

# Retail Project

# rabanne

**Believe in reflective design:** Our design for this Rabanne retail store reflects the brand's bold and modern feel through the use of shimmery, reflective surfaces and vibrant oranges and reds. The goal of this design is to highlight the bold brand of Rabanne while embracing some of their iconic pieces and working them into the design seamlessly; like our cash wrap, inspired by one of the brands bracelets. Each element included in this space embraces the core concept "believe in reflective design," creating an immersive and visually interesting space that showcases handbags, jewelry, and perfume.



# meet our team



**Noah McGrew**

Graphic Design and Writing  
Lead



**Olivia Heitke**

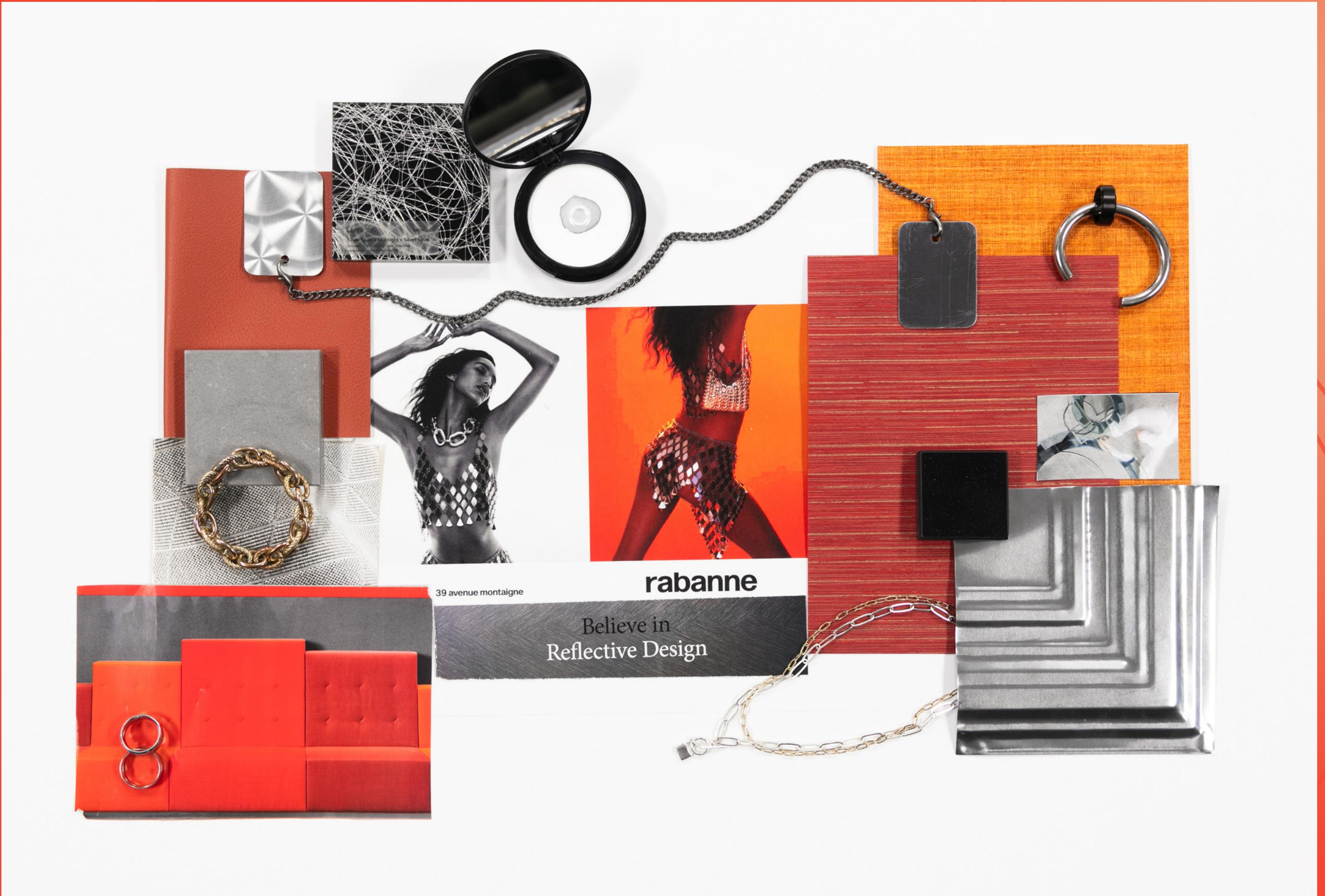
Revit Lead



**Klair Hanson**

Custom Modeling Lead

# Mood Board



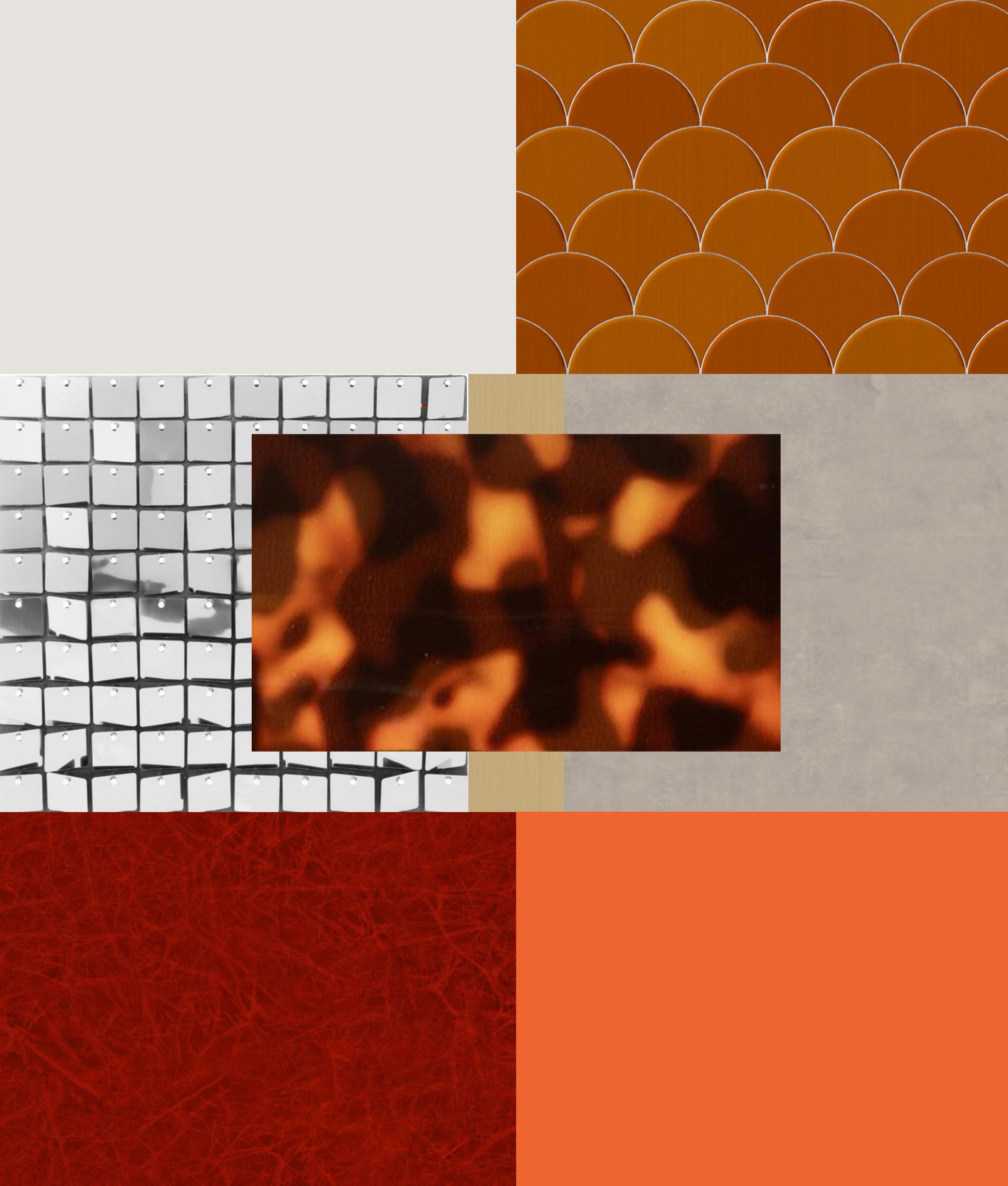
## Believe in reflective design

Our design for this Rabanne retail store helps showcase the bold spirit of the Rabanne brand, something which blends both luxury and