

COMMERICAL
DESIGN

moschino.

-- MOSCHINO --

The founder of Moschino is Franco Moschino. Franco Moschino lived from February 1950 till September 1994.

-MOTIVE - MISSION -

Franco Moschino began by designing colorful casualwear. He was all about colorful funky designs. After Moschino, passed away his former assistant: Rossella Jardini took over the company and became the creative director.

Later, in 2013, a designer from Los Angeles names: Jeremy Scott took over the company, his designs had hit the runway by Fall 2014. Ever since, Scott has been designing Moschino apparel for several celebrities in the world.

- QUOTED BY MOSCHINO -

“ I dont speak italian but I do speak Moschino”

-MOSCHINO

moschino.

commerical design

- location -
downtown , vancouver

- client -
moschino

- size -
8090 sq ft.

- softwares -
autocad
sketchup
photoshop

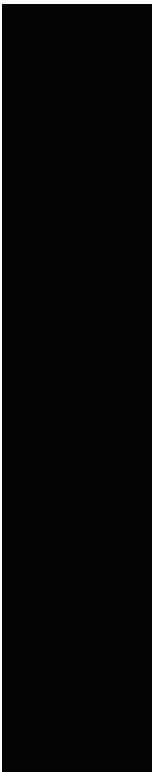


- MOSCHINO DESIGN INSPIRATION -

The inspiration behind the design of Moschino was the brand itself. The brand speaks for itself. It is monochromatic with a pop of color and bold prints.

The color palette was inspired from the merchandise. The red carpet represents how extra the brand is itself.

The design is the brand summed up in a nutshell. It is bright, airy and loud.



inspiration board.





site analysis.

