



PORTFOLIO

NARGES
ESMAEILI





ABOUT ME:

In design, a little bit of nature makes one feel alive and invigorated.

Coming from a place where nature is a rarity, give me for the beauty of an organic environment. This inspires me to apply it to all aspects of my design. It pushed me to strive for a better design to make sure that every design decision, benefits my clients.

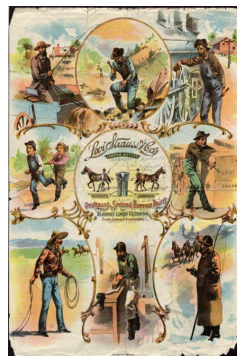


COMMERCIAL PROJECT: _____

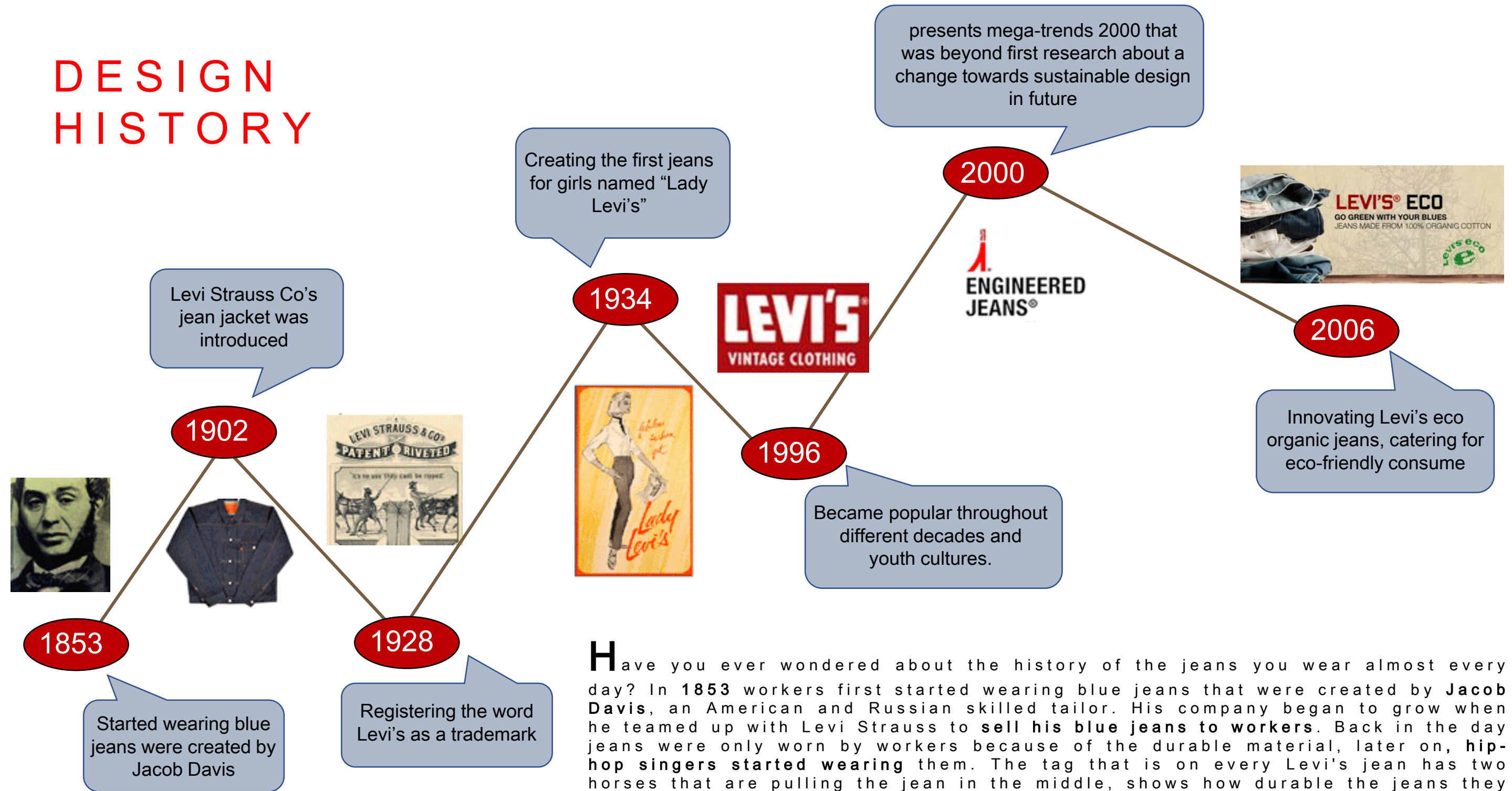


RETAIL DESIGN

LEVI'S



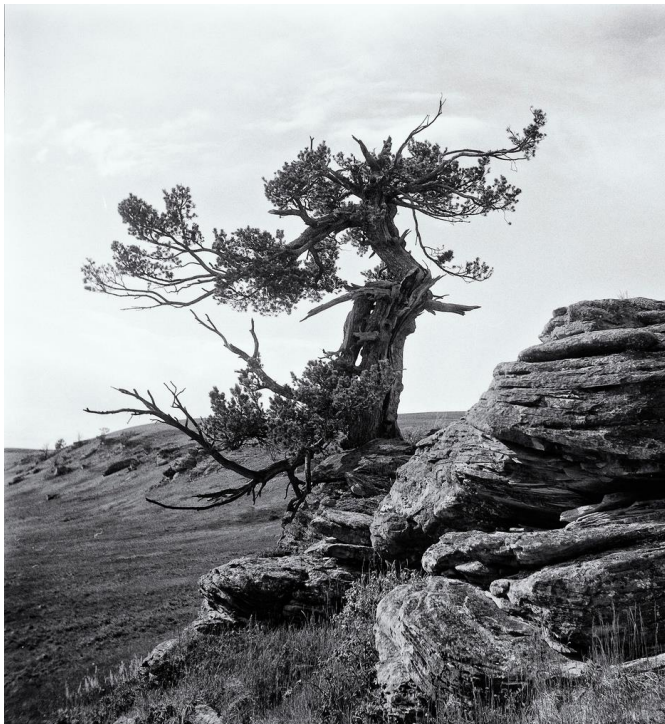
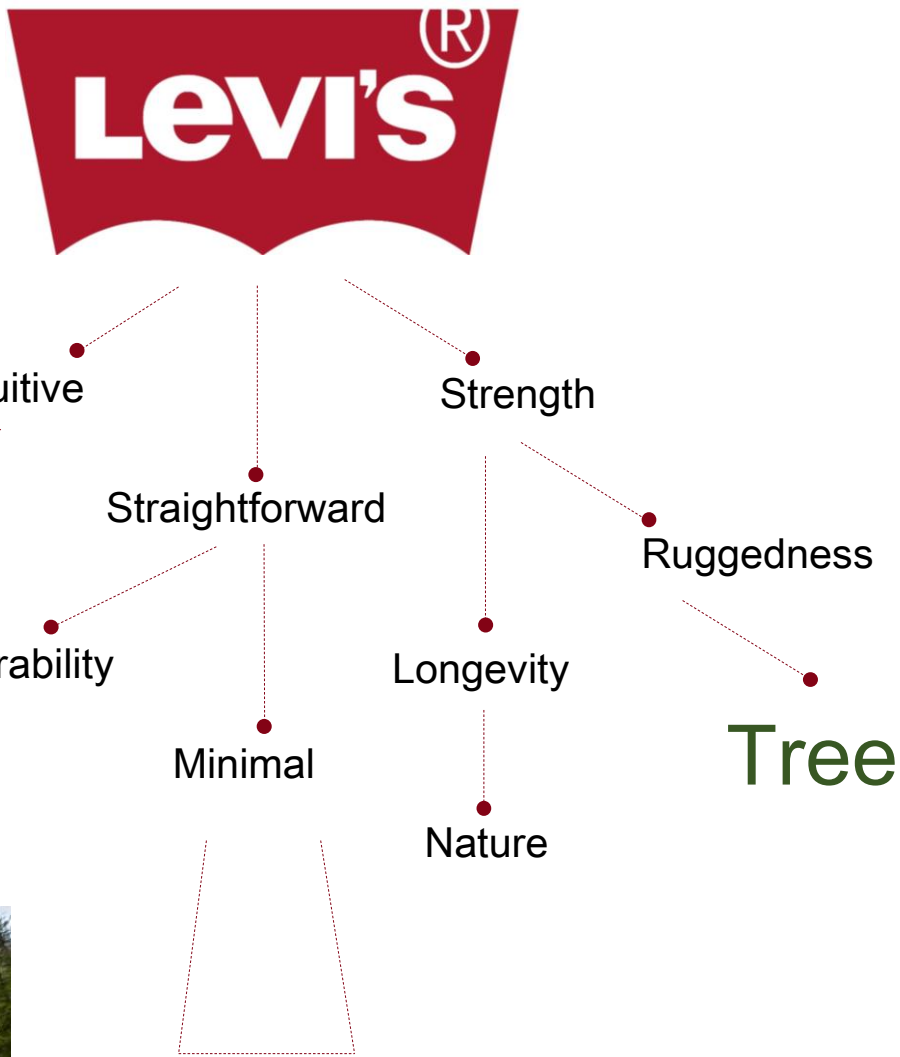
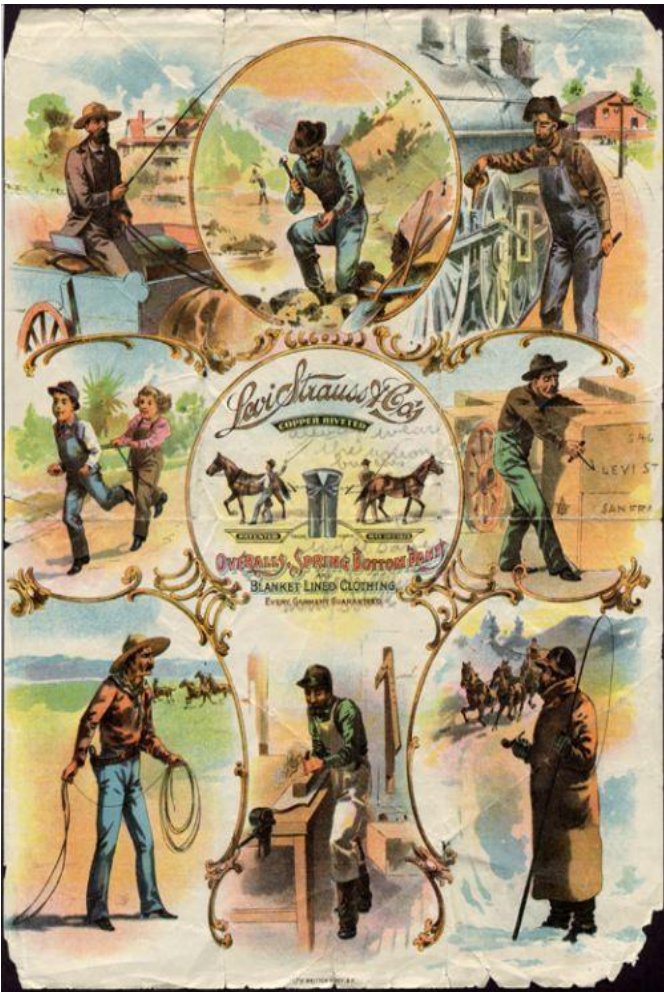
DESIGN HISTORY



