

FASHION & LIFESTYLE RETAIL DESIGN PACKAGE

fashion meets function

Would you like your store to be **appealing & memorable** to your **target clientele**?

Do you want your store's retail function to **enhance your profitability**?

Would you like your store to **attract more clients and sales**?

If you answered with a resounding YES! Continue reading...

We also understand that as much as you may want to have a completely renovated store, there are time and financial limitations to consider. To address those constraints, we have created the packages below. Whether it is for a **fashionable** aesthetic that appeals to your target clientele, a **functional** layout that maximizes your profitability, or a combination of both, **the process is fast (2-3 weeks!) and most importantly within your budget.**

FASHION PACKAGE

This package includes the following:

- 2-hour in-store design consultation.
We will have a walk-through of your store, discuss your desired aesthetic and make recommendations to create a **fashionable** boutique to attract more clients. We will discuss your target clientele in order to design an interior that will appeal to that profile.

Items to be included:

- Paint color palette that appeals to your target clientele – walls, ceiling, trims & millwork (max. 5 color)
- Ideal color & type of finishes – hardware, flooring & display fixtures
- Style of product fixtures, furniture, accessories & decorative light fixtures for a signature look
- Effective use and placement of your logo(s) or trademark(s) to enhance brand aesthetic
- Fabric – drapery, upholstery and soft accessories (if any) for an inviting interior
- Ideas for visual displays – fixture suggestion and placement to showcase products
- Merchandising ideas to make products more saleable

seyie DESIGN

WHERE LIFE IS FASHIONABLE

- Review your project budget
- 30-minute phone consultation after the walk-through for further discussion.
- Up to 1,500 sq.ft. retail space (interior only) for design consultation.
- Within 2-3 weeks of the consultation, the following packet showing the design concept & suggestions will be delivered. The concept and suggestions will cover the items discussed during the consultation:
 - 8 ½"X11" presentation boards
 - Design boards by area
 - Paint & fabric swatches (as applicable)
 - Images of product display fixture, accessories & decorative light fixture style
 - Images showing merchandising ideas
 - Directory of resources for purchase of suggested items
 - Recommendation for design based on budget
- A 1-hour final walkthrough for final touches, after you update and place all the items based upon our recommendation.

Fashion Package - \$2,500

FUNCTION PACKAGE

This package includes the following:

- 2-hour in-store design consultation.
We will have a walk-through of your store, discuss your store's requirements and make recommendations to achieve a **functional** boutique for increased profitability. We will discuss your target clientele in order to design an interior that will appeal to that profile.

Items to be included:

- Measure space and review existing fixtures
- Evaluate and execute effective space planning - programming and movement through the space
- Create strategic and appealing vignettes within the store
- Layout of different product display fixtures for effective merchandising
- Review existing display fixtures and suggest alternative pieces (if needed) to showcase products

seyie DESIGN

WHERE LIFE IS FASHIONABLE

- Recommend size and type of new product display fixtures or casework that are considered for purchase
 - Ideas for storage and organization to maximize square footage within store
 - Review your project budget
- 30-minute phone consultation after the walk-through for further discussion.
 - Up to 1,500 sq.ft. retail space (interior only) for design consultation.
 - Within 2-3 weeks of the consultation, the following packet showing the design concept & suggestions will be delivered. The concept and suggestions will cover the rooms and items discussed during the consultation:
 - Floor plan showing different areas within the store
 - Fixture layout and programming – showing placement and measurements
 - Plan illustrates different fixtures with labels
 - Location & size of storage on the plan
 - Image, sizes & types of new product display fixtures or casework
 - Directory of resources for purchase of suggested items
 - Recommendation for design will be based on budget
 - A 1-hour final walkthrough for final touches, after you update and place all the items based upon our recommendation.

Function Package - \$2,500

FASHION MEETS FUNCTION

A combined package of both the Fashion Package and the Function Package for maximum value! The Fashion Meets Function package includes all of the services identified above.

Fashion Meets Function Package - \$4,800

The above packages are just a few options from our list of services. We tailor our services to satisfy each of our client's individual needs. For more information, please contact Seyie Putsure at seyie@seyiedesign.com or 323.630.1841.