



INTERIOR DESIGN THESIS PORTFOLIO

CLOTHING BOUTIQUE

PREFACE

THIS PORTFOLIO REPRESENTS THE CULMINATION OF THE BSc INTERIOR DESIGN COURSE, WHICH PROVIDES STUDENTS WITH A WIDE RANGE OF KNOWLEDGE AND SKILLS IN THE FIELD OF INTERIOR DESIGN. THE THESIS PROJECT SERVES AS AN OPPORTUNITY FOR STUDENTS TO ENGAGE IN INDIVIDUAL RESEARCH AND METHODOLOGY WHILE DEVELOPING THE ABILITY TO HANDLE PROJECTS INDEPENDENTLY. THE AREAS OF STUDY AND RESEARCH COVERED INCLUDE COMMERCIAL SPACES, CORPORATE INTERIORS, EXHIBIT DESIGNS, MEDIA STUDIOS, HOTELS, ENTERTAINMENT SPACES, EDUCATIONAL SPACES, HOSPITAL INTERIORS, CONSERVATION, LANDSCAPE IN INTERIORS, TRANSPORTATION HUBS, DIGITAL MODELS, AND RESIDENTIAL SPACES, ALL RELATED TO THEIR SPECIALIZATIONS. THIS PORTFOLIO SHOWCASES THE CREATIVITY, SKILL, AND DEDICATION OF DESIGN STUDENTS, AND SERVES AS A TESTAMENT TO THE VALUE OF THE PROGRAM IN PREPARING STUDENTS FOR SUCCESSFUL CAREERS IN THE FIELD OF INTERIOR DESIGN

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A boutique is a small store that specializes in selling a curated selection of clothing, accessories, or other items. Boutiques often offer a unique and personalized shopping experience, with a focus on high-quality and fashionable products. They are typically owned and operated by independent merchants, and may be found in shopping districts or other high-traffic areas. Boutiques can offer a wide range of products, from designer clothing and handbags to handmade jewelry and home decor. They are often known for their unique and trendy styles, and can be a great place to find one-of-a-kind pieces.



AIM :

The aim of a boutique is typically to provide customers with a unique and personalized shopping experience, offering high-quality, fashionable products that are not readily available in larger department stores or chain retailers. Boutiques often aim to stand out by offering a carefully curated selection of products that reflect the latest fashion trends and styles. They also aim to provide excellent customer service, building a loyal customer base by providing personalized attention and assistance to shoppers. Additionally, boutiques aim to make a profit by selling their products at a markup. Boutiques can also aim to create a brand image and reputation which becomes popular among the customers and increase the customer base.

OBJECTIVE :

The main objective of a boutique is to provide customers with a unique and personalized shopping experience, offering high-quality, fashionable products that are not readily available in larger department stores or chain retailers. The boutique aims to stand out by offering a carefully curated selection of products that reflect the latest fashion trends and styles, and to provide excellent customer service to build a loyal customer base.

IMPORTANCE :

Boutiques are important as they provide customers with a unique and personalized shopping experience, offering high-quality, fashionable products that are not readily available in larger department stores or chain retailers. They also support local and independent businesses, providing excellent customer service and helping to shape fashion trends. Boutiques can also create a sense of community, be a destination for tourists, provide a platform for new designers and brands, offer personalized styling and shopping experience, and create a unique atmosphere that can attract customers and create a memorable shopping experience. Additionally, Boutiques can be a source of inspiration for fashion designers and buyers, and can help to shape fashion trends by introducing new styles and designs. Overall, Boutiques play a vital role in the fashion industry by providing a platform for new designers, creating a sense of community, and offering a unique shopping experience to customers.

SPACES IN BOUTIQUE :

1. DISPLAY AREA : This is where the merchandise is displayed for customers to browse and shop.



2. CASHEIR AREA : Where customers go to pay for their purchases and complete their transaction.



3. FITTING ROOM : A small space where customers can try on clothes to ensure they fit and look good.



4. STOCK ROOM : A space where the store keeps its inventory and additional stock for the store.



5. BACK ROOM : This is where the boutique owner or manager keeps paperwork, does bookkeeping, and may conduct business meetings.



8. STICING ROOM : A stitching room, or sewing room, is a space where clothing and other textile items are created or altered.



7. STAFF ROOM : A staff room in a boutique is typically a space where employees can take breaks, rest, and have lunch. It's a place where the staffs can have some privacy.

LIGHTING :

Lighting is an important aspect of a clothing boutique, as it can affect the overall ambiance of the store and the way the merchandise is presented. Good lighting can enhance the colors and textures of the clothing, create a warm and inviting atmosphere, and make the store more visually appealing to customers.

There are several types of lighting that can be used in a clothing boutique, including:

- **General lighting:** This provides overall illumination for the store and is usually provided by overhead fixtures such as pendant lights, chandeliers, or track lighting.
- **Accent lighting:** This is used to highlight specific areas of the store or certain items of clothing. It can be provided by recessed lights, track lights, or wall-mounted sconces.
- **Task lighting:** This is used to provide additional light where it is needed, such as at the cash register, in the dressing rooms, or on the displays.

It's important to use a combination of different lighting types to create a well-balanced and visually appealing environment. The lights should be adjusted to the right brightness level, and the color temperature should be warm (2700K-3000K) and consistent throughout the store to create a cohesive look.

In addition, dimmer switches can be used to adjust just the brightness of the lights according to the time of day, and LED lighting can be used to reduce energy consumption and maintenance costs. It's important to work with a lighting designer or electrician to plan and install the lighting in your boutique to ensure that it is safe and effective.



COLOR :

The color theme of a clothing boutique can have a significant impact on the overall atmosphere and aesthetic of the store. Choosing the right color scheme can help create a cohesive look and feel, and can also affect the way customers perceive the store and the clothing.

Some popular color themes for clothing boutiques include:

- **Neutral:** This can include shades of white, beige, gray, and black. Neutral colors create a clean and classic look and can be paired with a variety of different clothing styles.
- **Pastel:** This can include shades of pink, blue, yellow, and green. Pastel colors are soft and feminine, and can create a romantic and playful atmosphere.
- **Bright:** This can include bold shades of red, orange, yellow, and purple. Bright colors can create a nenergetic and fun atmosphere, and can be used to draw attention to specific areas of the store.
- **Earth tones:** This can include shades of brown, green, and beige. Earth tones can create a warm and natural atmosphere and can be paired with natural materials such as wood and stone.
- **Monochromatic:** This can include shades of a single color and can create a cohesive and sophisticated look.

It's important to choose a color theme that complements the clothing and accessories that will be sold in the store and also reflects the target audience. A good way to choose a color theme is by considering the store's branding and the overall aesthetic, and using that as a guide. It's also important to keep in mind the local building codes and accessibility requirements before deciding the color scheme of the store.

FLOORING :

The flooring of a boutique can play an important role in creating a visually appealing and functional shopping environment. Common flooring options for boutiques include:

- Hardwood - adds warmth and sophistication to the store.
- Tile - easy to clean and maintain, great for high-traffic areas.
- Carpet - creates a comfortable and cozy atmosphere, good for fitting rooms.
- Concrete - industrial look, durable and low maintenance.
- Vinyl - affordable and versatile, comes in a variety of colors and patterns.

When choosing flooring for a boutique, factors to consider include durability, maintenance requirements, cost, and aesthetic appeal. The flooring should complement the overall design of the store and create a cohesive look that enhances the shopping experience for customers.

MATERIALS :

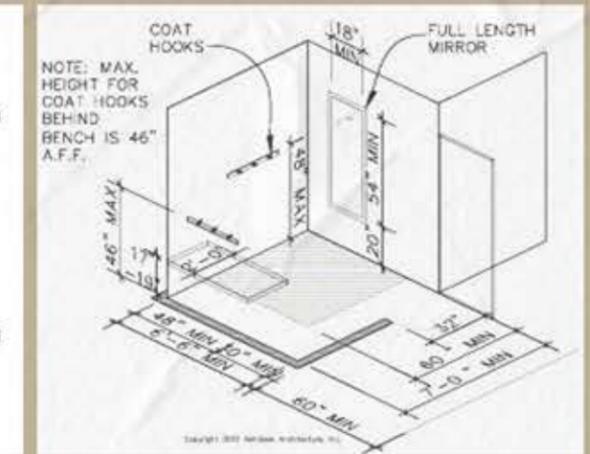
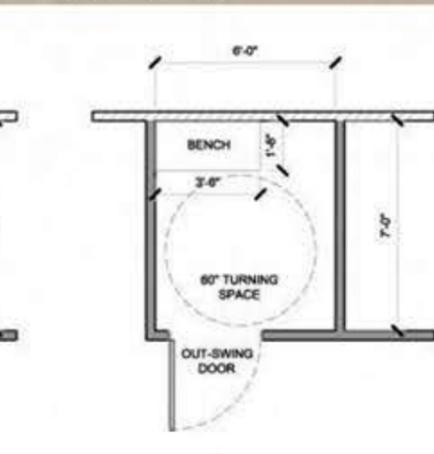
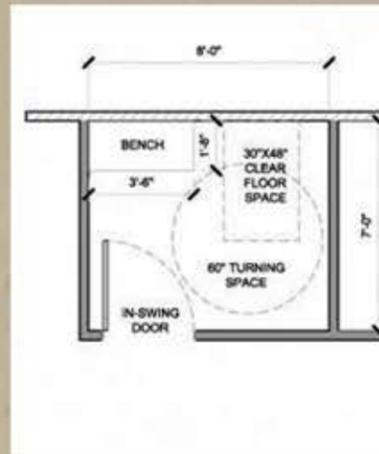
1. Wood and metal for shelving, displays, and furniture
2. Glass for display cases and counters
3. Mirrors for trying on clothes and decor
4. Fabrics for upholstery, curtains, and soft furnishings
5. Lighting, including spotlights and ambient lighting
6. Wall coverings, such as wallpaper or paint
7. Flooring, including hardwood, tile, or carpet
8. Mannequins or bust forms for clothing display
9. Acrylic or plastic for signage
10. Hardware, such as hinges, handles, and drawer pulls.



FITTING ROOM :



A fitting room is a private area in a retail store where customers can try on clothes to determine the fit, size, and style before making a purchase. A well-designed fitting room should offer customers a comfortable and convenient shopping experience, with adequate space, privacy, lighting, and functional amenities. Some common features of a fitting room include comfortable seating, full-length mirrors, storage areas, call buttons for assistance, numbering systems, floor-to-ceiling doors, tables or shelves for personal belongings, and a neutral or appealing background color. The goal of a fitting room is to provide a positive shopping experience for customers and increase the likelihood of a sale.



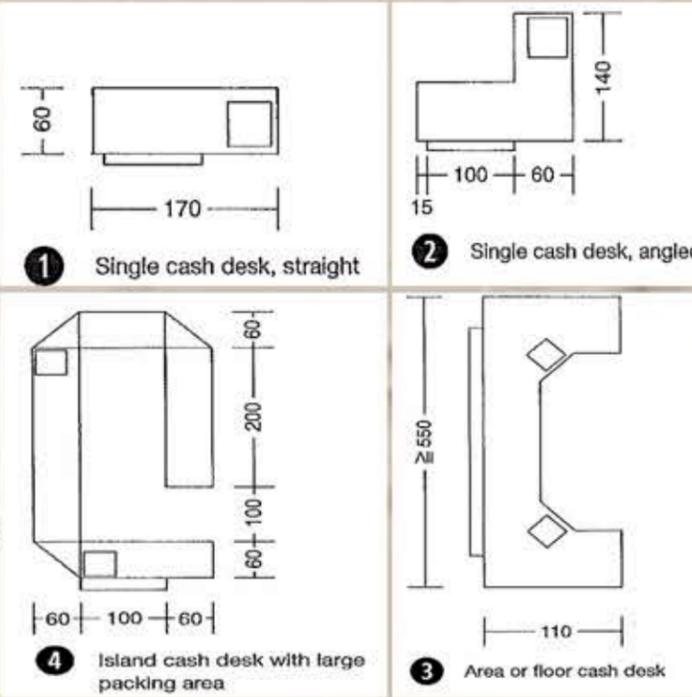
HANGING RACKS :



A hanging rack in a boutique is a display fixture used to hang and organize clothing, accessories, or other merchandise items. It is typically made of metal or wood and features hooks, arms, or shelves to hold the items being sold. The purpose of a hanging rack is to make it easy for customers to browse and select items, while also keeping the store organized and visually appealing.

CASHIER AREA :

The cashier area in a boutique refers to the designated space where transactions take place, usually at a counter or desk equipped with a cash register and other necessary tools for completing sales. The size of the cashier area in a boutique may vary depending on the size and layout of the store, as well as the volume of sales transactions that occur.

