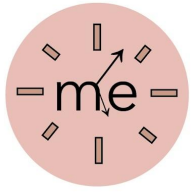




*me time*

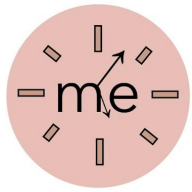
Katrina Thomas • Marie Fiore



- The idea behind our shop is to offer our customers a safe space, where they can unwind and focus on themselves. Here at *Me Time*, we recognize the importance of your mental health, and nothing sounds better than a little bit of "me time"-

\* For our merchandise shop, our target market would be women of all ages. There is no *too young* or *too old* when it comes to taking care of our wellness. Our clothing and skin care will also be accessible to everyone, meaning our prices would be affordable.

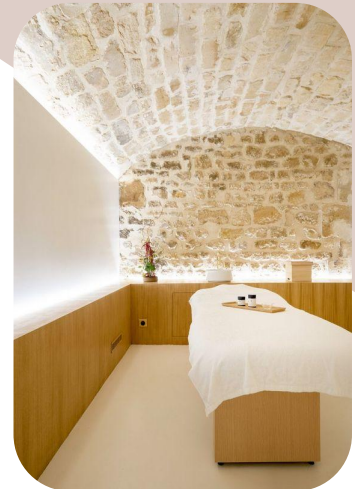
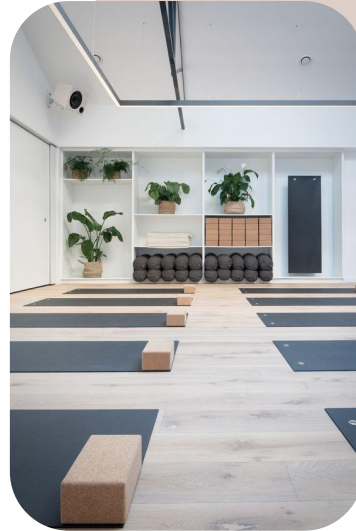
\* For our yoga studio, our target market would be women ages 18+, who are active, enjoy yoga and meditation.



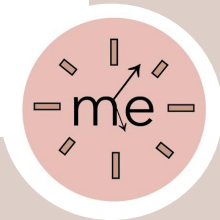
# The Experience

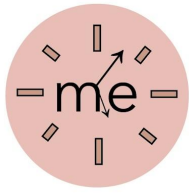
*Time Studio* is designed for our VIP customers, who pay for a yoga membership with a professional instructor. First time customers can also try out our leggings in the studio and receive a free yoga class with purchase.

*The Skin Room* is located within the merchandise shop. Its purpose is to have that one-on-one connection with customers. A skin specialist will look at the clients face and recommend the best skincare products for each of their individual needs.

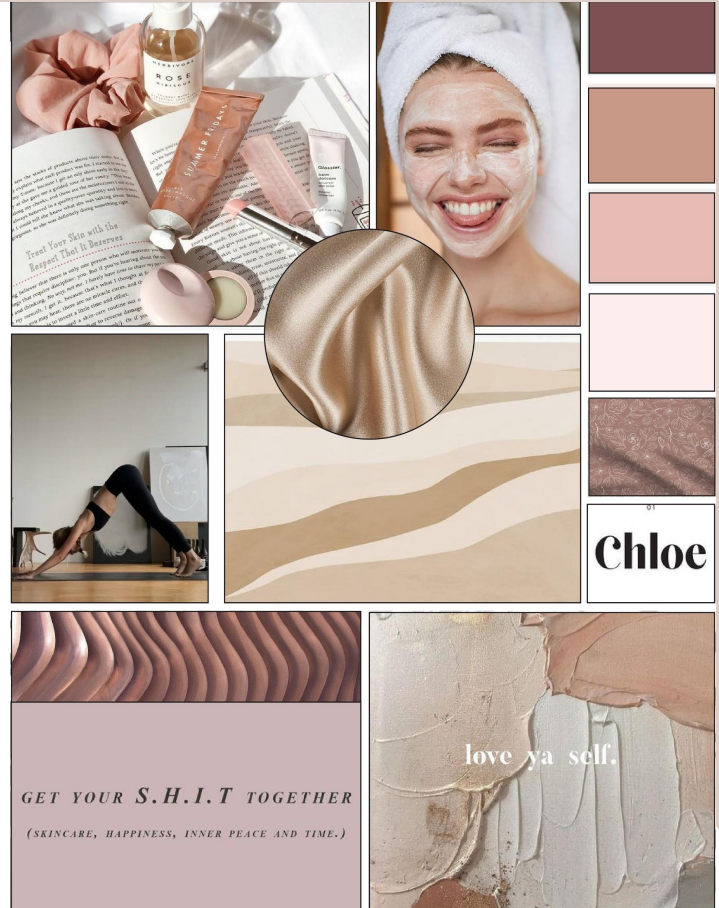


# A2 SHOPX Moodboard





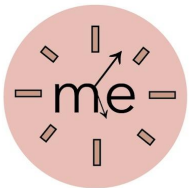
—moodboard—

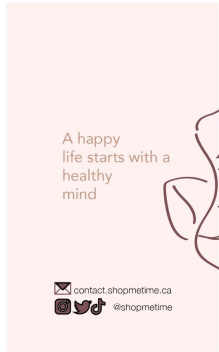
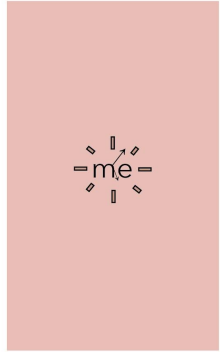
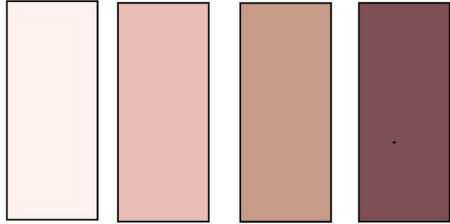
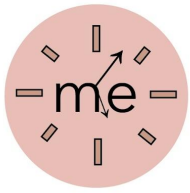




# A3

Visual identity

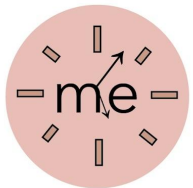


A large dark brown rectangular area containing a grid of five rows. Each row represents an ingredient combination and its result. The word 'INGREDIENTS' is written vertically on the left side, and 'RESULTS' is written vertically on the right side. The grid is flanked by decorative leaf illustrations at the top and bottom.

INGREDIENTS	RESULTS
hyaluronic acid + Retinoids	Youthful, hydrated skin
Vitamin A + Antioxidants	Enhanced antiaging treatment
Antioxidants + Sunscreen	Reversed wear and tear
Niacinamide + Acid serum	Evenly toned complexion
Vitamin C + Vitamin E	Powerful sun protection

**BRANDBOOK**  
*SHOPX*

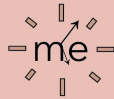
A4

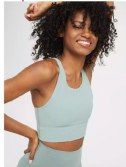




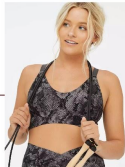
It's all about *ME!*

*me time* is a brand dedicated to providing customers with all their soul-healing essentials. Offering a variety of athleisure, loungewear and skincare products, we aim to give you the tools to care for your mind, body and soul. Put yourself first; make time for me.





Teal Sports Bra  
\$25



Snakeskin Sports Bra  
\$25



Grey Biker Shorts  
\$25



Facial Moisturizer  
\$12.95



Papaya Moisturizer  
\$14.95



Oversized Crewneck  
\$35



V-Neck Jumpsuit  
\$44.95



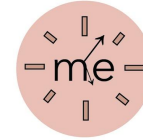
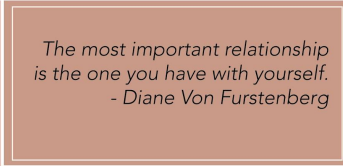
Grey Boyfriend Joggers  
\$38.99



