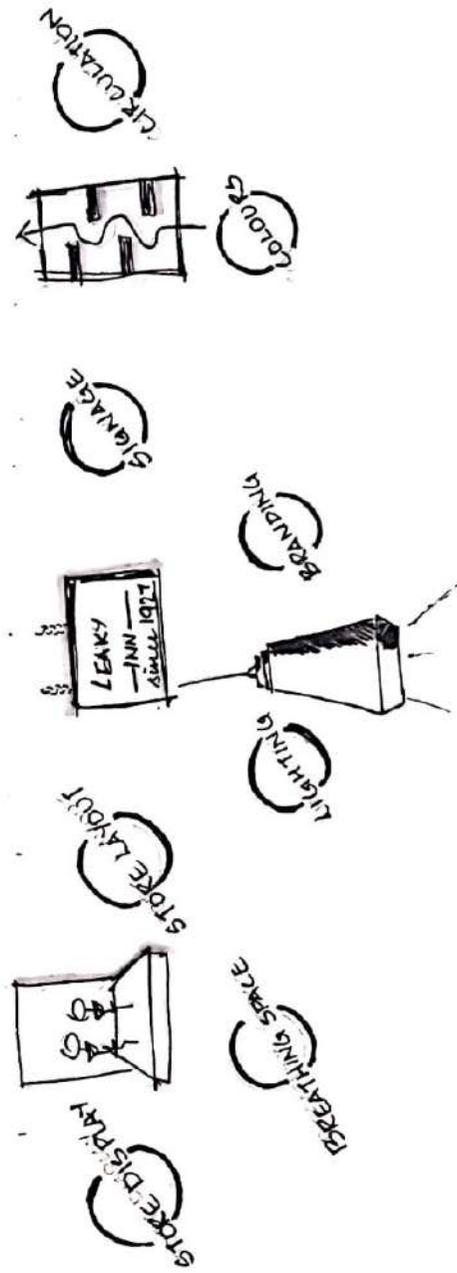
RETAIL DESIGN STUDIO

RETAIL



PROCESS OF SELLING CONSUMERS GOODS OR SERVICES TO CUSTOMERS THROUGH MULTIPLE CHANNELS OF DISTRIBUTION TO EARN A PROFIT.

PRINCIPLES OF RETAIL DESIGN



FLAGSHIP STORES

A flagship store is the most important store in a chain, often with the largest volume of sales, or the most up-to-date formats or layouts.

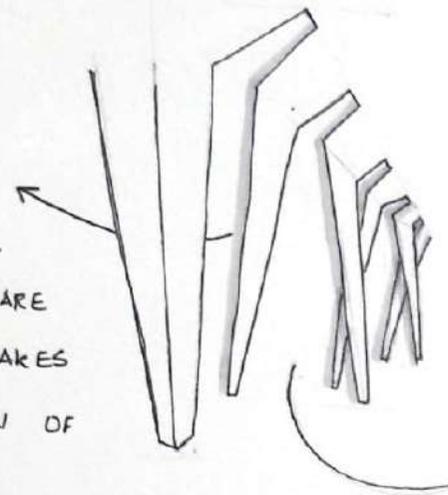
AREA : 116.9 sq. m
 LOCATION : FUNABASHI, JAPAN
 ARCHITECTS : SINATO



THE MORE PEOPLE MOVING IN THIS SHOP, THE MORE VARIOUS COMPLICATED VIEW WE CAN SEE.

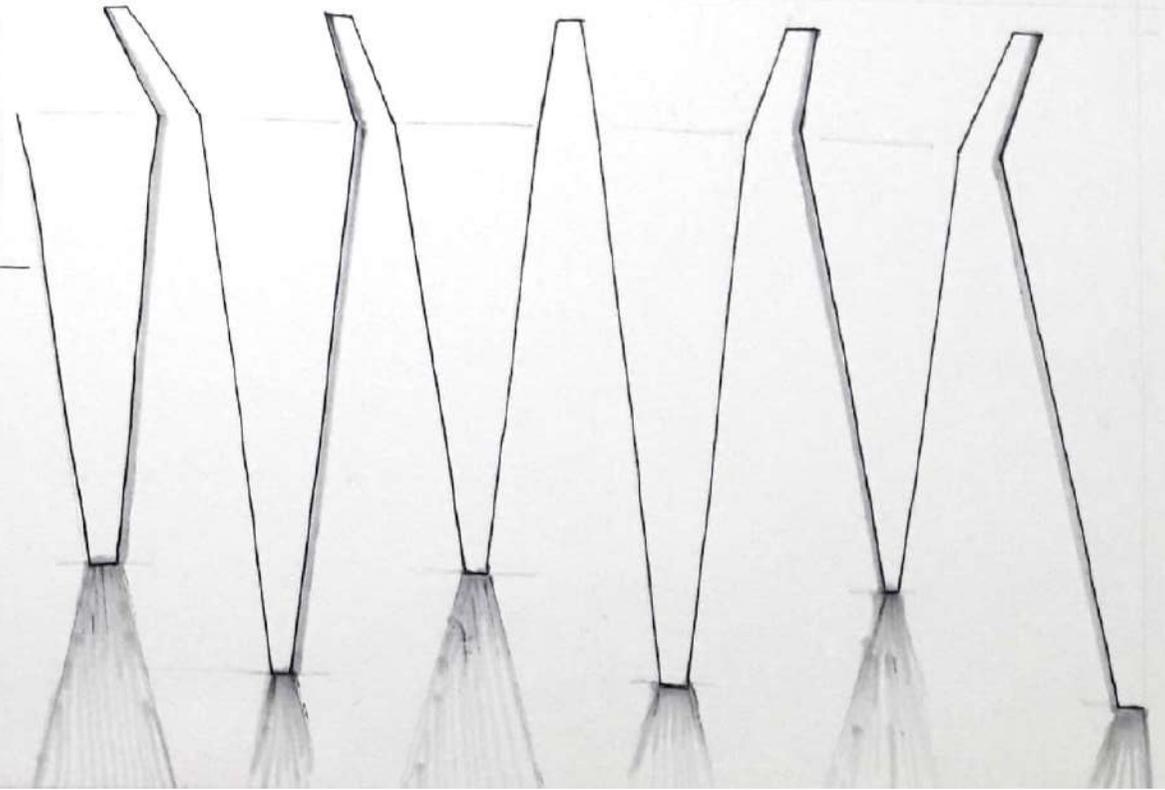
WE CAN HANG THE CLOTHES IN THE APERTURE
 WE CAN WALK THROUGH THE APERTURE.

MATERIALS OF FRONT SIDE AND BACK SIDE OF THE TRIANGULAR WALLS ARE DIFFERENT AND IT MAKES VARIOUS EXPRESSION OF THIS SPACE.

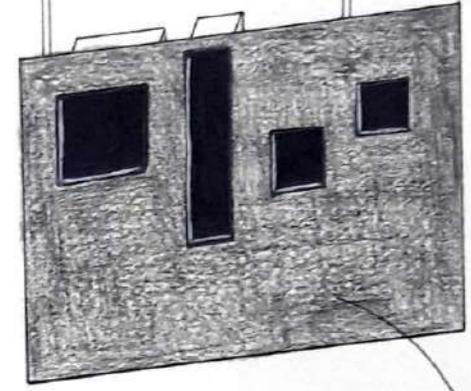
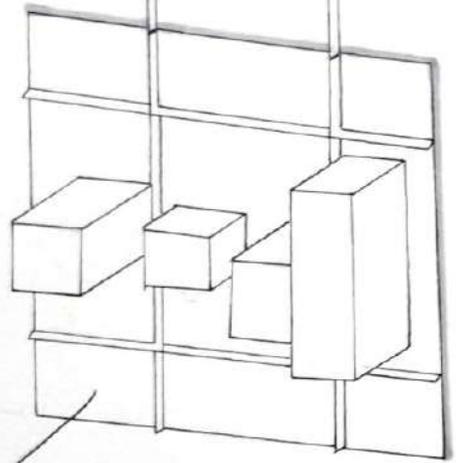
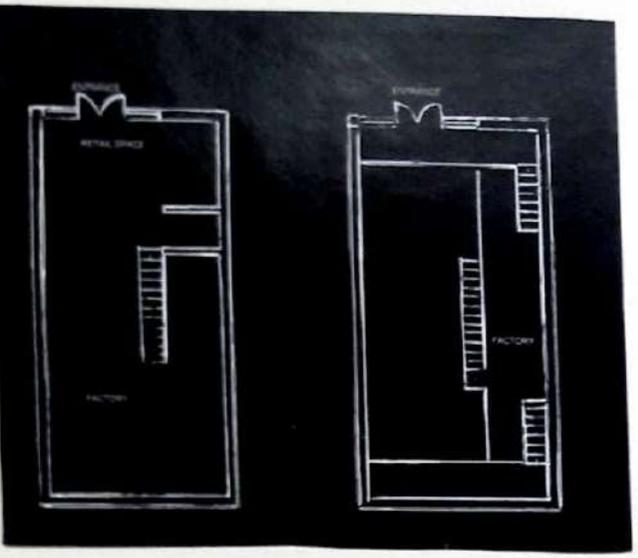


THE TRIANGULAR WALLS DIVIDE THE CENTRE OF SHOP SPACE. THEY STAND AS IF THEY DANCE AND MAKE AN "APERTURE OF THE SPACE"

DURAS AMBIENT

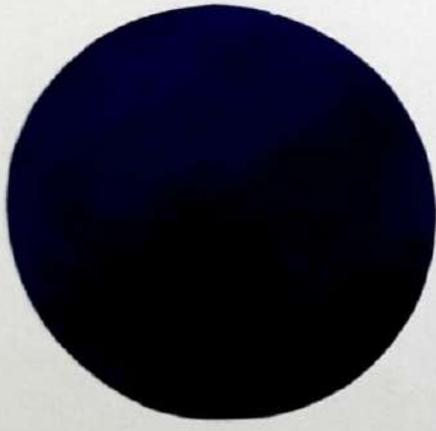


JOYA STUDIO



THE SPACE IS COMPRISED OF LARGE FLOATING STEEL AND WOOD VENEER SURFACES SUSPENDED FROM FACTORY CEILING.

A RETAIL ENVIRONMENT THAT IS LITERALLY AND FIGURATIVELY SUSPENDED BETWEEN THE FORMALITY, CLEANLINESS & ELEGANCE OF A RETAIL SPACE AND THE INFORMALTY AND GRIT OF A HIGHLY ACTIVE FACTORY.



The back of the suspended surfaces is kept untouched giving it a raw look
 The view from the facade - very edgy maintaining the vibe of the factory in retail store.

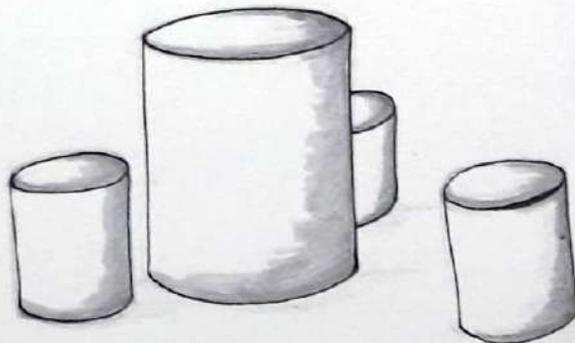
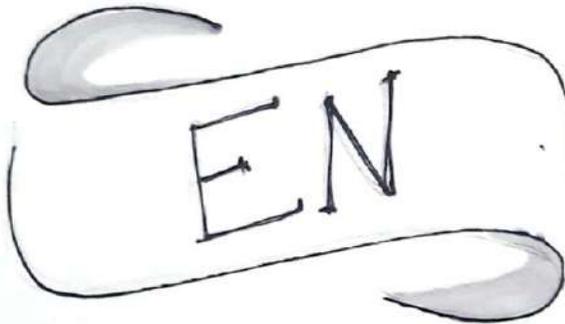
The retail sides of the floating surfaces are wrapped in an oak wood veneer while the factory side of the surfaces is left entirely bare.