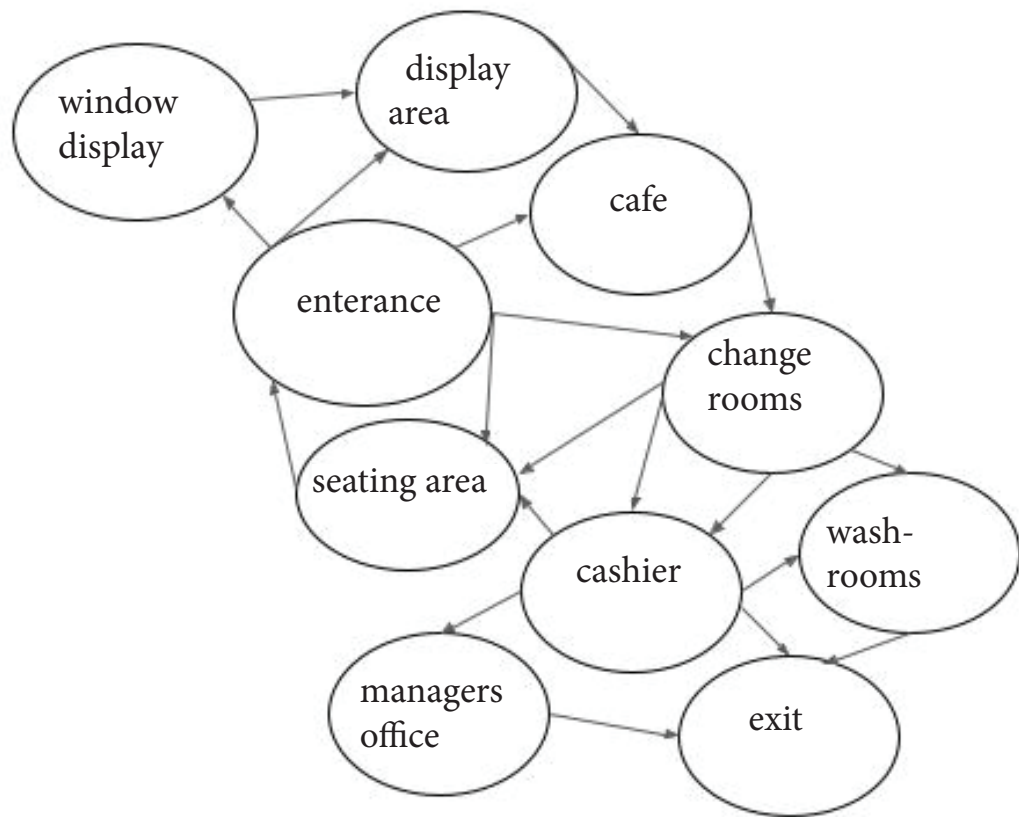
-moschino-

Moschino's store front is located in central downtown vancouver, amongst many other luxury brands.

Downtown is Vancouver's primary business district, which consists of: arts, entertainment, sports venues and a variety of award winning architecture.

The store front stands out amongst the neighbouring stores as the exterior is made up of white and grey marble.

The site that Moschino is built upon is located at the busy intersection of Thurlow and Robson Street.

