

# POPAI UK & IRELAND Awards 2020

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# Primary Research

I conducted primary research at Harrods and Selfridges.  
One thing I took from the experience was that a brand's signature logo or design placed in an area of the store can have a major impact on what the store represents.



The photos were taken at Selfridges in London Oxford Street which had a variety of major brands for me to gain inspiration from.



The idea of using the words "This is not a Moschino Toy" on the giant bear in the store makes it original and unique to the brand. This element of promoting its own brand can be used in my pop up store idea.





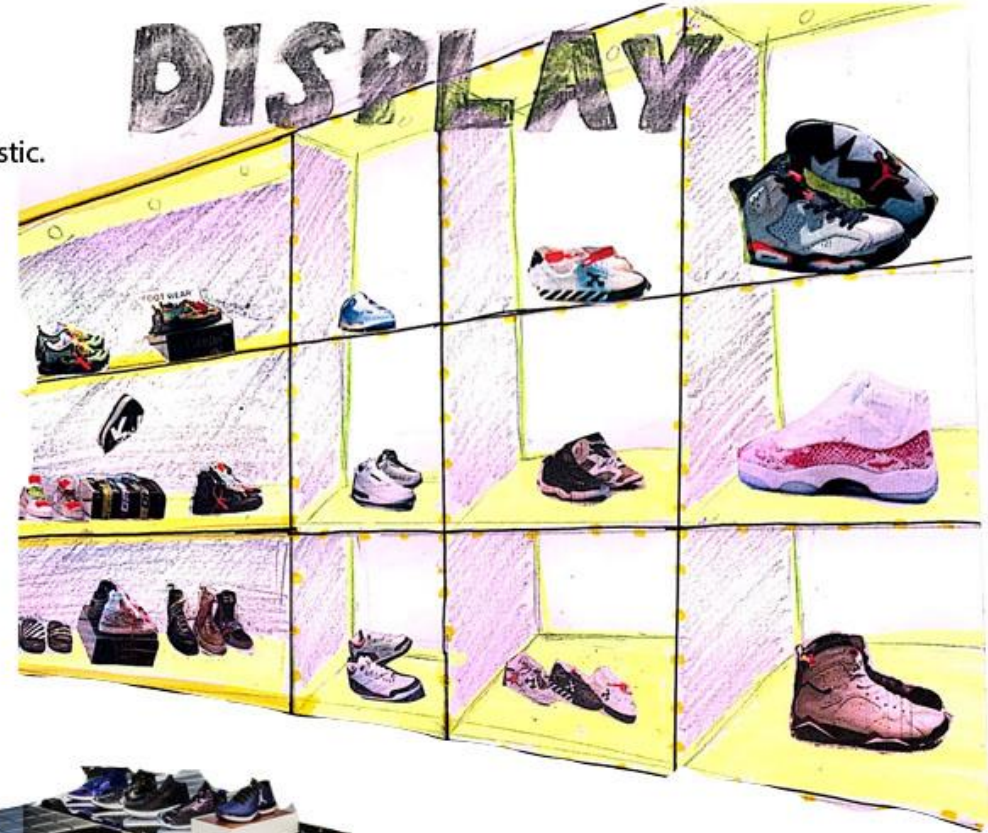
# Secondary Research



Jordan stores have a unique design that is very simplistic. My own design incorporates large windows at the front of the store which shows off the interior.

I took simple shapes and placed them in creative placements in my design to convey they style of my brand.

I gathered these ideas through my thorough research of the different styles of seating areas in more than one store.



All the store settings are all visually appealing and eyecatching as they are subtly lit up and vibrant.

The designs of the walls and fixtures area all modern looking and futuristic.

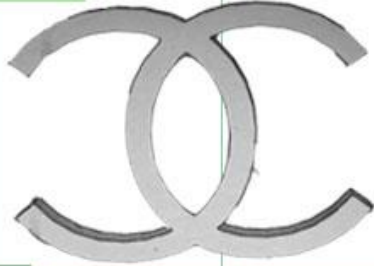
# Concept 1

## Chanel Product Sketch Up

Chanel sofa/seating area for instore decoration and use.

Google sketch up work that is then rendered using Indigo Renderer.

Designed to look like the chanel logo  
The model will be white in colour  
and the material will be acrylic.



The design is simple and sophisticated.  
I chose acrylic for the material because  
it will be more hygienic and easier to clean  
and maintain.