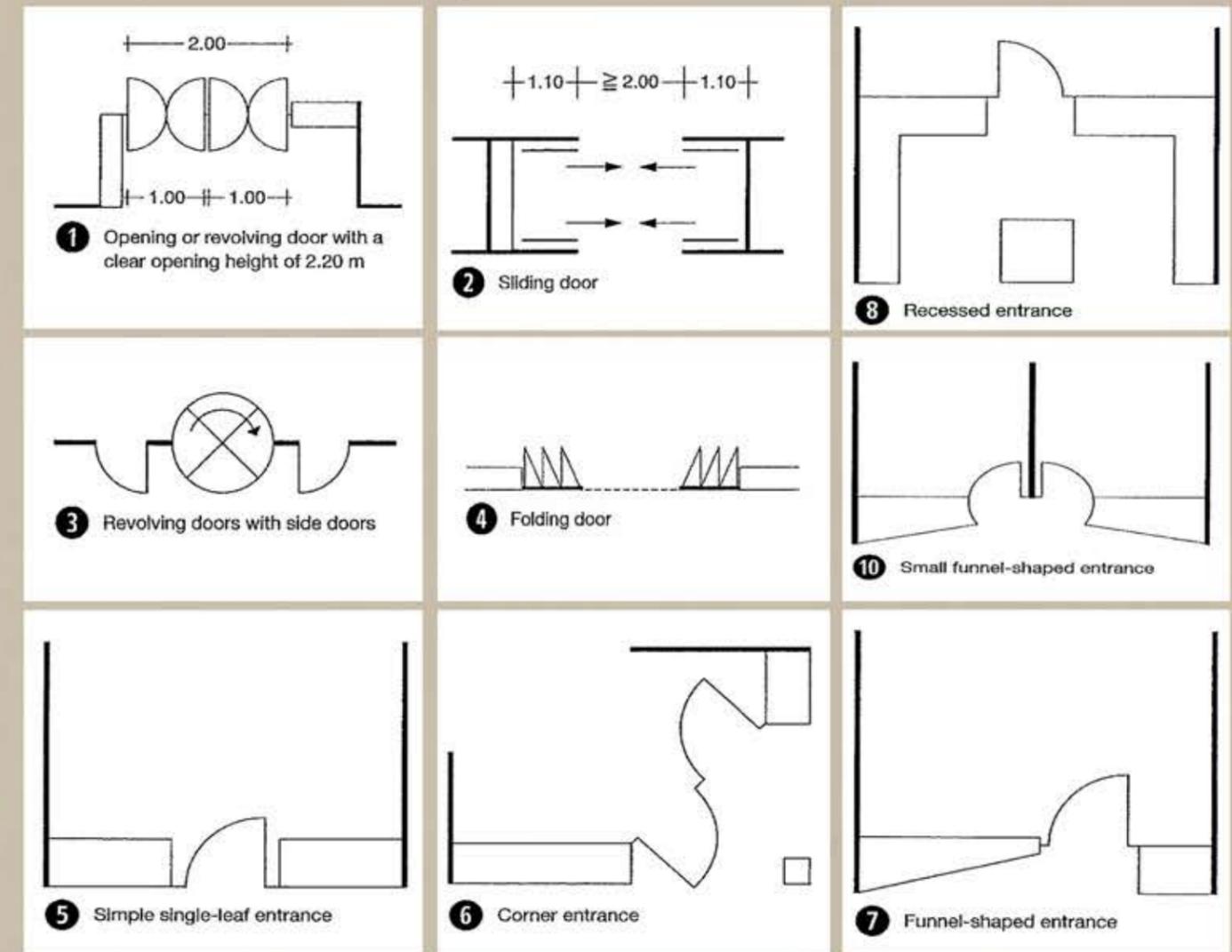
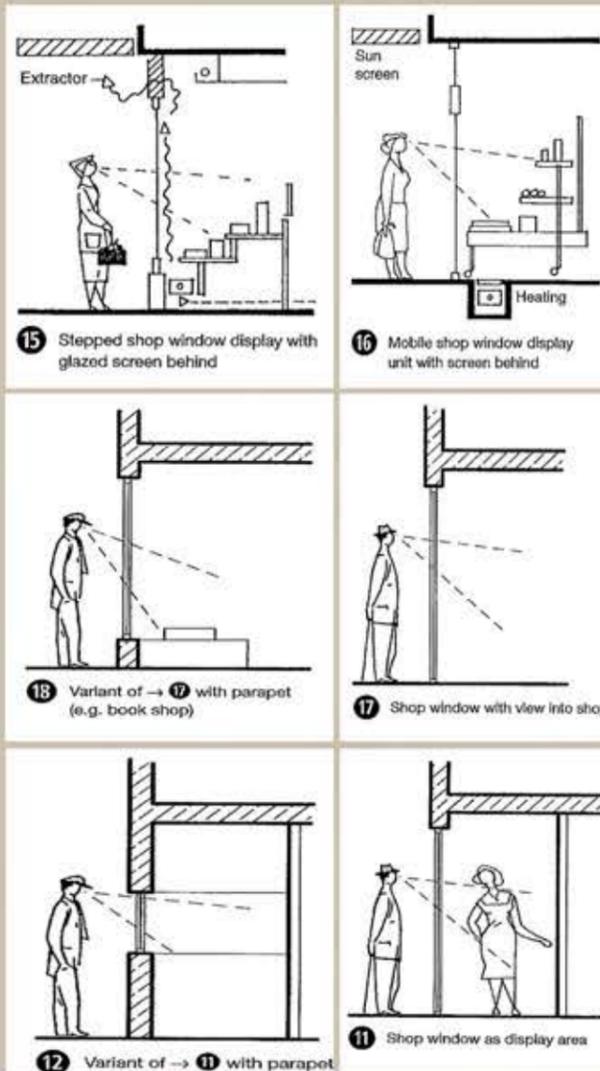


ENTRANCE :

The entrance of a boutique is the main point of access to the store, and it is often carefully designed to create a positive first impression and set the tone for the shopping experience. The entrance should be inviting, easily accessible, and clearly visible to potential customers. It may include features such as a display window, signage, lighting, and attractive decor to draw customers in and create a welcoming atmosphere. The design of the entrance can also play a role in establishing the brand image and aesthetic of the boutique, and may include elements such as the store logo, colors, and material choices. Additionally, the entrance may be designed to provide security and control access to the store, through the use of doors, locks, or other means. The design of the entrance to a boutique can have a significant impact on the overall success of the store and is often carefully considered by retailers and designers.

DISPLAY WINDOW :

A display window is a large window in a store or commercial establishment, typically located at the front of the building, that is used to showcase and present merchandise to potential customers. It serves as an advertising tool, allowing customers to see and examine products from outside the store, and it is an important element in the visual merchandising strategy of many retailers. The items displayed in the window are carefully selected and arranged to attract attention and entice customers to enter the store. Display windows are often changed regularly to reflect new products, seasonal promotions, and other marketing initiatives, and can play a key role in building brand awareness and driving sales.



KAV FASHION STUDIO

STORE : TEL AVIV-YAFO, ISRAEL

Architects : Keren Offner - ok design

Area : 83 m²

Year : 2018

Photographs : Amit Geron

Manufacturers : Asaf Weinbroom, Basic Collection, Yair Doram



The name of the brand **KAV** which means Line in Hebrew also relates to the esthetic concept. The interior design in fact translates the fashion dress code into a three dimensional space. The 83 square meters are divided into two parts: the store (45 square meters) and the atelier of the fashion designer.



KAV a fashion boutique of the designer **Dikla Einat** opened in the southern edge of Tel Aviv. The minimalist style of the cloths where the first inspiration of the **interior designer Keren Offner** who created a maximum exposure of the inside to the street of this small commercial asset, which had functioned before as a restaurant.

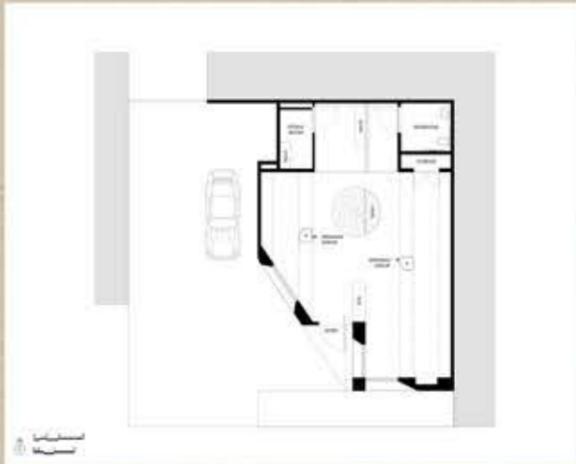


The exterior made of drywall which creates niches covered by Birches wood, which will serve as cloth racking to hang and display the cloth and accessories in the open space and simultaneously create intimate and welcoming atmosphere for the customers. A pink and orange sofa, a large grey counter on a grey floor, one large vase with a big plant at the entrance, and displays positioned in niches built in grey drywalls give the precise background to the



ROAD TO AWE

STORE.WEST HOLLYWOOD, UNITED STATES
 Architects : Dan Brunn Architecture
 Area : 1200 ft²
 Year : 2016
 Photographs : Brandon Shigeta
 General Contractor : MODAA Construction
 MEP : Perfect Design



The flagship store of Road to Awe (RtA) is as streetwise as the clothes produced by this Los Angeles fashion brand. Los Angeles architect Dan Brunn, AIA, created a complex, dream-like space with geometric precision, meditative sensations, and positive/negative dualities. Graced with street exposure from two sides, the streamlined boutique proclaims its variably angled black façades to the public. Dan Brunn Architecture renovated a 1,200-square-foot, 1970s building to create the new retail space, maintaining its footprint, but completely reshaping its geometry to create a more cohesive, sculptural experience. Inside, the 10-foot-tall space features concrete floors, black mirrors, wood surfaces, and blackened steel beams, creating a minimalist backdrop to the edgy fashion. An interior garden contributes calm and brings a mannered sense of nature into the scene.

Instead of installing typical storefronts that allow the merchandise to be viewed at a glance, Brunn reduced the amount of exterior glass to create a more exclusive atmosphere. A large window is set at an angle to face traffic moving east, while smaller windows provide views of the interior at the pedestrian scale. Reducing the size of the windows lends an air of exclusivity, offering a selective experience of the brand and encouraging the curious to venture inside to discover the goods. An added sense of mystery is achieved by the new “floating” canopy in front of the building. A floor-to-ceiling pivot door seamlessly blends with the black exterior when closed, and generously welcomes shoppers when open. There is a constant interplay between open and closed, light and dark, and exposure and concealment.



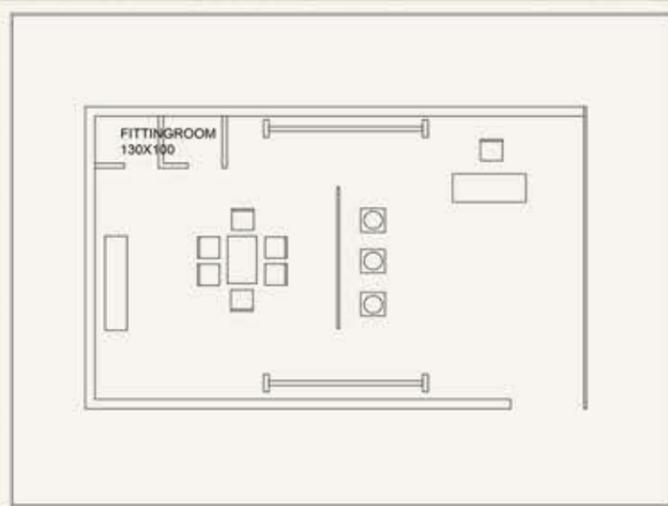
The interior of the store is organized around the central garden—a circular contemplative area accented by a single tree surrounded by grass and a curved wooden bench. The tree is planted under a skylight that mirrors the turf/bench circle and filters sunshine into the space. This introduction of nature, created by Japanese landscape designer Hitoshi Kitajima of Kai sei-en, is meant to represent LA’s Asian influences and provide the “awe” represented by the fashion brand.

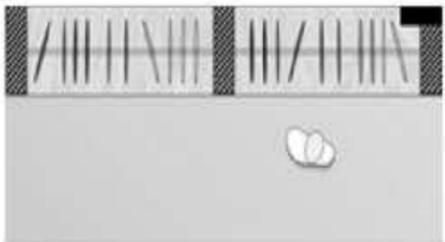
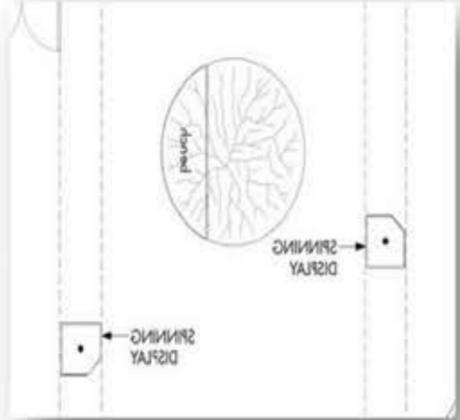
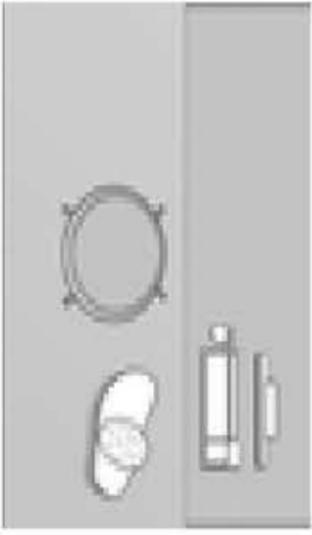
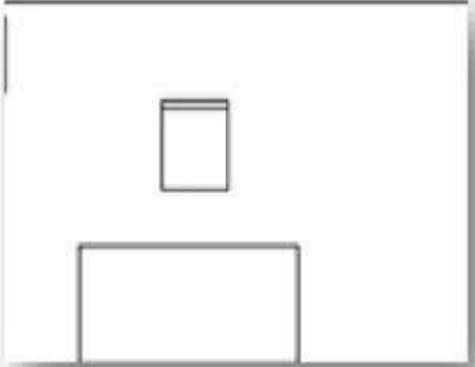
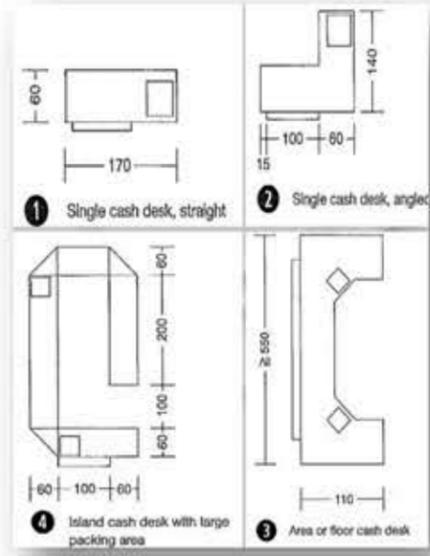
AAKRITI