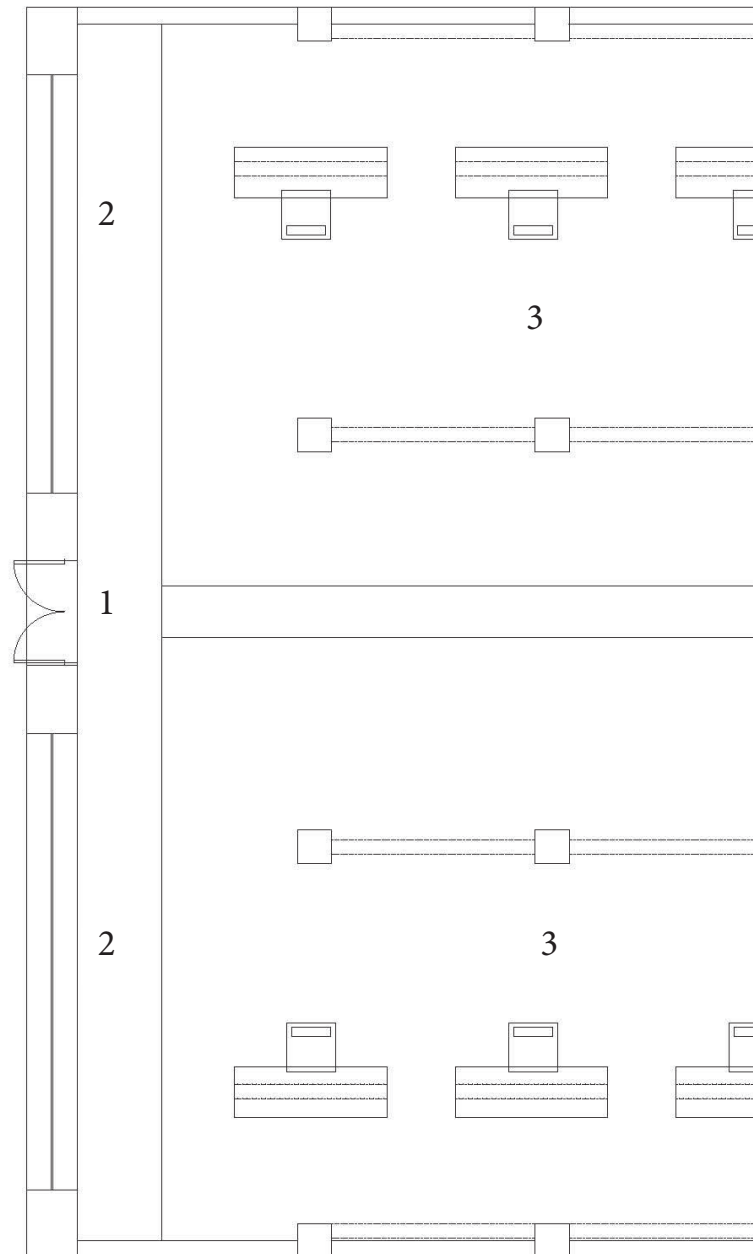


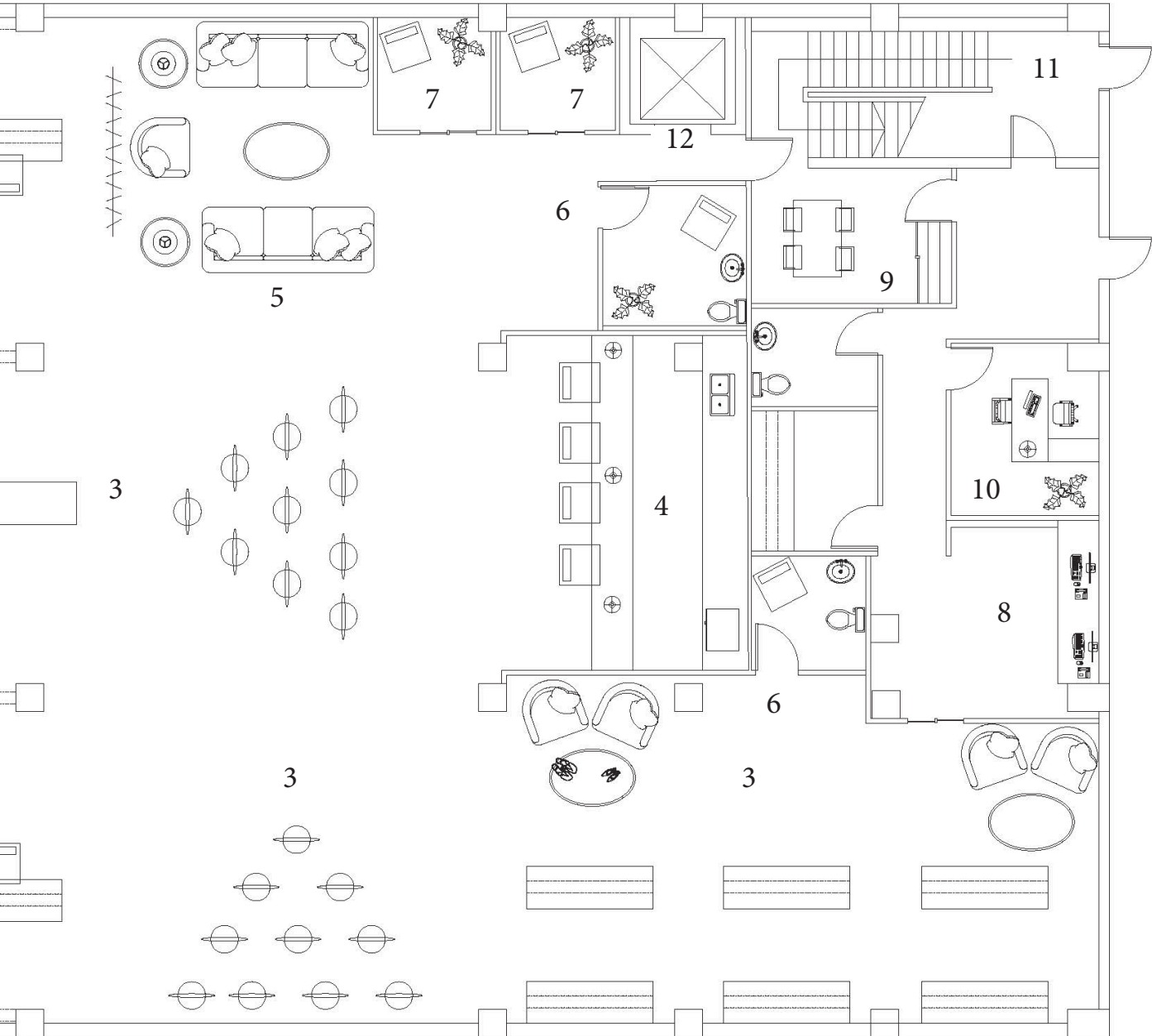
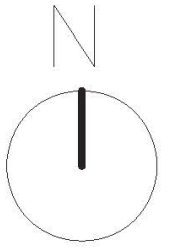
bubble diagram.