Teal Biker Shorts  
\$25



High Waisted Maroon Legging  
\$30



High Waisted Black Legging  
\$30



White Sneakers  
\$35



Creme Dad Sneaker  
\$45



Turmeric Serum  
\$16.95



Face Milk  
\$12.95



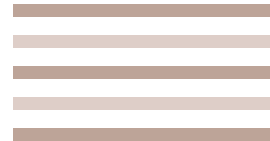
Fleece Lounge Short  
\$27.99



Creme Fleece Sweater  
\$24.99



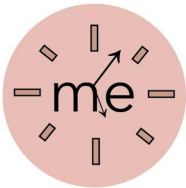
Slip Dress  
\$24.99

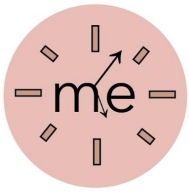


*The best project  
you will ever  
work on is  
yourself*

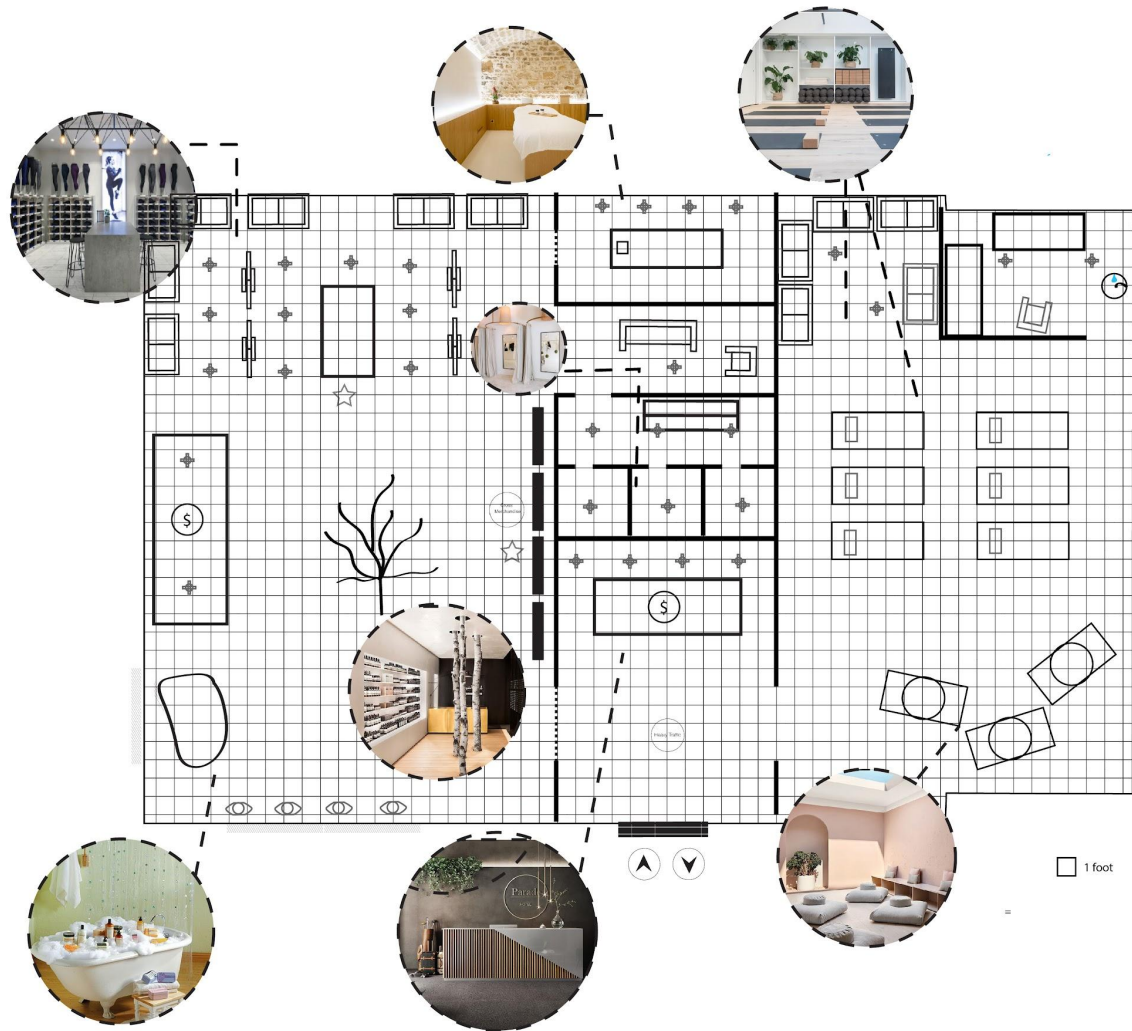
# B3

Physical  
Store layout



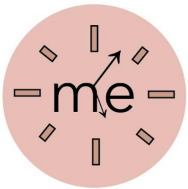


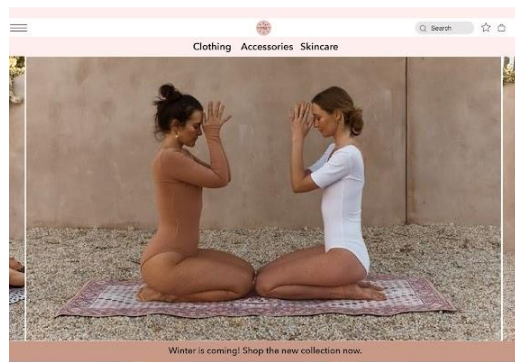
- \* Store layout
- \* Product placement
- \* Customer experience
