



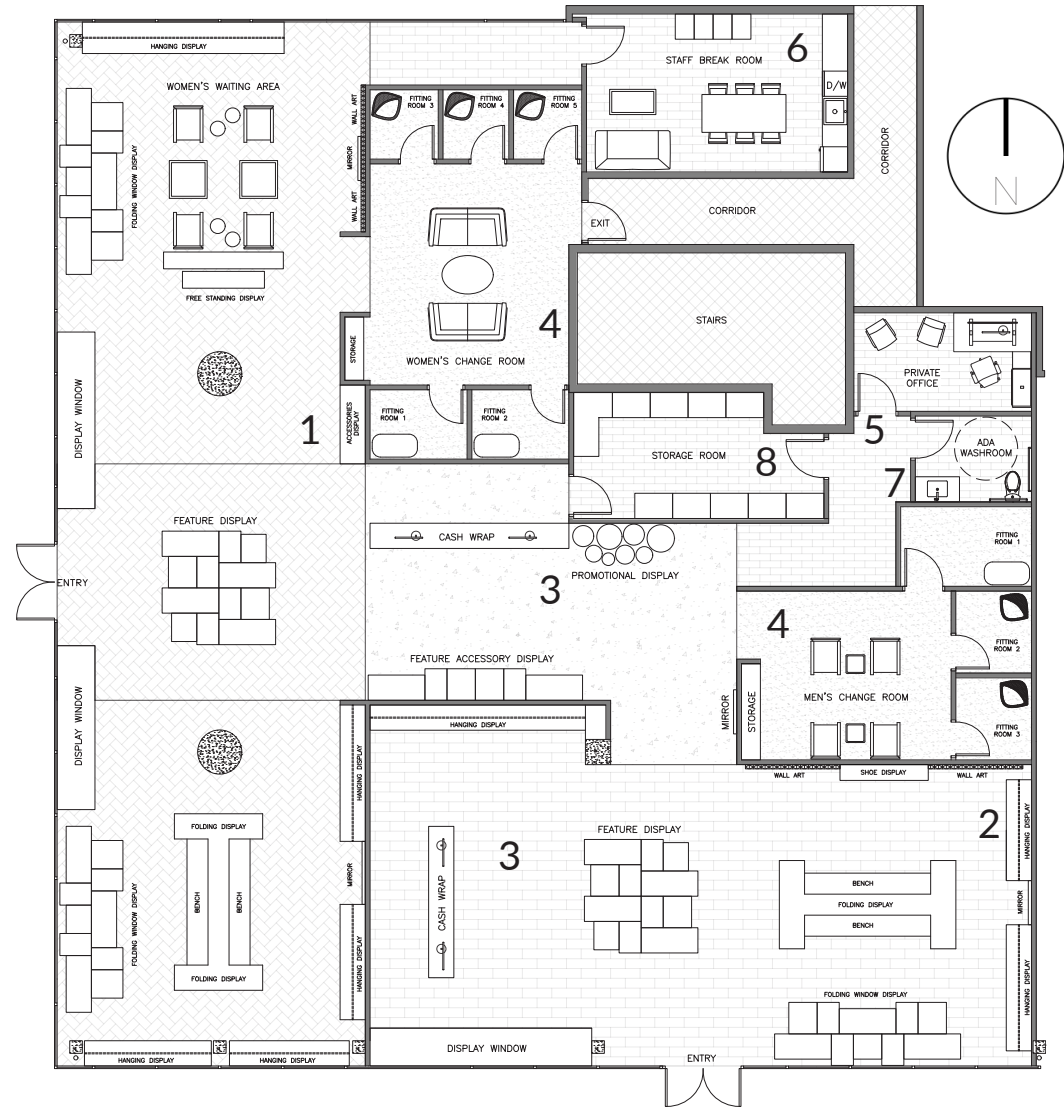
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**KREW**  
RETAIL DESIGN

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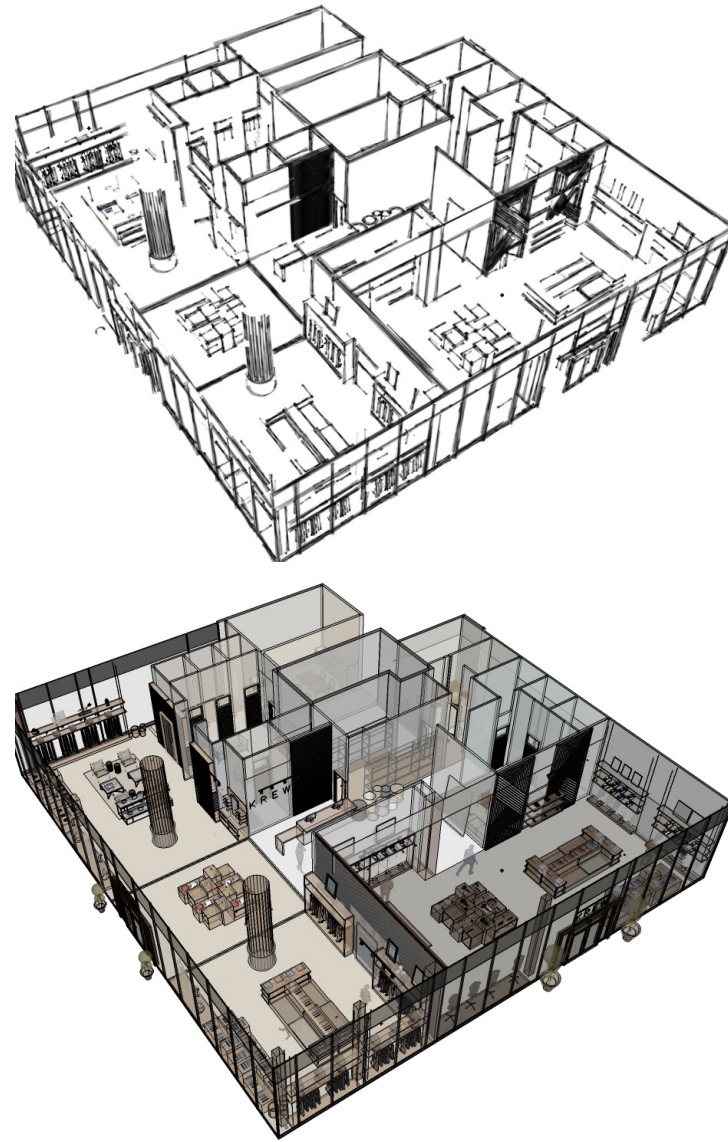
# KREW

## RETAIL STORE DESIGN



- |  |                          |                       |
|--|--------------------------|-----------------------|
| <p><b>TOTAL SQUARE FOOTAGE</b><br/>6,474 SQ. FT.</p> | 1 WOMENSWEAR RETAIL AREA | 5 MANAGER'S OFFICE    |
|  | 2 MENSWEAR RETAIL AREA   | 6 STAFF BREAK ROOM    |
|  | 3 CASH WRAP AREAS        | 7 ACCESSIBLE WASHROOM |
|  | 4 CHANGE ROOMS           | 8 STORAGE ROOM        |

ISOMETRIC VIEW

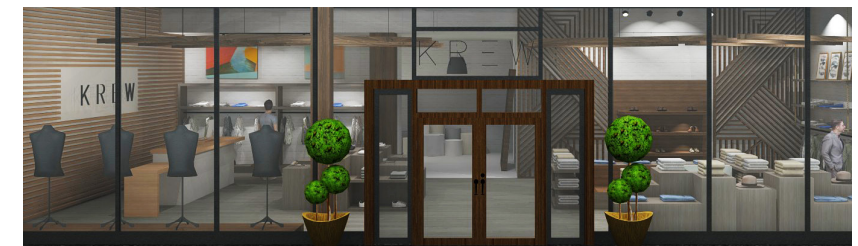


## ABOUT THE COMPANY + PROJECT OVERVIEW

KREW is a retail clothing store that carries both women and menswear. The brand is known for their preppy yet clean and structured style. Quality and authenticity is a priority among all else, hence the company only delivers products that are of premium fabrics and materials.

