

SHOPX FINAL ORAL PRES. 2020



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Hardjuku is inspired by Harajuku culture in Japan. A culture that “don’t give a damn about mainstream fashion” We tend to go on the dark side of this culture, which is very gothic and a little scary. We have our own products line but also offer vast of products from our collaborative partners. We mainly focus on our online platform but also offer a physical store to show our special merchandise and offers customer loyalty there, we also have a little coffee shop to fulfill our customers’ needs.

We guarantee to give our customers the best quality and the best customer service from both online and offline. Our target is 17-27 years old, has sources of income and usually active on social media platform.

**PUNK is not DEAD
DARKJUKU is ALIVE**

MOODBOARD



Hardjuku



Gothicus

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

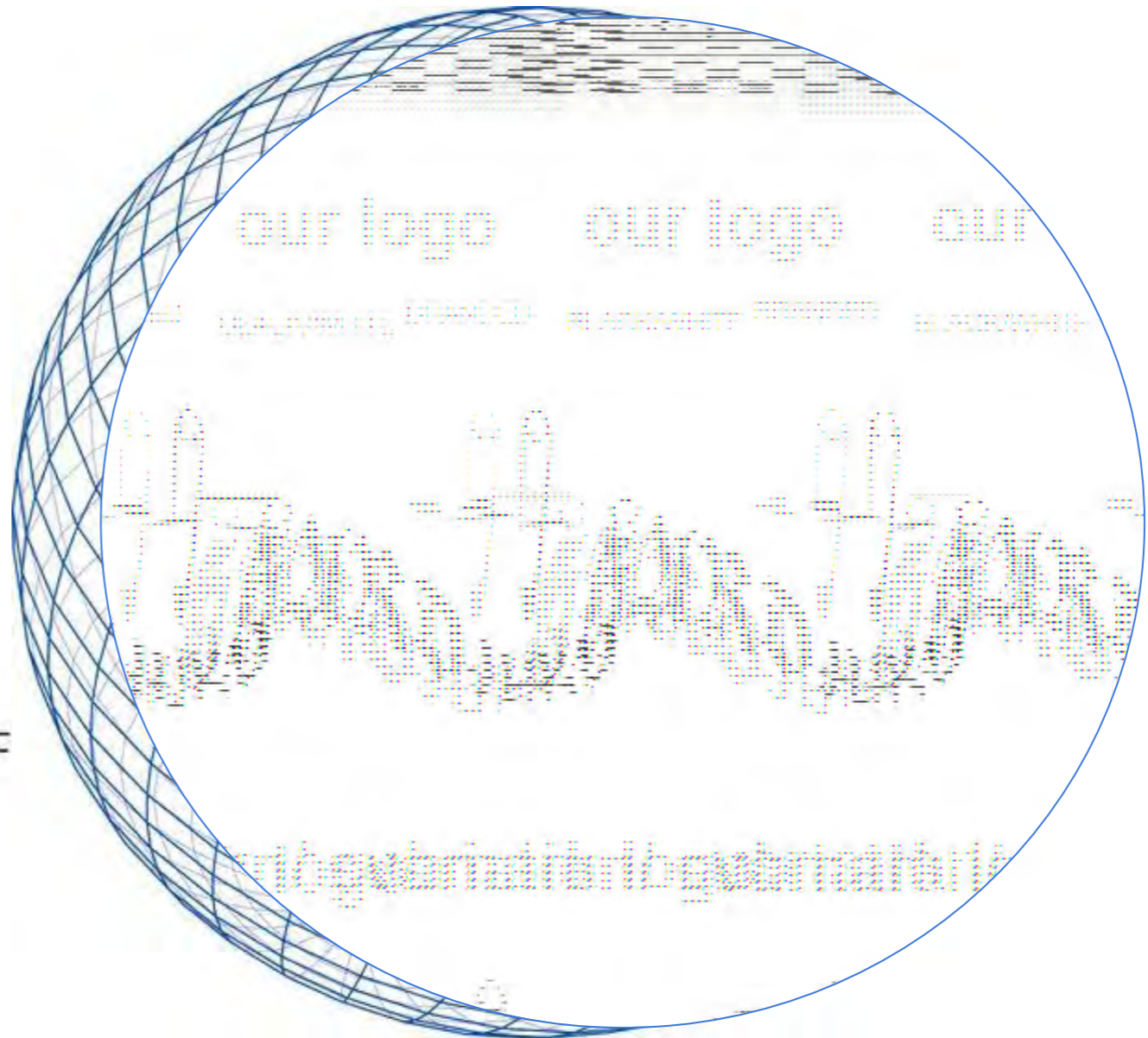
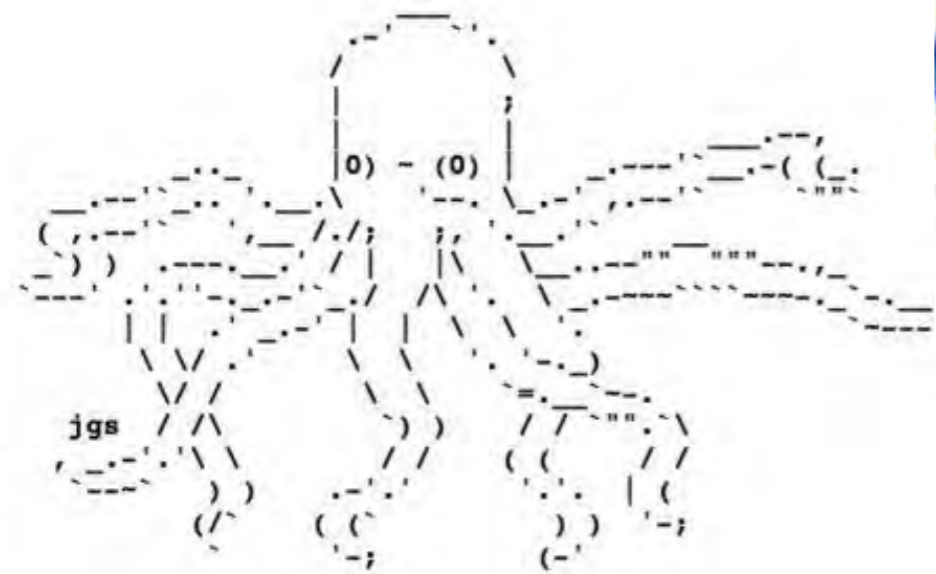
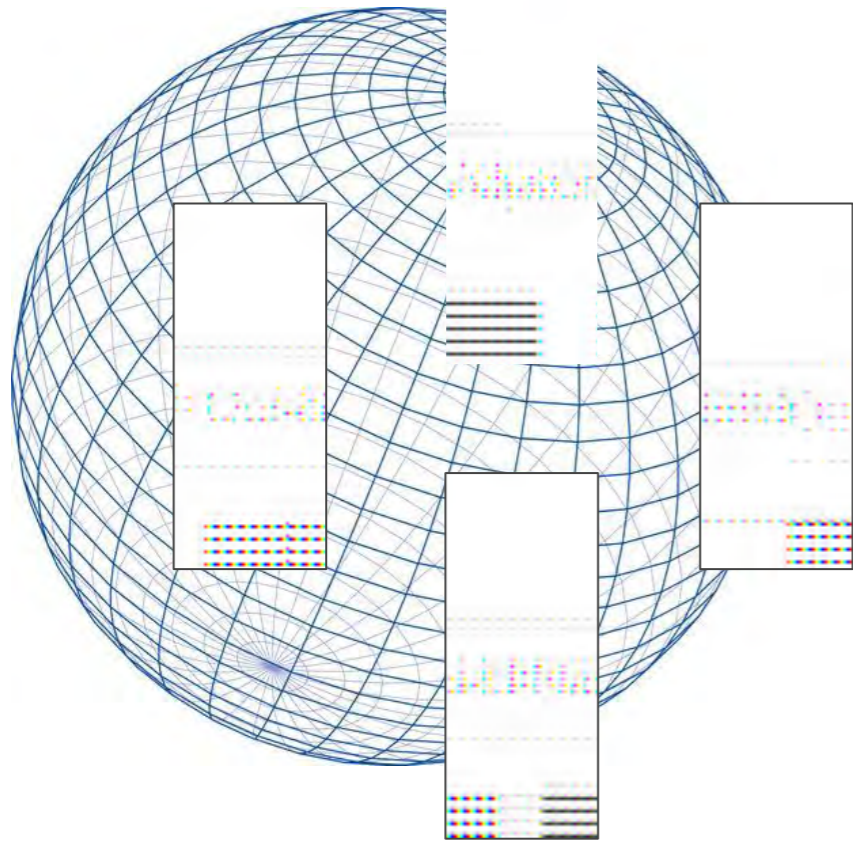
Nagomi Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