COMPOSITION

The existing space was divided into 4 main rooms: 2 rooms with stone vaults spaces in the basement and 2 rooms finished with white plaster on the ground floor.

By passing through each step, the customer gets deeply into the world of 'in' beauty.



CONCEPT

The Japanese phrase 'in' means not only 'beauty' but also 'circle' & 'connection'. The design concept is inspired by these three meanings of 'in'.



BEAUTY

The internal surfaces of the circular partitions are finished in polished brass to bring a distorted and warm reflection. This beautiful expanded space creates the feeling for the visitor step into an elegant and extraordinary world.

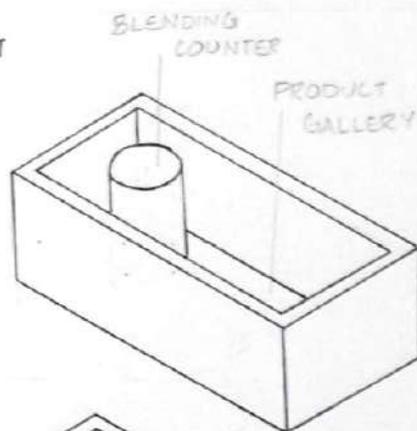


DISPLAY

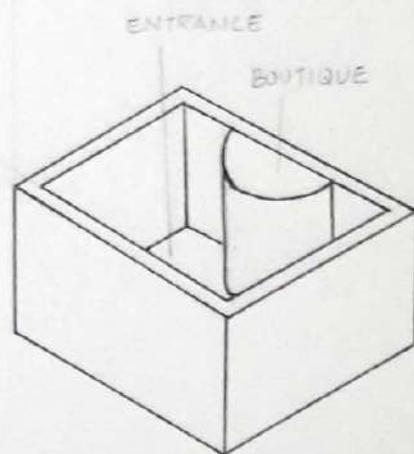
THE DISPLAY OF PRODUCTS IS INSPIRED BY THE METHOD OF STORAGE OF FRENCH WINERIES. EACH BOTTLE IS DISPLAYED SEPARATELY WITH SPECIAL LIGHTING. THE BOXES FOR STORAGE, WHICH WERE MADE WITH JAPANESE PAULOWNIA WOOD, ARE ALSO STACKED AND DISPLAYED TO CREATE A CELLAR ATMOSPHERE.

CONCEPT MODEL

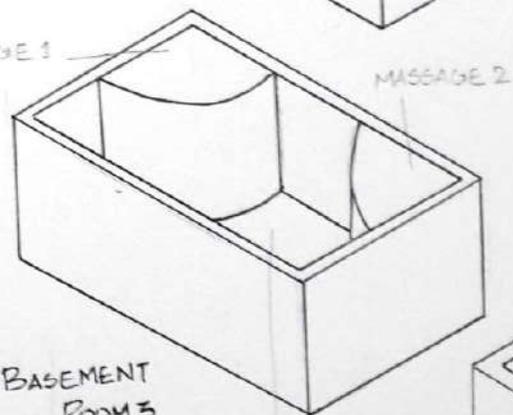
BASEMENT ROOM 4



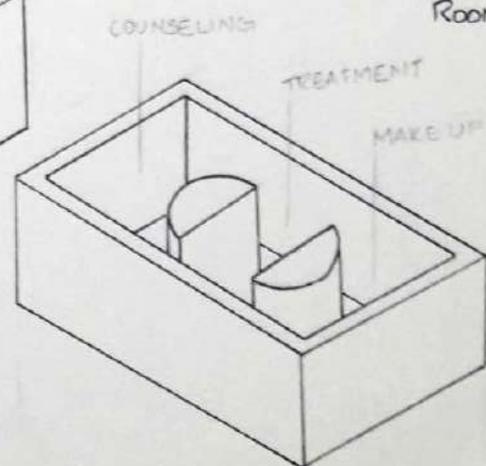
GROUND FLOOR ROOM 1



MASSAGE 1



GROUND FLOOR ROOM 2



BASEMENT ROOM 3

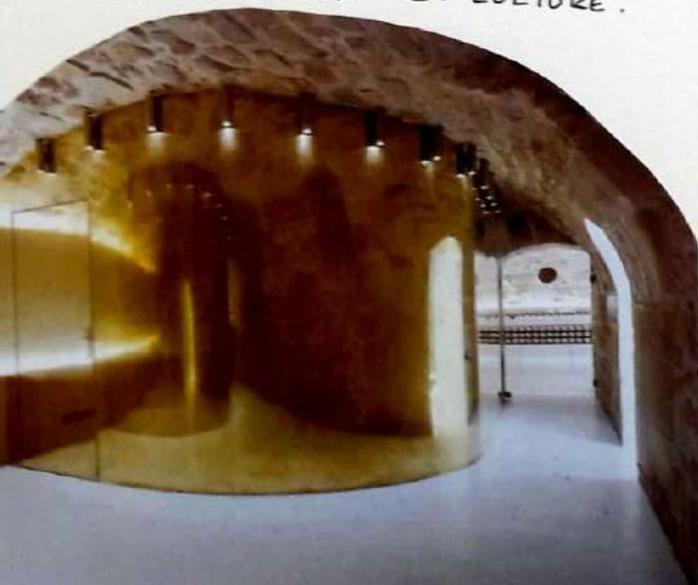
HALL

CONNECTION

THE CUSTOMER CANNOT GET INTO EACH SERVICE ROOMS DIRECTLY, BUT MUST WALK ALONG A WINDING PATH TOWARDS THE DESTINATION. THIS METHOD THAT LET THE VISITORS WALK ALONG AND ENHANCE HIS EXPECTATION IS TYPICAL JAPANESE WAY OF HOSPITALITY, AS IN THE TRADITIONAL TEA CULTURE.