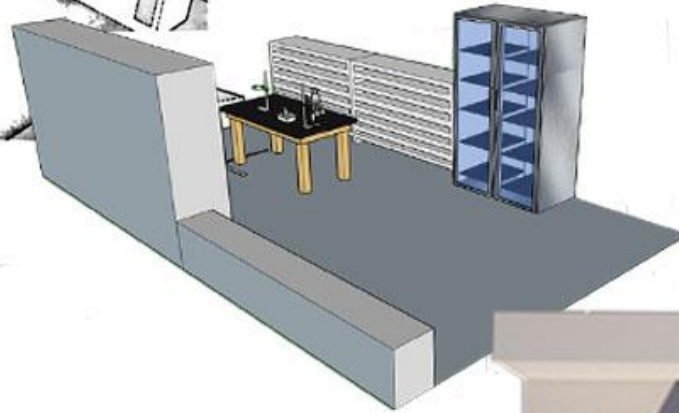
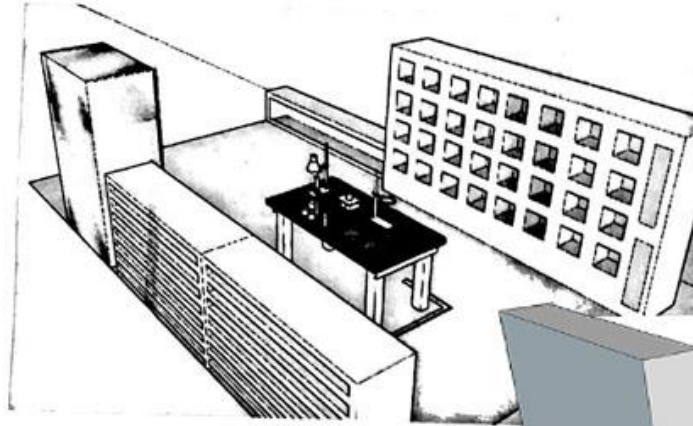




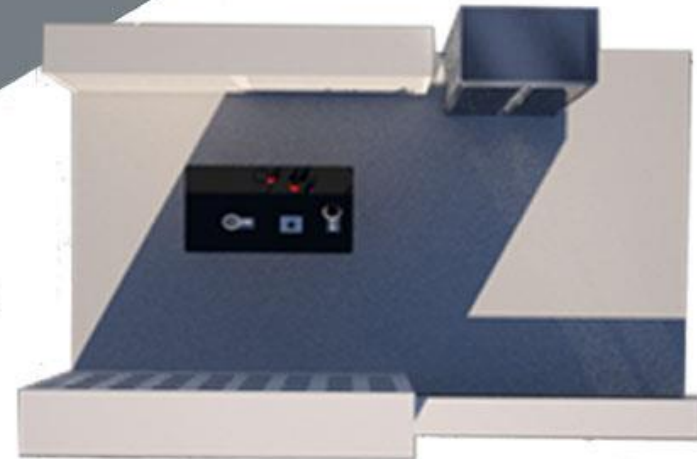
A pop up store for Dior products resembling a science lab to show alot of science goes into making their products perfect.

# Concept 2

Many different storage units and cabinets to hold and display Chanel's skincare range of products.



Sketch of the inside of the store



# Sketch models

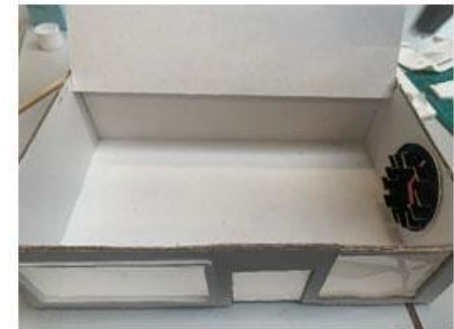
Pictures of the first sketch models made of each concept for a rough idea of the sizes and how it will look



The materials used in this process are foam board, cardboard, paper and wooden sticks.