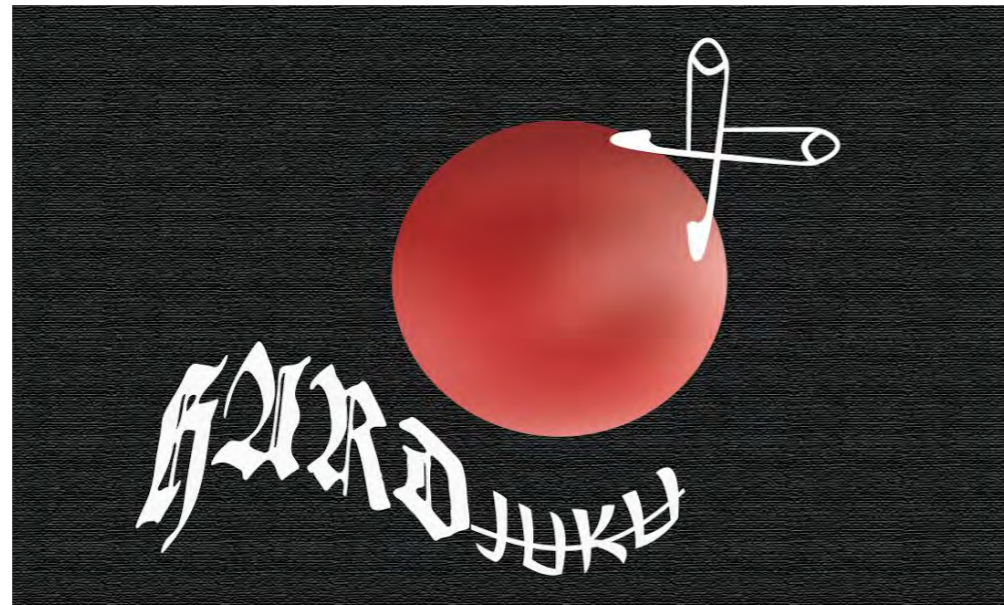
Гордыкы

A3 VISUAL IDENTITY

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Landscape



Front



Back

SHOPPING BAG



Handbook

A4 brandbook



Asymmetrical Black and Red Striped Shirt
29\$



Zipper Pleated Skirt
20\$



Red Tartan Top with Zipper
35\$



Red Tartan Skirt
30\$



Leather Bells Top
99\$



Leather Belt Pleated Skirt
30\$



Black Corset Bustier Top
55\$



Black Mesh Corset Top
70\$



Gothic Writing Beanie
10\$



Black Storm Bucket Hat
10\$

Be a **REBEL** with style,
the **HARDJUKU** style



School Girl Platform Heel
90\$