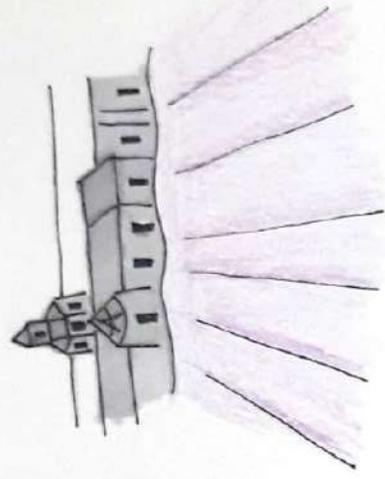
CIRCLE

ALL OF THE PARTITIONS ARE COMPOSED IN CIRCLE FORMS TO CREATE SOFT ROUNDED INTERNAL SPACES, WHICH ARE SUITABLE FOR PRIVATE USES AS COUNSELLING, TREATMENT, MASSAGE AND ESSENCE BLENDING.



BRAND MANTRA

To provide natural beauty products & cosmetics inspired by the region of Provence in France. Extremely committed to the idea of sustainable development, it aims to preserve and pass on the best of nature.



L'OCCITANE MEANING

The occitan women

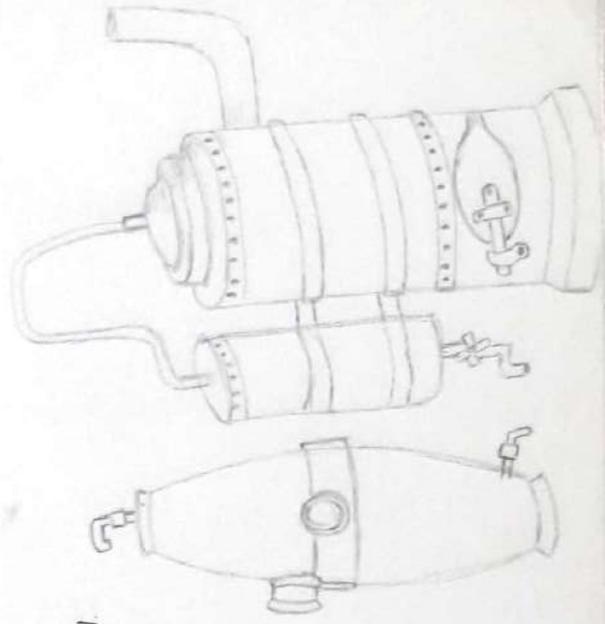
Ocitanie - existed during the Middle Ages

- spanning southern France, north-eastern Spain and northern Italy.
- Occitane was the native language.



HISTORY

- Olivier used steam distillation to produce essential oils from rosemary & lavender
- sold at open air - markets in Provence
- using an old soap factory donated to him, revived the traditional art of Marseille soap-making in Marseilles
- He manufactured vegetable-based soaps.
- first factory and boutique opened in Vols in 1981.
- has ~~40~~ shops in 40 countries
- 110 stores in US alone



L'OCCITANE in Provence

Based in MANOSQUE, FRANCE

Founded in 1976 by OLIVER BAUSSAN.

International retailer of body, face, fragrances and hair products.

PURPOSE: create a company that celebrate & preserve the traditions of his native Provence.



CEDRAT



VERBANA

LADE

SHEA BUTTER

ALMOND



COMPANY'S COMMITMENTS

→ ETHICAL SOURCING.

Contributes to preserve traditional cultivation methods

→ DOES NOT CONDUCT ANIMAL TESTING

no animal product or by products except for cosmetic products used in manufacturing process.

→ A VISION FOR CHILDREN.

determined to make universal access to eye care a reality.

→ EARTH FRIENDLY.

→ SHEA BUTTER IS PURCHASED DIRECTLY FROM WOMEN'S GROUPS IN BURKINA FASO.





1

TORONTO

- a 22-foot high glass facade hosts a 6-foot high & 18-foot wide curved video wall.
- greeted by yellow archways, inspired by Provencal architecture - made from specially-formulated co-polyester resin, incorporating 40% pre-consumer recycled content.
- natural stone flooring and botanical ceiling uprises with rain shower sinks - water, radiating sun installation sets fire, fragrant clouds - embody air.
- sustainability focus - store's lighting is 100% LED.
- featuring an in-store bottle recycling program partnering with TerraCycle.

2

LONDON

- reimagined as 'a utopian oasis of calm' featuring a specially designed Humi macaron bar.
- highest Loxitane store
- The immersive experience is explored through the fine senses - the golden haze of the region is uplifted in hand-printed gilded tiles, reflective materials and lighting that casts a golden glow.

3

PARIS

- offer an immersive sensory experience
- Humi sweet treats can be savoured amid its beauty display.

4

DUBAI

- follows the brand's signature French-Mediterranean design aesthetics but incorporate iconic local elements such as the Mashrabiya.

5

PRAGUE

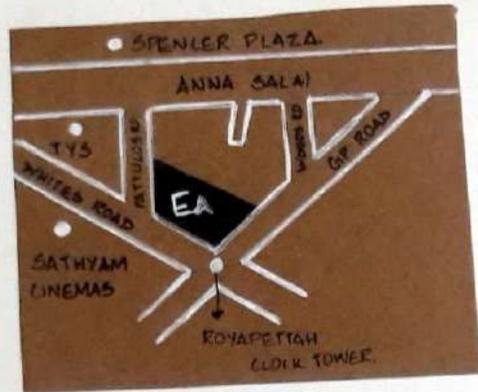
- renovated store inspired by cozy Provencal dwellings.

6

MANHATTAN

- dedicated area for social media - a video tube feed of the company's U.S. Instagram account.
- shoppers can 'bike through Provence' using stationary bikes against scenic French background.
- customers can test the VR experience, which takes them through a 360° hot air balloon ride through South of France, while receiving a free, real-life hand massage with Loxitane products.
- A rain shower sink is predominantly displayed at the front for the shoppers to test products.

SITE ANALYSIS



KEY PLAN

- NEIGHBOURHOOD - Commercial zone.
- ARCHITECTURAL STYLE - Contemporary
- PRESENT OCCUPANTS - West side
apparel, home decor, store
- PARKING - 3 levels of car parking space
can accommodate 1500 cars & 600 bikes
- STRUCTURAL FRAME WORK -
made of RCC
- SETBACK - 10 metres

EXPRESS AVENUE

LOCATION : Royapettah, Chennai
 SIZE : 10 AULS.
 ARCHITECT : MOHIT GUJRAL

WEST SIDE
 LOCATION : Inside Express Avenue,
 ground floor
 Size : 1,000 sq ft.

