

Fashion Retail Store Design - Design Project

Presentation Date: _____

Assignment: To show your understanding of the design process you will be creating a fashion retail store design that will be related to your clothing line. Please read the following guidelines to help you with your project.

1. Company name and logo – from fashion project

2. Target market – from fashion project

3. Inspiration pictures

Find 5-10 inspirational pictures/items that you will design your store from. These should not be pictures of interior furniture or other rooms. Interior designers get their inspiration from other sources.

4. Design floor plan

1. Draw the footprint of the room – ink it!
2. Add 1-4 dressing rooms
3. Add front desk and window displays
4. Add furniture, clothing racks, built in shelves, etc.
5. Render (color) the floorplan.

5. Find samples of materials.

Stores to look at: Home Depot, Lowes, Walmart, classroom.

You will need samples of the following:

- Wall – required
- Floor – required
- Front Desk Surface – required
- Window covering – optional
- Lighting – required
- Furniture – required for all chairs/couches/tables (not required for clothing racks)
- Accessories – required
- Fabrics – required for chairs/couches/window treatment

Your final board will include the following:

Company Name/Logo

5 inspiration pictures

1 rendered floor plan

Required samples of materials

The target market paragraph can be glued to the back of the board.

Additional guidelines for your board...

Prepare all items for the board before determining the final arrangement on the board.

Arrange all items for the board before gluing/taping.

Follow the format provided by the instructor – but you can still be creative with the board.

Final Board Evaluation Rubric

Name: _____

	Excellent	Good	Fair	Missing	Score
Company Name/Logo	Typed/computerized professional, creative +5	Typed/computerized, needed more creativity +3	Handwritten, creativity/professionalism lacked +1		/5
Target Market	Typed, 8-10 topics were addressed, thorough research +5	4-7 topics were addressed, some research +3	1-3 topics identified +1		/5
Inspiration Pictures	5-10 pictures – didn't use other interior pictures +5	3-4 pictures - mostly got inspiration outside of the interior world +3	1-2 pictures – used mainly pictures of furniture/rooms +1		/5
Floor Plan	Clean Lines, Rendered, Creative, Original, drawn to scale, allowed for useable space +20	Mostly Clean Lines, Rendered, Creative, drawn to scale, some spaces weren't useable +15	No clean lines, Not rendered, Significantly lacking in creativity/originality, few useable spaces +10		/20
Sample Quality	Realistic, Creative, Original - Included wall, floor, surface, lighting, furniture, accessories, fabric (2pts each) +20	Missing some samples (wall, floor, surface, lighting, furniture, accessories, fabric) Needed more creativity +15	Significantly lacking in creativity/originality, Missing several samples +10		/20
Fabric Swatches	All samples had a fabric swatch, accurate in color, appropriate in weight, clean cuts +5	All samples had a fabric swatch, close in color, appropriate in weight, clean cuts +3	Missing 1 or more swatch, color is off, did not choose appropriate weights, uneven cuts +1		/5
Overall Board Design	Items mounted appropriately, no glue/tape, layout was planned, spacing even, cutting straight +20	Most items mounted appropriately, no glue/tape, layout lacked in flowing together, spacing problems, cutting is crooked +15	Items were not mounted appropriately, glue/tape showed, layout and spacing were unprofessional +10		/20
Presentation	On time, prepared, excited, smiled, good eye contact, enjoyed their project, explained thoroughly +20	On time, prepared, limited excitement, smiled, little eye contact, explained most things +15	Wasn't prepared, no excitement/smiles/eye contact, limited explanation +10		/20
				TOTAL:	/100

Comments: