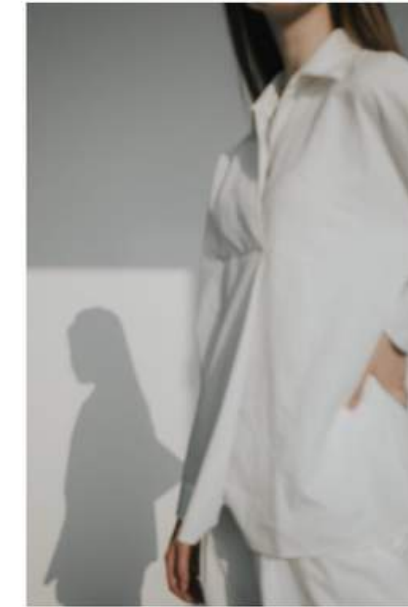


shop at velvet

KAREN JOSPHINE
STELLA INDRIANI S.



STORE LAYOUT 2021

shop at velvet

PART 1 ABOUT THE BRAND

BRAND STORY

Founder, History & Strategy

VISION & MISSION

BRAND IMAGE & IDENTITY

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& Pen Profile

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BRAND STORY & FOUNDERS

shop at velvet is an Indonesian local brand established in 2011 that composed a collection of apparel for men and women with forward-looking, unforgettable, free-spirited and thoughtful. Yessi Kusumo creates an effortless subtle nuance in dressings along with her husband, Randy Wahyudi Sastra. Shopatvelvet has been exploring to the concept of independent superficial aesthetic constraints. The designer offers a comfortable, frank and boundless design that will last forever. Taking the inspiration from heart, the brand brings the values of originality and honesty through their design.