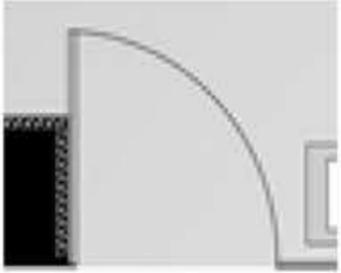
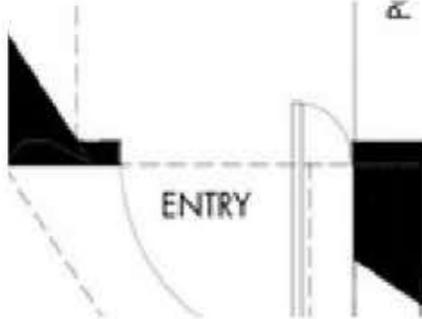
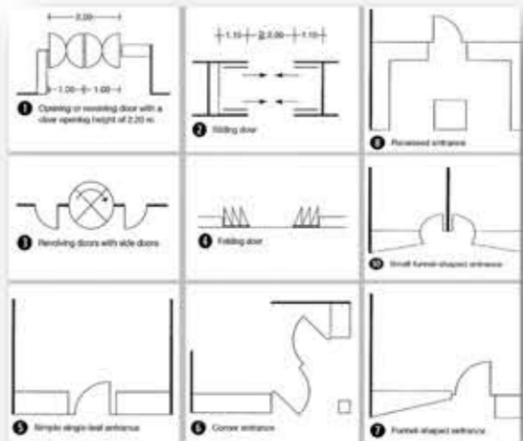
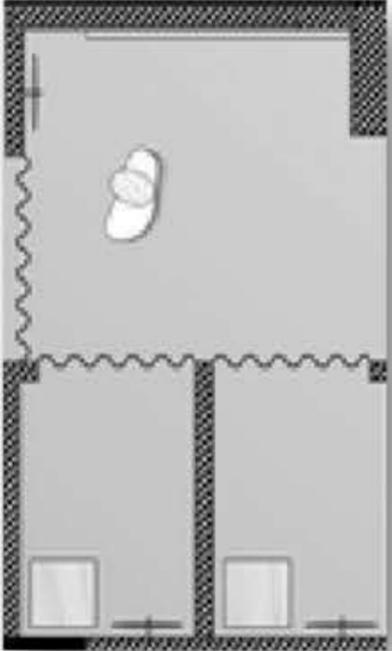
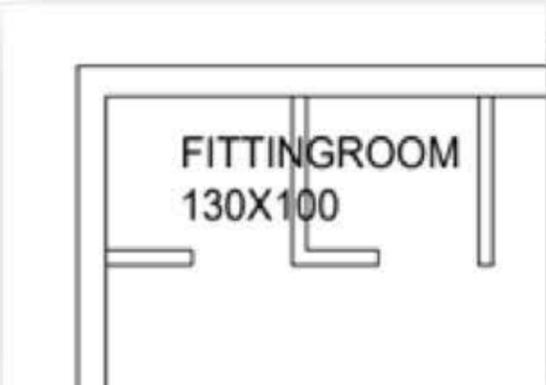
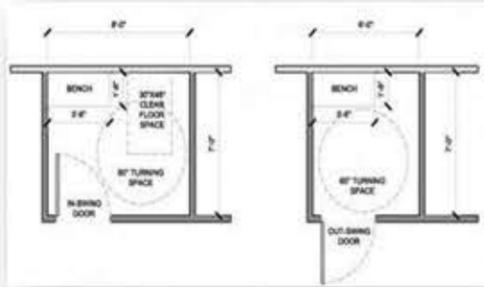
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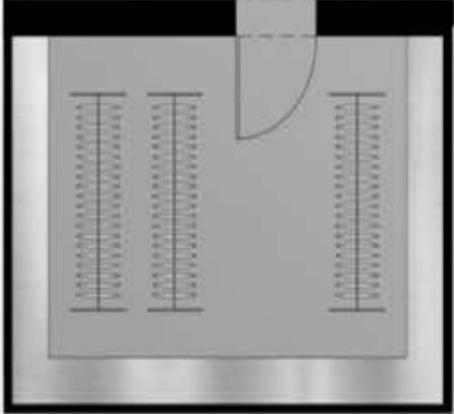
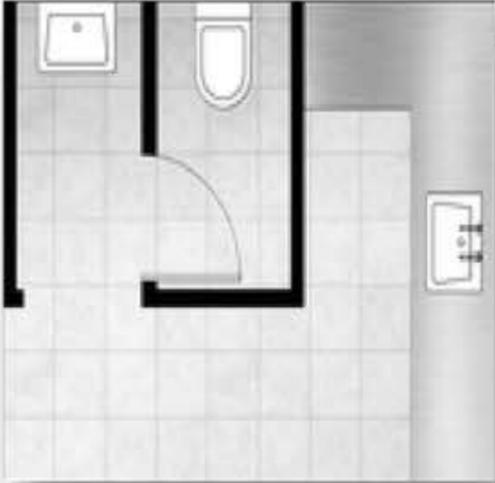
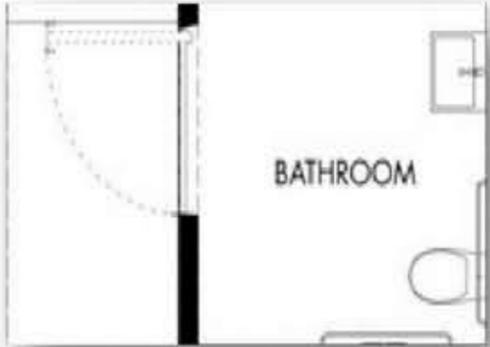
ARCHITECT : AKHIL

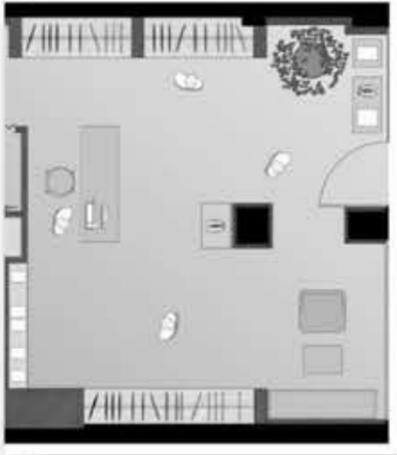
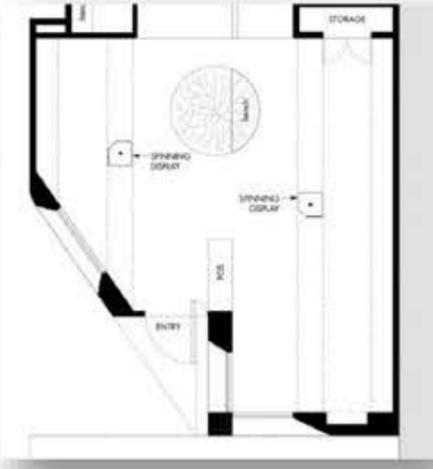
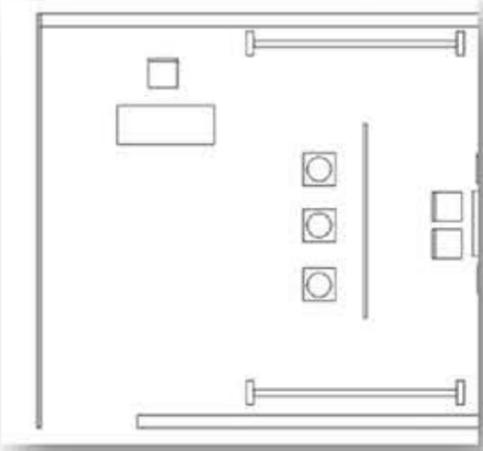
YEAR : 2019



SPACES	LITERATURE 1	LITERATURE 2	LIVE STUDY	STANDARD	OPTIMU M AREA
DISPLAY AREA	<p>AREA : 1.6msqr</p> 	 <p>AREA : 1.5msqr</p>	 <p>AREA: 1.6msqr</p>	<p>Row 1</p>	<p>2.2msqr</p>
CASHIER AREA	 <p>AREA : 1.6msqr</p>	<p>AREA : 3.2msqr</p> 	 <p>AREA : 1.9msqr</p>		<p>2.2msqr</p>

SPACES	LITERATURE 1	LITERATURE 2	LIVE STUDY	STANDARD	OPTIMUM AREA
ENTRANCE	 <p>AREA : 1.7msqr</p>	 <p>AREA : 2.7msqr</p>	 <p>AREA : 2.1msqr</p>		2.7msqr
FITTING ROOM	 <p>AREA: 1.6msqr</p>	 <p>AREA : 6msqr</p>	 <p>AREA : 2msqr</p>		2.3 msqr

SPACES	LITERATURE 1	LITERATURE 2	LIVE STUDY	STANDARD	OPTIMU M AREA
STOCK ROOM	 <p>AREA :6.7msqr</p>	 <p>AREA : 2.1msqr</p>	NILL	NILL	6.1msqr
STAFF ROOM	 <p>AREA : 5.9msqr</p>	 <p>AREA : 12.9msqr</p>	NILL	NILL	2.5msqr

SPACES	LITERATURE 1	LITERATURE 2	LIVE STUDY	STANDARD	OPTIMUM AREA
MAIN HALL	<p>AREA : 23.7</p> 	<p>AREA : 101.9</p> 	<p>AREA : 24.5</p> 	NILL	50msqr

NO : OF CUSTOMERS AT A TIME = 15
 NO : OF EMPLOYEES = 6

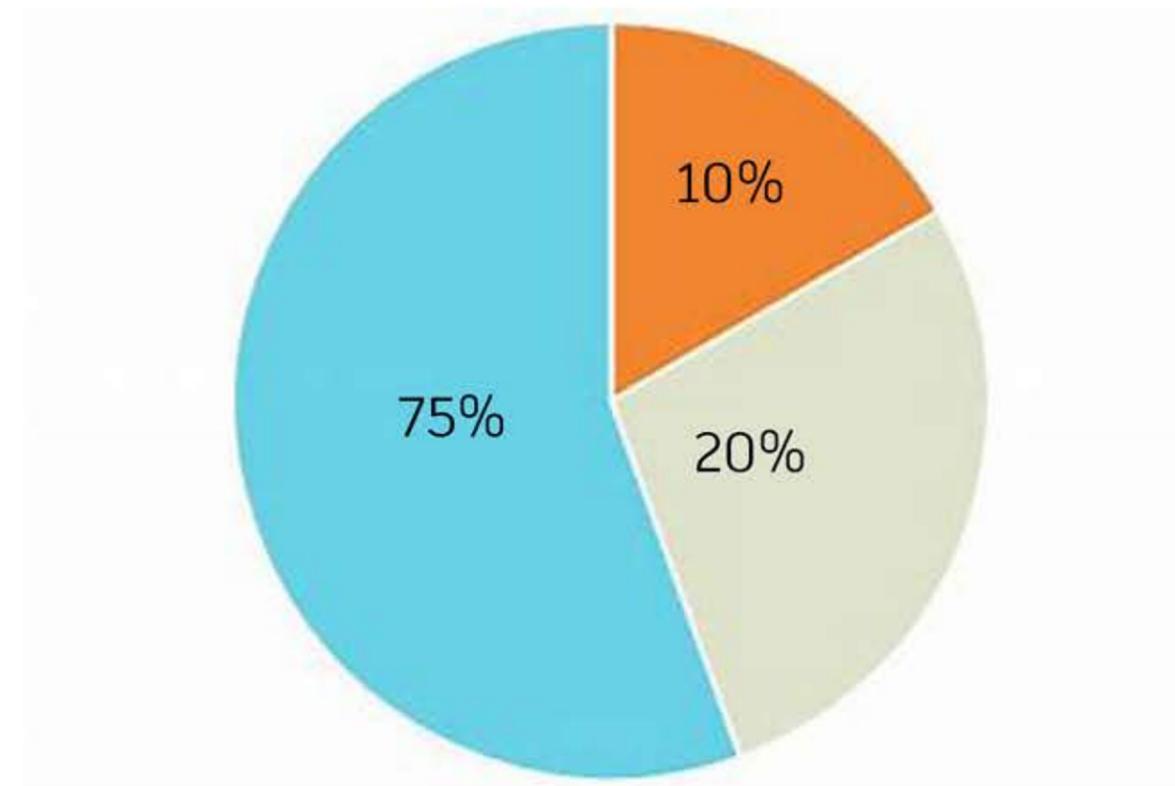
CASHIER AREA = 1

DISPLAY AREA = 3

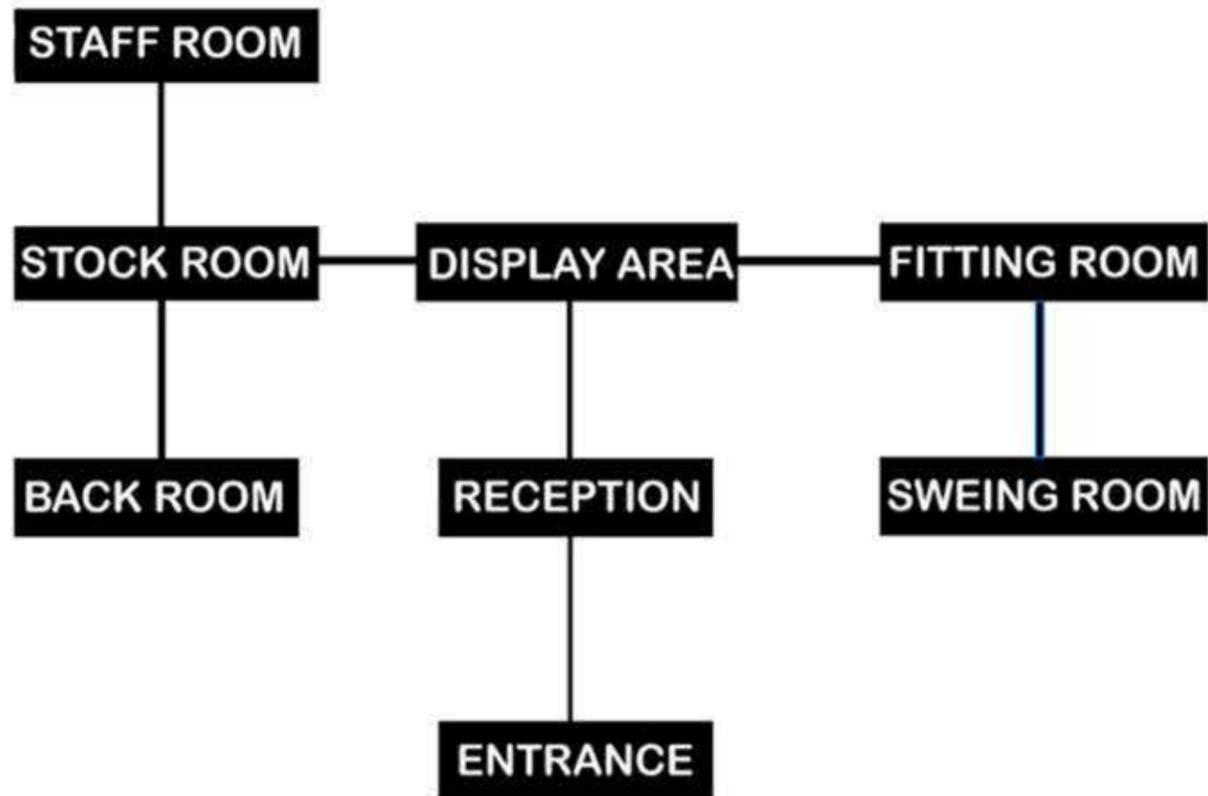
FITTING ROOM = 1

SWEING ROOM = 1

AGE GROUPING



- 18 - 25
- 15 - 18
- 25 - 30



SNO	SPACES	AREA
1	DISPLAY AREA	2 msqr
2	CASHIER AREA	2.7 msqr
3	ENTRANCE	4 msqr
4	FITTING ROOM	14.44 msqr
5	STOCK ROOM	3 msqr
6	STAFF ROOM	15 msqr
7	BACK ROOM	15 msqr
8	SWEING ROOM	12 msqr
9	HALL	120 msqr
TOTAL		188.14 msqr