The project is a 6,474 square foot retail store located in the business district of downtown Vancouver, at the intersection of Burrard and Alberni. The area boasts of premium shops, restaurants, and many businesses.

The project is a full build of the store. It includes research of the brand and the company's target consumers. This proceeds to developing the concept, space planning, selecting materials and finishes as well as furniture, fixture and equipment, and designing millwork display.



STORE EXTERIOR

### CONCEPT STATEMENT

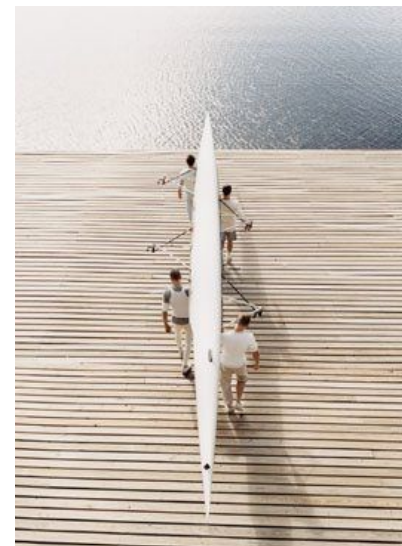
A combination of clean lines with a variety of textures and unrefined colours create a play on form and structure.



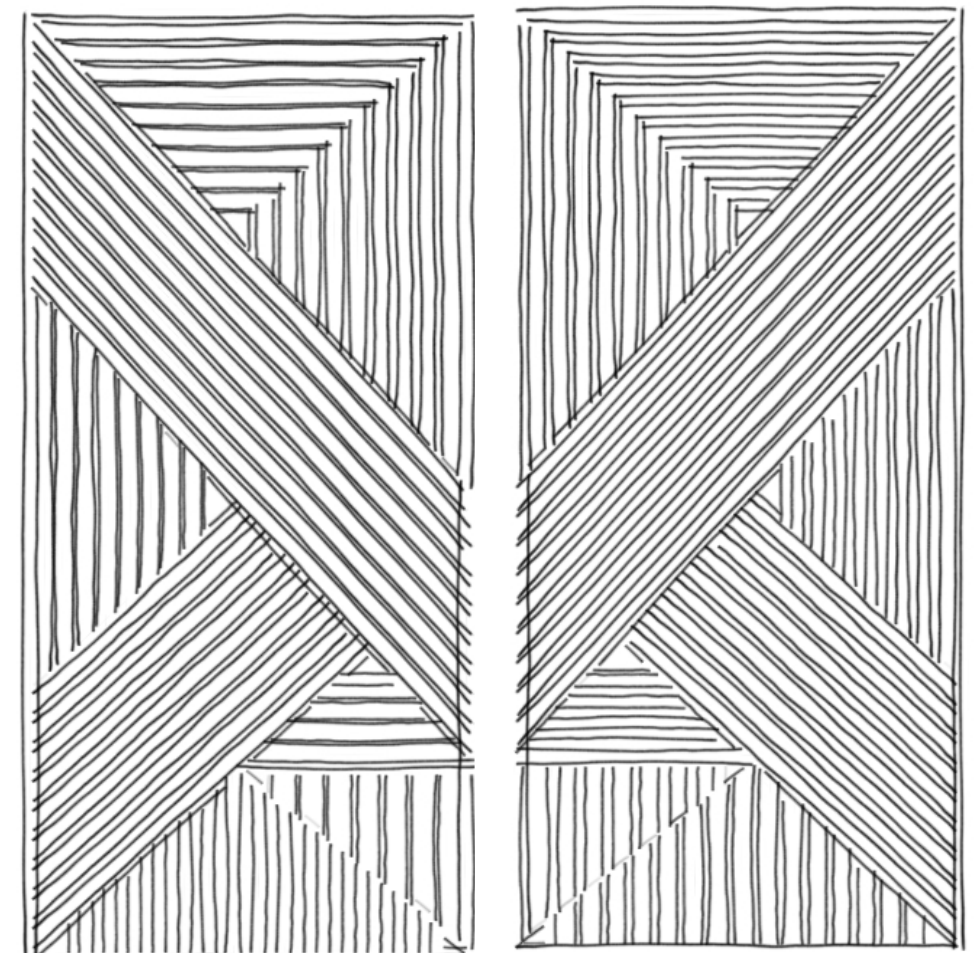
MENSWEAR SECTION PERSPECTIVE VIEW

### INSPIRATION

The aesthetic of the store is derived from a rowboat, nevertheless bringing in maritime touches and elements of the harbour and docks. The use of wood varieties that differ in colour, size, texture and finish give the store a distinct character that emulates a boathouse.