AMENITIES



LANDMARKS

1. Royapettah Clock Tower
2. Sathyam Cinemas
3. Spencers plaza.

WESTSIDE.



AERIAL VIEW.

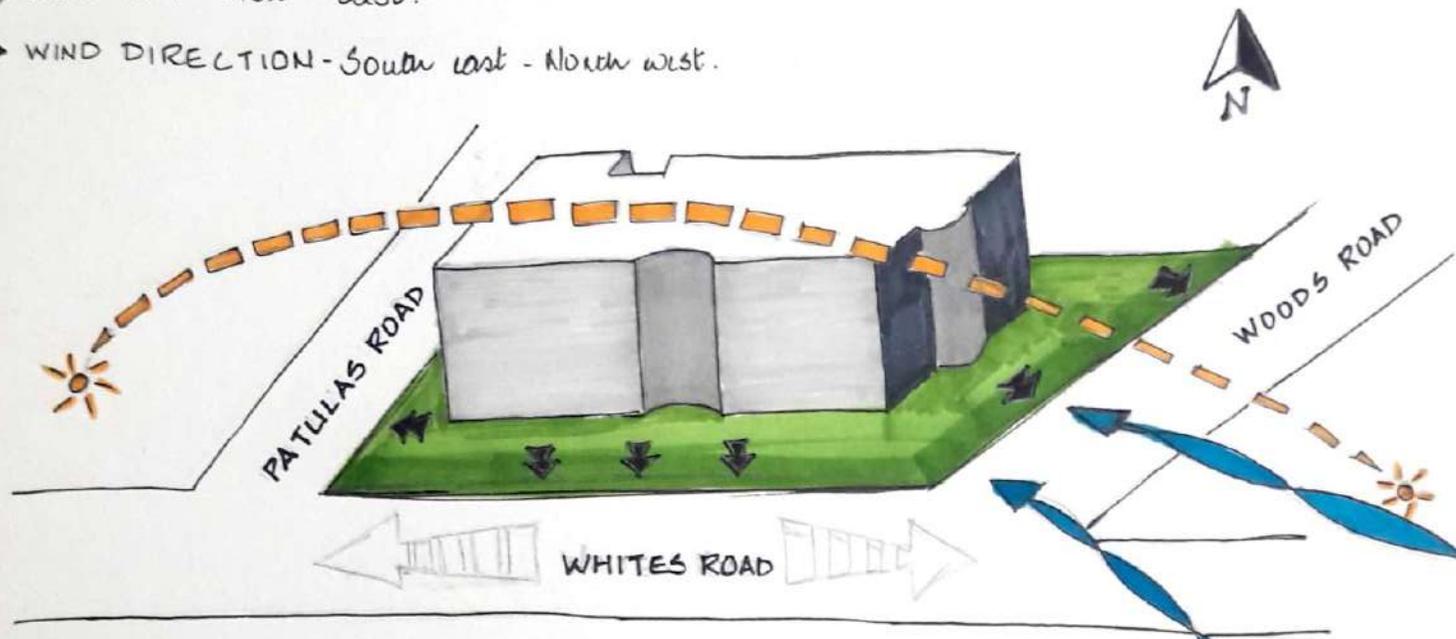


ACCESSIBILITY.



CLIMATES

- SUN PATH - West - East.
- WIND DIRECTION - South east - North west.



APPROACH

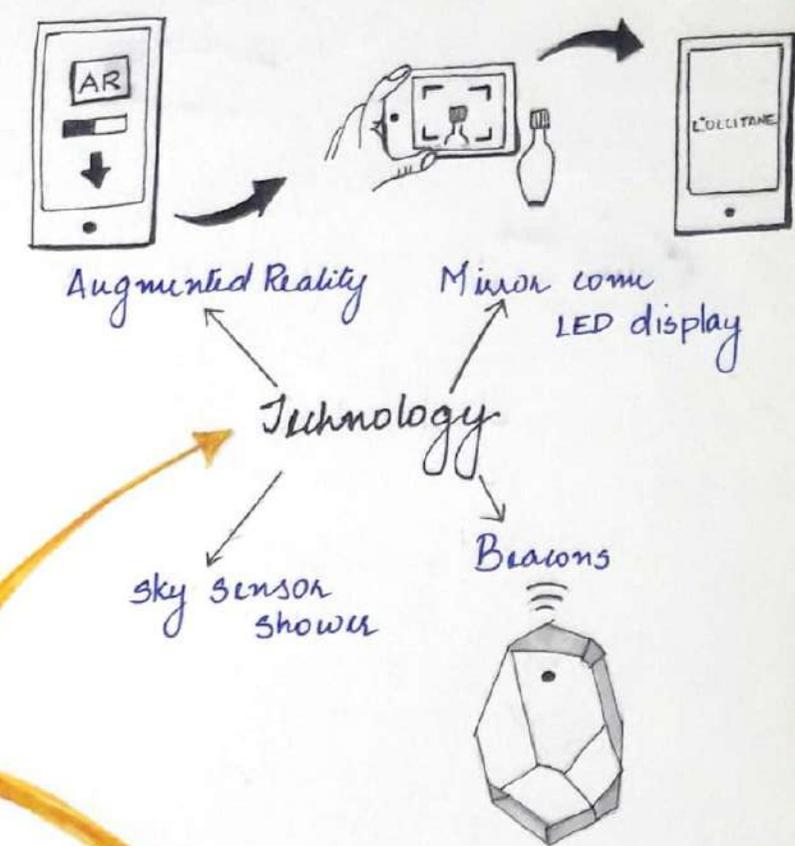
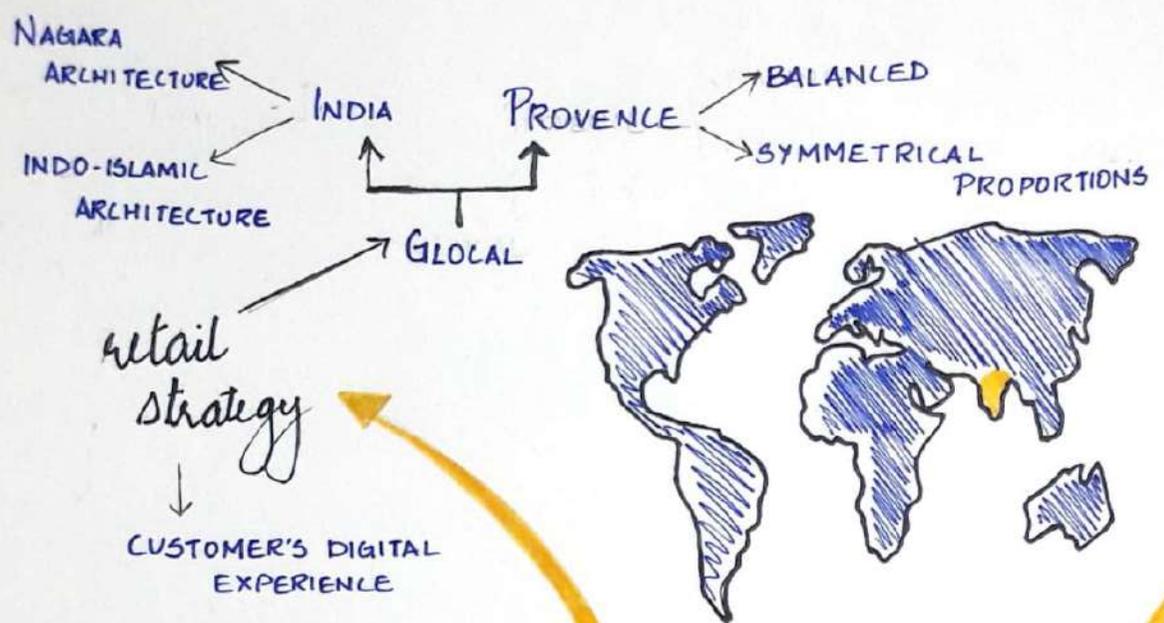
- Whites Road on Southern Side
- Woods Road on East Side
- Patullas Road on West Side