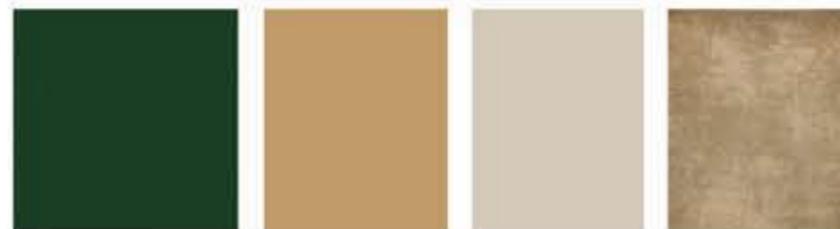
DESIGNING CONCEPT

Am designing my boutique as a minimalistic design and also keeping a simple and humble luxury feel and calm and quiet atmosphere. i want to keep my displays as minimal to avoid cluttering my displays and boutique with too many items. am keeping it simple by displaying only few items .and also want to arrage them in a visually appealing way. mainly focusing to give hoime feel to the customers .



COLOR THEME

In my boutique i am using neutral colors such as beige and camel colors .also giving a green color for contrast which gave my boutique a clean and coheasive look . and giving a golden texture wall paper for the walls to feel warm and inviting



FURNISHING

I am choosing the furnitures for my boutique is as simple and steamllined which are proptional to my boutique color theme



INSPIRATION

I am inspired to my design my boutique in this way by focusing in pintrest ,instagram,fashion blogs ,magazine .and also by trav lling. by traveliing some boutiques attract the way they kept their displays which gave calm atmoshpere and a homie feel also a clean look.

E

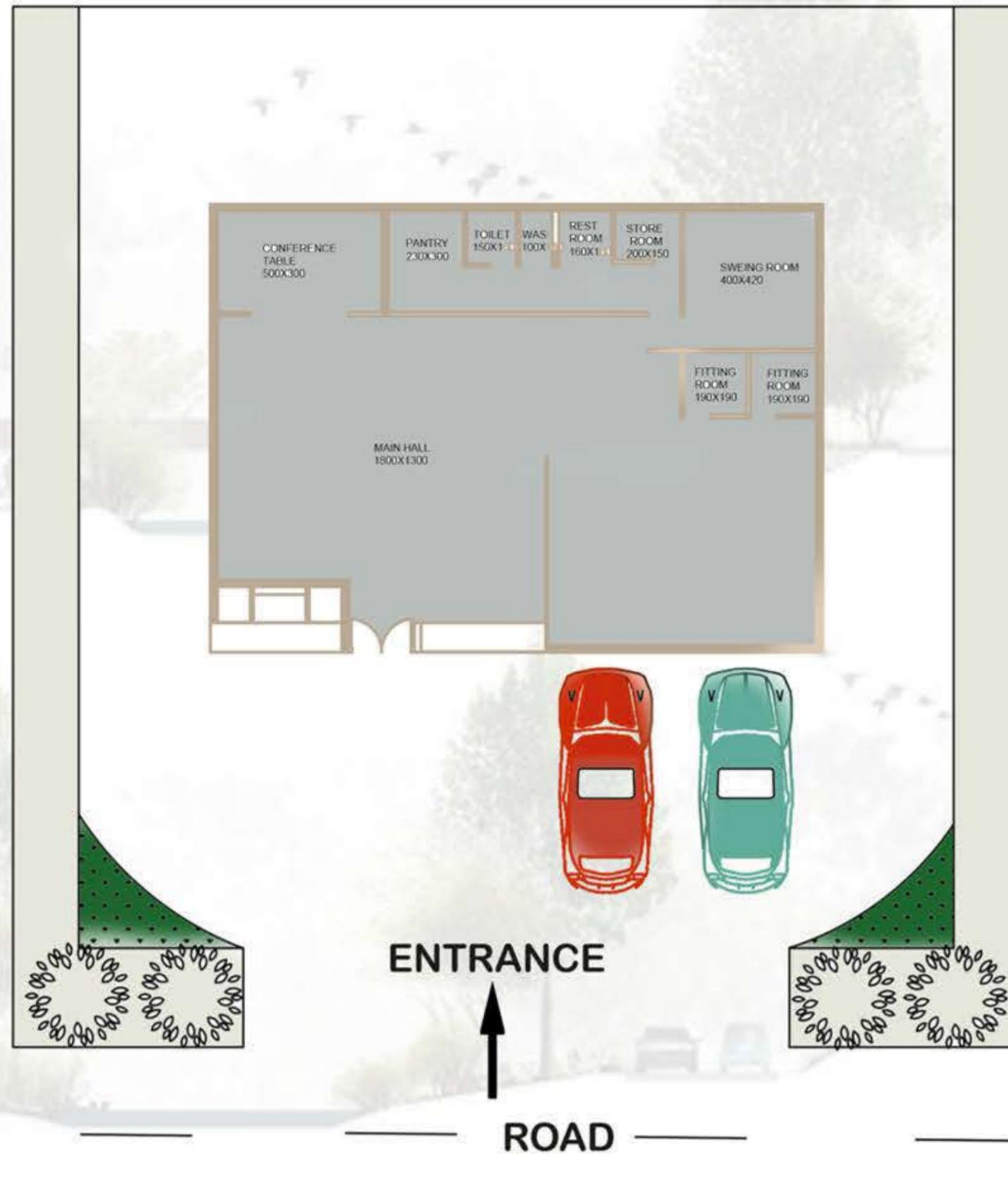
Esha's boutique

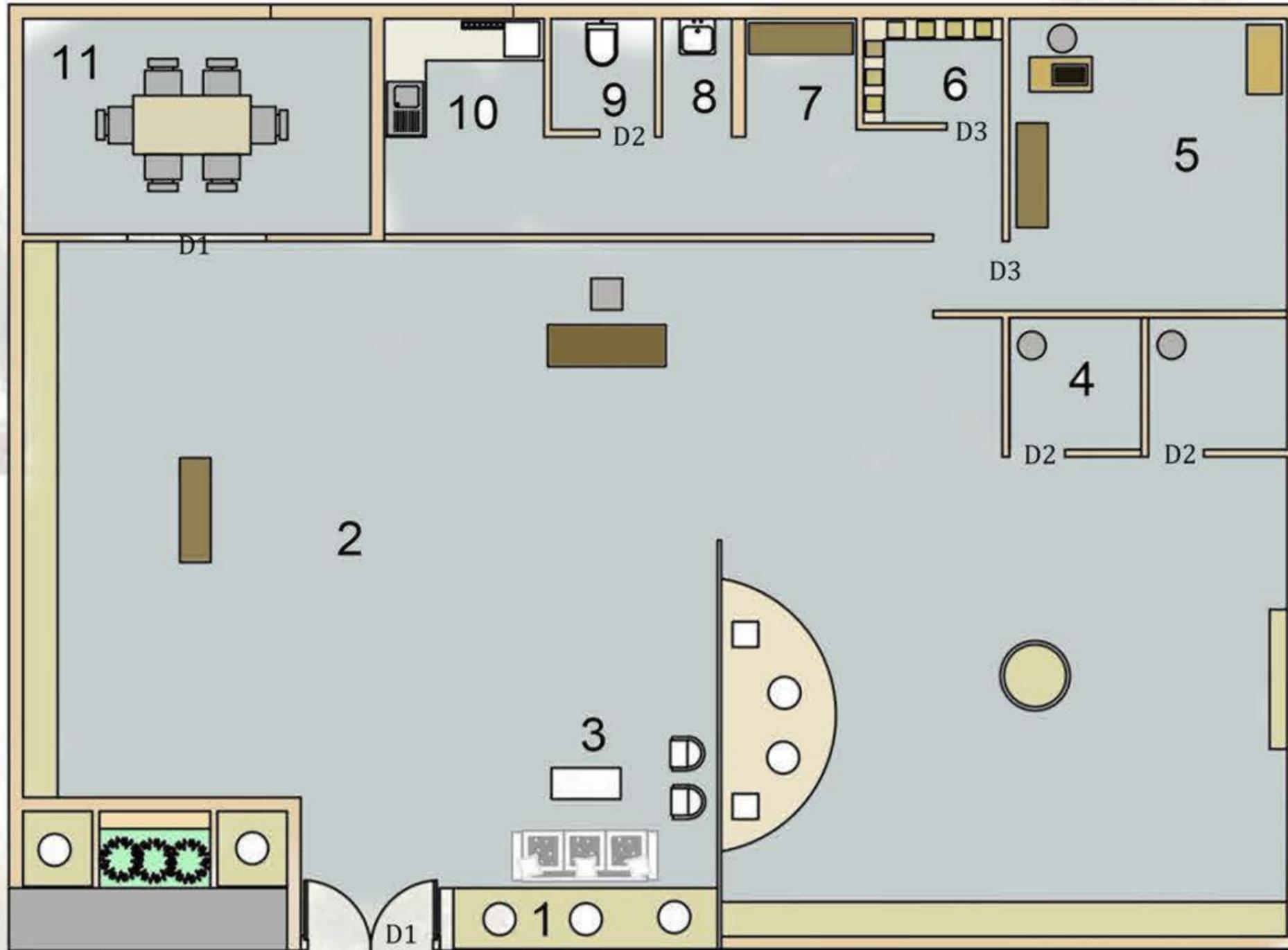
E - ESTEE LAUNDER (FASHION DESIGNER)
 S - SERGIO VALENTO (FASHION DESIGN BRAND)
 H - HERMANZ (FASHION DESIGN BRAND)
 A - ARMANI (FASHION DESIGN BRAND)

ESTEE LAUNDER was a American business women who was a famous fashion desinger and also she founded a cosmetics company .SERGIO VALENTO ,HERMANZ and ARMANI are the famous fashion design brands . i just got inspired on these brand dresses so that in my boutique i wish to kept like these brand dresses so that i used to make a brand name for my boutique by taking the firrst letters of the famous fashion desinger estee launder E and the famous fashion brands sergio valento V ,hermanz H. and armani A . by taking the first letters from each i got the name ESHA

