

The page features three decorative blue circles of varying sizes, each composed of concentric circles in different shades of blue. Two thin blue lines cross the page diagonally, one from the top-left to the bottom-right, and another from the top-right to the bottom-left, intersecting near the center.

IEC COLLEGE OF ART AND FASHION

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REPORT ON STORE LAYOUT

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INTRODUCTION

A clothing store is a small shopping outlet, especially one that specializes in elite and fashionable items such as clothing and jewelry.

Although some stores specialize in hand-made items and other truly one-of-a-kind items, others simply produce t-shirts, stickers, and other fashion accessories in artificially small runs and sell them at unusually high prices.

Clothing is fiber and textile material worn on the body. The wearing of clothing is mostly restricted to human beings and is a feature of nearly all human societies. The amount and type of clothing worn depends on physical, social and geographic considerations.

Physically, clothing serves many purposes: it can serve as protection from the elements, and can enhance safety during hazardous activities such as hiking and cooking. It protects the wearer from rough surfaces, insect bites and splinters by providing a barrier between the skin and the environment. Clothes can insulate against cold or hot conditions. Further, they can provide a hygienic barrier, keeping infectious and toxic materials away from the body. Clothing also provides protection from harmful UV radiation.



CLOTHING STORE

This store is designed in free flow layout. The theme used in this store is circle. Circle is used all over the store, in walls, ceiling and even in furniture.

HISTORY

In late 1990s some European retail traders developed the idea of tailoring a shop towards a lifestyle theme, in the form of "concept stores", which specialized in cross-selling without using separate departments. One of the first concept stores was 10 Corso Como in Milan, Italy followed by Colette in Paris and Quarter 206 in Berlin. Several well-known American chains such as Urban Outfitters, and The Gap, Australian chain Billabong and, though less common, Lord & Taylor adapted to the concept store trend after 2000.



FIG: CLOTHES OF ANCIENT PERIOD

DISPLAY WINDOW

A display window is a window in a shop displaying items for sale or otherwise designed to attract customers to the store. Usually, the term refers to larger windows in the front façade of the shop. Display windows at boutiques usually have dressed-up mannequins in them.

Putting a window display of merchandise in a store's window is called "window dressing", which is also used to describe the items displayed themselves. As a figure of speech, "window dressing" means something done to make a better impression, and sometimes implies something dishonest or deceptive.



FIG: WINDOW DISPLAY

CASE STUDY:

GUCCI

Introduction

The House of Gucci, better known simply as Gucci is an Italian fashion and leather goods label, part of the Gucci Group, which is owned by French company PPR. Gucci was founded by Guccio Gucci in Florence in 1921.

Gucci generated circa € 4.2 billion in revenue worldwide in 2008 according to BusinessWeek magazine and climbed to 41st position in the magazine's annual 2009 "Top Global 100 Brands" chart created by Interbrand. Gucci is also the biggest-selling Italian brand.^[3] Gucci operates about 278 directly operated stores worldwide (as of September 2009) and it wholesales its products through franchisees and upscale department stores.

Gucci features men's and women's ready-to-wear, bags, shoes, luggage, small leathersgoods, silks, fine jewelry, gifts, watches and eyewear.



HOUSE OF GUCCI

Traditional with a twist: Signature Gucci materials rosewood and marble are enhanced with the introduction of new elements including ribbed glass, warm polished gold, smoked mirrors and smoked bronze glass.



LOGO OF GUCCI

History of Gucci

In 19th century, Gucci became one of the world's most successful manufacturers of high-end leather goods, clothing, and other fashion products.

Together with three of his sons, Aldo Gucci, Vasco Gucci and Rodolfo Gucci, Guccio expanded the company to include stores in Milan and Rome

Aldo and Rodolfo Gucci further expanded the company's horizons in 1953 by establishing offices in New York City

A particularly iconic touch, introduced in 1964, was the use of the double-G logo for belt buckles and other accessory decorations.



FIG: OLD STORE OF GUCCI

Store layout

Gucci's store is designed by designer Frida Gianni along with architect James Carpenter. Most of its store is designed in race track layout. The store is spacious and displays merchandise in disciplined order. Gucci's store offers a powerful and personal affirmation of Gucci's growing presence, and symbolizes Gucci's 21st century contemporary look.