Have you ever wondered about the history of the jeans you wear almost every day? In **1853** workers first started wearing blue jeans that were created by **Jacob Davis**, an American and Russian skilled tailor. His company began to grow when he teamed up with Levi Strauss to **sell his blue jeans to workers**. Back in the day jeans were only worn by workers because of the durable material, later on, **hip-hop singers started wearing** them. The tag that is on every Levi's jean has two horses that are pulling the jean in the middle, shows how durable the jeans they made were, and they used it on every jeans they made, and it still is placed on Levi's jeans today. The company started going global, so they began making jeans for women and children and even started making clothing like jackets and jumpsuits too. In conclusion, Levi's is a well-known company with lots of history to it.



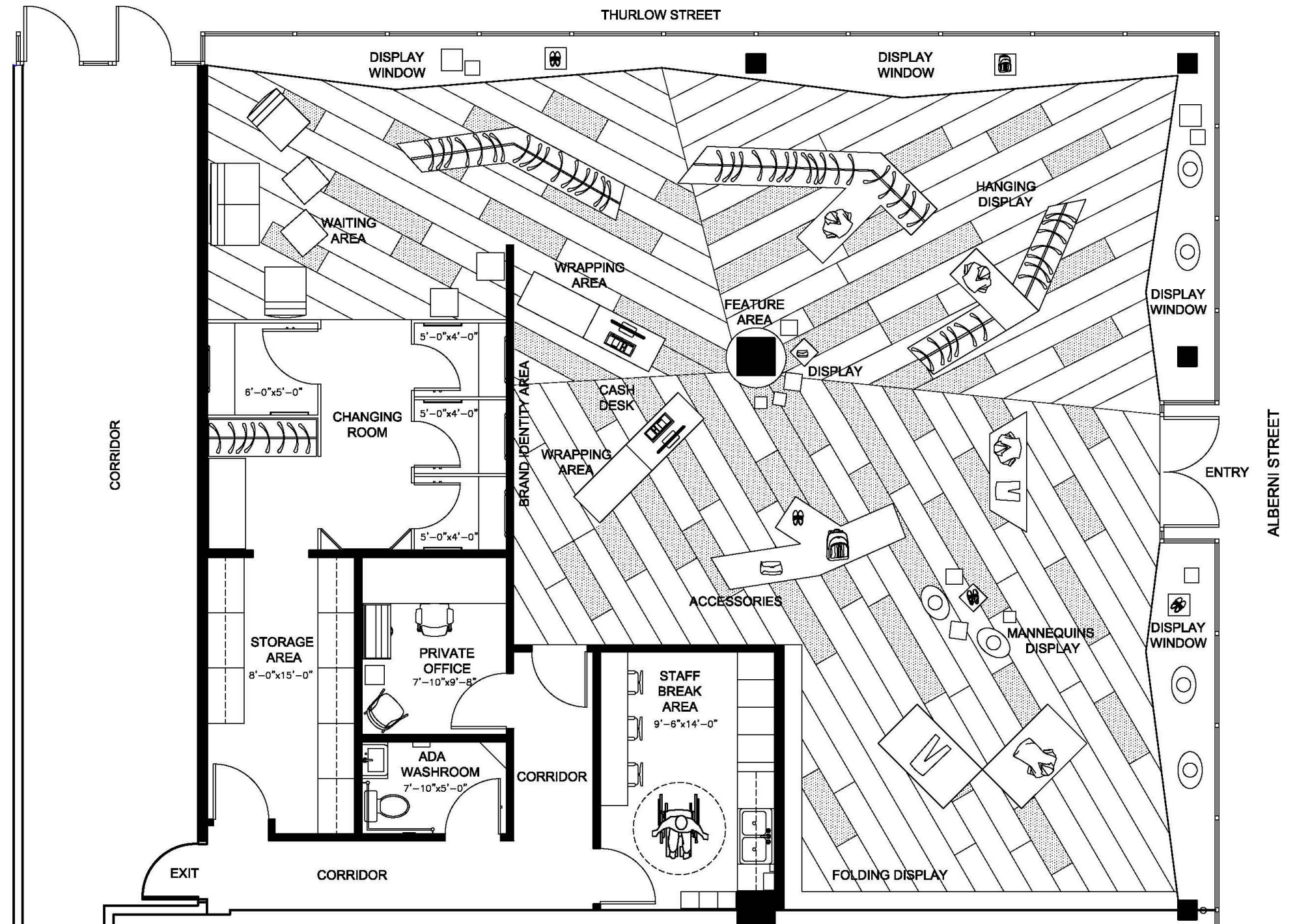
CONCEPT
STATEMENT



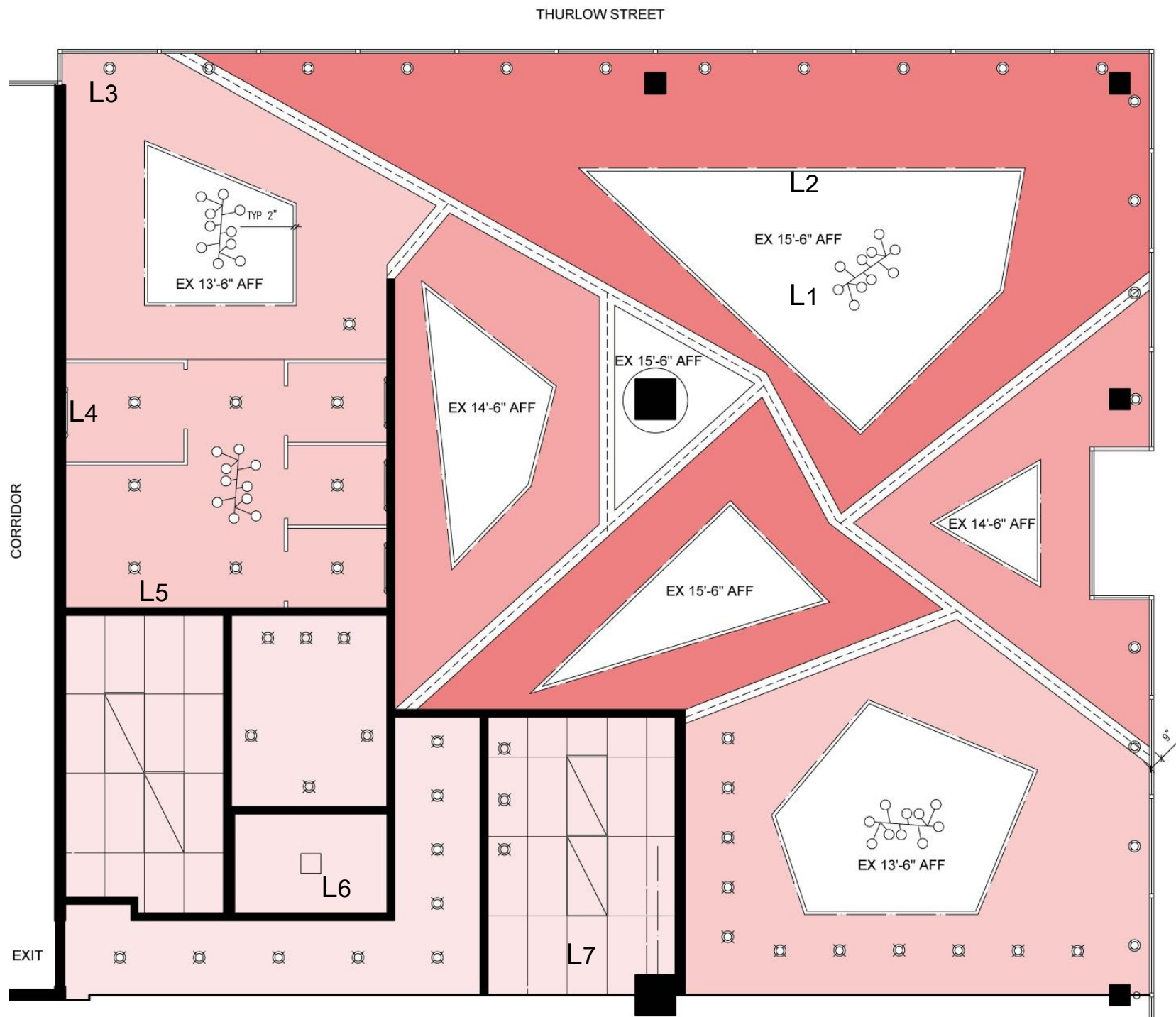
Levi's is a company with an established history. The company evokes a sense of strength and ruggedness. This is expressed in their product lines of denim wear and apparel. The reflective of direction and organic shapes design reflects the power of the tree trunks, roots and longevity of life concepts.

FURNITURE PLAN

The concept around the flooring design centers on the roots of trees. The dark wood colours gravitating towards the core represents the denser roots of a tree. The further it goes out, the colour get more transparent and lighter to show the opening of space.