modernity together to create something we that has a unique and fresh vibe. Rabanne is well known for their seamless approach to fashion and design, and and you can often see them experimenting with metallic materials that reflect light. The store we made is inspired by Rabanne's use of these metallic elements and bold shapes, with a unique focus on reflective surfaces that shimmer and catch the eye—hopefully drawing customers in to see more.

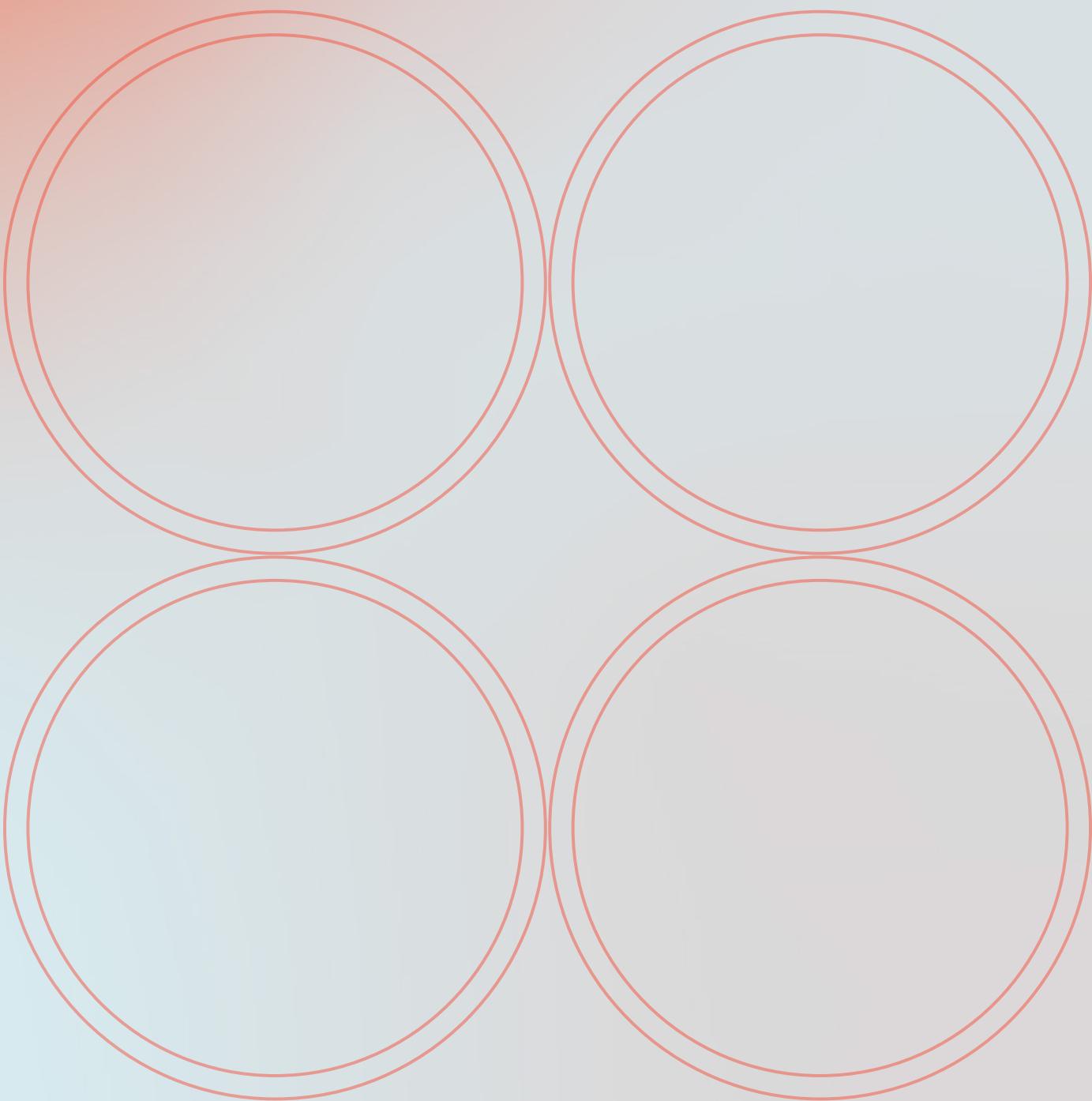
The bold oranges and reds that dominate our color palette help bring our concept together. All of the design choices we made, from the shimmering displays to the dynamic elliptical lighting help reinforce the core concept of “believe in reflective design.”

This concept helps support the Rabanne brand by making a space that is vivid and bright while highlighting their products. The use of reflections, bold color contrasts, and metallic elements help highlight the collection of handbags, jewelry, and perfumes, almost showcasing them as wearable works of art.

