

# Project 01

## COMMERCIAL DESIGN

The purpose of this project was to design a retail store for individual clients that expresses the brand identity and meets functional requirements while demonstrating design innovation.

### RIFLE PAPER CO.

I chose to do my project on Rifle Paper Co., an American lifestyle company selling Illustrated stationery, paper goods, gifts & home décor. They embody beauty, creativity and accessibility.

Husband-and-Wife team, Anna and Nathan, began Rifle Paper Co. as a stationary company in 2009. They emphasize on quality, but also on accessibility, making their products available in thousands of stores for reasonable prices. The goal, however, is to bring joy to customers who use their products.