CEILING DESIGN & LIGHTING FIXTURES



L1- Feature pendent



L2- Coved lighting



L3- UP lighting



L5- Downlight-LED

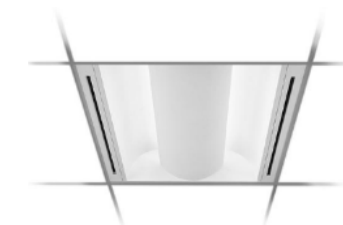


L4- Coved lighting

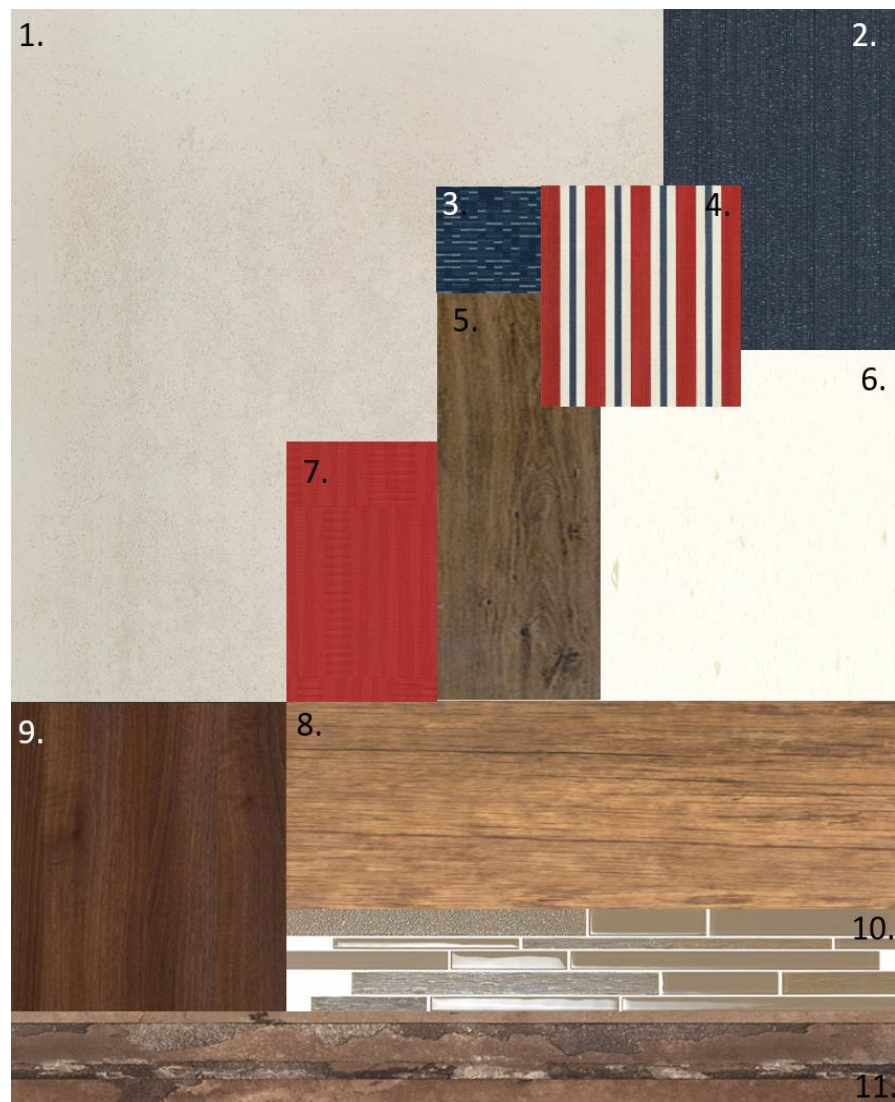
CEILING HEIGHT



L6- Ceiling mounted LED
Indoor decorative indoor



**L7- Fluorescent
Down lighting Recessed**



1. Porcelain floor
2. Waiting Area wallpaper
3. Waiting Area upholstery-bench
4. Waiting Area upholstery-sofa
5. Porcelain tile- floor
6. Cash desk kitchen countertop-Corian
7. Fitting room feature wall
8. Reception feature wall
9. Displays & door cabinet- staff room
10. Kitchen backsplash
11. Washroom feature wall



