

# Uniquely U

Yolanda Escudero  
Retail Store Design Project  
DES 101  
Jan. 27, 2021



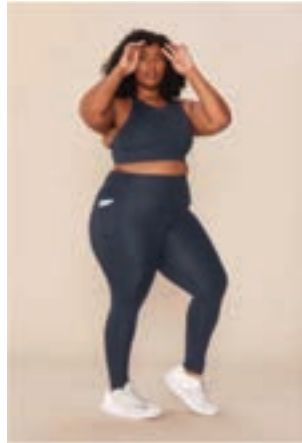
## Concept Statement

Uniquely U is a store located in Chicago, Illinois, where its purpose is to encourage women to build their unique style despite their size. Uniquely U is a plus-size women's clothing company that inspires women to expand their style and create clothing that is unique to them. The interior of this store is designed to be a welcoming environment and is inclusive for women. The goal for Uniquely U is to help women feel comfortable while wearing trendy clothes.

# Product Line:

## Product items:

- Pants
- Skirts
- Shirts
- Dresses
- Cardigans, Coats
- Athleisure wear
- Loungewear
- Unique
- Casual
- Affordable
- Stylish
- Sophisticated
- Fun
- Comfortable
- Fashionable
- Trendy
- Natural, Colorful



# Target Market:

- Teen to mid age
- Plus Size: 14+
- Creative
- Fashionista



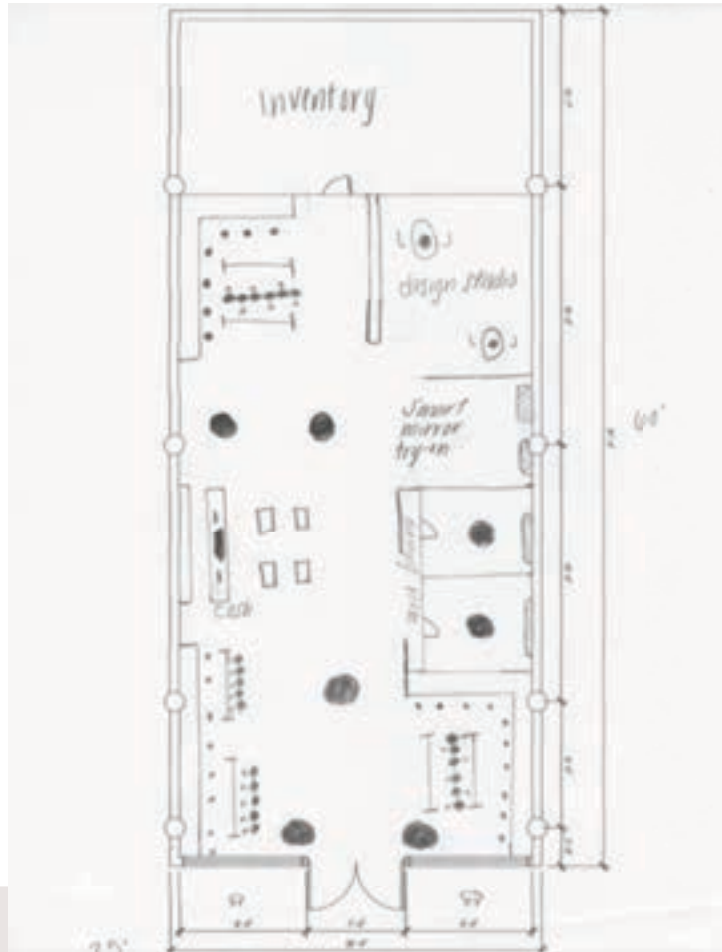
# Location

## Water Tower Place Mall

- High Traffic
  - Urban, big city
  - Number 3 Fashion city in U.S.
  - Middle to High class
- Population
- Diverse City



# Floor Plan



# Color Scheme, Walls and Floors:



Drywall walls and ceiling



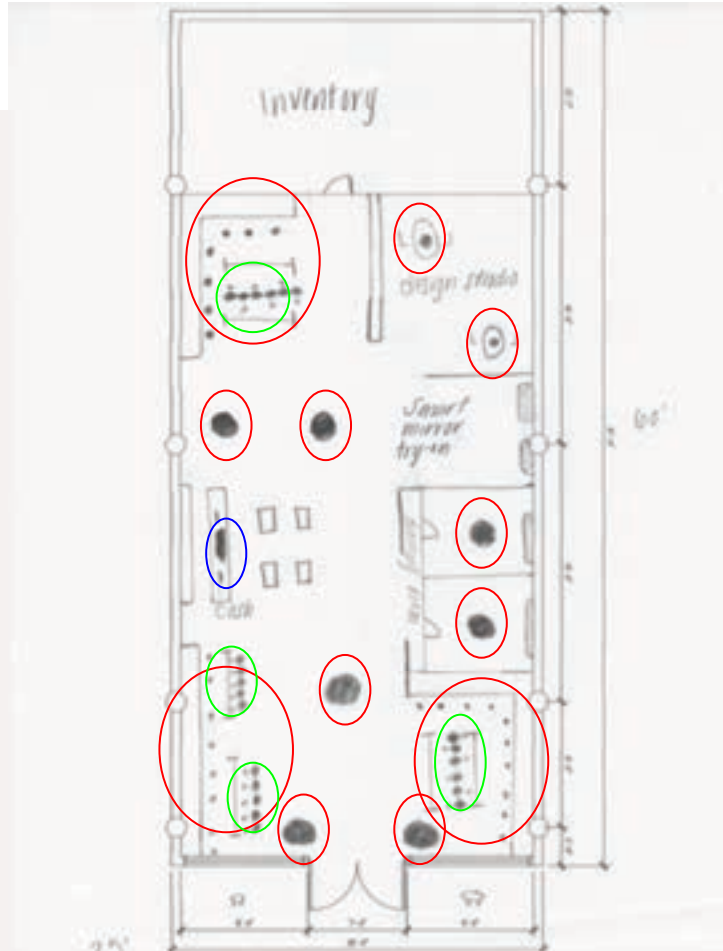
Keln Haya 9 x 48 Porcelain Wood  
Look Tile



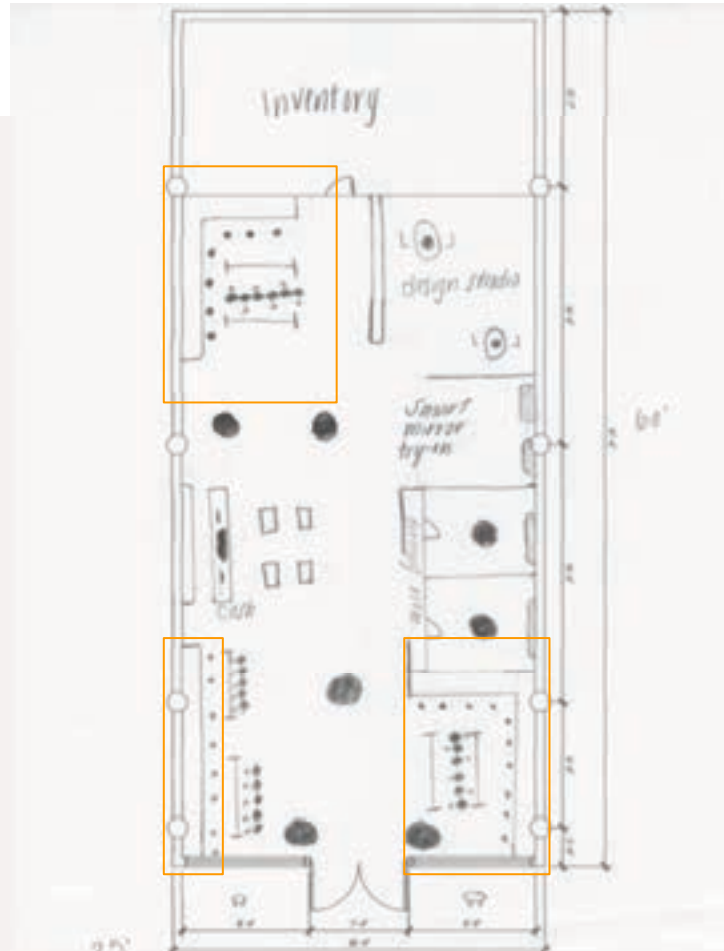
# Light Fixtures:

recessed lighting

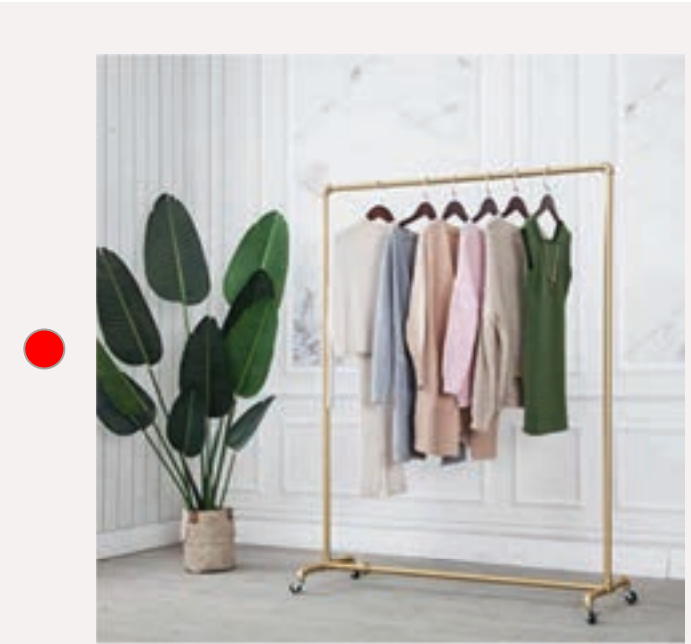
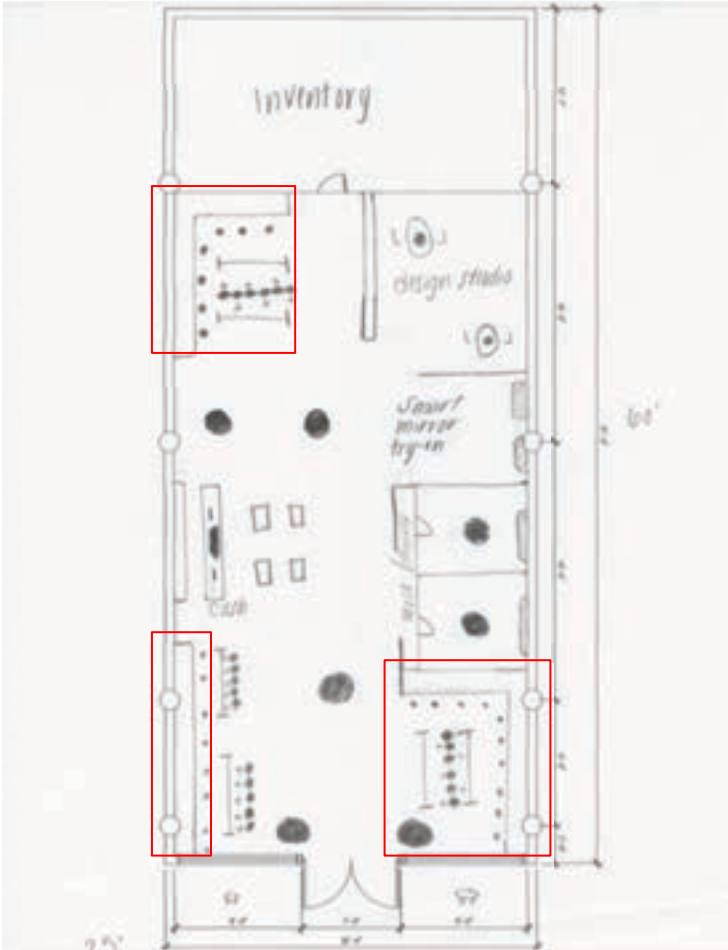
Hanging recessed lighting