What is certain for Shopatvelvet, besides being marketed in Indonesia, it has also been sold to Malaysia and Singapore. They have not focused on the international market for Shopatvelvet products, 90% is still the Indonesian market. Shopatvelvet will first strengthen its infrastructure for overseas. The Singapore and Malaysia markets were worked on because they had relatively the same market characteristics as Indonesia.





About The Brand

VISION

Aspire to stretch their vision to women who embrace the essence of confidence with effortless & an understatement of contemporary casual.

MISSION

They aim to create elevated basic and timeless designs to represent their brand and image on beautiful fabric. Bringing insouciant staples with the right amount of placidity with affordable price encourages Indonesian women to feel comfortable in minimalism. Customers can access and interact with the brand through its several e-commerce platform and its strong social media presence.



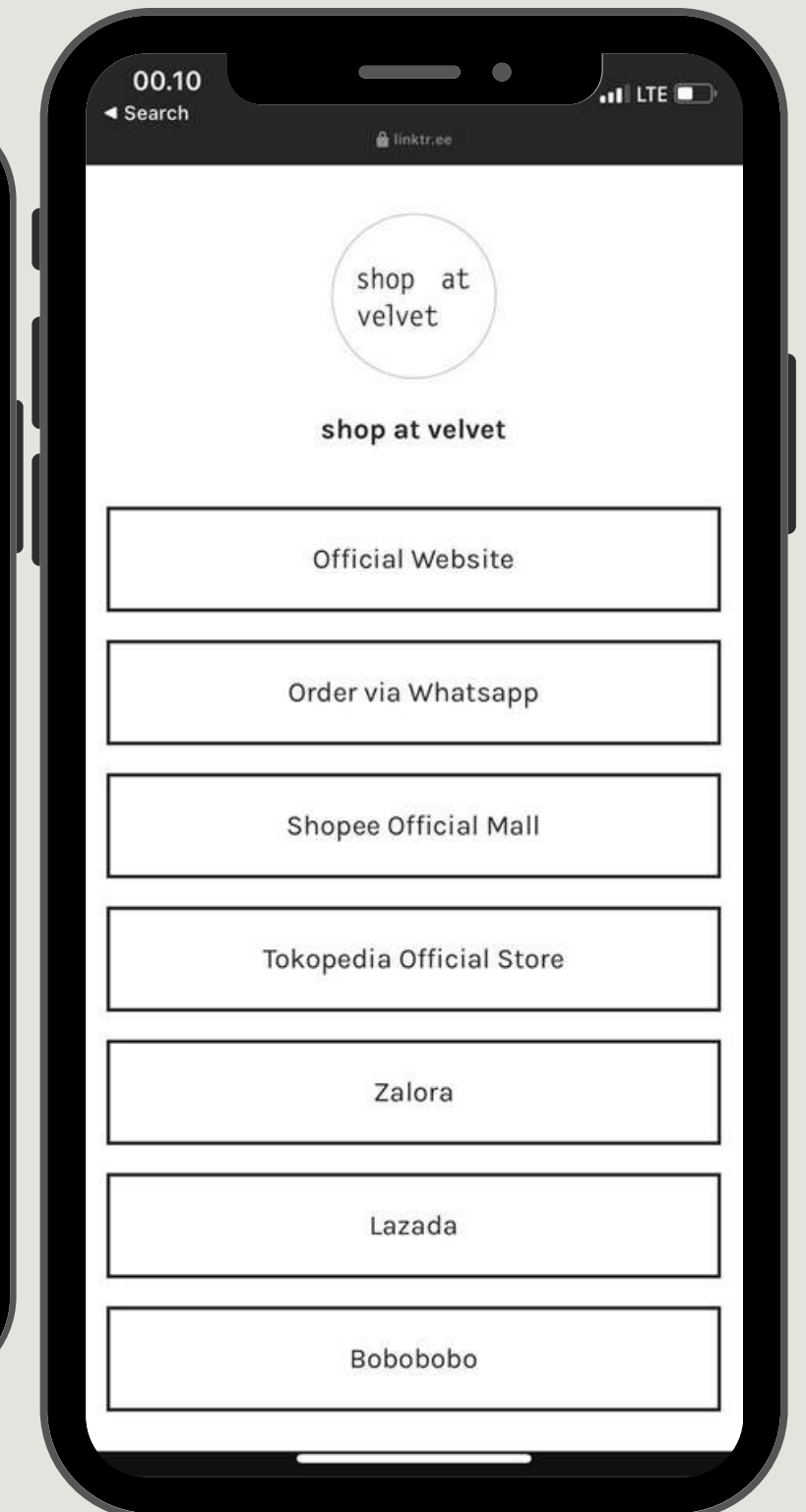
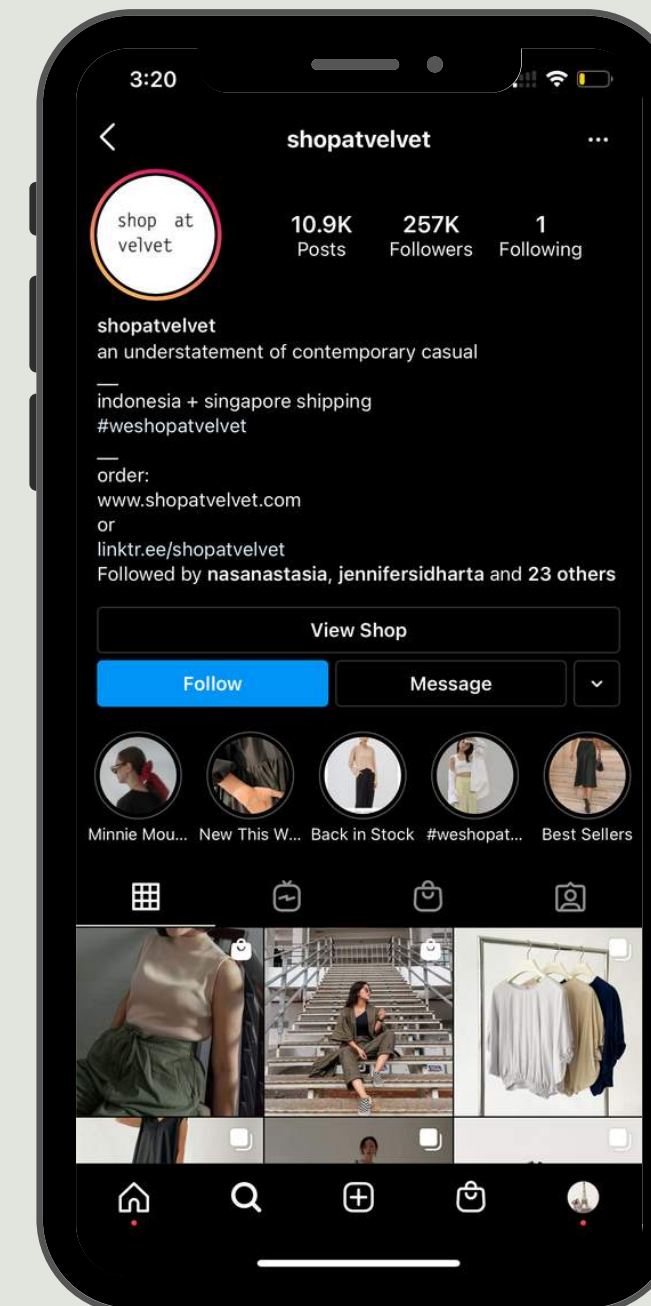
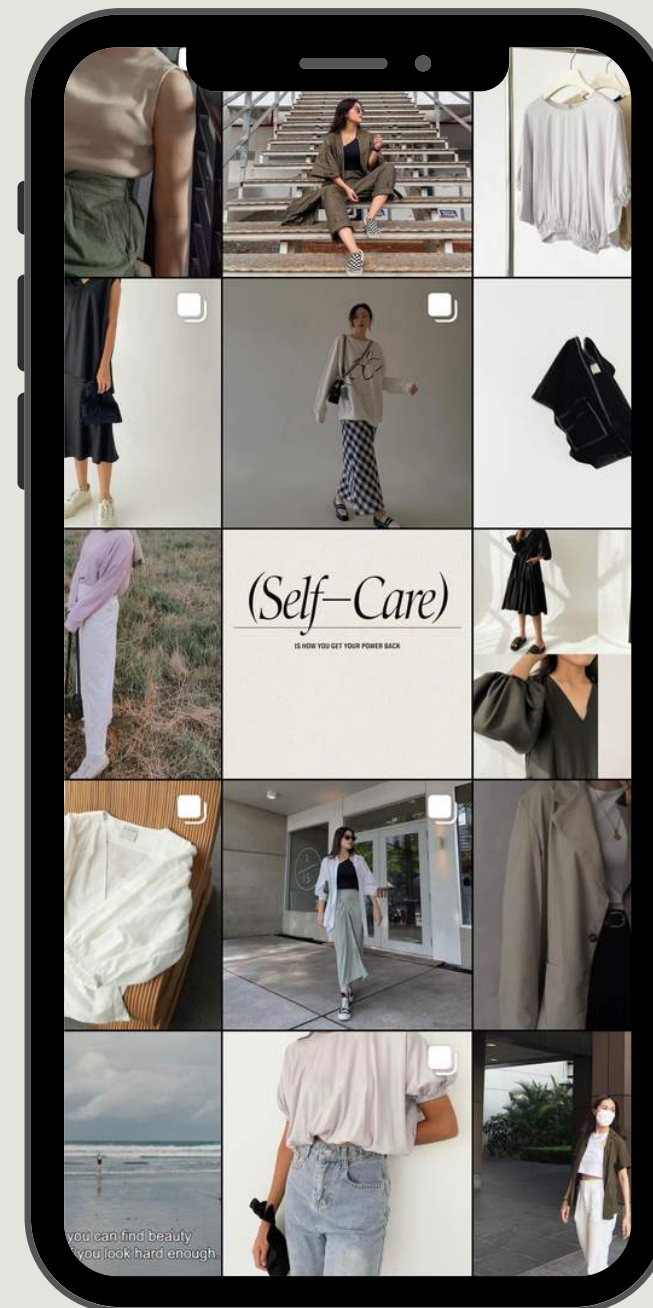
BRAND IMAGE & IDENTITY