so from this i named my boutique has ESHA'S BOUTIQUE





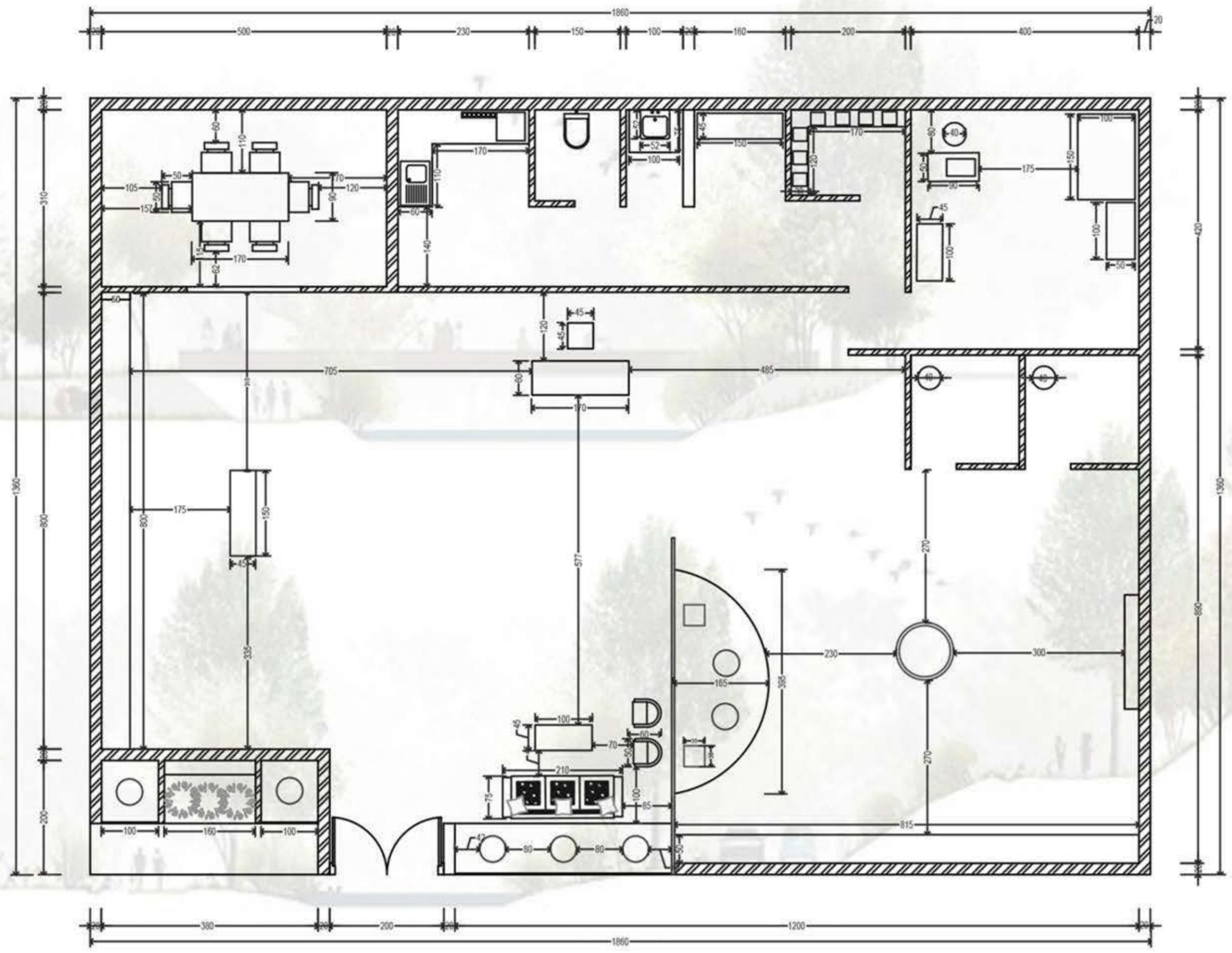


- D1 - 200X300
- D2 - 90X300
- D3 - 80X300
- W1 - 150X150
- W2 - 100X150
- W3 - 100X50

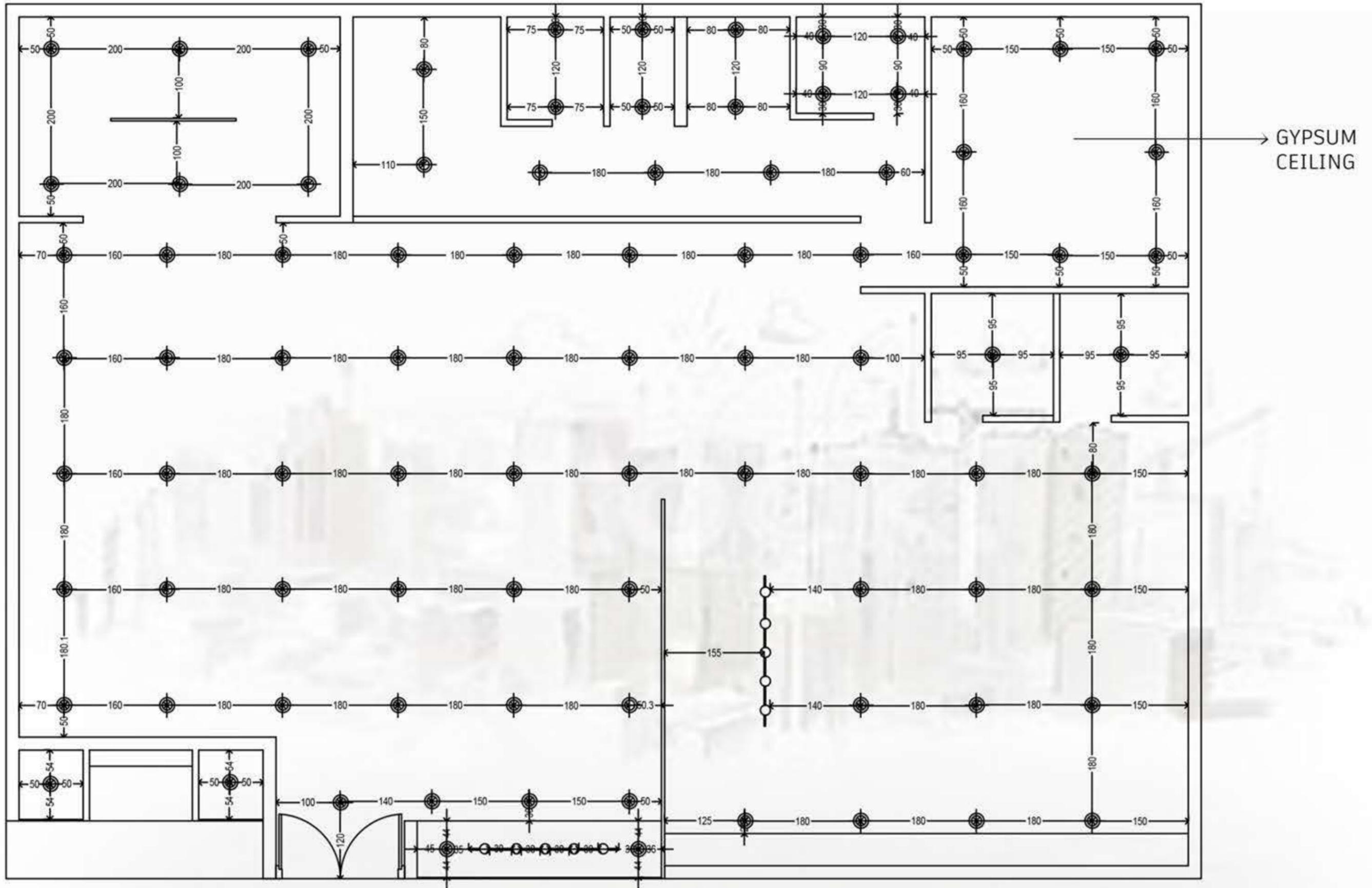


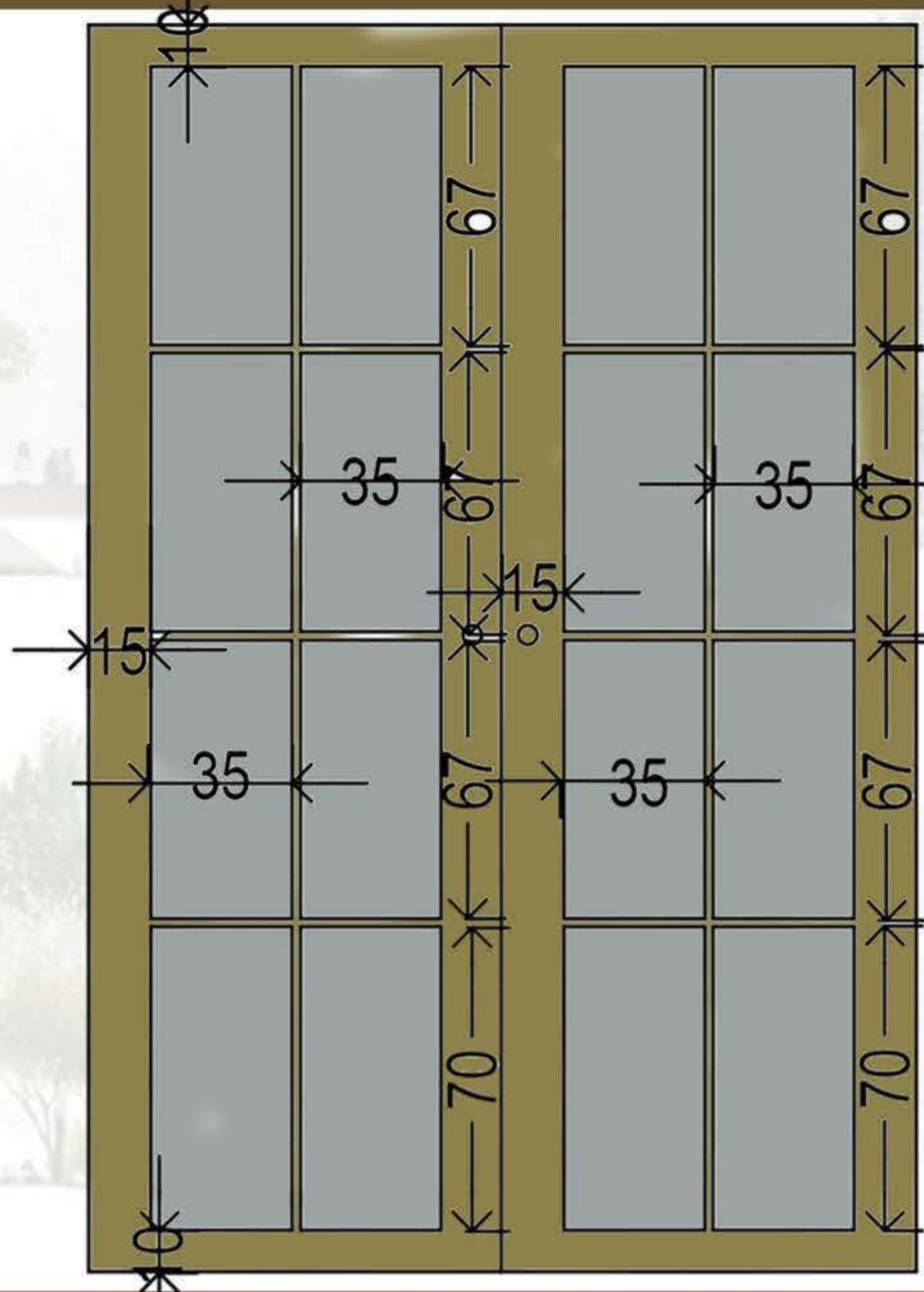
- 1. DISPLAY AREA
- 2. MAIN HALL
- 3. WAITING AREA
- 4. FITTING ROOM
- 5. SWEING ROOM
- 6. STORAGE ROOM
- 7. REST ROOM
- 8. WASH AREA
- 9. TOILET
- 10. PANTRY
- 11. CONFERENCE ROOM