Platform Wedge Combat Boot
110\$



Front Zipper Platform Bootie
100\$



Chunky Platform Combat Boot
125\$



Triple Black Hoops Red Choker
3\$



Leather Punk Big Hoop Choker
10\$



Red Choker with Black Hoop and Chain
3\$

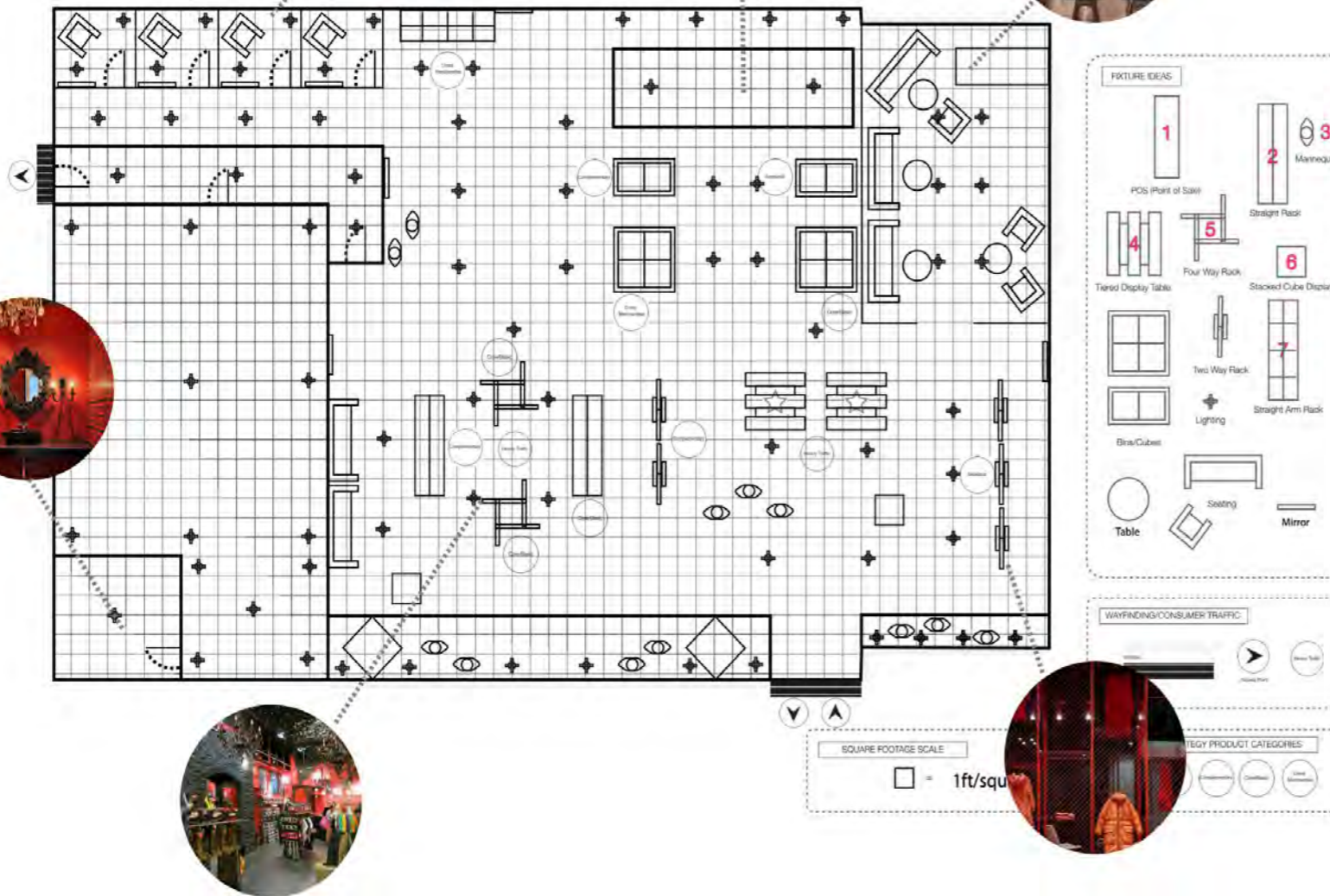


Red Tartan Mask
12\$

GRADUATE

PART B: PHYSICAL & DIGITAL STORE LAYOUT

SHOPX PHYSICAL STORE LAYOUT



STORE LAYOUT

1) DISPLAY AREAS

Dynamic displays to ensure that the consumer can always have a general idea of what they want to purchase, all displays placed in strategic ways for customers to be able to build their purchases.