Shopatvelvet carries the concept of **understate simplicity, essential elements, and endless beauty**. All of that is actually straight forward, but it can be interpreted differently depending on the person. If you say basic, they don't put their goods into basic items because they are not basic, but the next basic.

SOCIAL MEDIA

Shopatvelvet's most active and engaging social media is their Instagram. They provide very clear information in their bio about their contact and platform details, along with a linktree that helps customer easily connect to their other platforms.

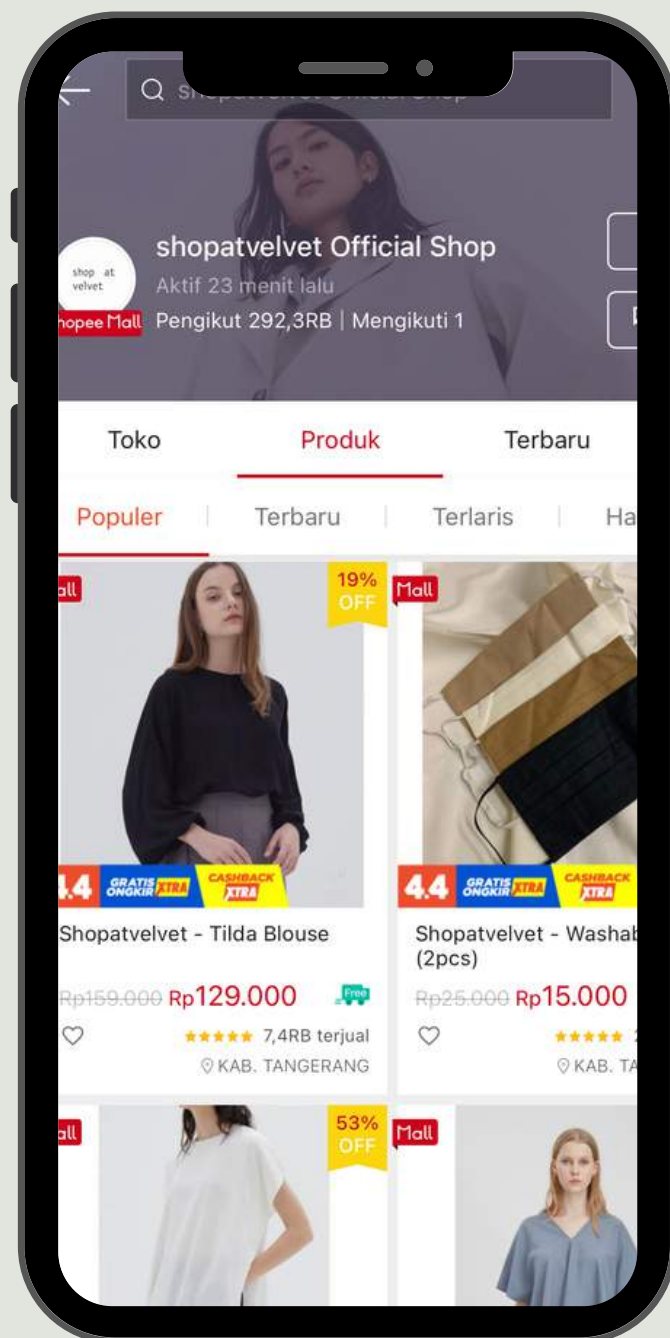
INSTAGRAM: @SHOPATVELVET
FACEBOOK: SHOPATVELVETOFFICIAL



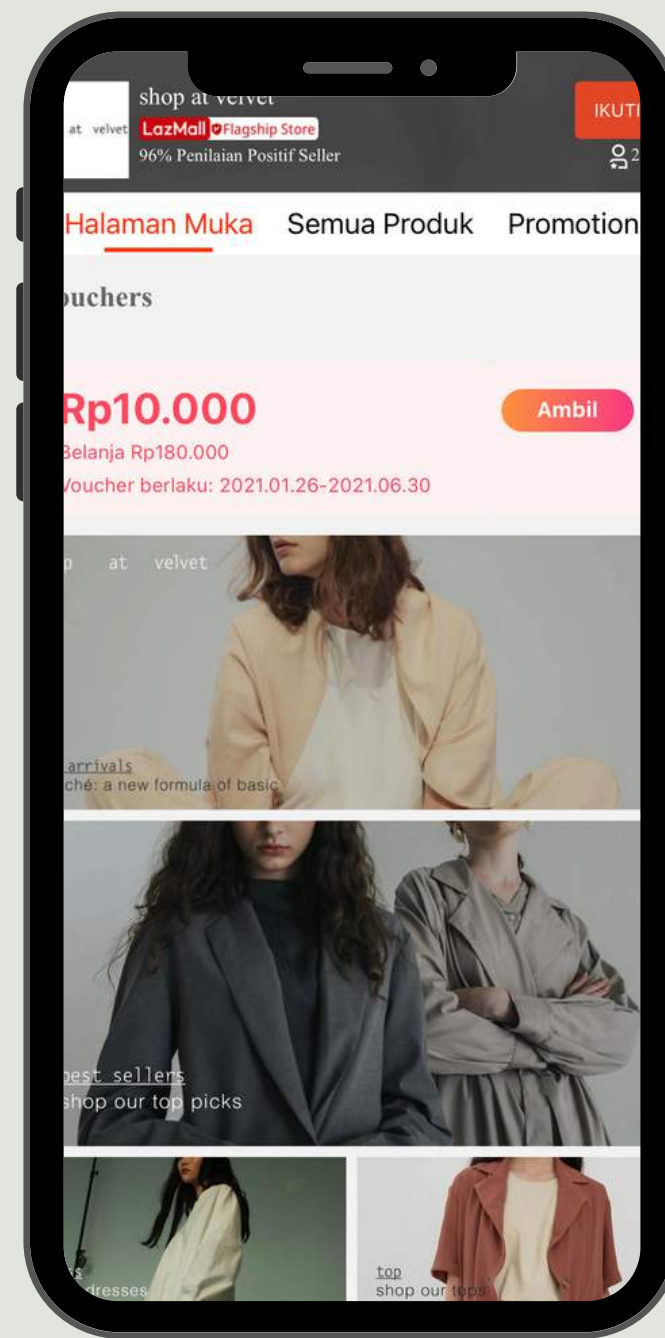
E-COMMERCE

About The Brand - Online Presence

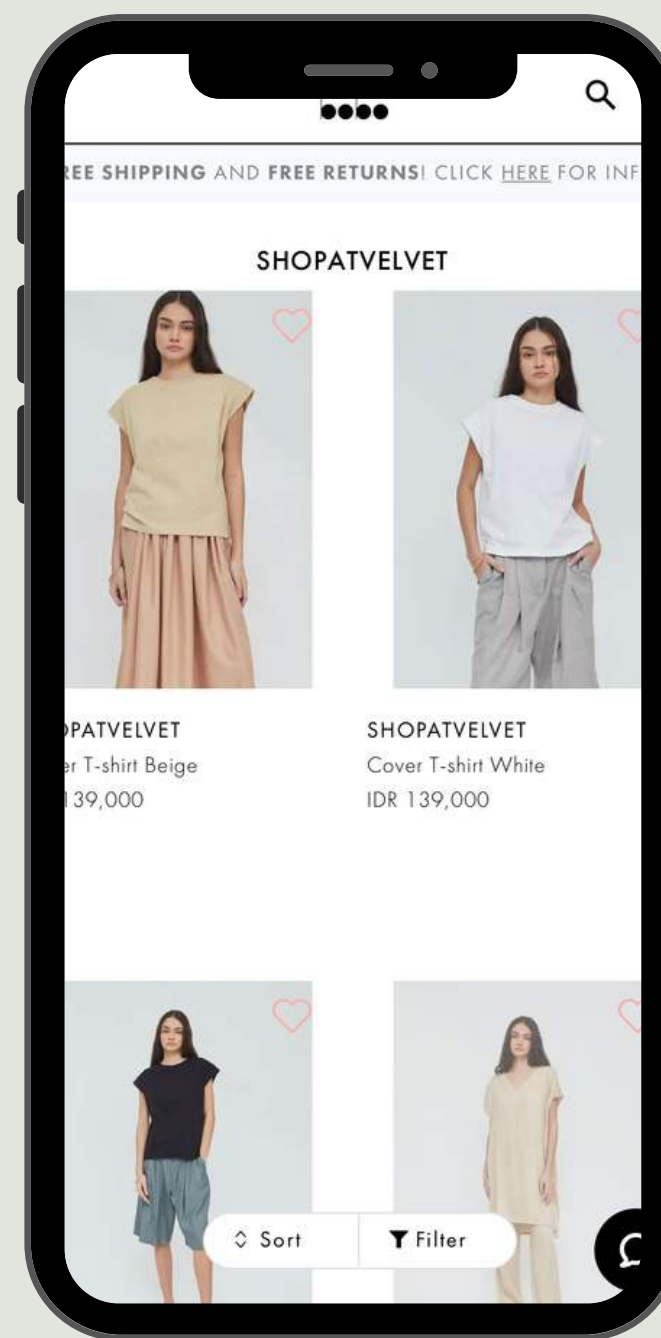
These are the looks of the Shopatvelvet catalogs on marketplaces like Shopee, Lazada and Tokopedia. They also provide information about fabric details, size, color and weight of the product in the product description. For prices on the Shopatvelvet marketplace, they often hold various promos and discount vouchers so that it is very attractive for customers to shop.