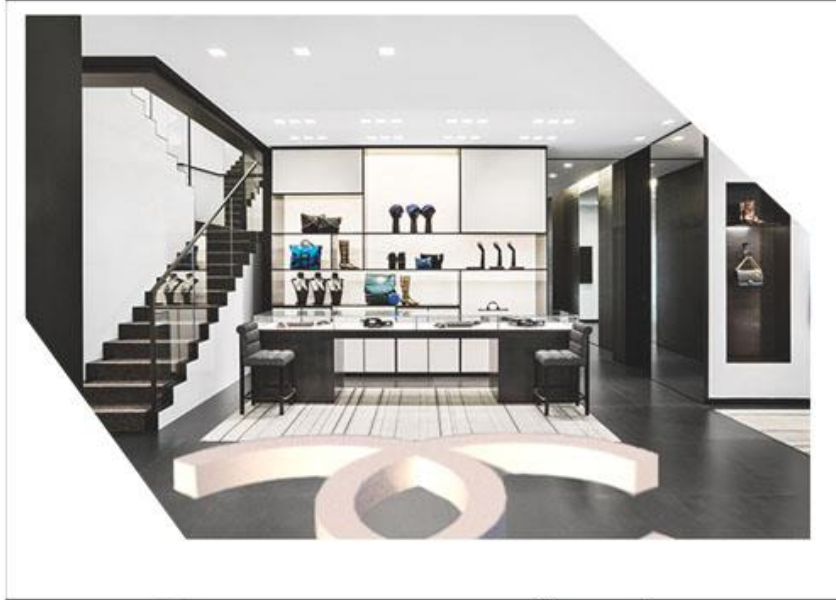


Glue guns and double sided sticky tape was used to hold the models together.



# Store positions

These are my concept ideas in real life settings  
It gives a vague idea as to size and how it  
would look in the area or store it will be  
placed in.





# Final Model



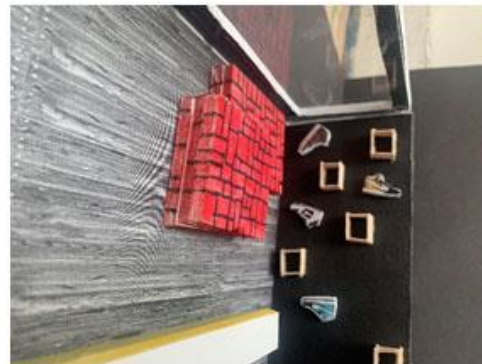
The final model is a Jordan Pop up store that sells trainers that are in demand and new releases.



For my final model i used mainly foam board as it is sturdy and professional looking. I used printed graphics for a realistic effect and to a give a better idea of what it will look like.



Wooden sticks were used to make the small wooden crates for an urban effect







# Final Model Scale



The large windows at the front of the store are made from acrylic in the model to imitate glass and the doors.

The large windows were inspiration from other Jordan stores

My Final Model was 1:35 to scale making the walls 3.048m high, 5.895m wide and 9.906m in length.

Making my model sizes  
28cm in length  
17cm in width  
8cm in height



# Case Study

The brand I chose which is Jordan has the slogan "Be legendary" which inspired me to create a pop up store with a bold setting and atmosphere. This is why I decided to incorporate the colour red which symbolizes strength and power as it is a very emotionally intense colour. In my design I included a large TV screen at the back of the store which shows the brands slogan for a dramatic effect which will lure in customers.

For my design I visited largely popular stores such as Selfridges and Harrods, I studied the trainer section of their stores for further inspiration. By exploring the offspring section of the store it gave me a variety of ideas of how to make my graphics more intriguing. This also gave me a small insight of where I wanted to locate my design and a rough idea of what scale size the store would be.

The brand is recognised by its modern and urban appearance, usually created with similar colours such as black, red and gold. As it is an athletic, casual type of brand I wanted to keep it simple but creative without over complicating it, I accomplished this by having artistic designs on the walls that don't seem cluttered, this encouraged me to use the Jordan clock design which shows a clock that has trainers instead of numbers to show the current time. This was made relatively easier as Jordan have named their shoes "Jordan 1, 2, 3 ect." For the walls I chose to use black to symbolize authority along with rebellion and sophistication while still adding a hint of mystery. As the walls are dark I choose to have multiple light sources within to create a very lit up space. The design of the store makes it convenient for people to move around in the space without any unnecessary difficulty to avoid any unwanted congestion as there is a lot of space within and purchasing is made simple allowing for a quick and pleasant experience.

The store is targeted at people from the age of 13 up to 30 because they are usually more into sports and the sport fashion that follows. The brand was originally aimed at basketball players but as time has gone on the brand has gained popularity and evolved to suit more preferences by supplying footwear and clothing that is both trendy and comfortable.

The location would ideally be based in a open outdoor area that is popular and highly populated for example Hyde park, Olympic park or somewhere positioned near a stadium. It would typically stay for a few month in the summer as there are more games and sport events to watch and also to allow people from various locations time to access the store without overstaying its welcome in the area.

