

ACCESSIBLE LUXURY DESIGN PACKAGES BEAUTY, FASHION & SPECIALTY FOOD

RETAIL BOUTIQUE, DAY & MEDI-SPA, CAFE

*Attract more clients with a fashionable and branded interior
Set yourself apart from competitors with a signature look for your environment
Create a cohesive brand identity that resonates with your target clientele*

For the company with amazing taste but a limited budget, we have created the “Accessible Luxury Design Packages.” These packages are meant to offer affordable solutions to make your interiors **fashionable, functional and branded** with your identity!

I. INTERIOR BRANDING PACKAGE

The goal of this design package will be to achieve the following in your physical environment:

- i. Fashionable Brand Identity; and
- ii. Functional Interior Design

Package includes the following:

- Review of Brand Profile and Target Market questionnaire as completed by you.
- 2-hour design consultation:
We will have a walk-through of your space (this applies to Los Angeles area only), and discuss your company’s brand identity, desired aesthetic, target clientele and business functionality requirements. Items to be included in the consultation:
 - Design aesthetic that will convey brand identity – use of signature color, trademark identity
 - Ideal material & 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
 - Measure space and review existing furniture & fixtures
 - Evaluate and execute effective space planning - programming and movement through the space
 - Create strategic and appealing interior vignettes with furniture and fixtures
 - Recommend furniture, fixtures or casework for purchase
 - Ideas for storage and organization to maximize productivity of space
 - Review your project budget

- 30-minute phone consultation after the walk-through for further discussion.
- A maximum of 3 rooms or areas collectively up to 1,500 sq.ft. for design consultation.
- Within approximately 5-6 weeks of the consultation, the following packet showing the design concept & suggestions will be delivered. The concept and suggestions will only cover rooms and items discussed during the consultation:
 - 8 ½"X11" presentation boards
 - Interior design concept to convey company's brand identity
 - Paint & fabric swatches (as applicable)
 - Images of product display fixtures, accessories & decorative light fixtures for a signature look
 - Floor plan showing different areas within the store
 - Furniture and fixture layout and programming
 - Plan illustrates different furniture and fixtures with labels
 - Location & size of storage on the plan
 - List and specification of all furniture, fixtures and accessories recommended
- A 1-hour final walkthrough for final touches (this applies to Los Angeles area only), after you update and place all the items based upon our recommendations.

II. MERCHANDISING STRATEGY PACKAGE

This is available as a further service to clients who purchase the Interior Branding Package.

Package includes the following:

- Review of Product Profile and Target Market questionnaire as completed by you.
- 2-hour design consultation:

We will have a walk-through of your space (this applies to Los Angeles area only), discuss your overall retail goal, desired aesthetic, target clientele and product profile. Items to be included in the consultation:

 - Review space to recommend strategic retail area
 - Measure space and existing fixtures (as applicable)
 - Layout of different product display fixtures for effective merchandising
 - Recommend fixture style and design
 - Review existing display fixtures and suggest alternative pieces (if needed) to showcase products
 - Evaluate products to be merchandised
 - Ideas for visual displays to showcase products
 - Review your project budget

- 30-minute phone consultation after the walk-through for further discussion.
- A maximum of 3 types of product categories.
- Within approximately 5-6 weeks of the consultation, the following packet showing the design concept & suggestions will be delivered. The concept and suggestions will cover only the rooms and items discussed during the consultation:
 - 8 ½"X11" presentation boards
 - Design concept to convey overall merchandising concept
 - Images to convey visual merchandising ideas
 - Paint & material and finish swatches
 - Images of product display fixtures
 - Layout of display fixtures
 - Plan illustrates fixtures and product location with labels
 - Specification of fixtures
- A 2-hour final walkthrough for final touches and merchandising (this applies to Los Angeles area only), after you update and place all the items based upon our recommendations.

III. INTERIOR BRANDING + MERCHANDISING STRATEGY PACKAGE

A combined package for maximum value when purchased at the same time! This combined package includes all of the services identified above.

The above is a sample of the services that we offer. However, 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.