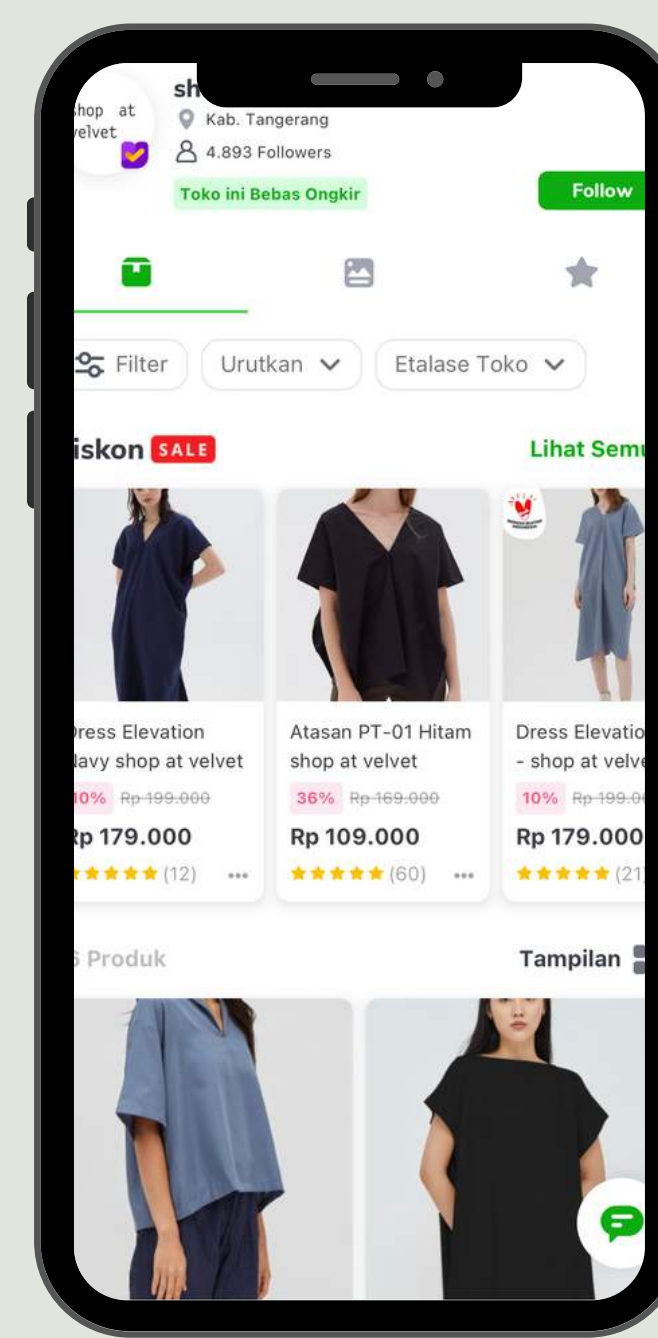
SHOPEE



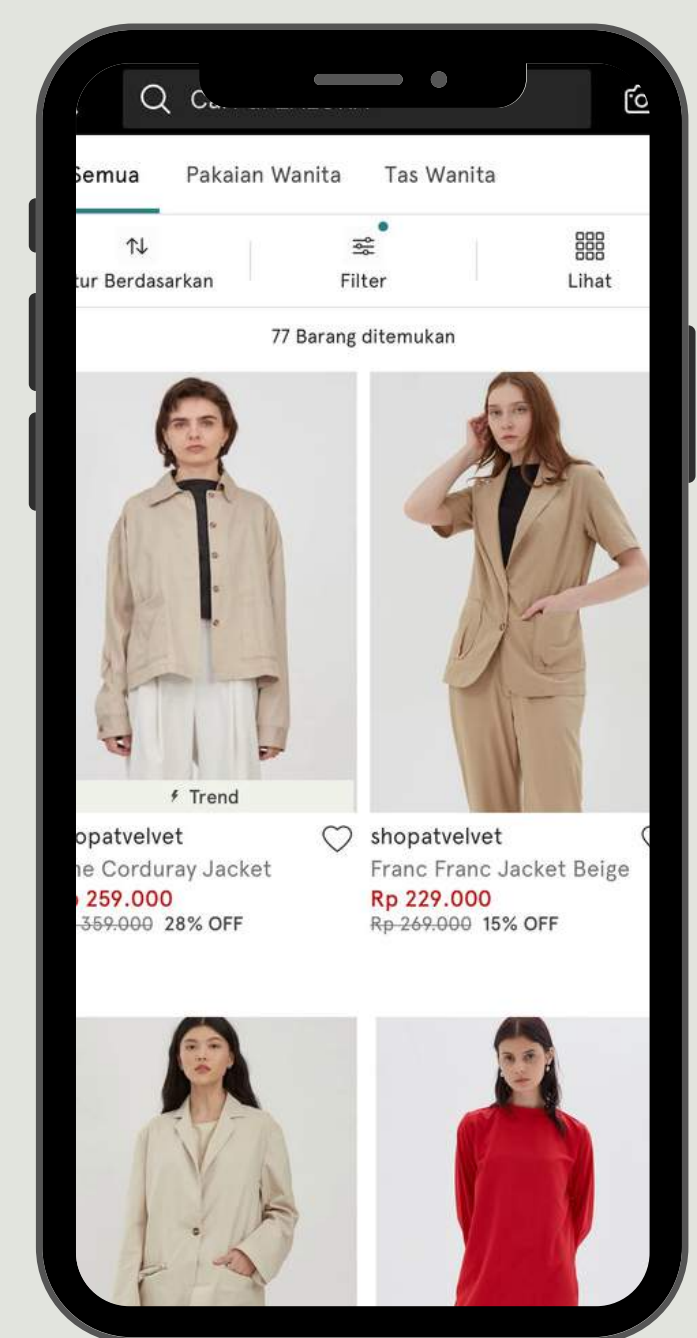
LAZADA



BOBOBOBO



TOKOPEDIA

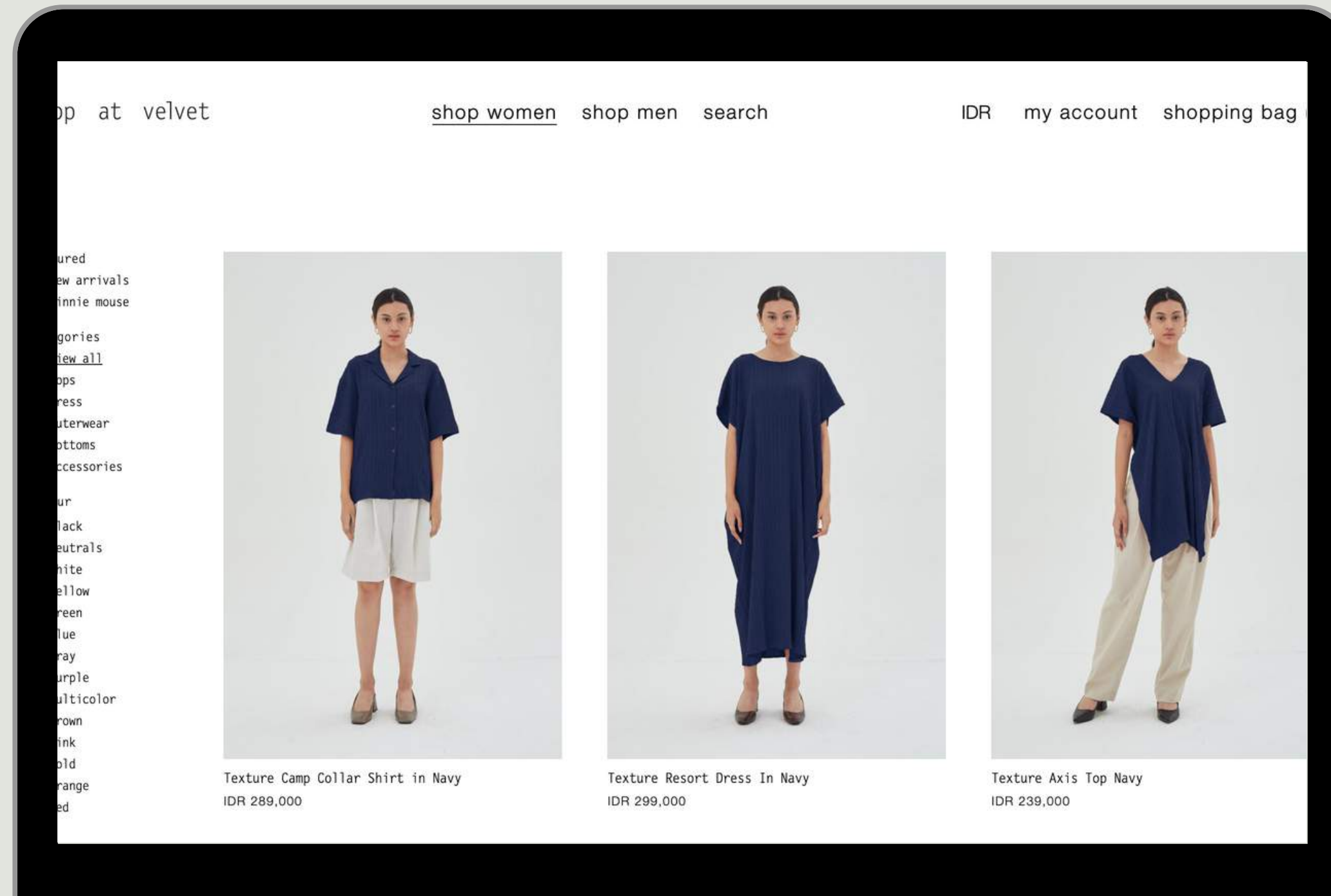


ZALORA

WEBSITE

Here they focus on selling. Their website has a very minimalist look, clear wordings and pictures that makes customer easy to access the information. The flow is also easy to follow. From all the platform Shopatvelvet offer, their official website has the most complete product displayed. But, they rarely have promotions here.

In our opinion, their official is very straightforward and practical, if only they have online customer service here, so we can ask questions, then it would be perfect.



WWW.SHOPATVELVET.COM



About The Brand

MARKETING ACTIVITY

Shopatvelvet had done advertisement in magazines before, but as now is the era of social media and they have adapted. Based on our analysis, it is very clear that Shopatvelvet uses e-commerce and Instagram as their primary marketing platform.



IN-STORE EXPERIENCE : ONLINE SHOPPING

By going in their website at **www.shopatvelvet.com**,

1. Select the product by clicking “shop” or “collection” on the left section of the website.
2. Select the product that we are interested in by clicking the photo for a complete description and close-up image.
3. Choose the desired size and quantity,