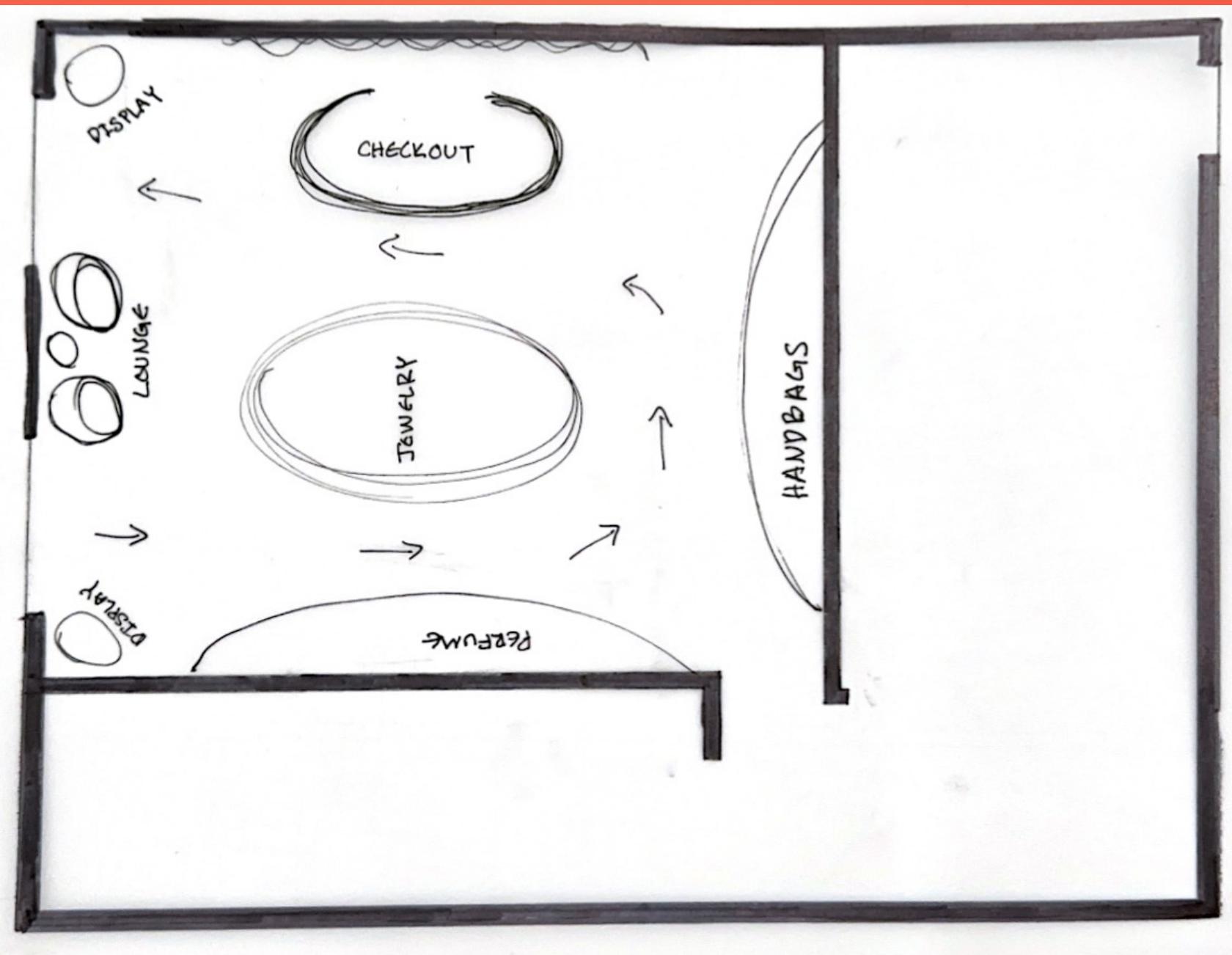
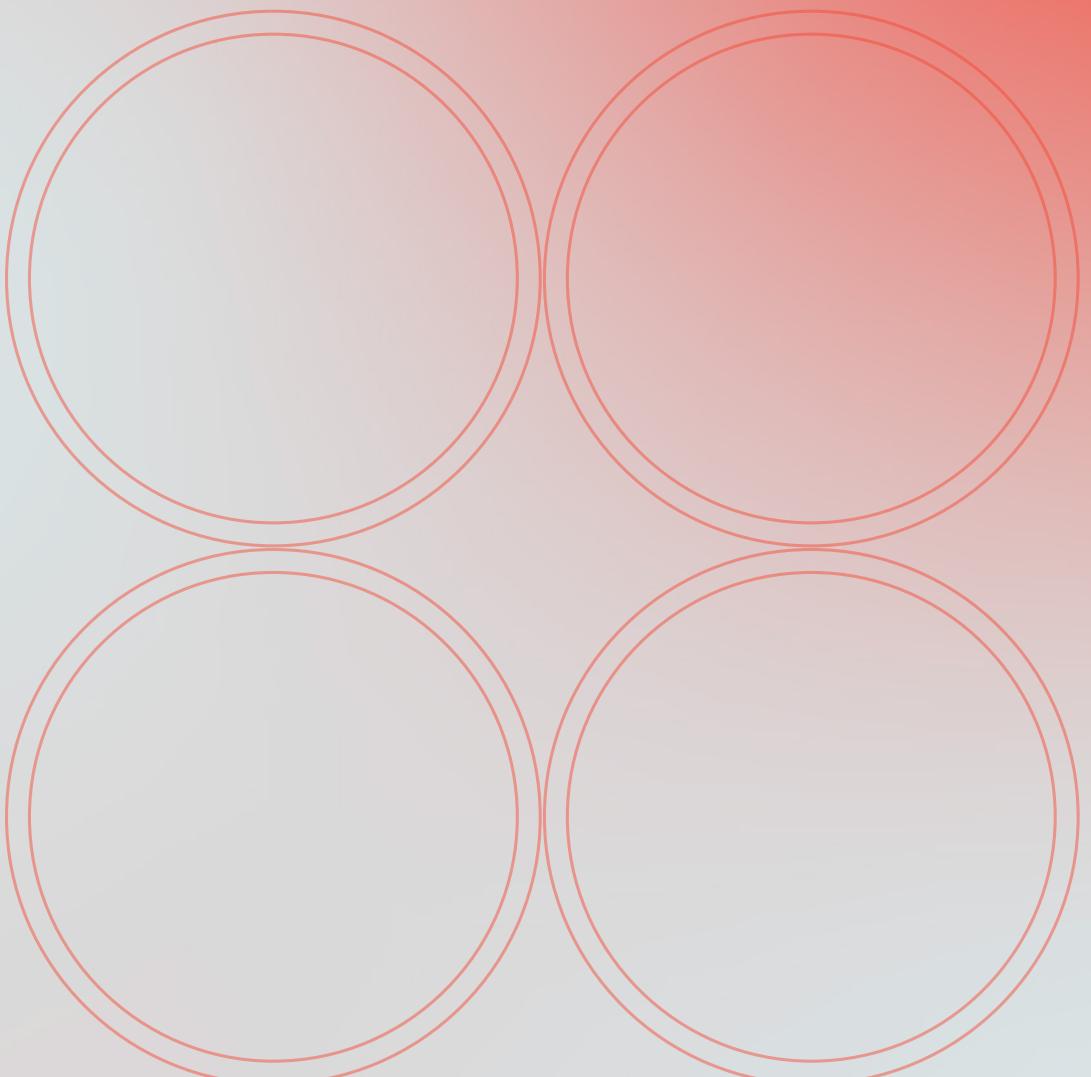
# project palette and art direction



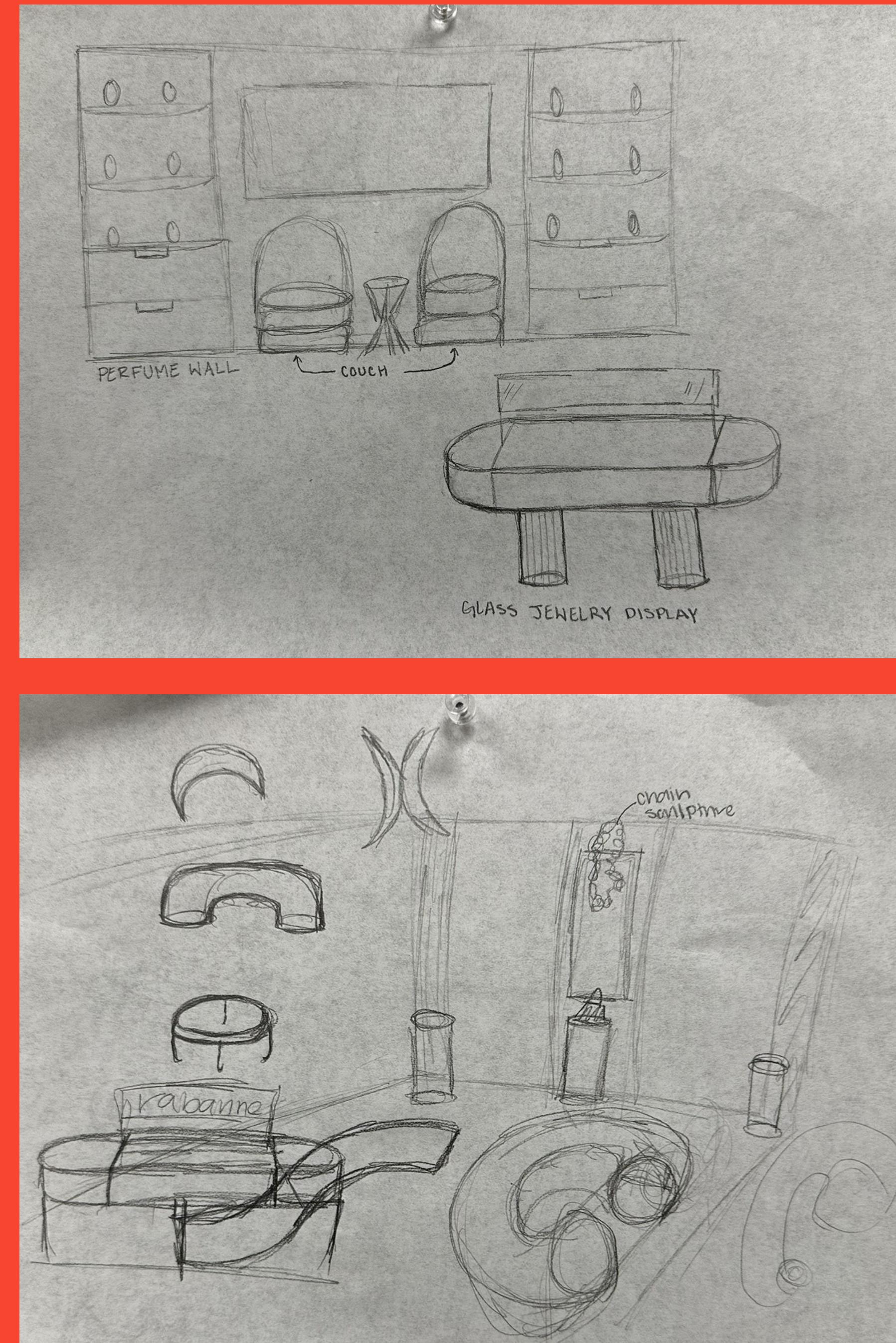
We wanted our palette and our concept to seamlessly blend together and work as one. Therefore, our palette goes back to the original concept and centers on bold oranges and reds. These vibrant hues are going to contrast against the metallic, shimmery elements we chose to incorporate into our design, which helps create a wonderful little interplay of both light and color that matches Rabanne's use of innovative materials. Our art direction follows a more modern approach, with sleek, reflective surfaces and forms that draw the customer's attention to the products while still reinforcing the idea of "reflective design."



# Early Work



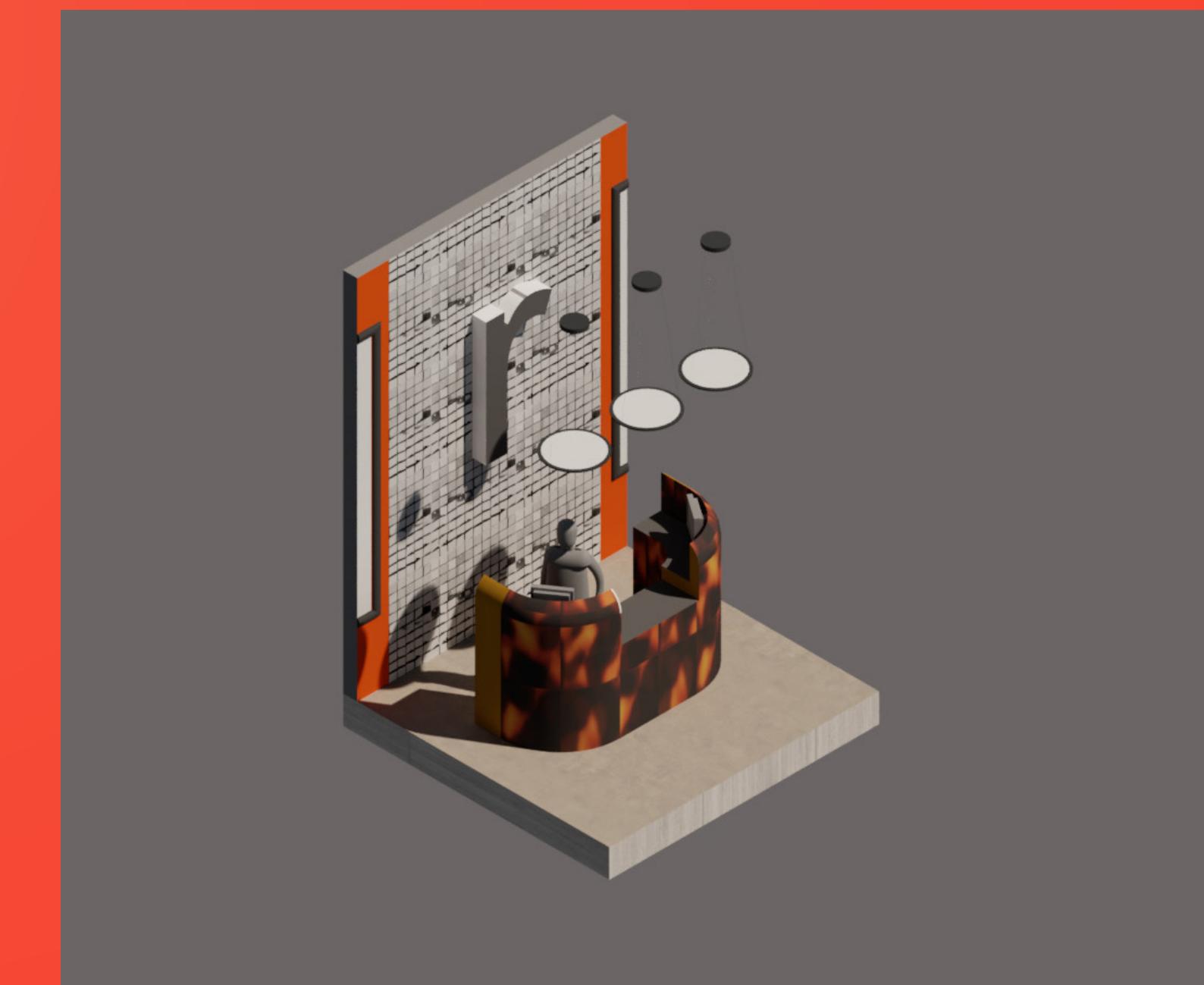
This is some of our work from the project development stage. This is where we decided where to go concerning the direction of the floor plan, the cash wrap, and the glass jewelry displays in the middle of the store.