- \* Two main points of sale
- \* Aesthetic decor



DIGITAL STORE  
LAYOUT

B4





Winter is coming! Shop the new collection now.



#SaveYourSkin this Black Friday! 20% off all skincare.



Yoga Accessories



Inspired by the Nike website

Fitness

**WORKING ON MYSELF FOR MYSELF BY MYSELF.**

**IT'S TIME FOR ME!**

**PUT YOURSELF FIRST**

[Shop Fitness](#) [Book a Class](#)

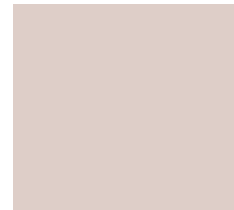
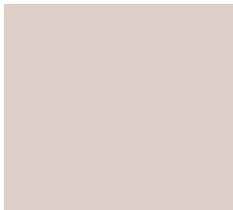
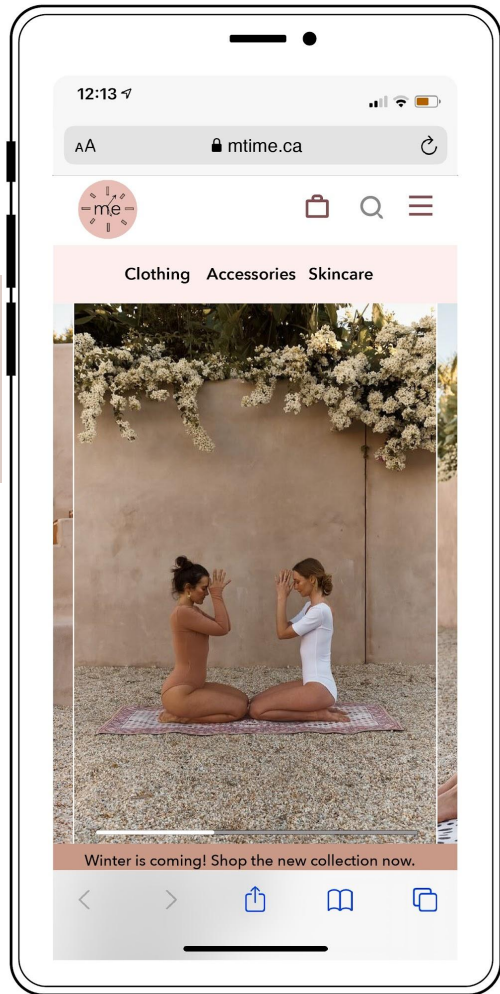
#LOVEMYSKIN  
#LOVEMYSKIN  
#LOVEMYSKIN

**TREAT YOUR SKIN WITH KINDNESS**

#LOVEMYSKIN  
#LOVEMYSKIN  
#LOVEMYSKIN

**NOT SURE HOW? WE'VE GOT YOU.**

CONSULT OUR #SKINPEDIA PAGE OR BOOK AN APPOINTMENT TODAY



THANKS!