4. Shortly we will be redirected to checkout page. They offer payment via BCA and Mandiri
5. After that a transaction recap was sent to our email.

For a registered shoppers, we can use our registered email address so that the order will be automatically recorded in our account. For first-time shoppers, we simply need to fill in our details to register.



PRODUCT CATEGORY

Top
IDR 129k - 389k



Dress
IDR 219k - 479k



Outerwear
IDR 249k - 459k

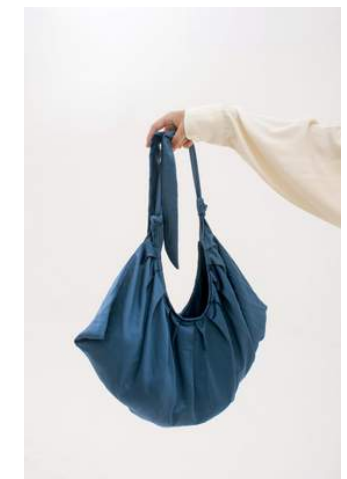


WOMEN

Bottom
IDR 244k - 489k



Accessories
IDR 89k



Tops
IDR 179k - 359k



PRODUCT CATEGORY

Bottom
IDR 244k - 489k



Outerwear
IDR 279k - 489k



MEN

About The Brand

TARGET MARKET & PEN PROFILE

DEMOGRAPHIC

Gender: Women

Age: 25 - 35 yo

Income: IDR 5,000,000 to IDR 10,000,0000

Location: Big cities in Indonesia

Spending power: IDR 2,000,000 to IDR 5,000,000

PSYCHOGRAPHIC

Lifestyle: Shopping, working, traveling, hang out, young moms.

Hobbies: Reading, styling, photography, house plants.

Social Status: Middle to upper class

Hangout Places: Cafes, mall, instagrammable spots.

Shopping preferences: Online and Offline store

BEHAVIOR

Tech savvy, well educated, loves cooking.

Fashion conscious and up to date. Loves wearing bright yet comfortable clothes.

Simple but feminine, active and goes around oftenly. Instagram active user.