INSPIRATION PHOTOS



WALL ART SKETCH



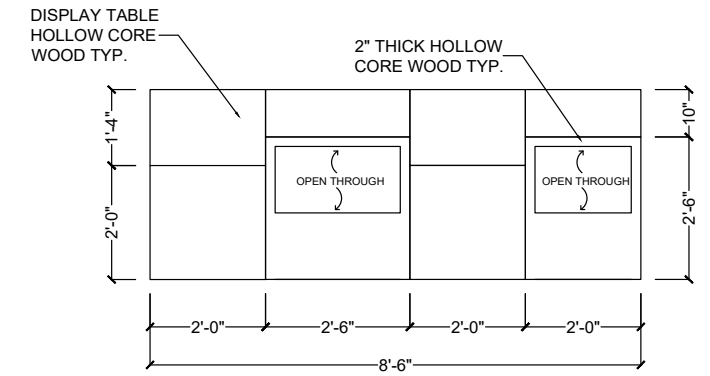
MENSWEAR SECTION FEATURING WALL ART AND CUSTOM MILLWORK DISPLAY

## STORE LAYOUT + DESIGN

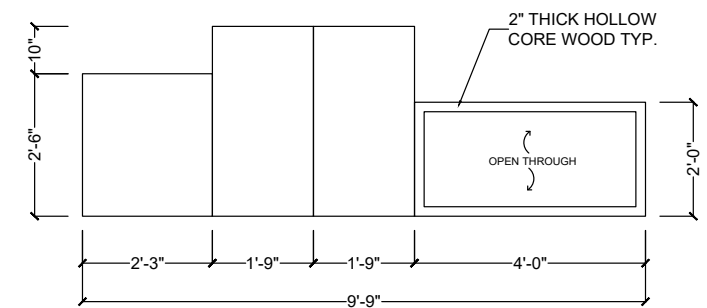
### SPACE CIRCULATION AND CUSTOM DISPLAY

The retail space utilizes a loop circulation. This enables a smooth flow between the departments and back of house areas. The design also ensures that all windows are utilized to maximize natural light entering the space. It also enables passers-by to see a full view of the store interior, thus allowing for optimal visual merchandising of products.

The displays feature linear forms and blocks, making it easy to reconfigure and accommodate the store's visual merchandising needs. Many of the displays are multi-tiered to accommodate more product yet keep a clean visual look. The displays are kept open to avoid a cluttered appearance.