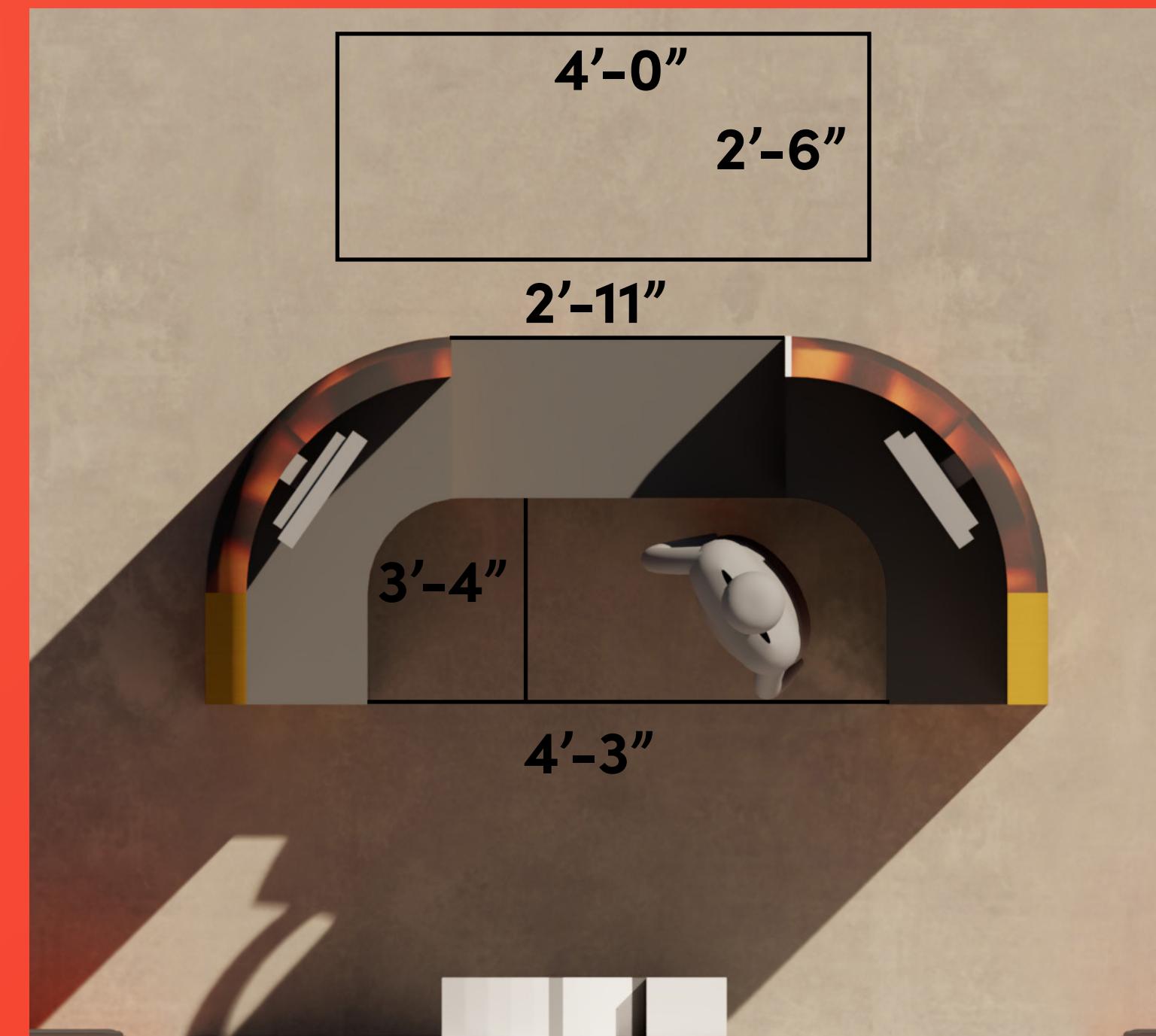
# The Cash Wrap

Our design for the cash wrap draws direct inspiration from Rabanne's Link Tartaruga Bracelet. We wanted a cash wrap that would match both the concept and the Rabanne brand while still being a functional piece of art. You can see the bracelet's fluid and modular design in the form of the cash wrap, which features the same shape and pattern of the bracelet. The metallic finishes on the cash wrap enhance and match the reflective, shimmery aesthetic of our design and our concept.

We did have to change the form just a bit to match ADA requirements, but it is still very close to the original Rabanne design, and we are proud of our work here.