LOCATION DETAILS

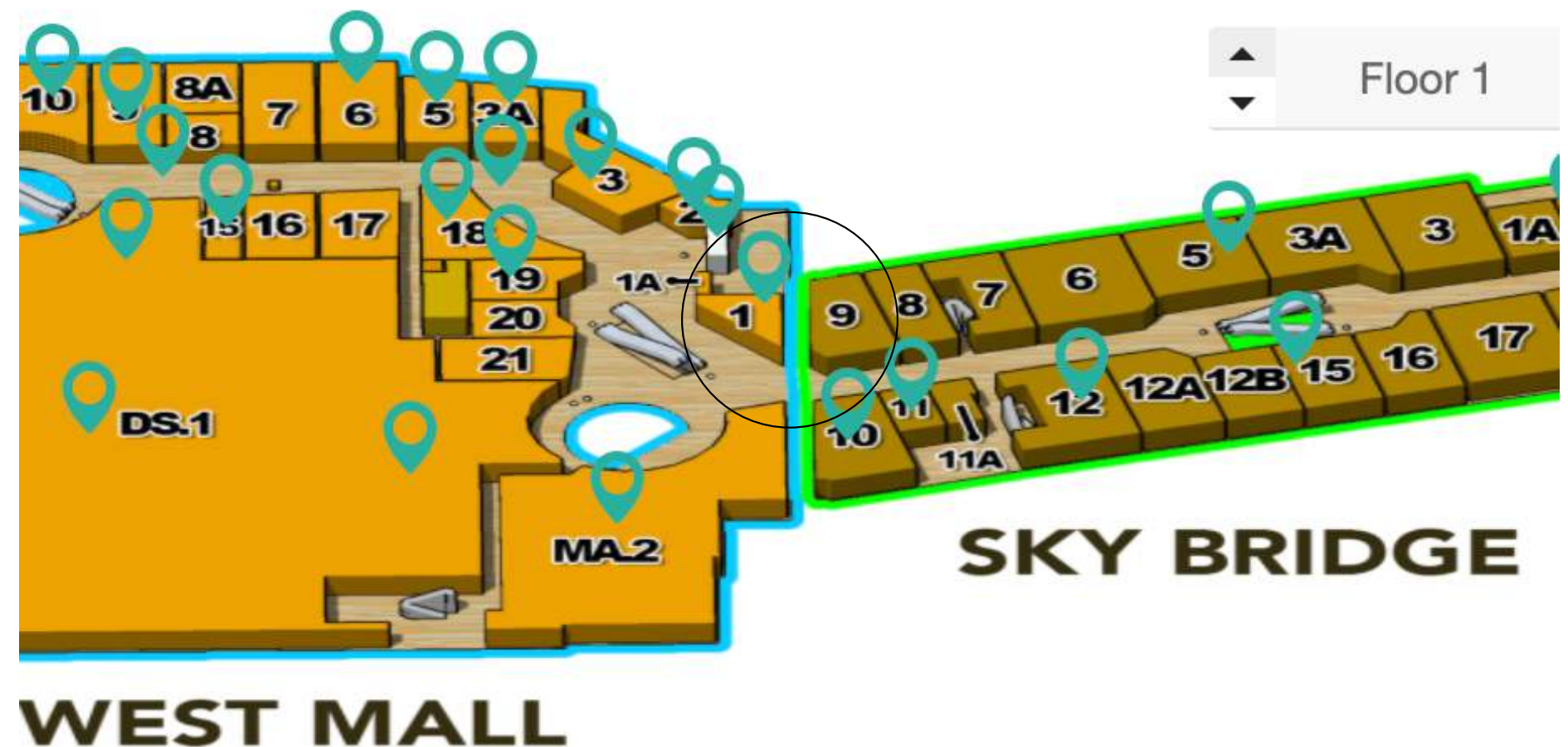
Grand Indonesia West Mall

Jl. M.H. Thamrin No.1, Kb. Melati, Kec. Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10310
1st Floor

Size: 246m²

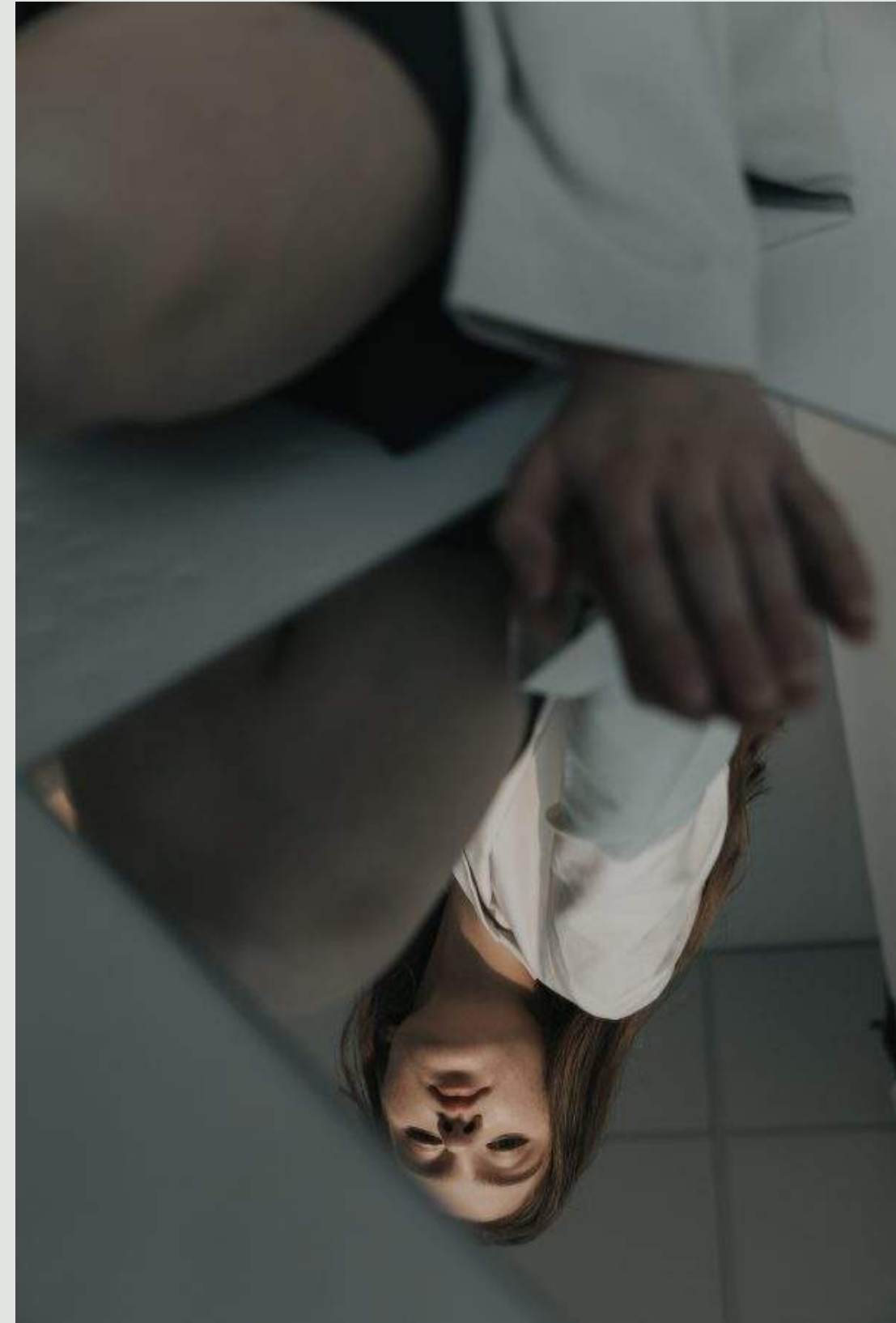
Across Mango and La Senza, also on the Skybridge area which connects the East and West malls.

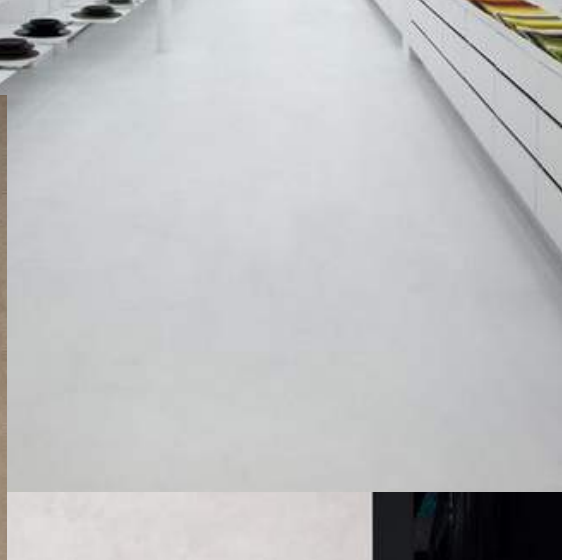
Directly in the opposite of an escalator, making it easier to attract visitors' attention to see inside the shop.





DESIGN APPROACH





**CONCEPT:
FUTURISTIC
CAVERN**



The properties installed mostly are inspired by cave like structures and futuristic elements. **Curved hanging racks & wide semi circle silhouette as the exit and entrance** give more cavern look and unique silhouette that isn't boring. **Modern lighting chandelier** near new arrivals and hot item to catch more attention and giving a more luxurious and high end feel, mimicking cave like elements.



Accessory shelves from wall are also one of our inspirations, minimalist and very useful for giving maximum space at the store. Inspired by futuristic **Sci-Fi incubators**, with a twist of modern and minimalistic look for the dressing area. For the cashier we are inspired by this clean look with simple **white LED lights**. **Plants** are inspired by these on pedestal, giving a more warmer & welcoming look.