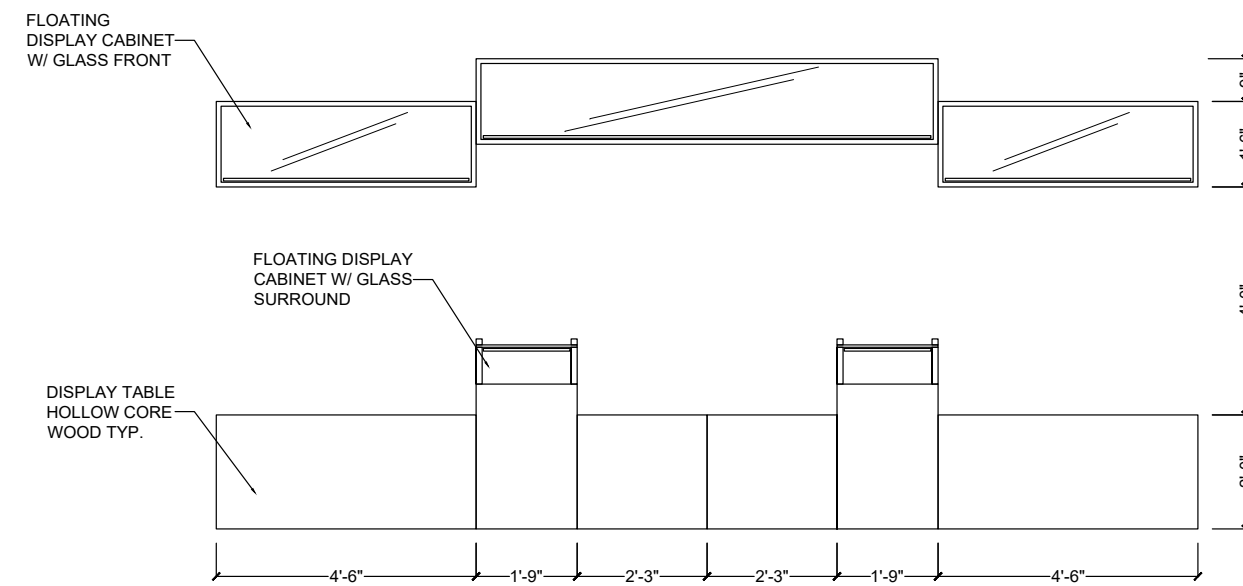
CLOTHING DISPLAY MILLWORK FRONT ELEVATION