DETAIL FLOOR PLAN

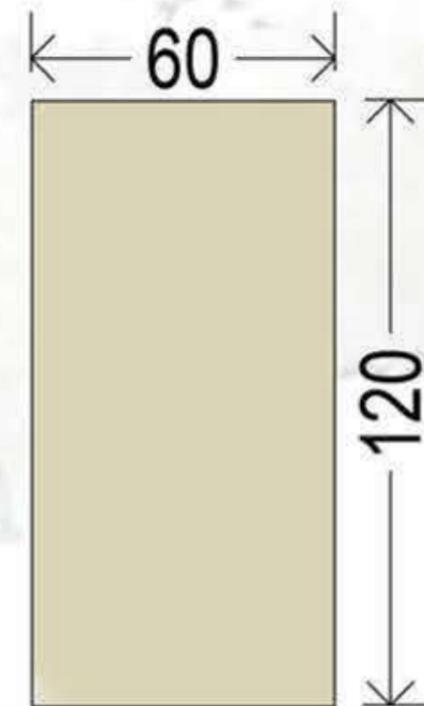
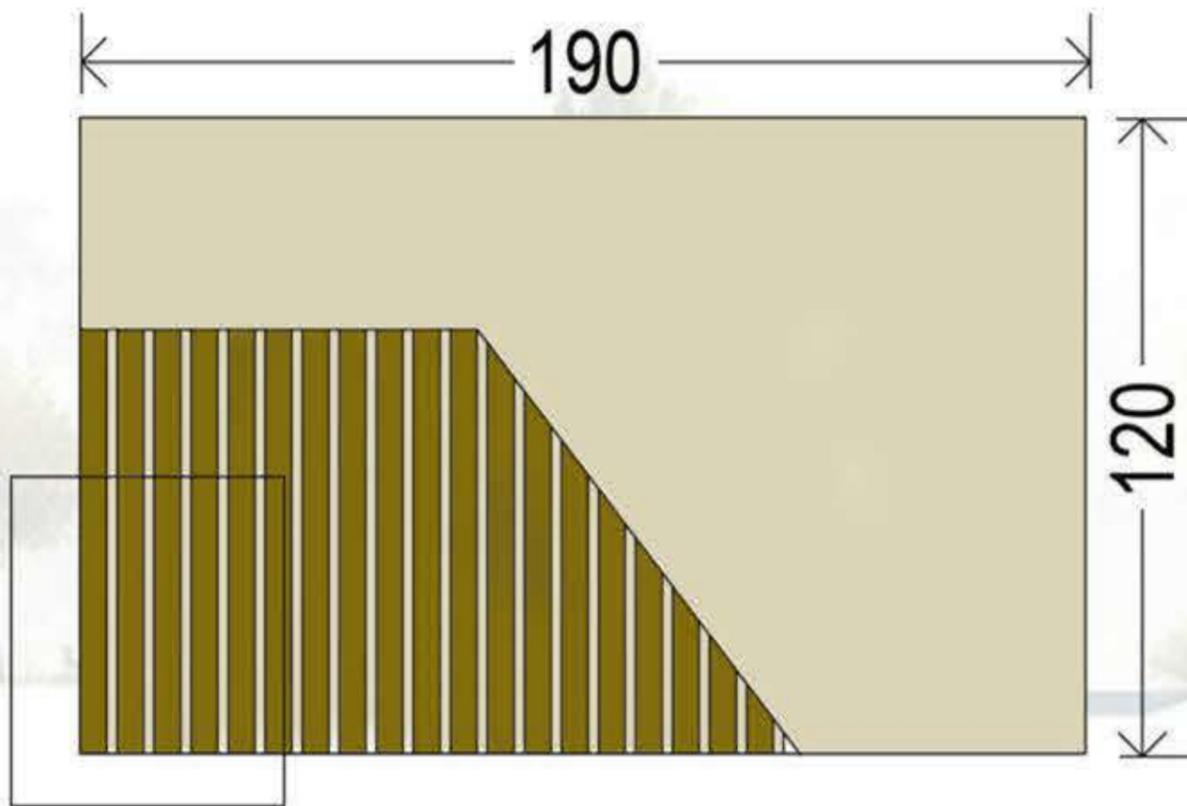
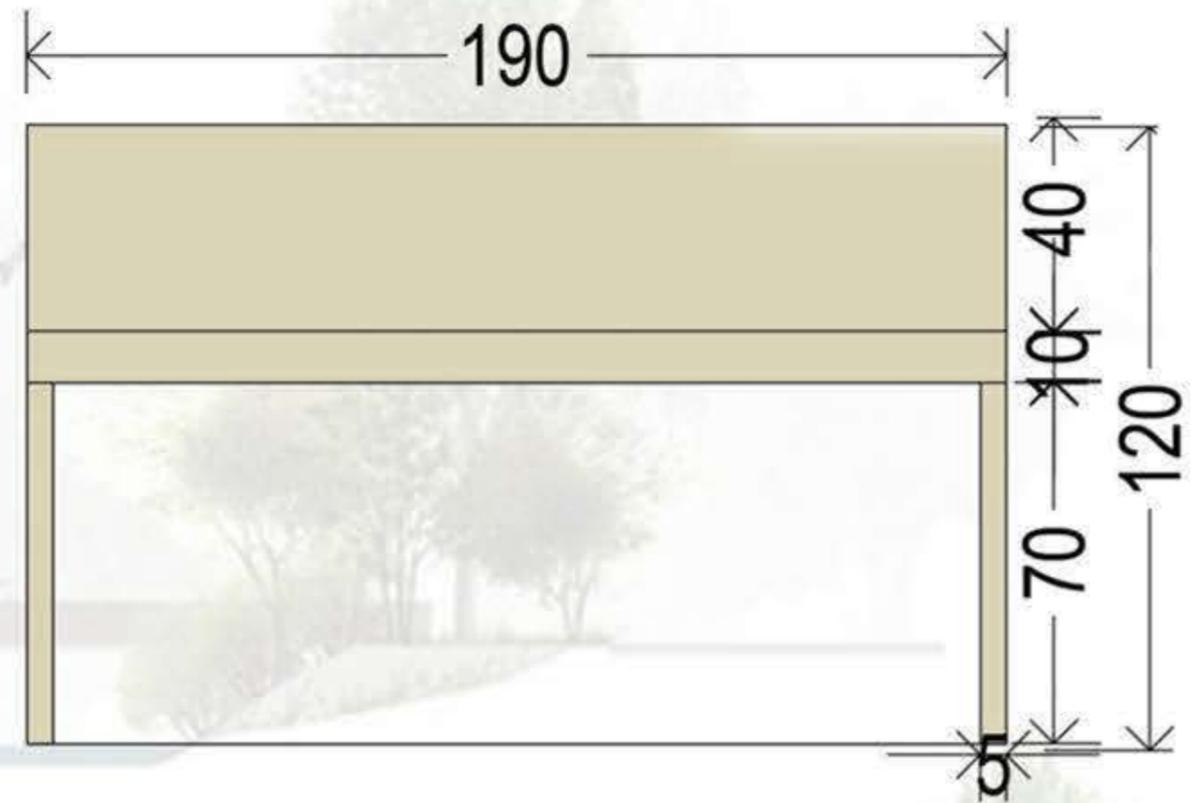
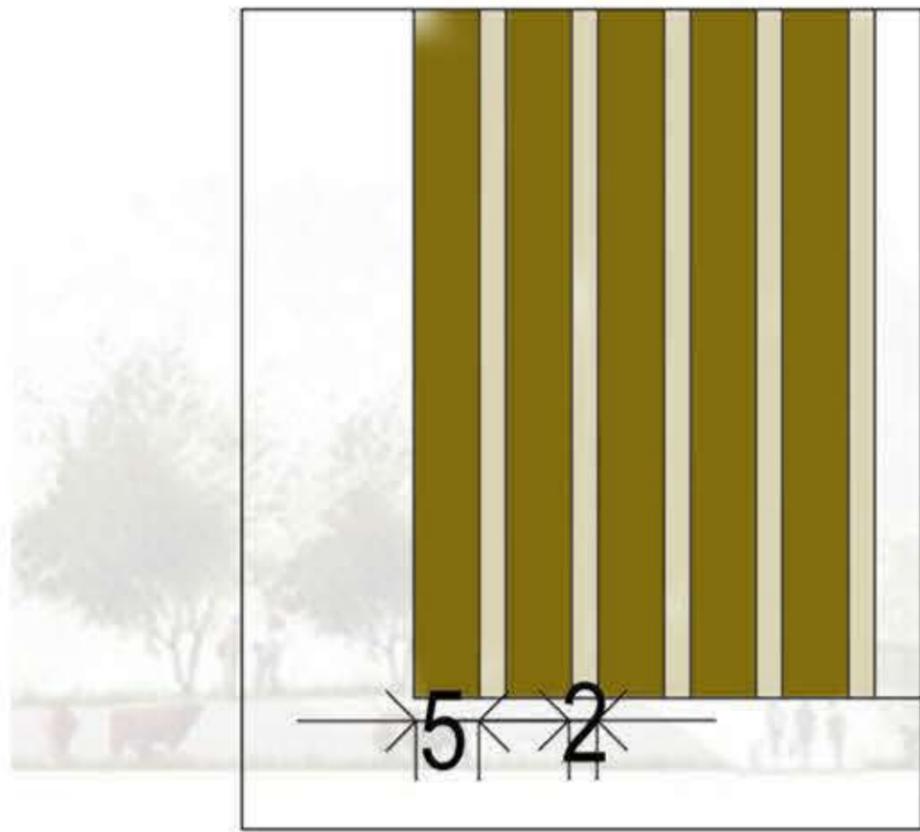


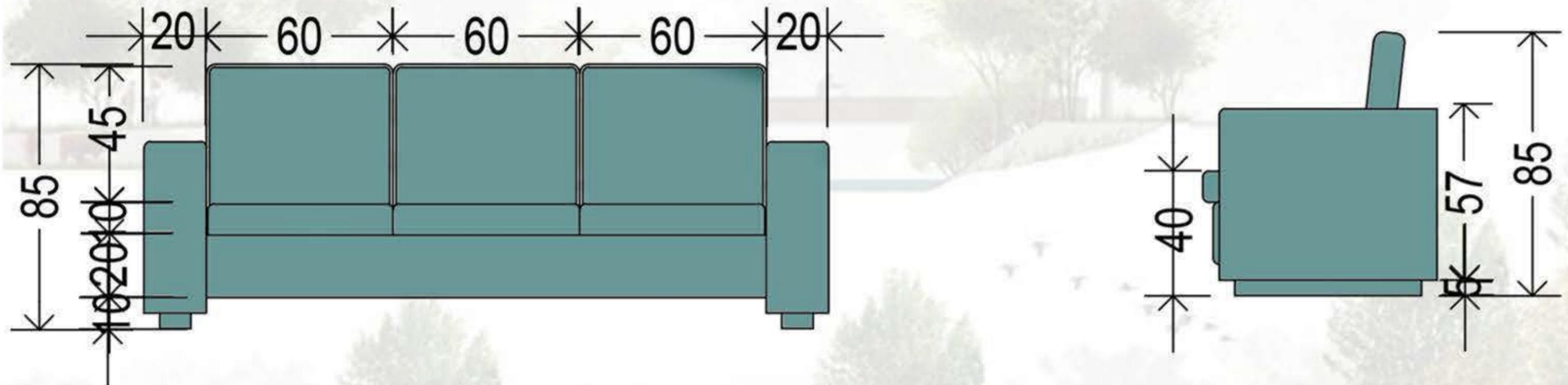
CEILING DETAIL DRAWING



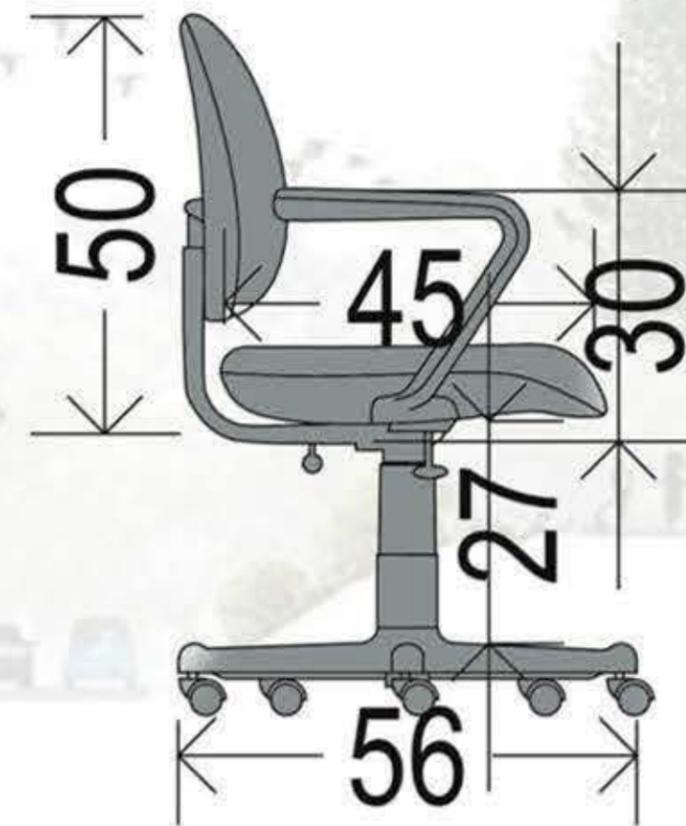
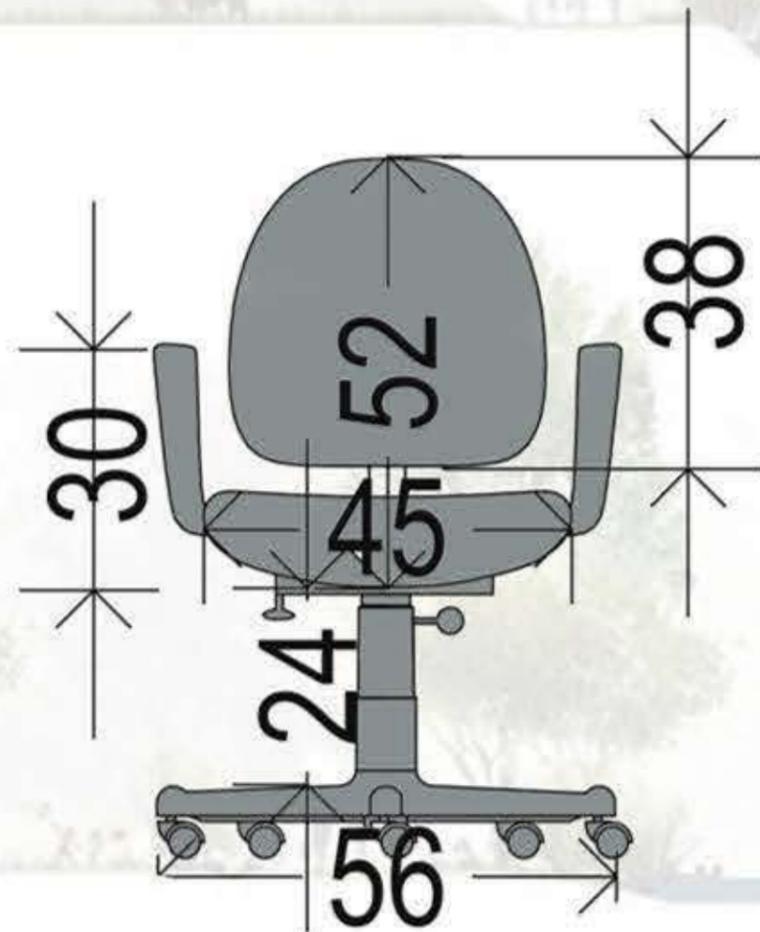
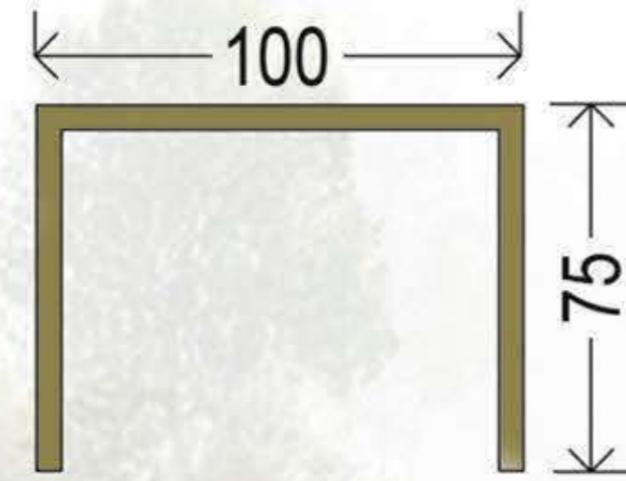
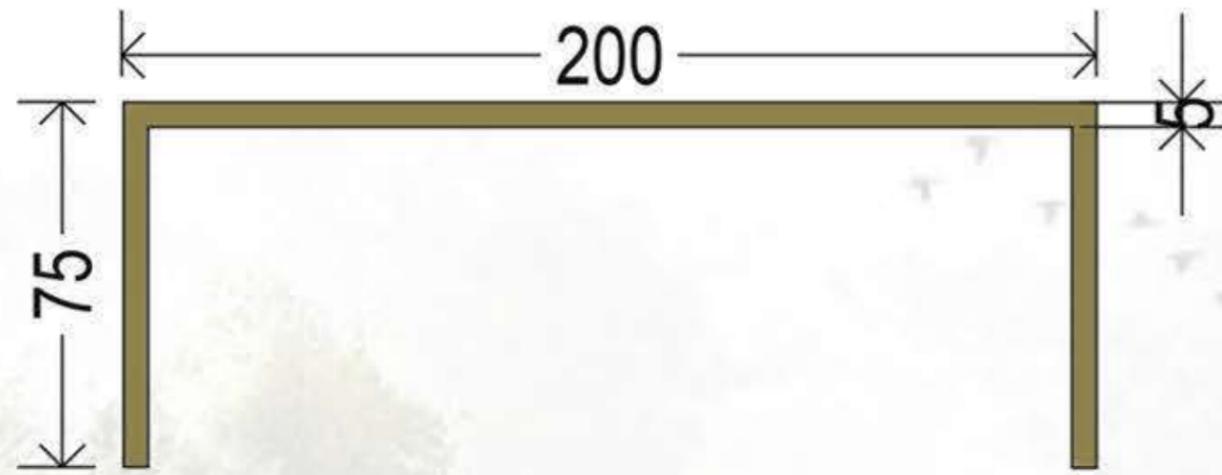