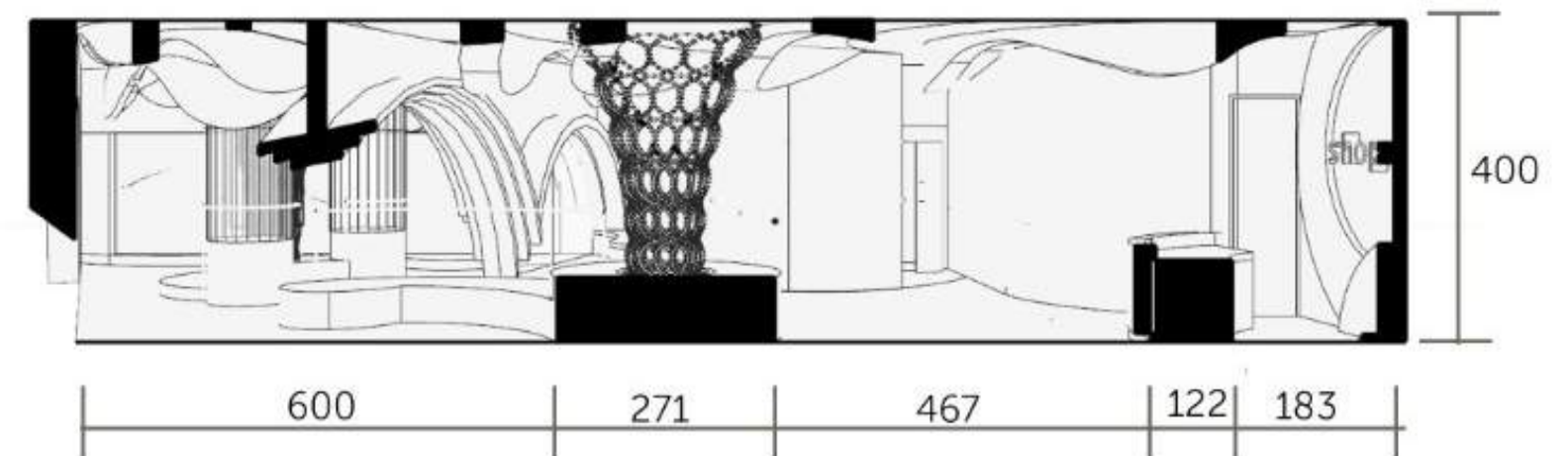
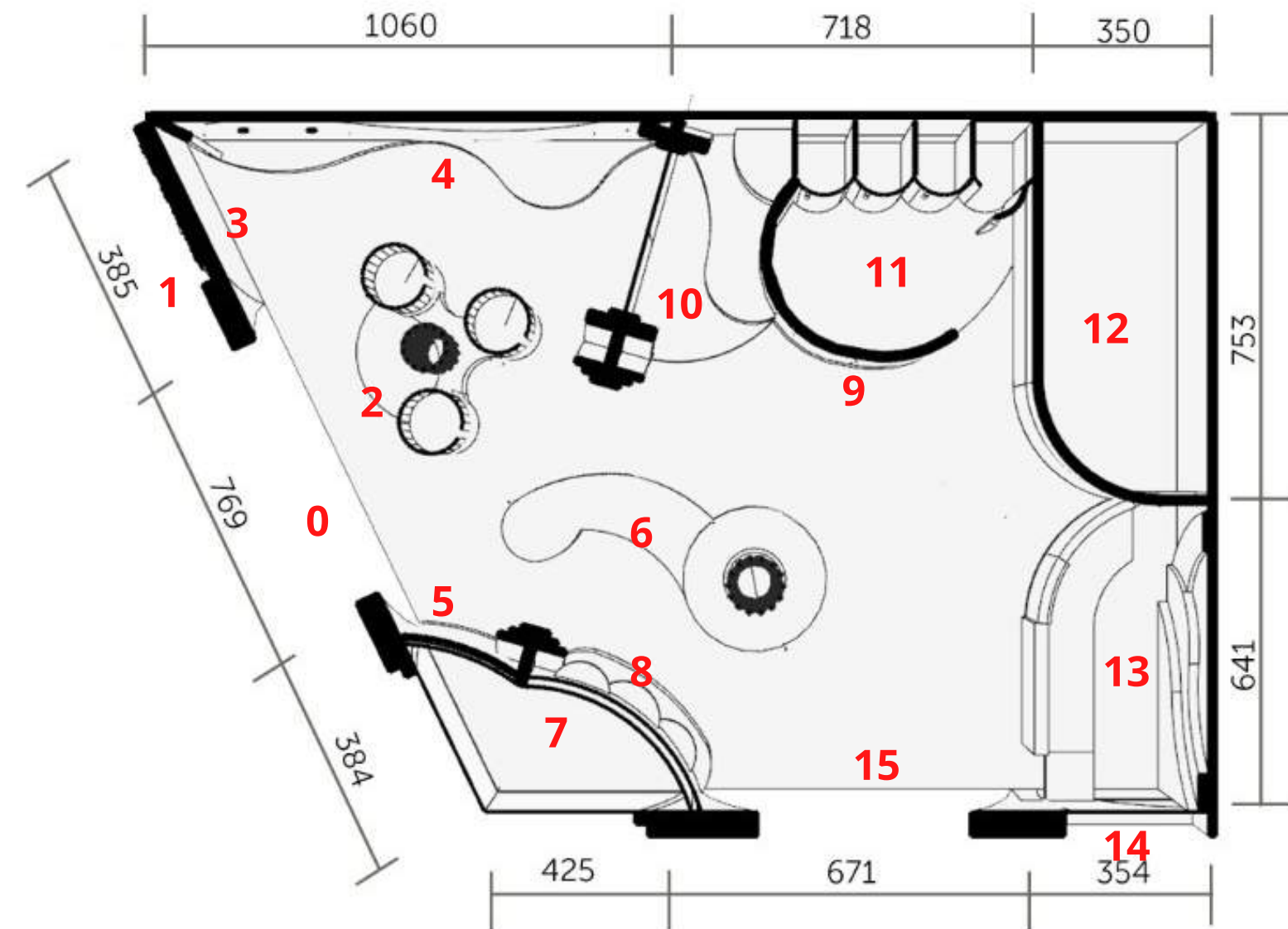


PROPERTIES INSPIRATIONS



STORE LAYOUT

- 0. Entrance
- 1. Signage "Shop At Velvet"
- 2. New Arrival: Hanging Rack & Mannequins
- 3. Plants Decoration
- 4. Waved Hanging Racks for Basic Items
- 5. E-catalog & Virtual Dressing Screen
- 6. Hot Item: Hanging Racks & Mannequins
- 7. Window Display
- 8. Accessories Shelves
- 9. Last Stock Item
- 10. Waiting Area
- 11. Fitting Room
- 12. Storage Room
- 13. Cashier
- 14. Pick-Up Counter
- 15. Exit



SPACE PROGRAMMING

NO	MAIN AREA	SUB AREAS	ZONING	MEASUREMENTS				
				AMOUT	LENGTH	WIDTH	AREA (M2)	AREA OUT OF 246M2
1	ENTRANCE		PUBLIC	1	7.58	1	7.58	9
	EXIT		PUBLIC	1	7.58	1	7.58	9
2	PRODUCT DISPLAY	NEW ARRIVAL AREA	PUBLIC	1	5.27	3.91	20.61	24
		HOT ITEM SHELF	PUBLIC	1	7.35	3.5	25.73	30
		HANGING RACKS	PUBLIC	1	10.6	1.43	15.16	18
		ACCESORIES TABLE	PUBLIC	1	5.25	0.5	2.63	3
		LAST STOCK ITEM	PUBLIC	1	1	5.64	5.64	7
3	FITTING ROOM GUARDING		PUBLIC	1	3.71	5.43	20.15	23
	FITTING ROOM		PUBLIC	4	1.45	1.2	6.96	8
4	WAITING AREA		PUBLIC	1	4.66	3.31	15.42	18
5	WINDOW DISPLAY		SEMI PRIVATE	1	6.67	2.62	17.48	20
6	CASHIER		SEMI PRIVATE	1	3.67	11.4	41.84	49
7	STORAGE & BACK OFFICE		PRIVATE	1	3.35	7.53	25.2255	29
TOTAL							211.98	246
							86%	