one story building

1. Entrance
2. Window Display
3. Display Areas
4. Cafe
5. Seating Area
6. Washrooms
7. Change Rooms
8. Cashiers
9. Staff Room
10. Managers Office
11. Stairway
12. Elevator
13. Exit

FLOOR PLAN

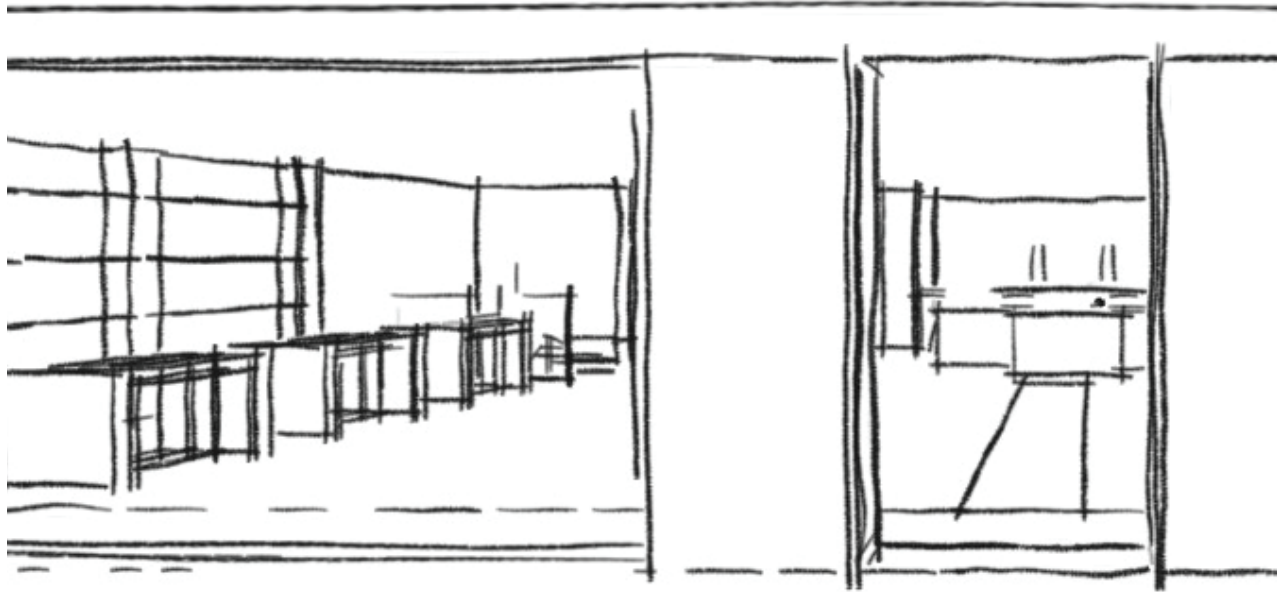


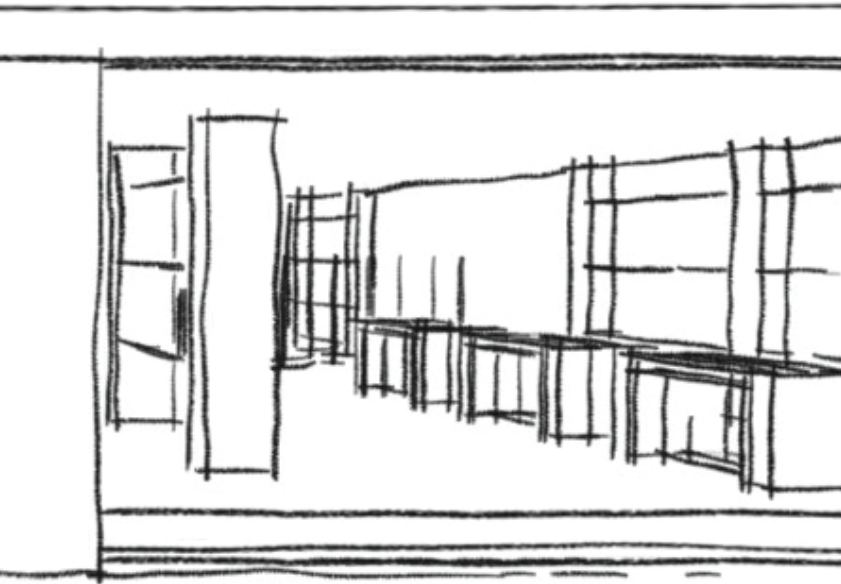


rendered floor plan.









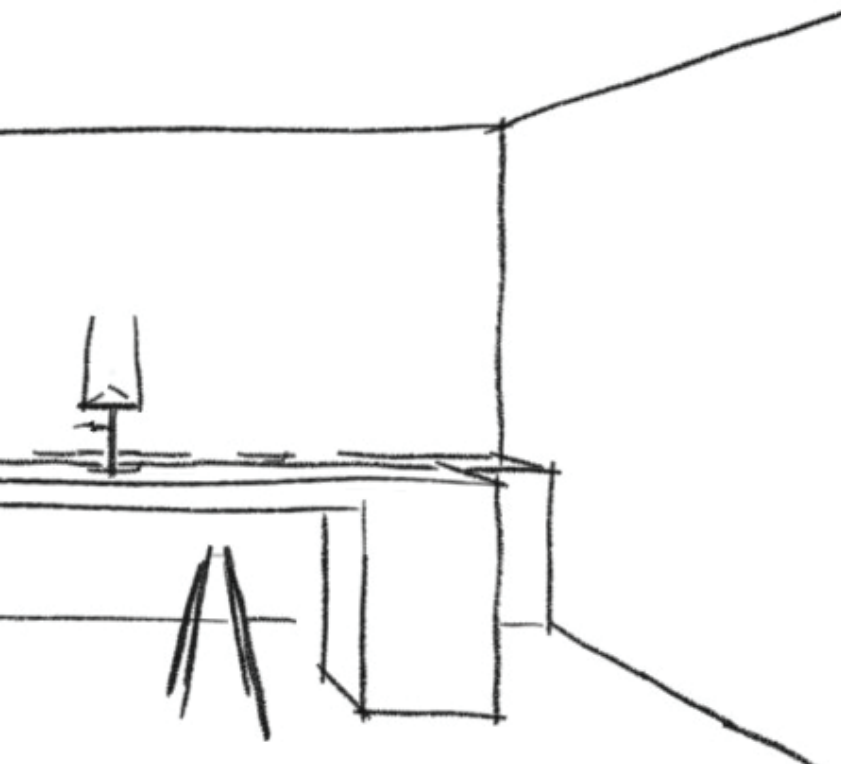
sketches

sketch no 1:

entrance into moschino

inspiration behind sketch:

open concept - airy - grand



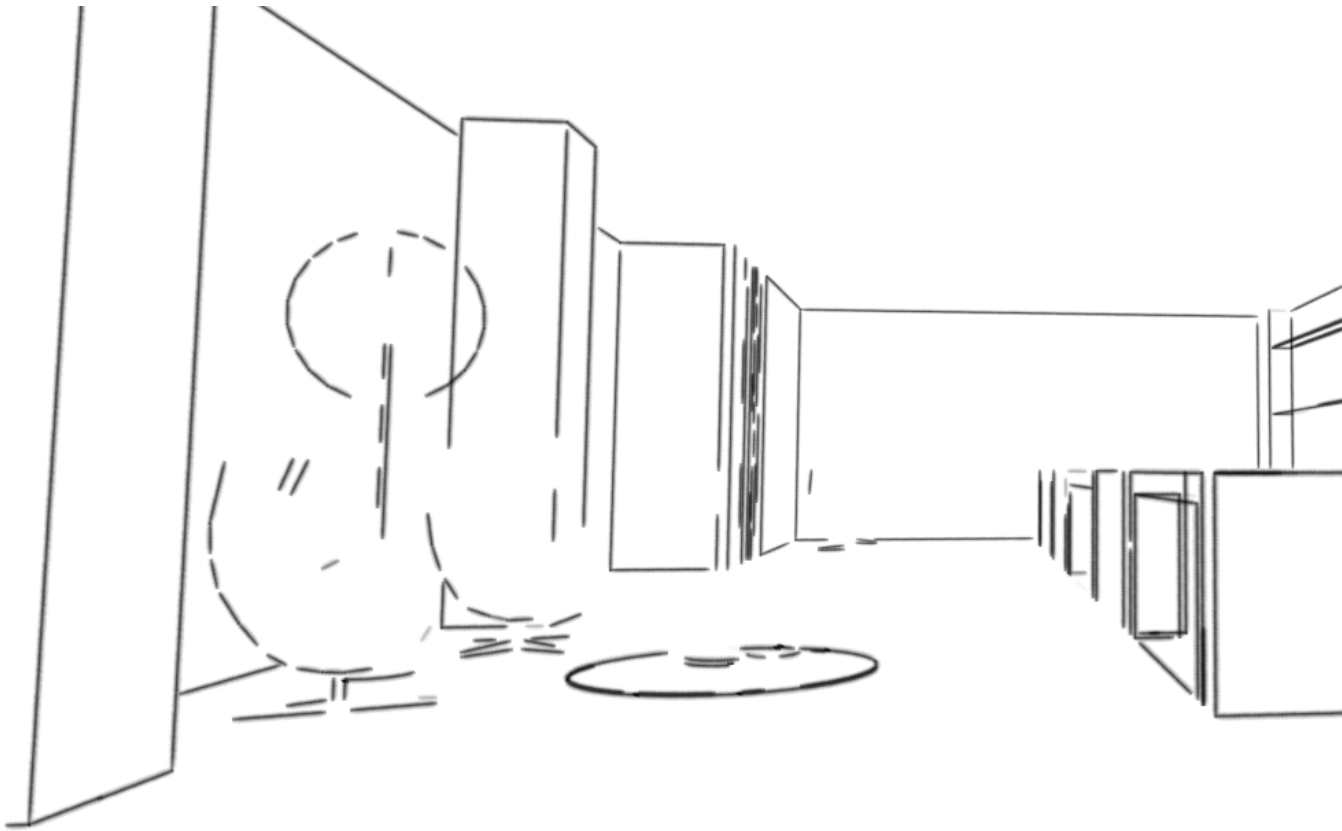
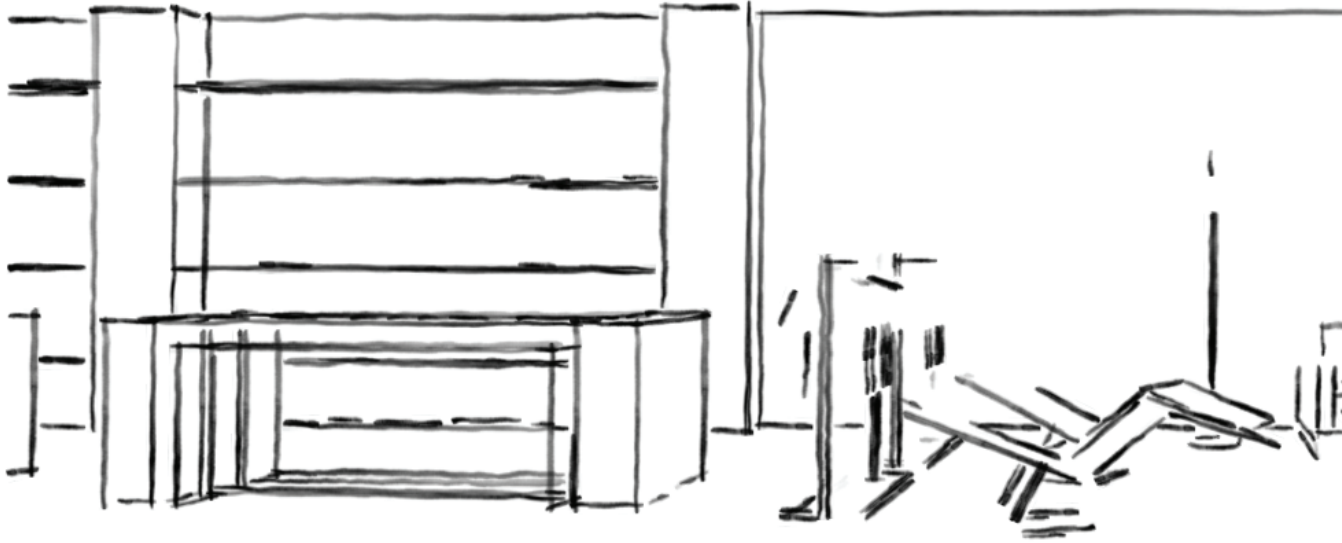
sketches