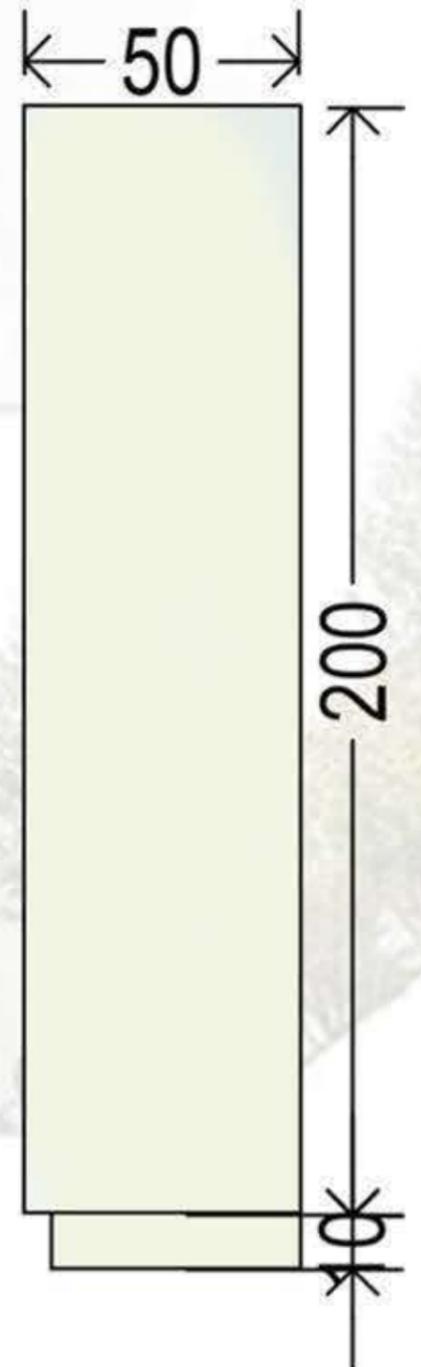
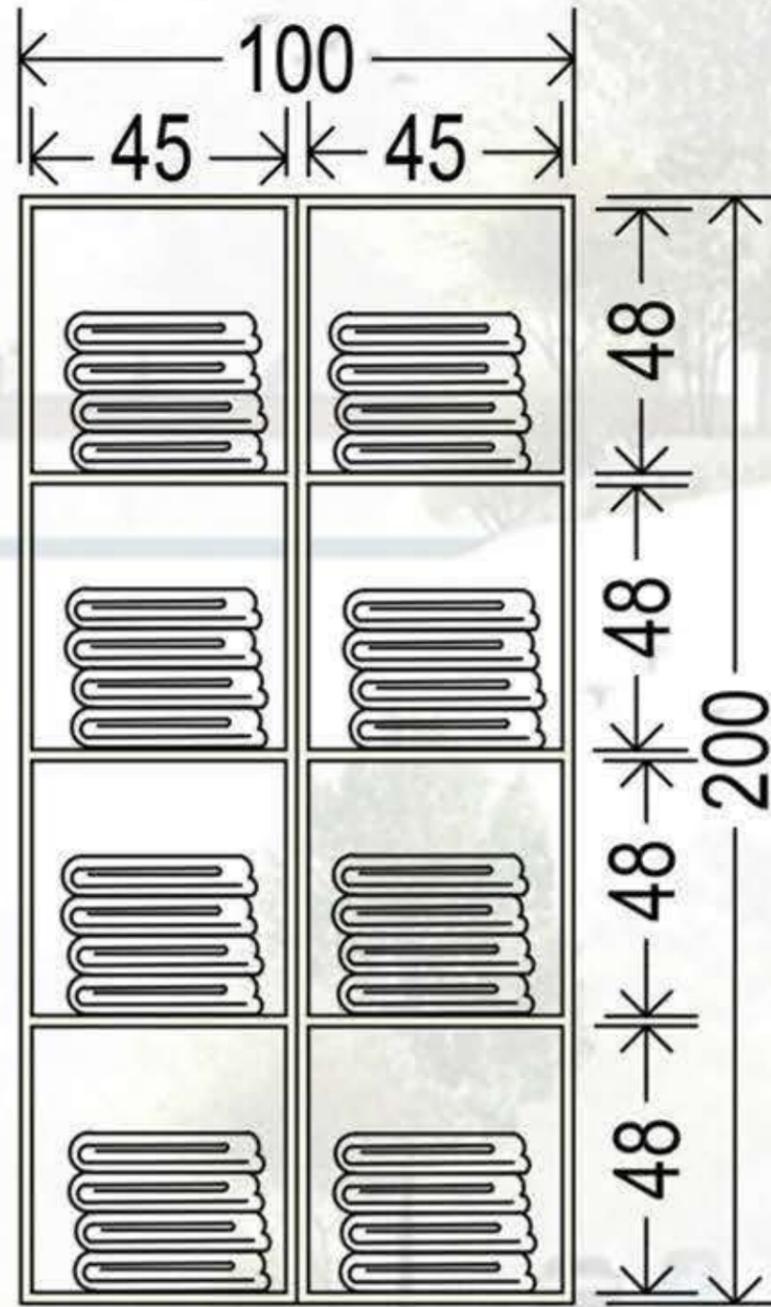
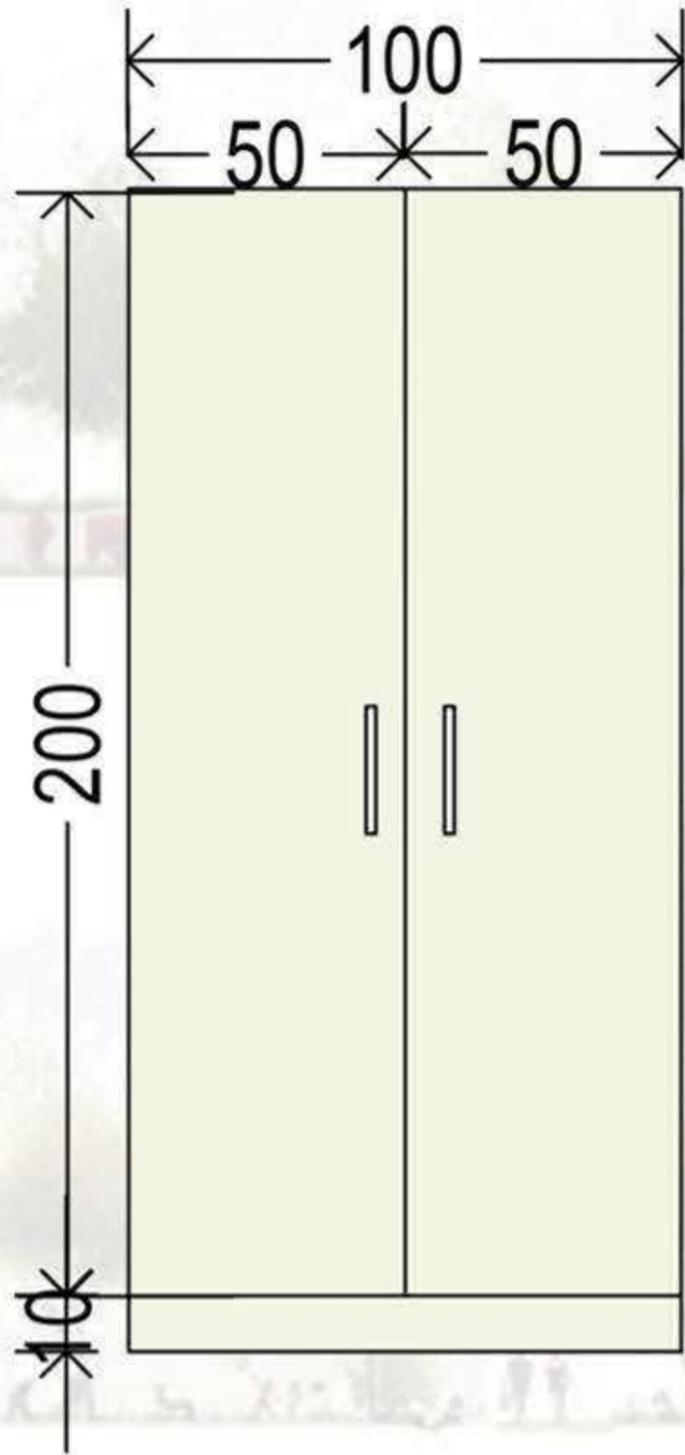
RECEPTION DESK DETAIL DRAWING



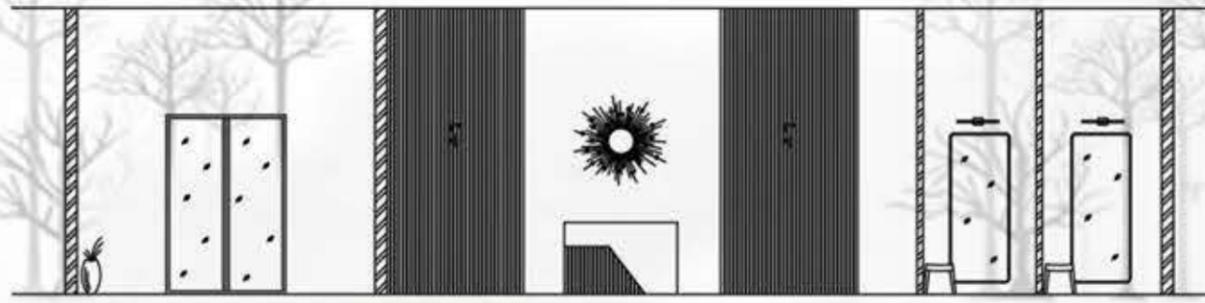


CONFERENCE ROOM TABLE AND CHAIR DETAIL DRAWING

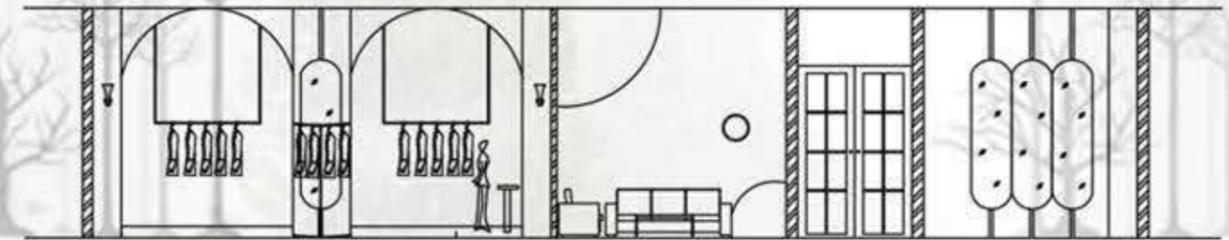




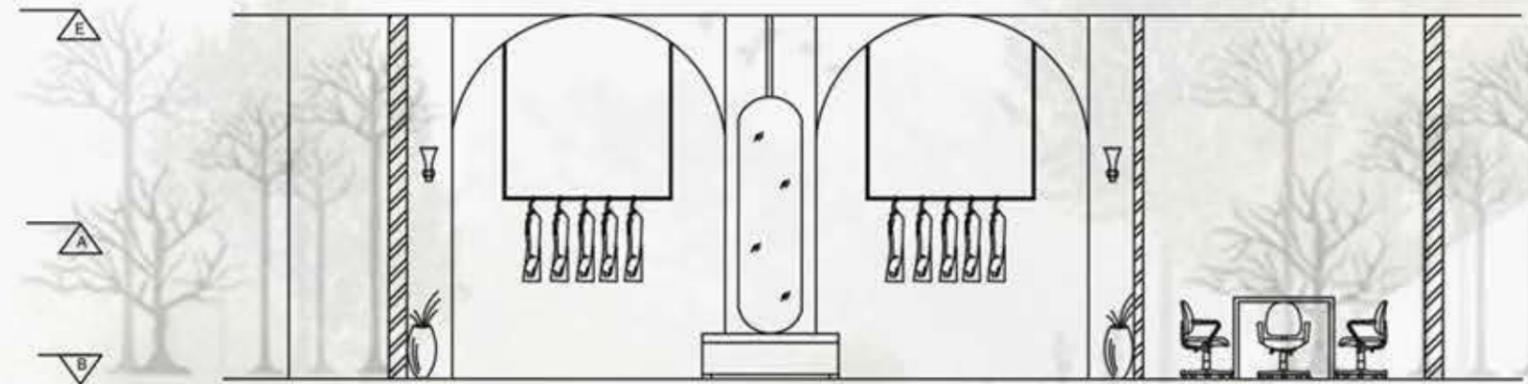
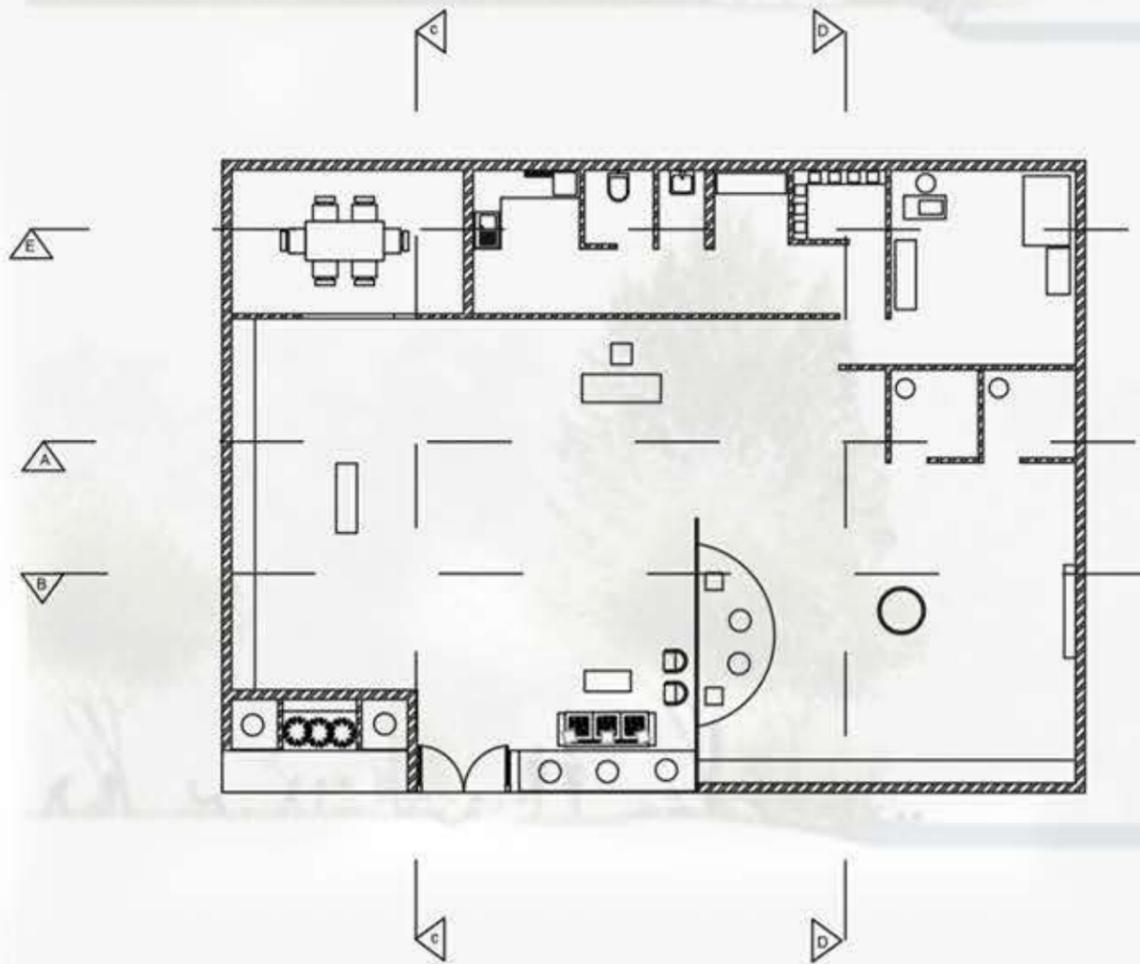