NO	LOCATION	ZONE	TOTAL AREA NEEDED (M2)	AREA %	PRESENT AREA (M2) OUT OF 246 M2	AREA %
1	ENTRANCE	PUBLIC	7.58	4%	9	4%
	EXIT	PUBLIC	7.58	4%	9	4%
2	PRODUCT DISPLAY	PUBLIC	69.75	33%	81	33%
3	FIITING AREA	PUBLIC	27.11	13%	31	13%
4	Waiting Area	Public	15.42	7%	18	7%
5	WINDOW DISPLAY	SEMI PRIVATE	17.48	8%	20	8%
6	CASHIER	SEMI PRIVATE	41.84	20%	49	20%
7	STORAGE & BACK OFFICE	PRIVATE	25.2255	12%	29	12%
TOTAL			211.98	100%	246	100%

NEW STORE (TOTAL AREA= ROUNDED TO 246 M2)			
NO	ZONE	AREA (M2)	AREA %
1	PUBLIC	148	60%
2	SEMI PRIVATE	69	28%
3	PRIVATE	29	12%
TOTAL		246	100%



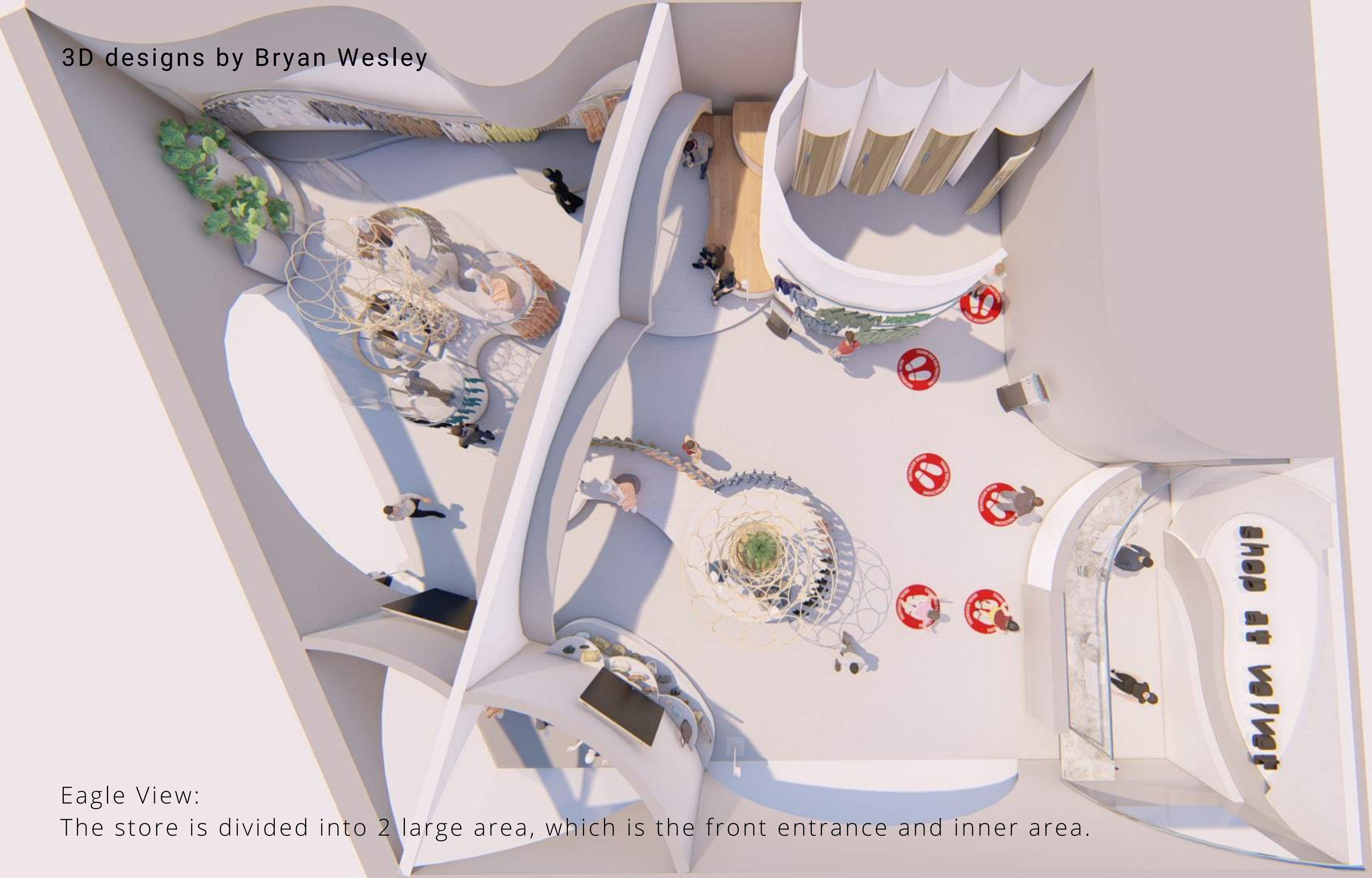
1. Entrance and exit will have different doors.
2. Having larger walking area.
3. Automatic temperature scanner and hand sanitiser on the entrance, waiting area and fitting room.
4. We also equip glass / plastic shielded cashier to ensure safety while communicating.
5. There will be several e-catalogs, so people can browse catalog with our automatic machine rather than crowding in 1 space. The e-catalog can also become a virtual dressing machine.
6. There is a UV Sterilizer Box in fitting room area
7. Pick-up counter for customer/online drivers.
8. Last but not least we add social distancing stickers when queuing at cashier.

HEALTH PROTOCOLS

FINAL 3D DESIGN

3D designs by Bryan Wesley

Eagle View:
The store is divided into 2 large area, which is the front entrance and inner area.



shop at velvet

ENTRANCE

ENTRANCE

WE ARE OPEN

BEFORE ENTERING

- WASH YOUR HANDS & WEAR A MASK
- KEEP 6 FEET APART
- AVOID TOUCHING YOUR FACE
- DISINFECT SURFACES

OCCUPANCY LIMIT 20



ENTRANCE

WINDOW DISPLAY

HIGHLIGHTED PART: NEW ARRIVAL





**LEFT: WAVED HANGING RACKS
FOR BASIC ITEMS**



**RIGHT: E-CATALOG & VIRTUAL
DRESSING SCREEN**



HIGHLIGHTED PART: HOT ITEMS



VIEW FROM ENTRANCE

VIEW FROM CASHIER



RIGHT: WAITING AREA & LAST STOCK ITEM





UV STERILIZER

FITTING ROOMS



shop at velvet

CASHIER & STORAGE

EXIT & PICK-UP COUNTER



shop at velvet



OUR 3D DESIGNER



Bryan Wesley

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Instagram: @bryan.wesley

<https://www.archuntarpe.com/bryan-wesley>



THANK YOU