CLOTHING DISPLAY MILLWORK EAST ELEVATION

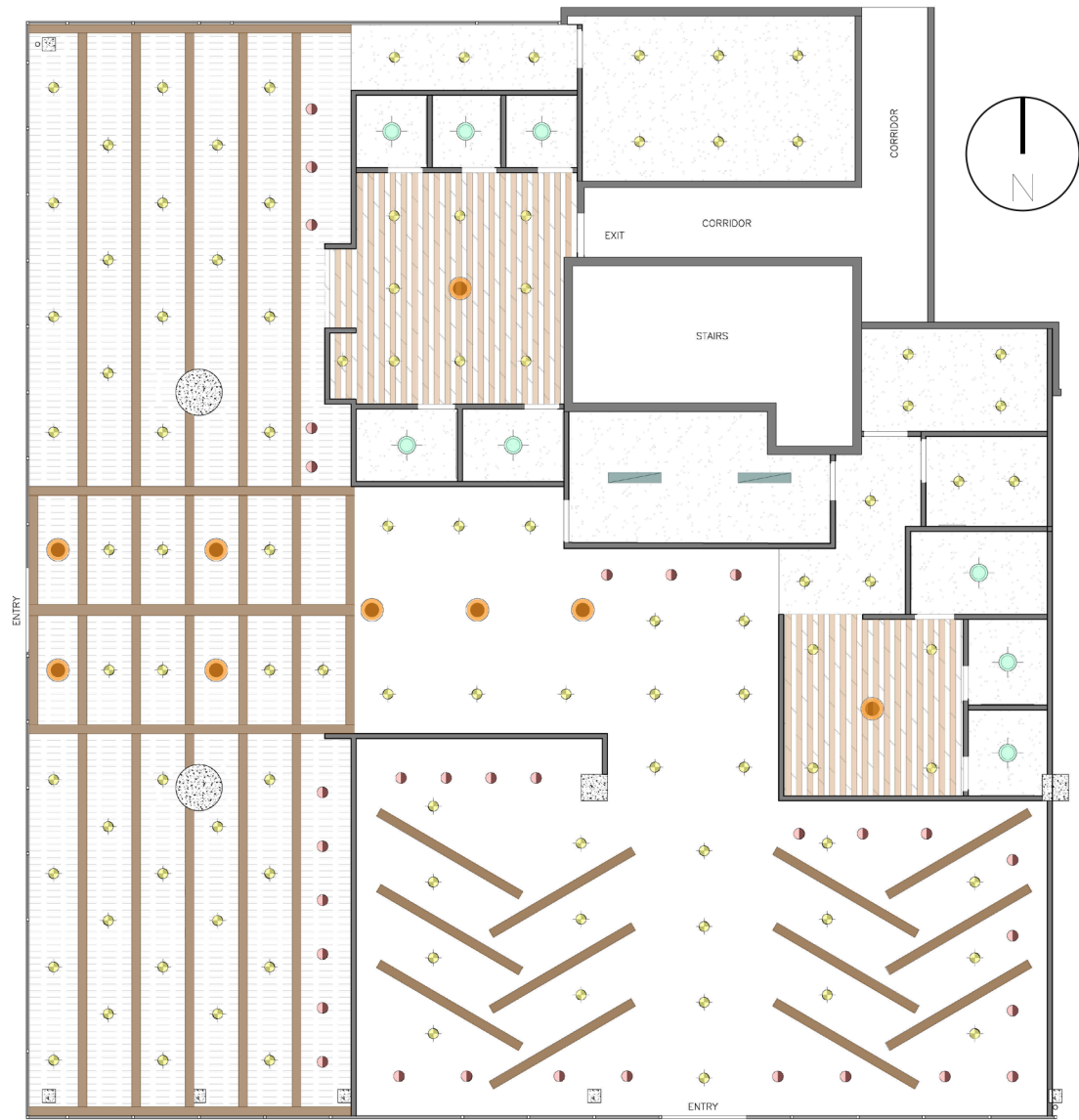


WOMENSWEAR SECTION FEATURING CUSTOM MILLWORK DISPLAY



WOMENSWEAR ACCESSORY DISPLAY MILLWORK FRONT ELEVATION

**KREW**  
CEILING DESIGN



CEILING DESIGN LEGEND

LIGHT FIXTURES

- | SYMBOL | TYPE   |
|--------|--|
|        | 4" DIA. RECESSED POTLIGHT W/ LED LAMP / BLACK TRIM         |
|        | PENDANT LIGHT FIXTURE AT 36" FROM FINISHED CEILING         |
|        | WALL WASHERS W/ LED LAMP (NO. OF FIXTURES ON CEILING PLAN) |
|        | CEILING MOUNT FIXTURE                                      |
|        | 48" WIDE FLUORESCENT LIGHT FIXTURE                         |

XX-XX' AFF CEILING HEIGHT

FEATURES AND FINISHES

- GYPSUM WALL BOARD PAINTED W/ SIMPLY WHITE OC-117
- WOOD SLATS
- 6 IN. THICK WOOD PANELS
- 8 IN. THICK WOOD BEAMS

**CEILING DESIGN**

**THE FINISHES & FIXTURES**

High ceilings give a cooling effect to the space as it provides ample light to enter the space and allows for better air circulation.

The ceiling feature is not to be missed as wooden elements are brought all the way up to the ceiling to continue the theme of the store. There are two distinct ceilings in the store. In the womenswear section, resembling a boathouse, the ceiling is accentuated with heavy wooden beams, panels and slats. To finish this look, large pendants are installed at the centre of the department, making the entry open and grand.

On the other hand, the menswear section ceiling resembles boat paddles. These are wooden beams are installed at an angle to represent the action of rowing. To achieve this look, wooden beams are suspend from the ceiling using heavy duty cables. This ceiling is painted black in order to emphasize the ceiling feature.



WOMENSWEAR SECTION FEATURING HEAVY WOOD BEAM CEILINGS