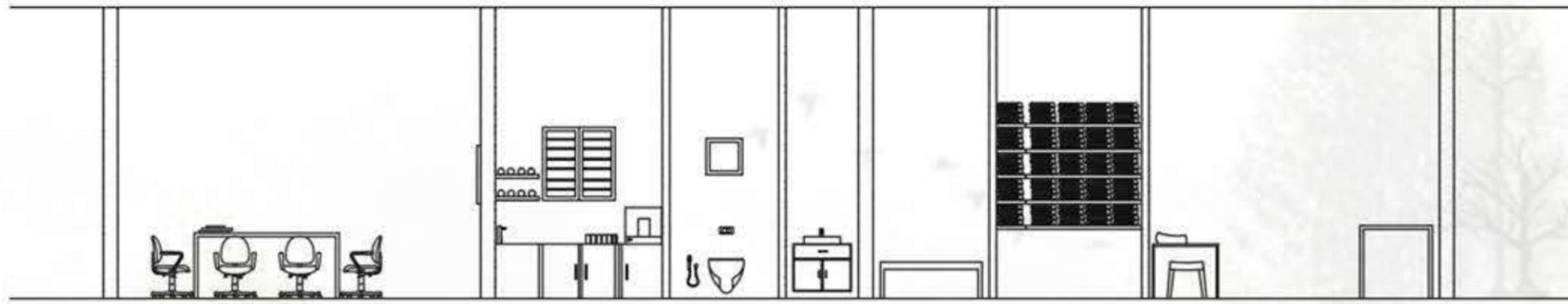
ELEVATION AA



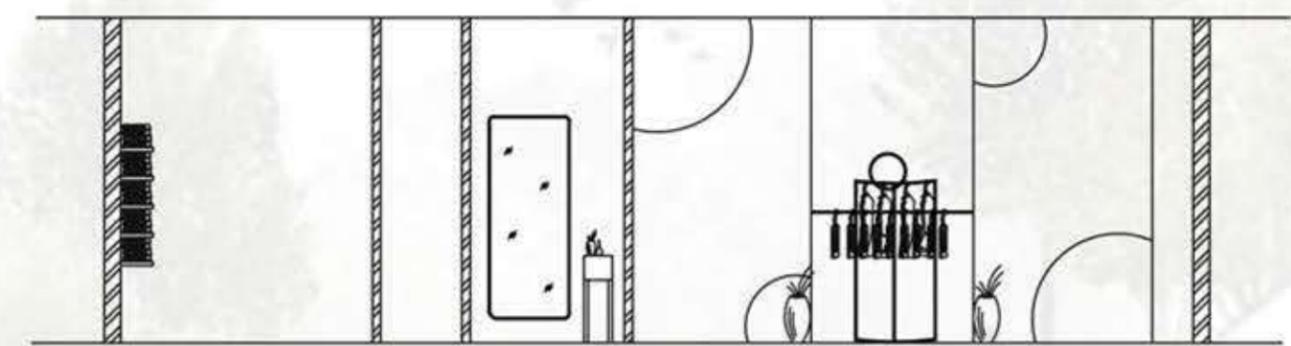
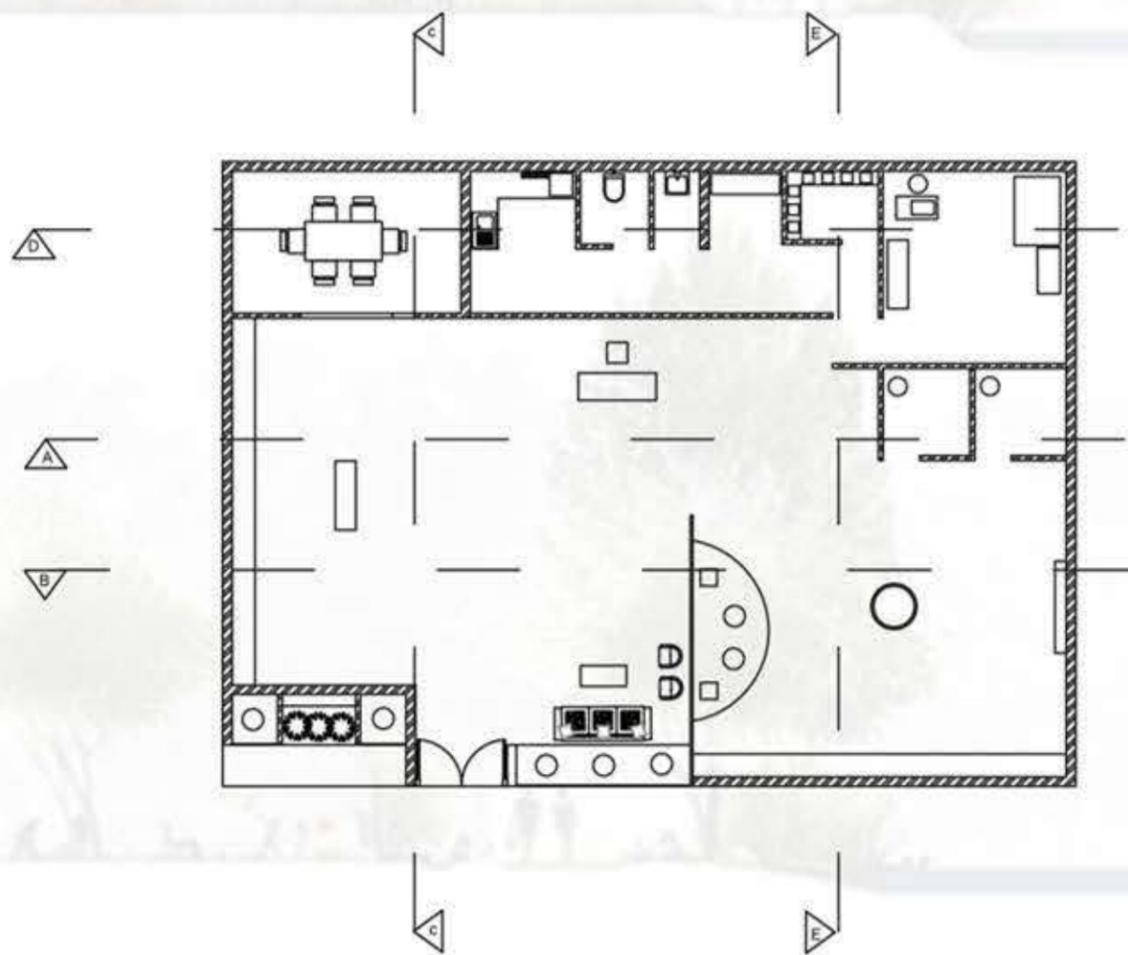
ELEVATION BB



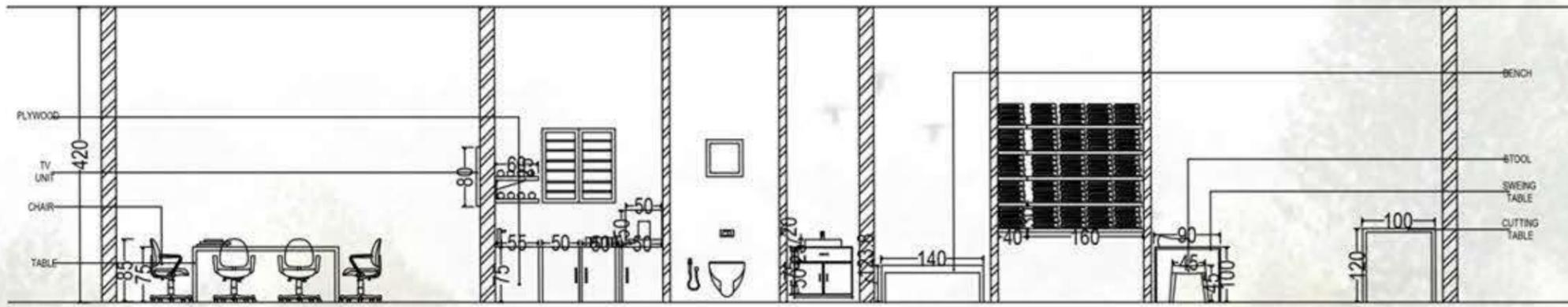
ELEVATION CC



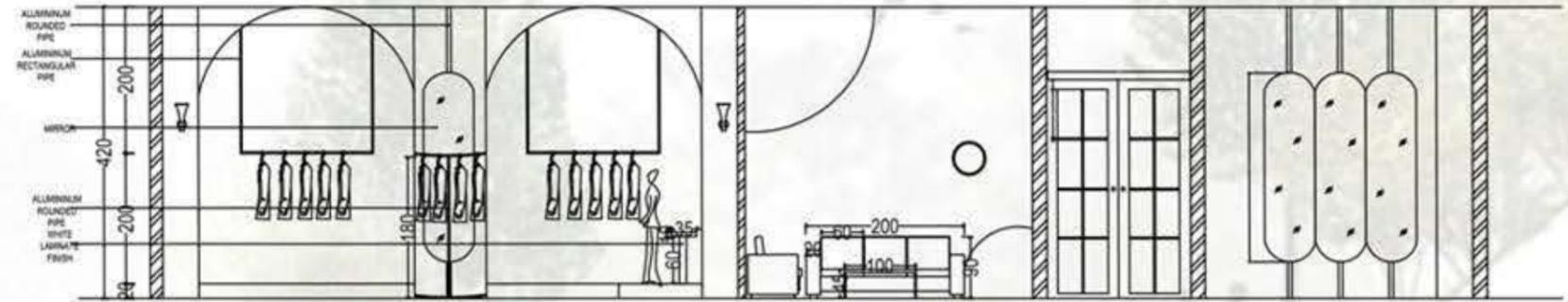
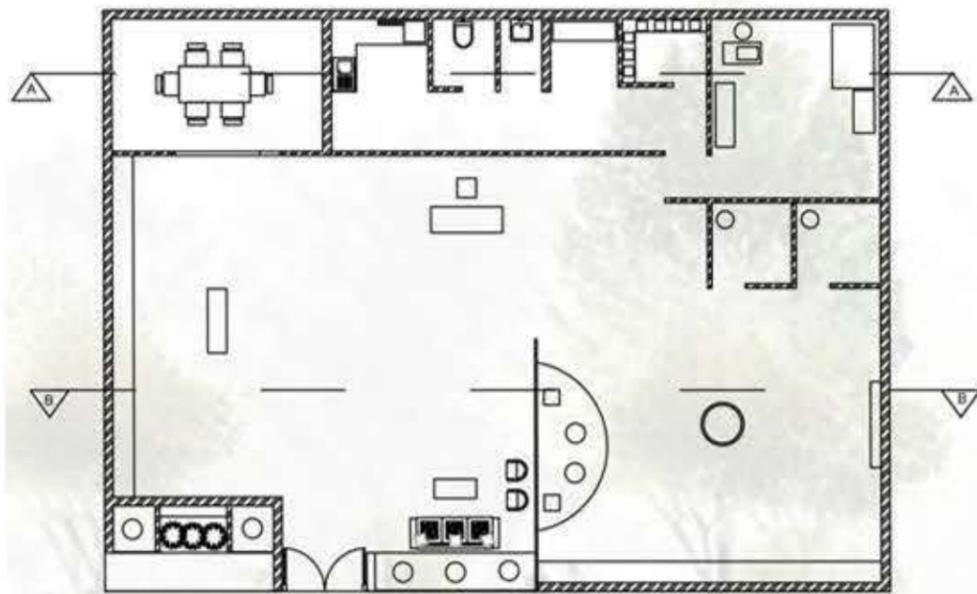
ELEVATION DD



ELEVATION EE



SECTION AA



SECTION BB

WALL PAINT
SHADE : CAMEL

ALUMINIUM
ROUNDED
BARS

GOLDEN TEXTURED
WALL PAPER

PLYWOOD



WALL PAINT
SHADE : DARK
GREEN

CEMENT TEXTURED
FLOORING TILE

TEXTURED LAMINATE



DARK GREEN FABRIC

BEIGE BROWN FABRIC

MARBLE



WOOD

WOODEN FLOORING

CEILING LIGHT :

Ceiling lights are an essential part of any clothing boutique as they play a crucial role in creating a well-lit, attractive and inviting atmosphere that can enhance the shopping experience of customers



TRACK LIGHTING :

Track lighting is an excellent lighting option for clothing boutiques as it provides flexibility and versatility in terms of directing light to specific areas, highlighting particular items, and creating a unique atmosphere.



DISPLAY LIGHT :

Display lighting is an essential aspect of any clothing boutique as it can make the merchandise look more appealing, attractive, and enticing to customers





