- Main Entrance: Southern Side
- No. of Entrances & Exits: 5

ACCESSIBILITY

- Mount Road Bus Stop
- Igroun Station
- Rajapittah Bus Stop

- HUMIDITY - November - most humid
June - least humid
- TEMPERATURE - highest in May
least during January - December
- PRECIPITATION - least during March
Highest during November.



L'OCCITANE

retail strategy
↓
CUSTOMER'S DIGITAL EXPERIENCE

- Biophilic Design
Tranquil escape
Natural Ingredients
- Lavender
 - Immortelle
 - Prong
 - Shea Butter
 - Uchat

Services

- Hand Massage
- Test & play
- Essential oil distillery

Provence
↓
History

Steam distillation

- still
- condenser
- separator

CONCEPT GENERATION

- royalty
- Paisley-patterns
- wood
- statuary & paintings
- drapes

INDIAN

India is a diverse country

INDO-ISLAMIC ARCHITECTURE

INDO-SARACENIC ARCHITECTURE

NACTARA ARCHITECTURE

- arches
- domes
- inlay decor
- painted & glazed tiles
- arabesque
- minaret

GLOCAL

unification of global influences with surprise elements of local culture.

LOCCITANE

inspired by Provence

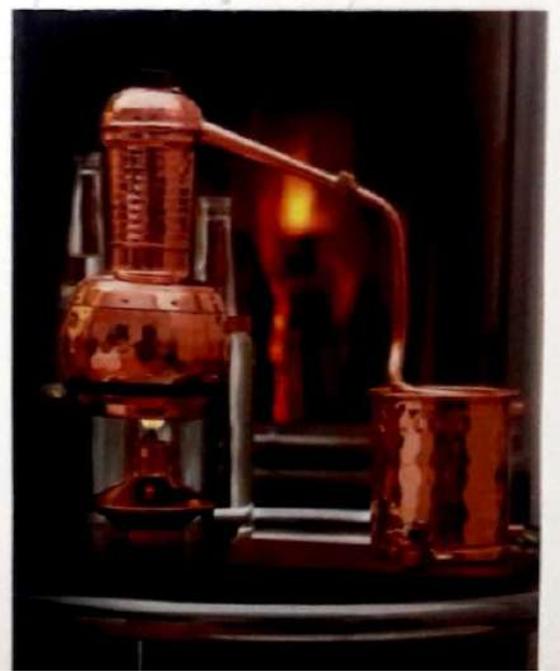
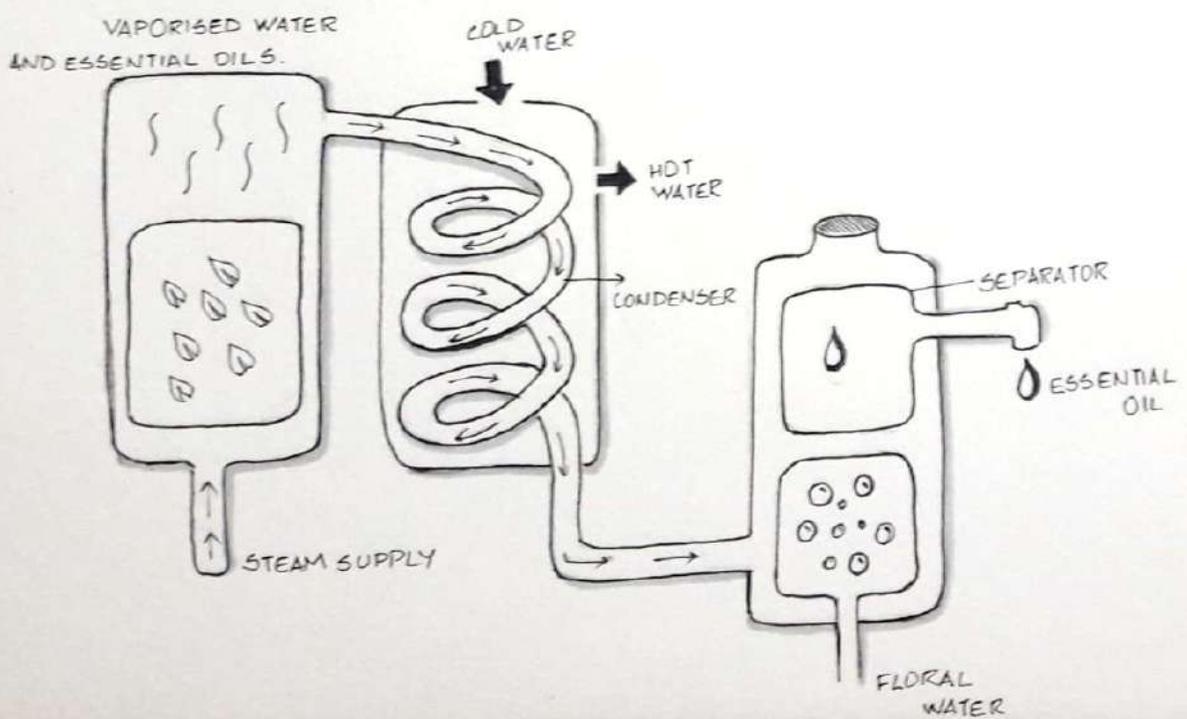
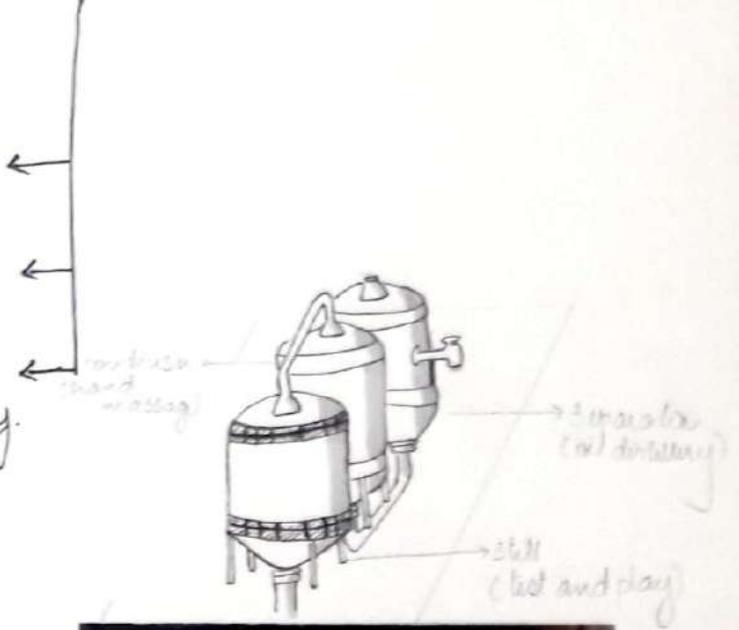
Balance