# Cash Wrap ADA Requirements



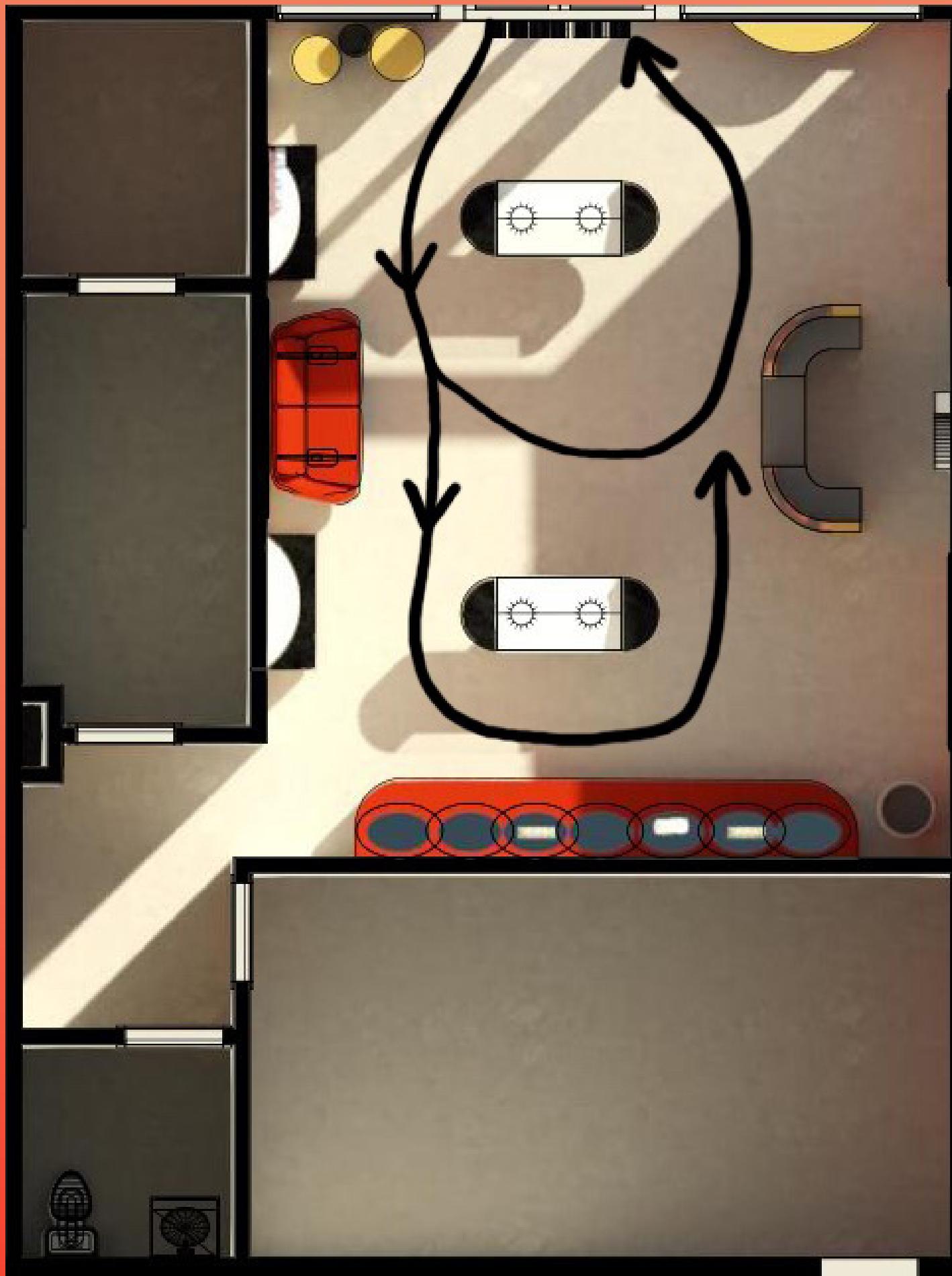
# Rendered Floor Plan



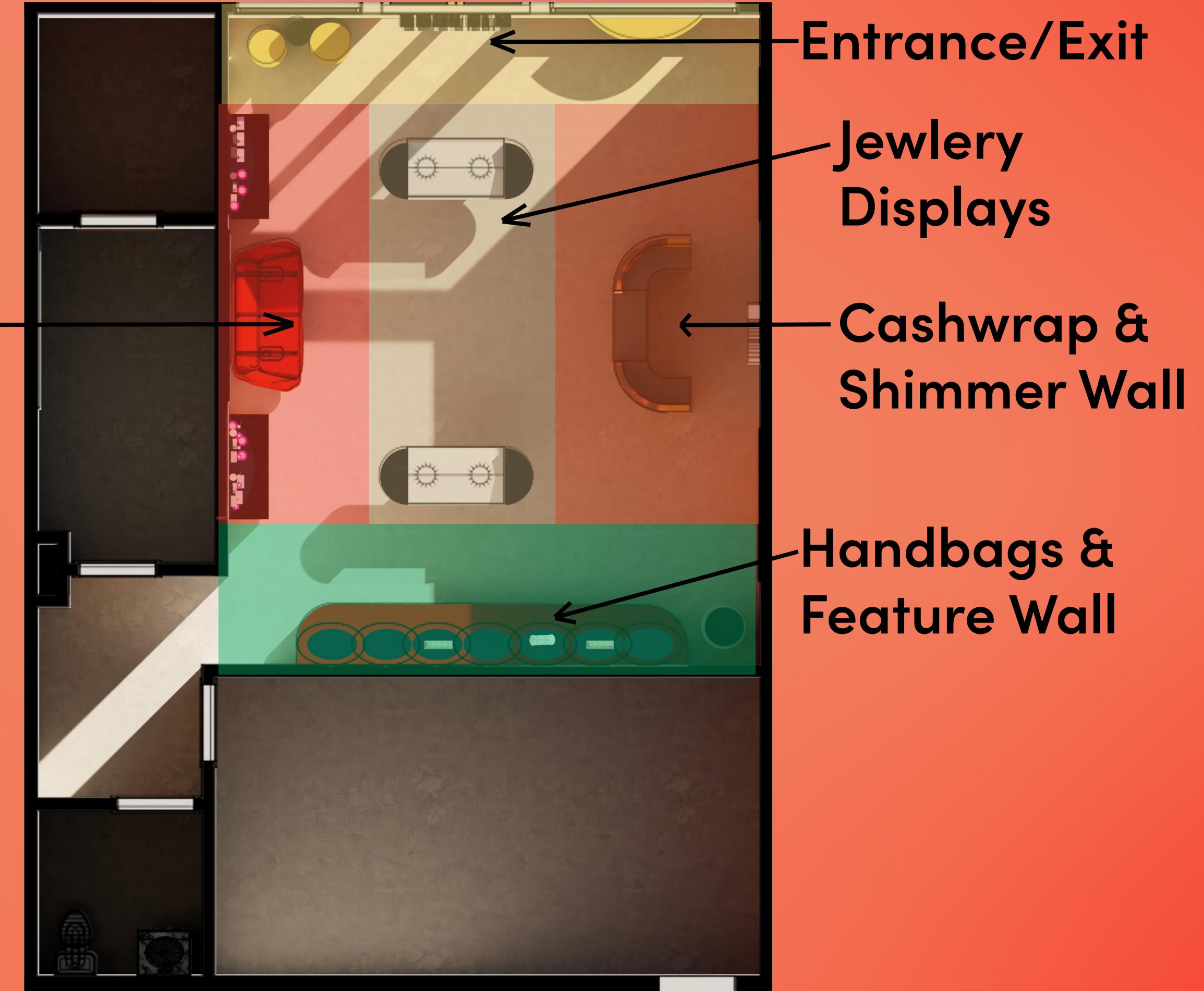
This floor plan features an entrance that also functions as the exit. As the customer walks in, they will be directed right into an area showcasing perfume with a little lounge. They will then either head further into the store and see the handbag display in the back or turn left to inspect the high quality jewelry options offered by Rabanne. They will then either be able to stop at the cash wrap to purchase their merchandise, or will be directed to take another loop around the space to continue browsing.