WAITING AREA



PRIVATE OFFICE



MATERIAL BOARD & FURNITURE SELECTION



CHANGING ROOM

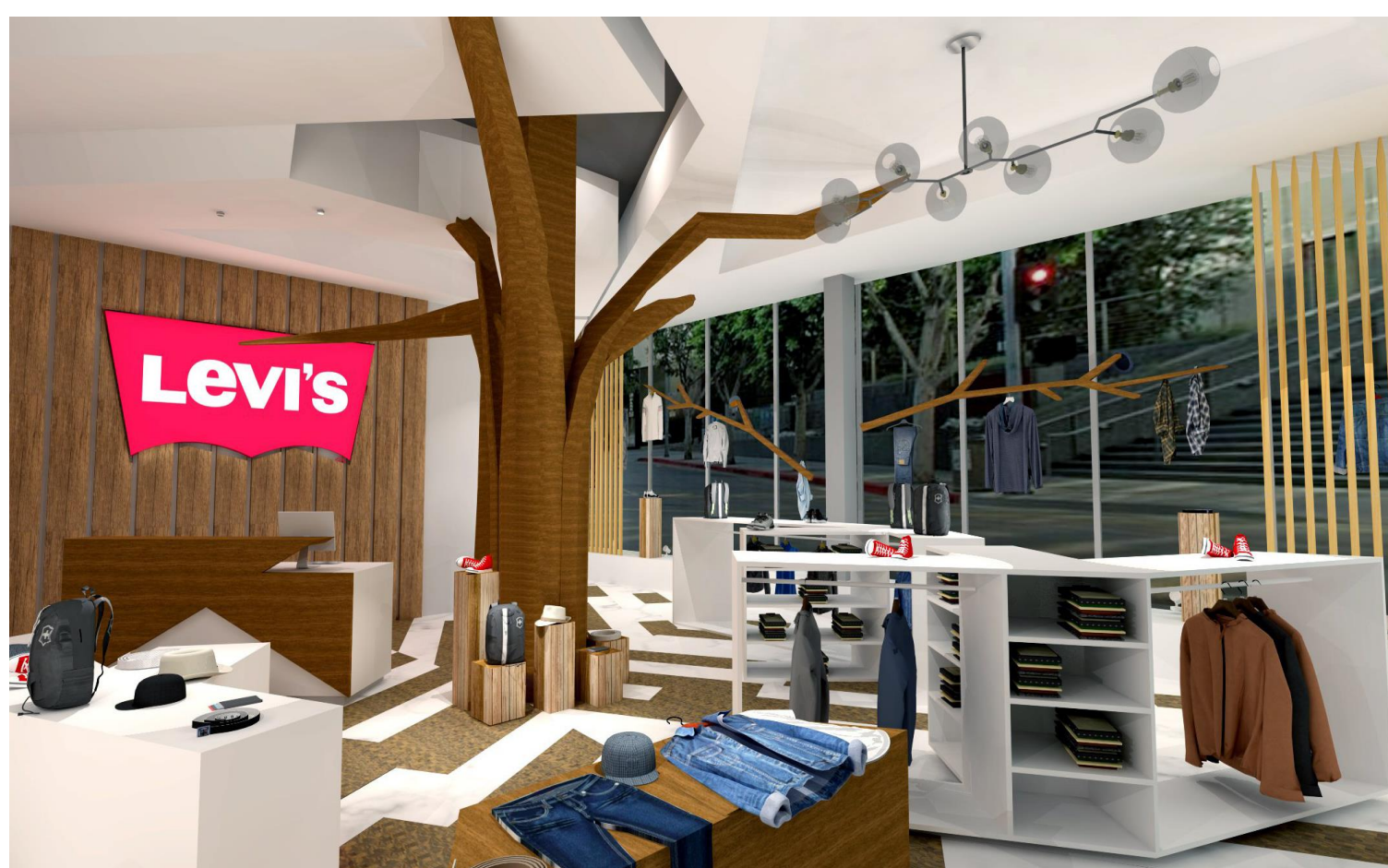


STAFF ROOM

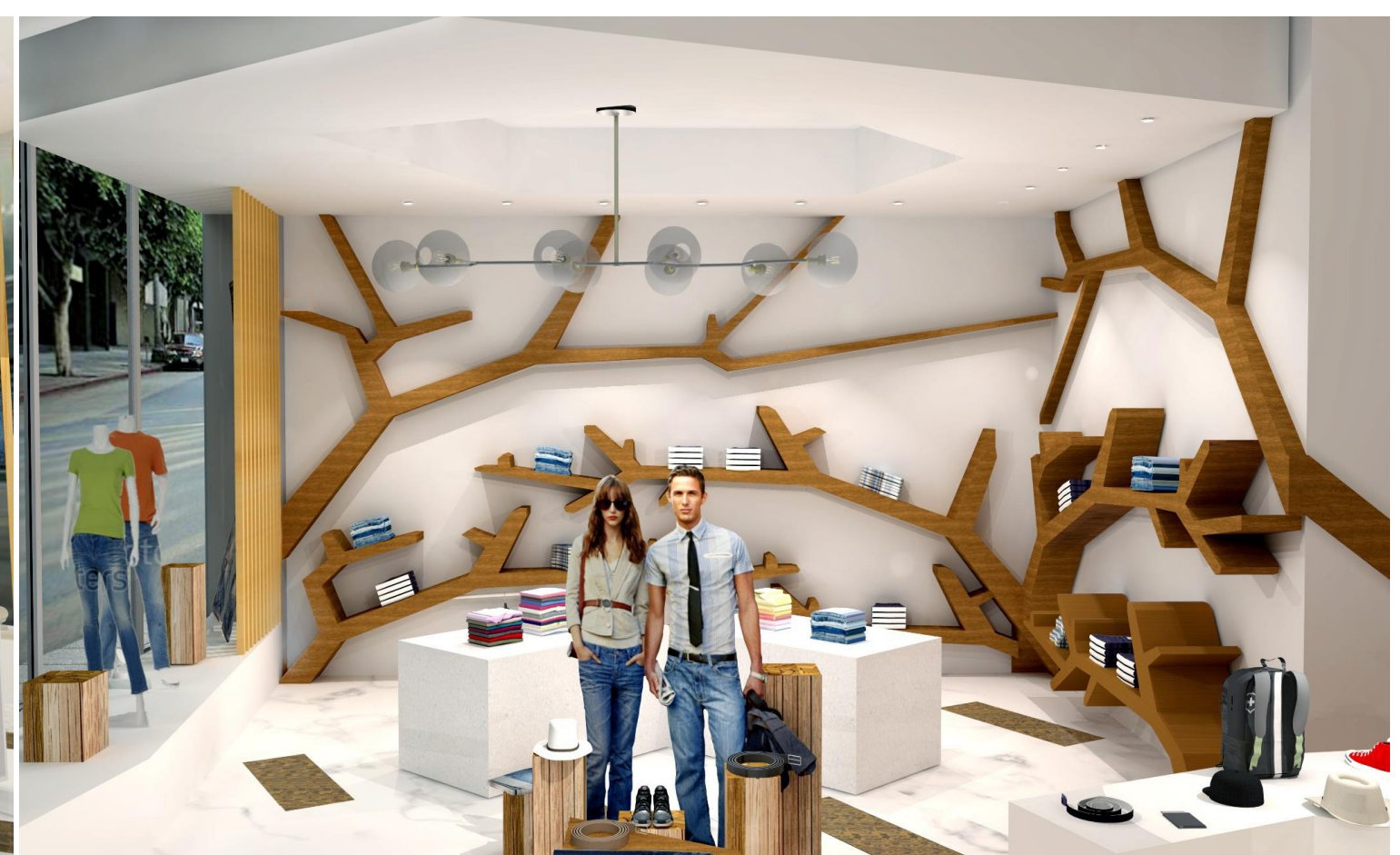


AXONOMETRIC VIEW





HANGING DISPLAY



FOLDING DISPLAY

WAITING AREA

The concept revolves around the trunk of the tree. Characteristics from tree branches are apparent in wall displays and custom millwork.





NORTH ELEVATION

EXTERIOR ELEVATIONS

WEST ELEVATION



OTHER WORKS-HAND DRAWINGS



Interior sketch of Whitby Rd



1.



2.



3.



4.

INTERIOR CONSTRUCTION



5.



6.



7.

1. FOUNDATION
2. FLOORING
3. WALL FRAME
4. WINDOW & DOOR FRAMING
5. ROOF FRAMING
6. ROOF FRAMING
7. LANDSCAPE



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