Symmetric proportion

Steam distillation

- still - releasing the plants aromatic molecules and turn them into vapour ↔ test and play
- condenser - vapour cool back into liq form ↔ hand massage
- separator - siphon oil off from water. ↔ essential oil distilling.

Savies



TECHNOLOGY USED IN RETAIL

→ BEACONS

a small bluetooth wireless device that can be placed anywhere in the store and pick up signals from bluetooth enabled phones to locate the customers.



→ AUGMENTED REALITY.

Provide product information and prices by scanning signs in-store.



→ MIRROR CUM LED DISPLAY.

To provide info as well as used as a mirror.

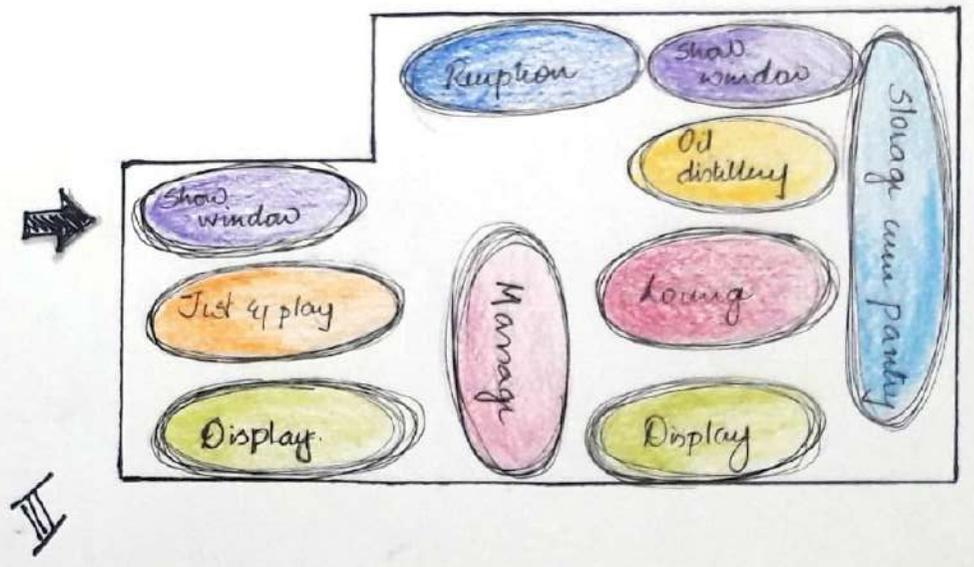
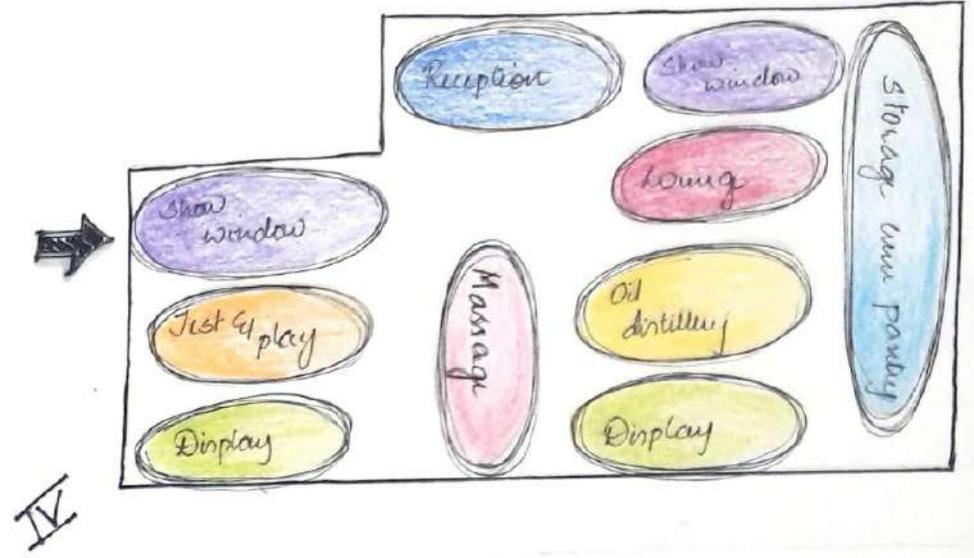
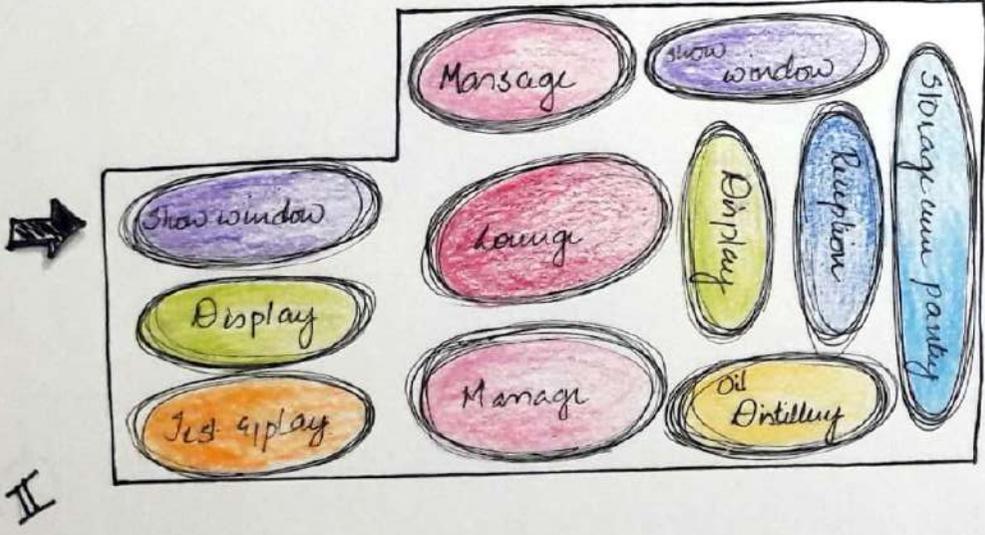
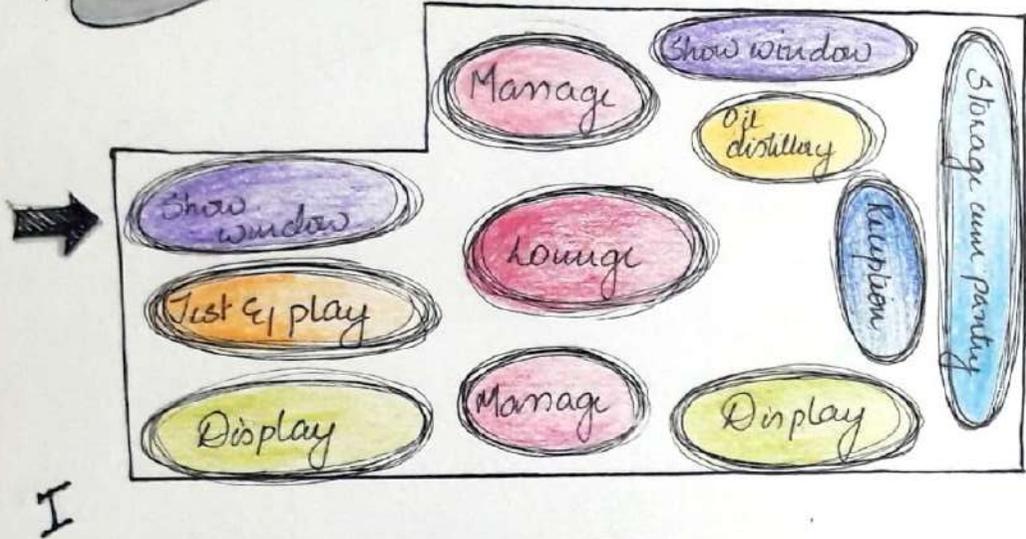


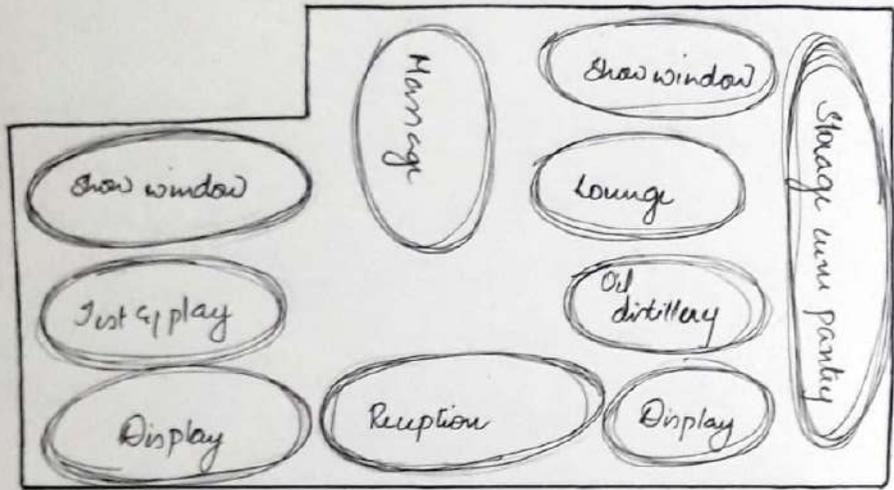
→ SKY SENSOR SHOWER

Can be used in the test and play store.



ZONING





→ Reception should be visible from the entrance for security reasons.

→ Essential oils must be placed away from sunlight

REQUIREMENTS

- Reception / Cash Counter
- Just & play
- Manage
- Oil Distillery.
- Display
- Storage
- Pantry
- Display
- Show window