2) RETAIL/SALES AREAS

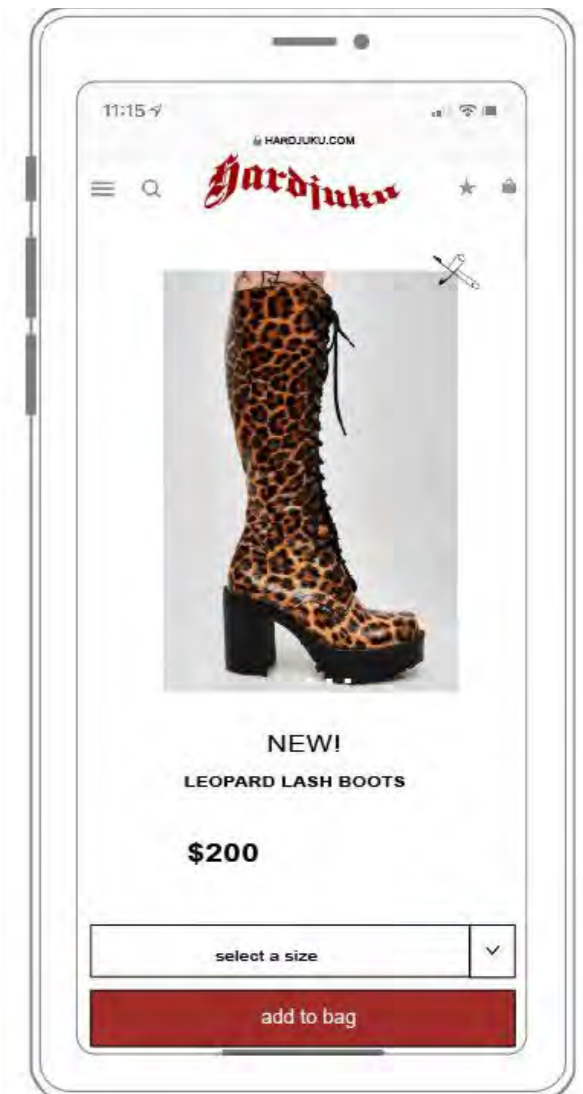
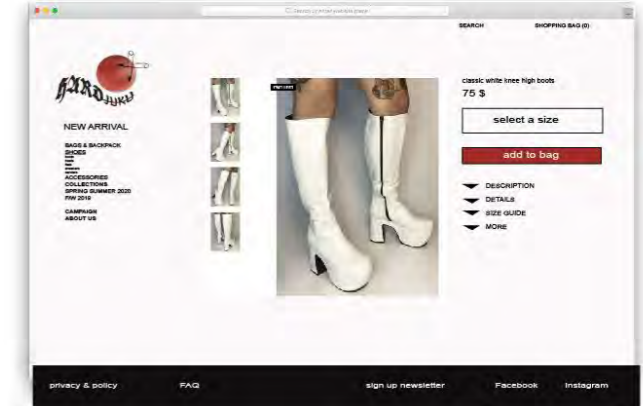
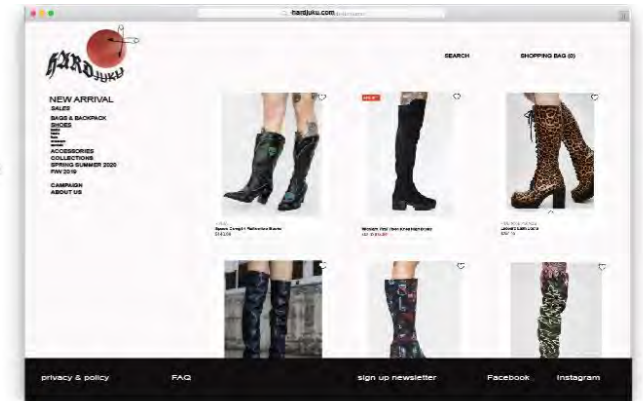
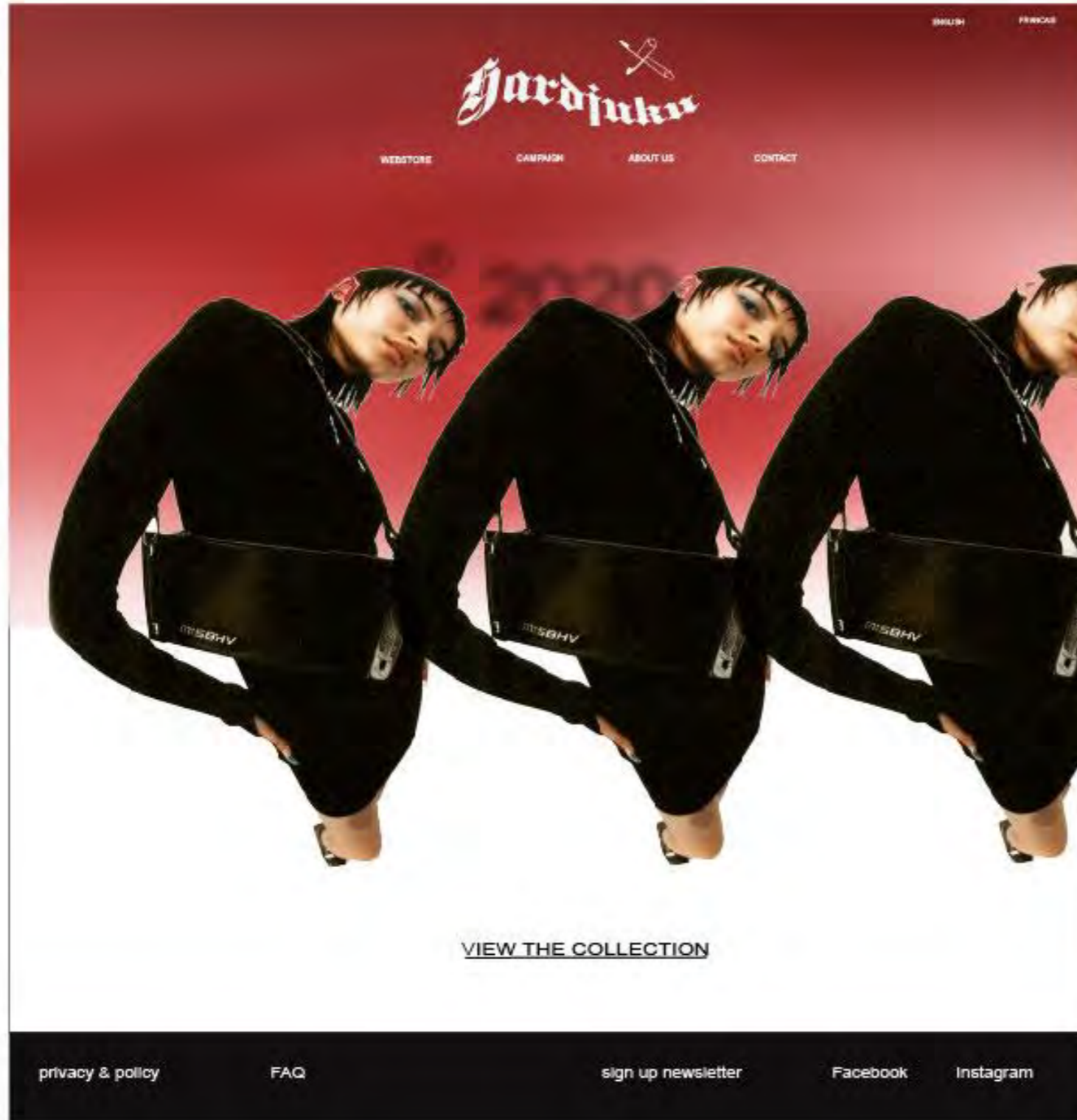
Spacious sales floor, with the retail products primarily at the front & center of the store (being the most important); a decompression zone/café in the corner.

3) POS

The two points of sales being the noticeable and large cash register in the back of the store and the barista bar/cafe cash register.

4) OTHER TASK SPECIFIC AREAS

Fitting rooms in the corner; Spacious backroom with employee bathroom; Hall/Employee Exit/ Fire Escape



GRADUATE

CONCLUSION