# Annotated Floor Plan

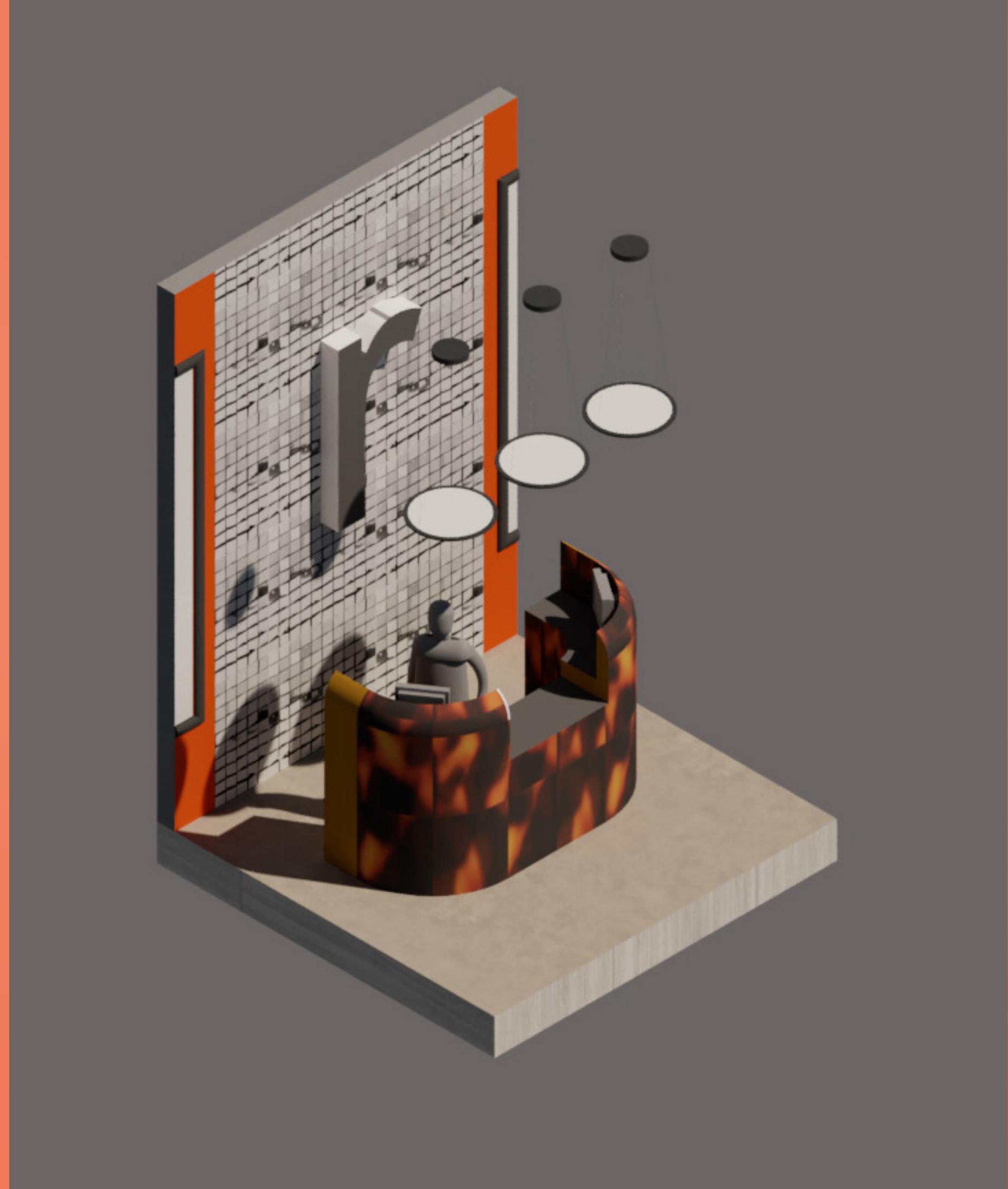
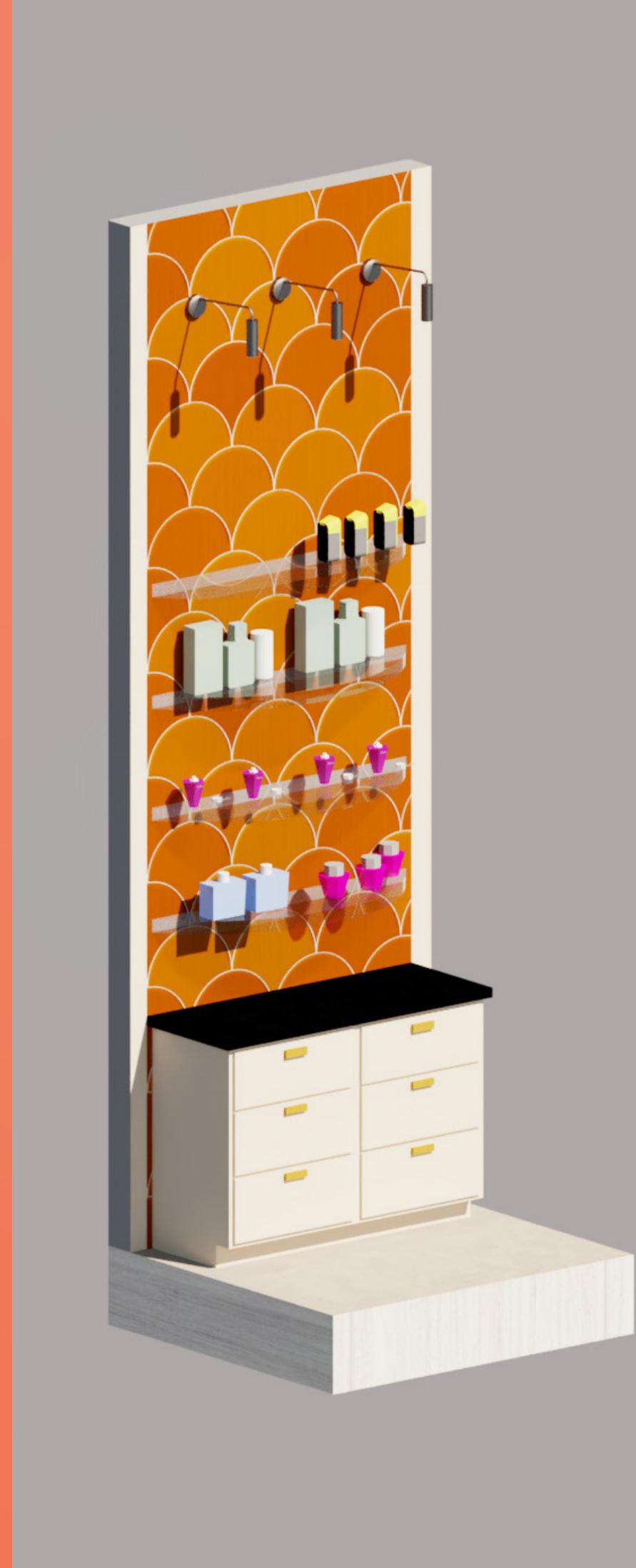
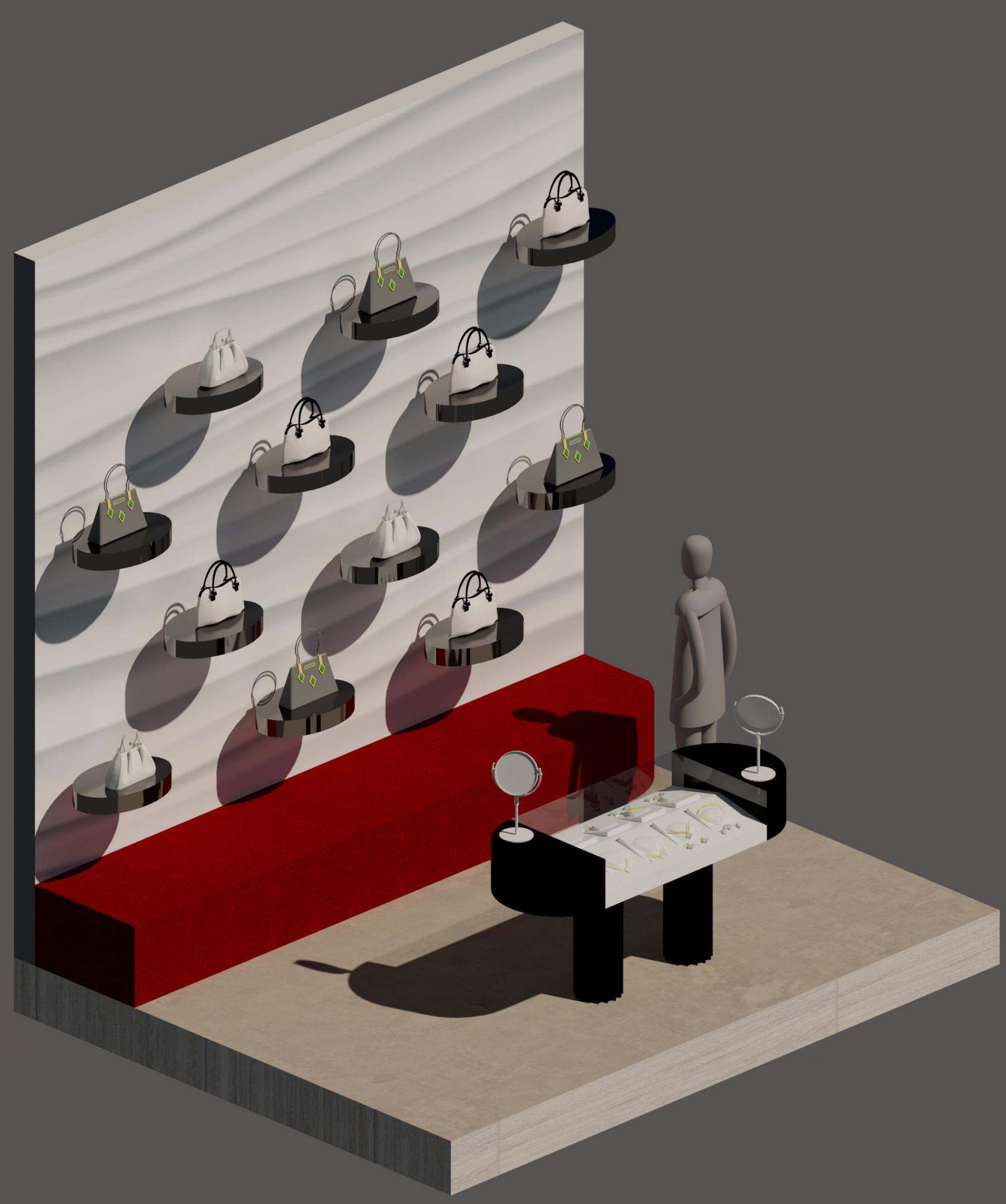
Circulation Plan