sketch no 2:

moschino cafe

inspiration behind sketch:

simple - comfortable space - bright





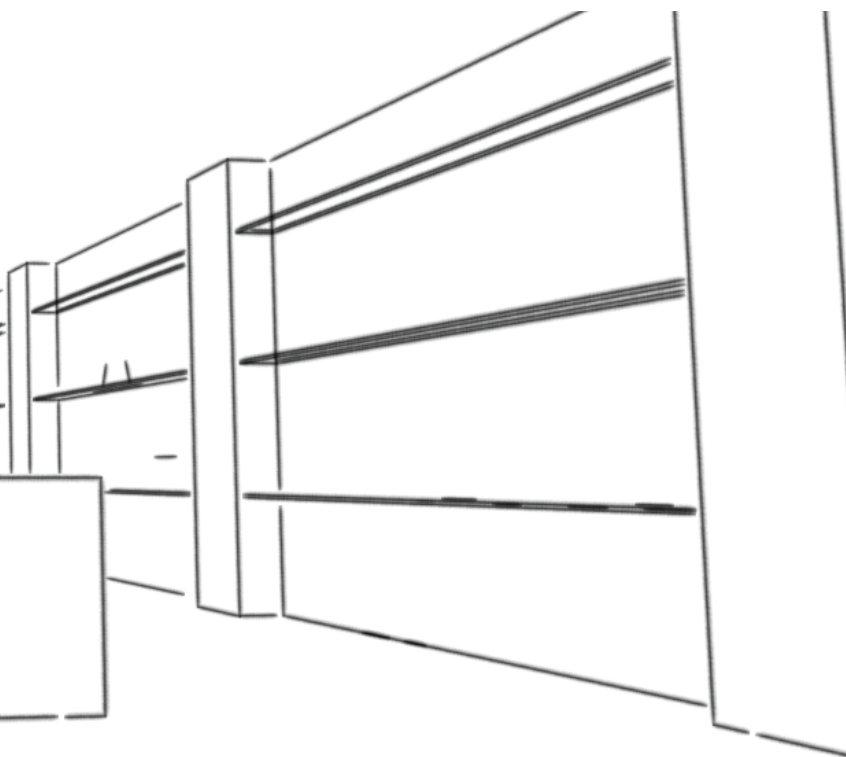
sketches

sketch no 3:

waiting area

inspiration behind sketch:

comfortable space - home like
feeling - sleek



sketches

sketch no 4:

shoe display

inspiration behind sketch:

simple - display orientated - bright





exterior render number 1





-- display area --

a clean, luxurious space

-- materials --

white& gray marble

white&gray&gold marble

black&white marble

red carpet

paint

simple light fixtures

display area





waiting area