Giannini's innovative concept employs open space, warm luxurious materials and natural light, emphasized by a massive golden glass façade, to spectacular effect. The external sheet of transparent glass lets natural light pour through the space while allowing views both inside and out.



Signature Gucci materials rosewood and marble are enhanced with the introduction of new elements including ribbed glass, warm polished gold, smoked mirrors and smoked bronze glass.



Shoes are displayed on smoked bronze glass display rack. The store has achieved simplicity. Facilities to the client are provided by placing seats in the middle. The color combination are rich and elegant.

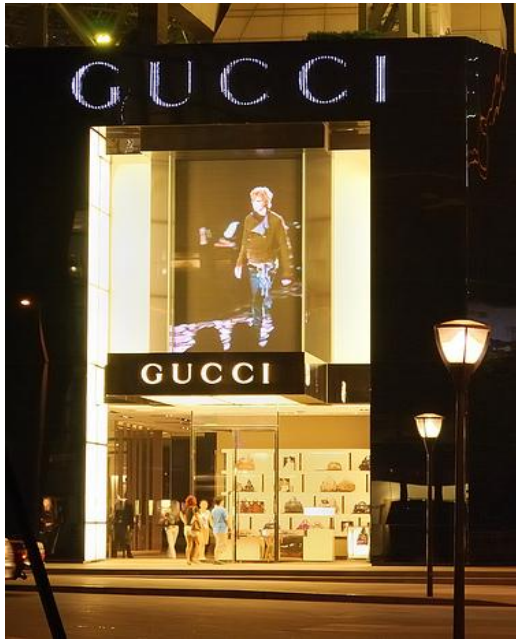


Like every other Gucci's store, this one is also designed in a simple way. The color used is the shades of brown and the flooring has got the logo of Gucci in it.

Window Display

The window displays of Gucci usually have their logo at the background of the display window. They have closed window display and are kept simple and sophisticated. They use mannequin, and display cases in the window display.





CASE STUDY: MAKEOVER



Makeover is an upscale women's clothing store that opened on July this year is a unique store which comprises of a beauty salon and fashionable ladies wear for the first time in Nepal. Makeover which means - an overall beauty treatment (involving a person's hair style and cosmetics and clothing) intended to change or improve a person's appearance or enhancement of someone's personal beauty. Makeover clothing selections and exclusive personal style services, which include a detailed Style Assessment, will ensure that the customers are well dressed and through the beauty salon customer's complete beauty treatment is offered. Its mission is to provide women with a store that offers a comfortable and approachable environment.

It features ladies Wear (Formal, Casual, Party wear), gents wear, shoes and bags, designer wear (Sarees, Kurta, Lehengha), cosmetics, beauty salon and accessories.

It is owned by Mr. Rikesh Shakya who designed this store himself. It is located at Civil Mall, shop no. 325 and was launched in July 2012.



FIG: WINDOW DISPLAY SEEN FROM THE ESCALATOR

Store Layout

- It had free flow layout.
- Clothes were displayed by using mannequins and display rack.
- Bags, shoe and other accessories were displayed in cantilever rack and in display rack.



Dresses are displayed through hangers and lighting is provided by the use of focus light.



FIG: PARLOR PLACED AT THE BACKSIDE OF THE STORE



Shoes are displayed in cantilever rack and the wall is clad with brick.



False ceiling was one of the centers of attraction of the store. It was colored in black and white colors. The false ceiling was kept open at the centre through which the wire of ac and lights were seen .



Window Display

It had window display in the three sides of the store. All the window display was open type. Clothes with mannequins were displayed in the front window display whereas the other two had bags, shoe and accessories in them. The window display was simple and had no use of any props.



MATERIALS USED

- It had cream colored, 2'x 2' ceramic tile all over the floor and had brick cladding and wallpaper on the walls.
- False ceiling was done with gypsum board and had a big opening on the centre which enhanced the store.
- Artificial lights such as conceal light and focus light were the source of lighting.
- Furniture was made of wood, steel and glass.

DEMERITS

- Too much of merchandise created disturbance in the store which gave customer the problem to move easily.
- The color used in the walls dominated the merchandise displayed.
- Minimum use of natural light.

MERITS

- Seating was provided for the customer.
- Lighting was sufficient at the store.
- False ceiling was very attractive.