Annotated Plan



# Axon Views



# 3D View - Cash Wrap



# 3D View - Perfume & Lounge

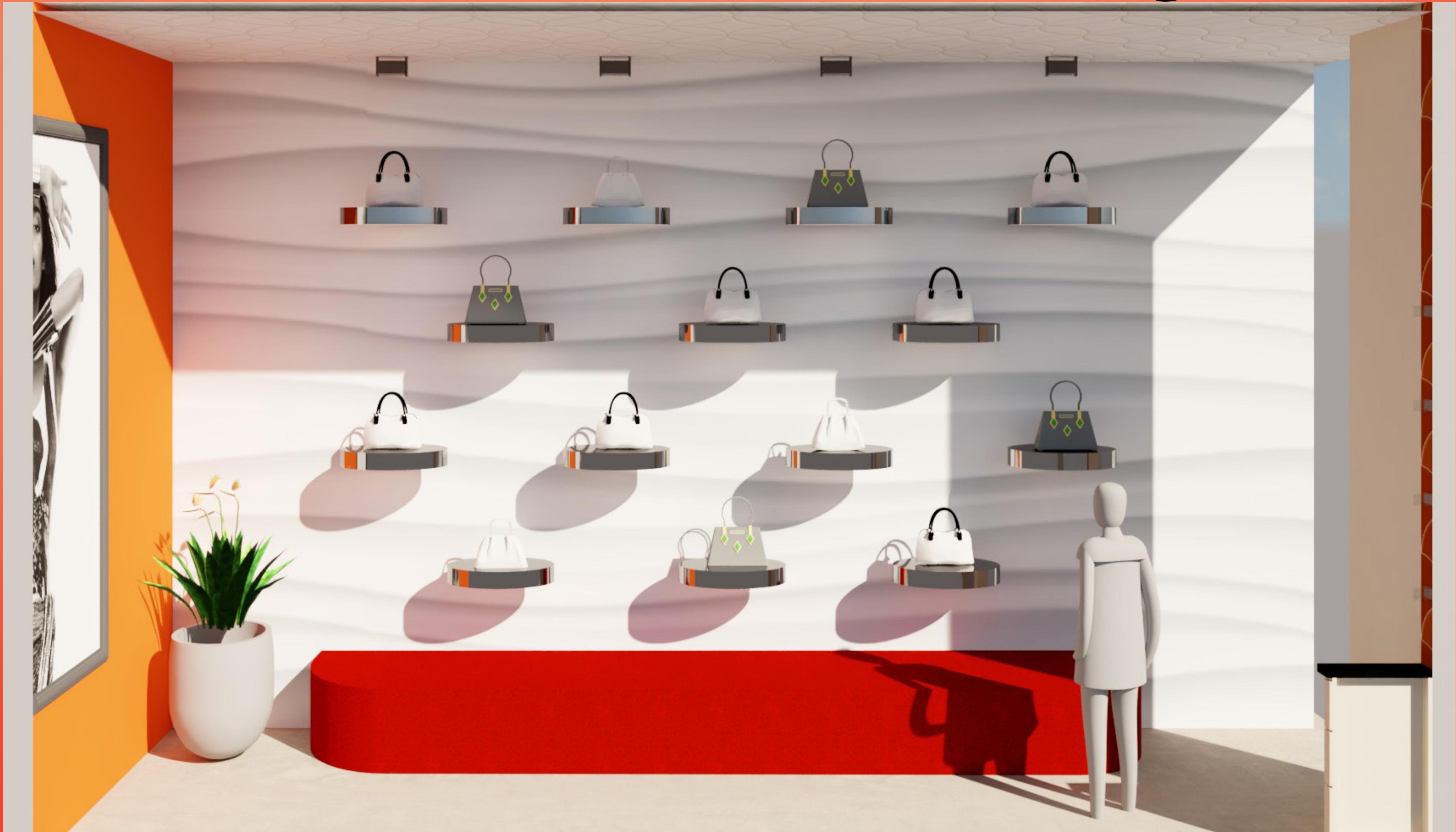


# Elevation - Storefront



range  
programme

# Elevation - Handbags



Studio 3

Fall 2024

Rabanne Retail Design

# End of Presentation

09.23.2024

**Thank you for your time!**

Noah McGrew

Olivia Heitke

Klair Hanson