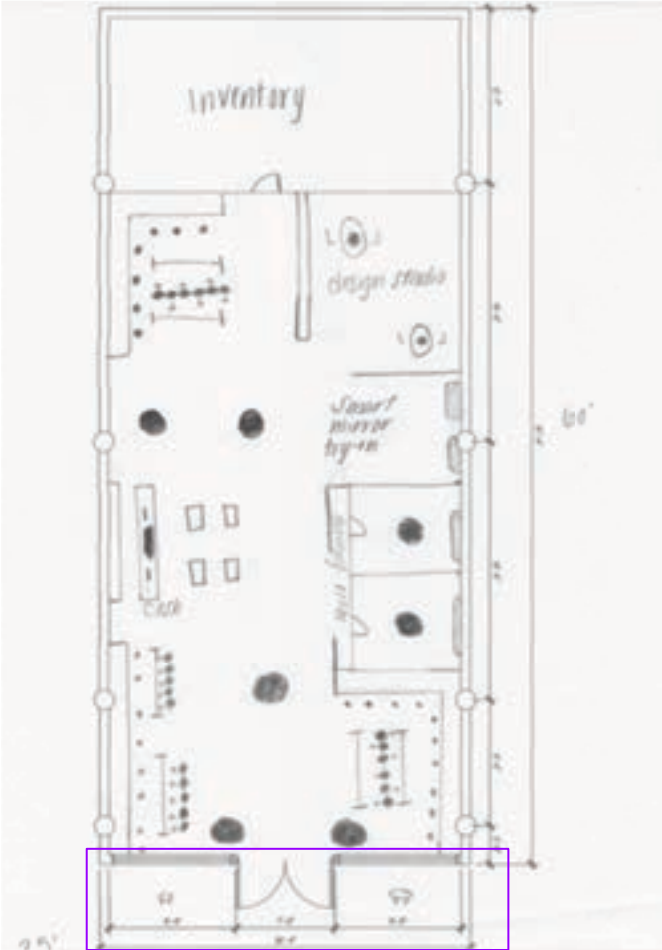
# Clothing Racks:



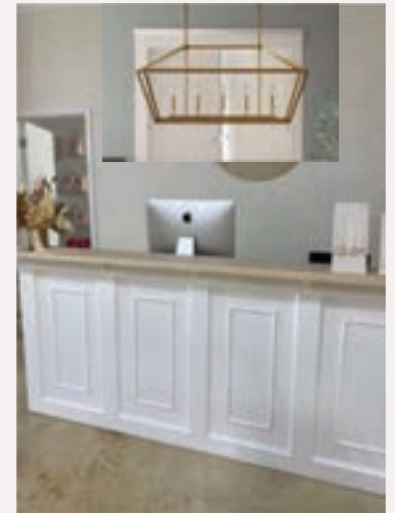
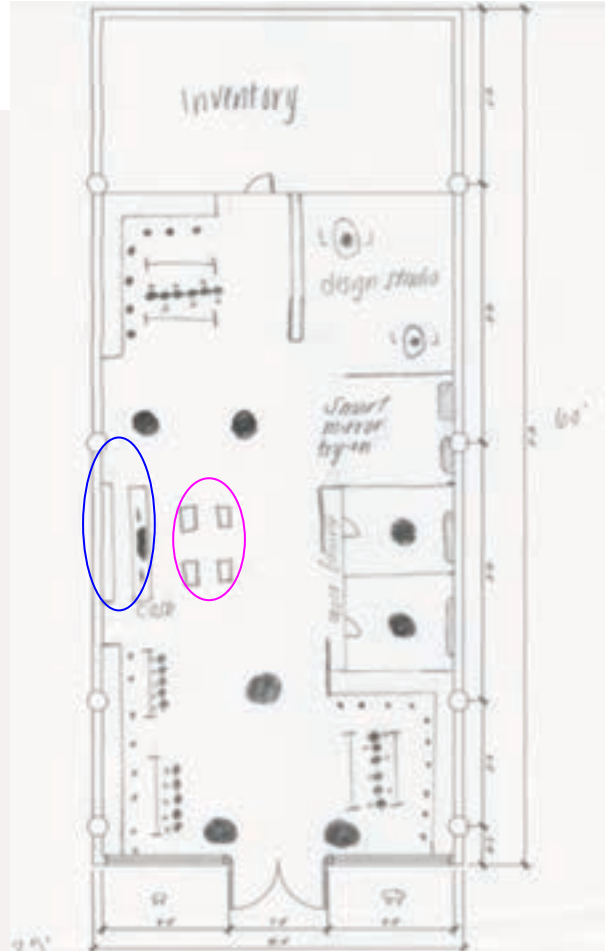
Clothing Racks, continued:



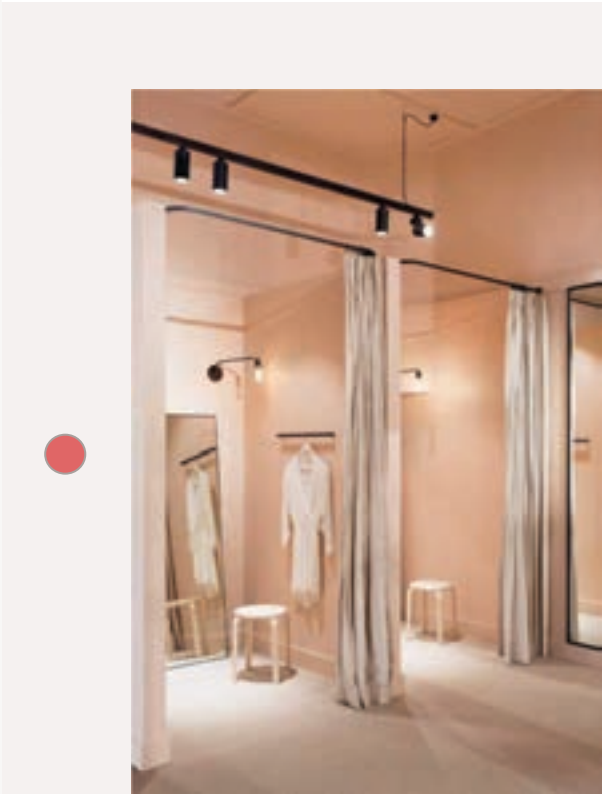
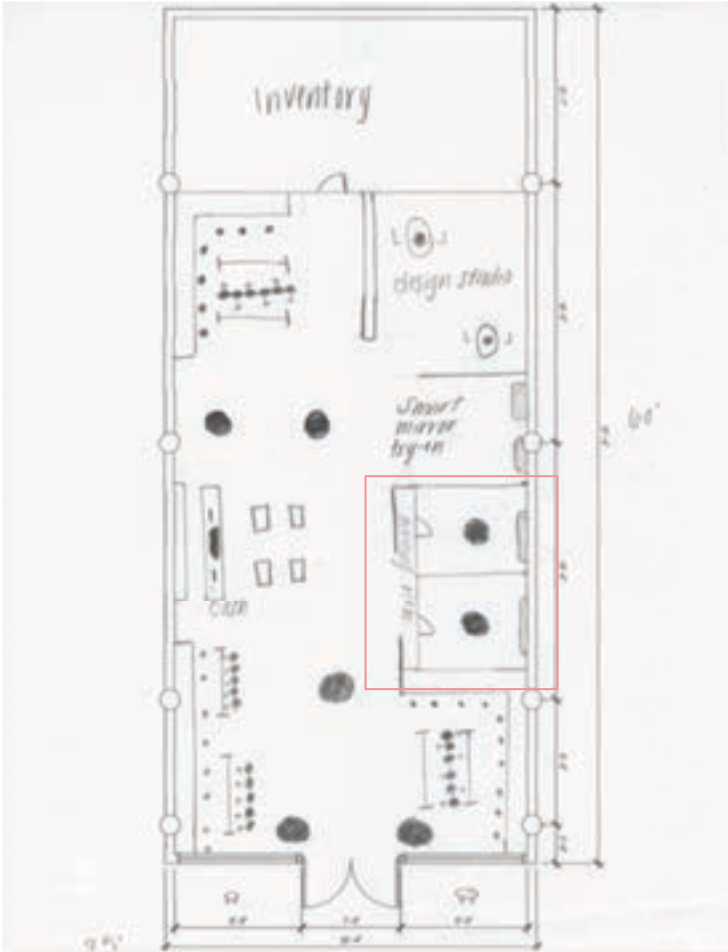
# Display Windows:



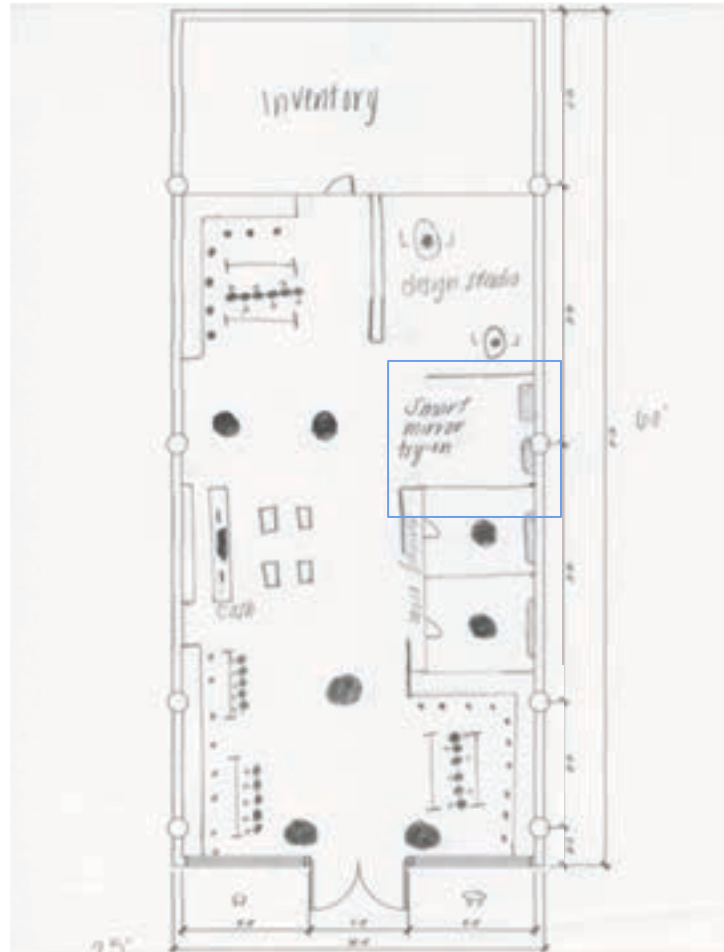
# Cash Wrap:



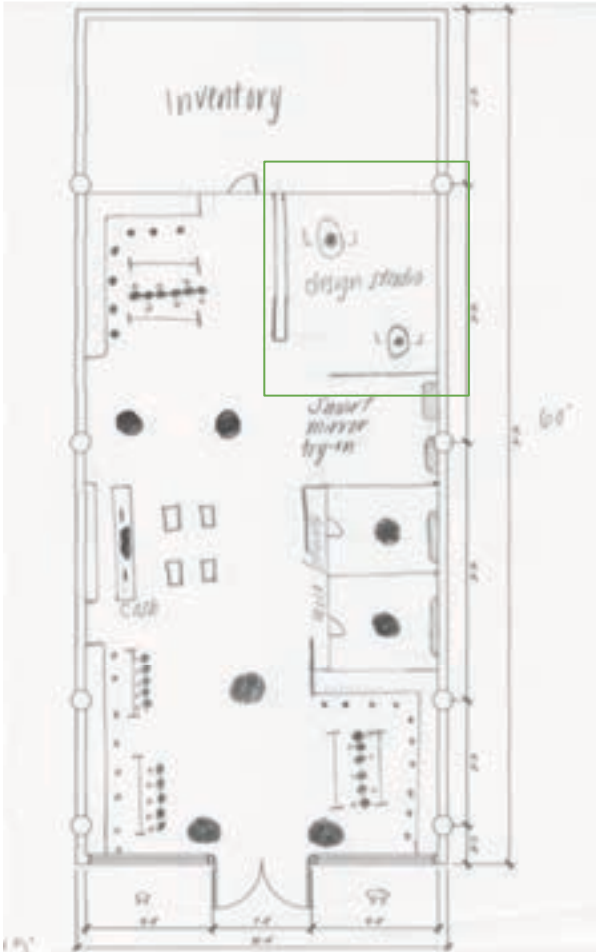
# Dressing Rooms:



# Smart Mirror try- on area:

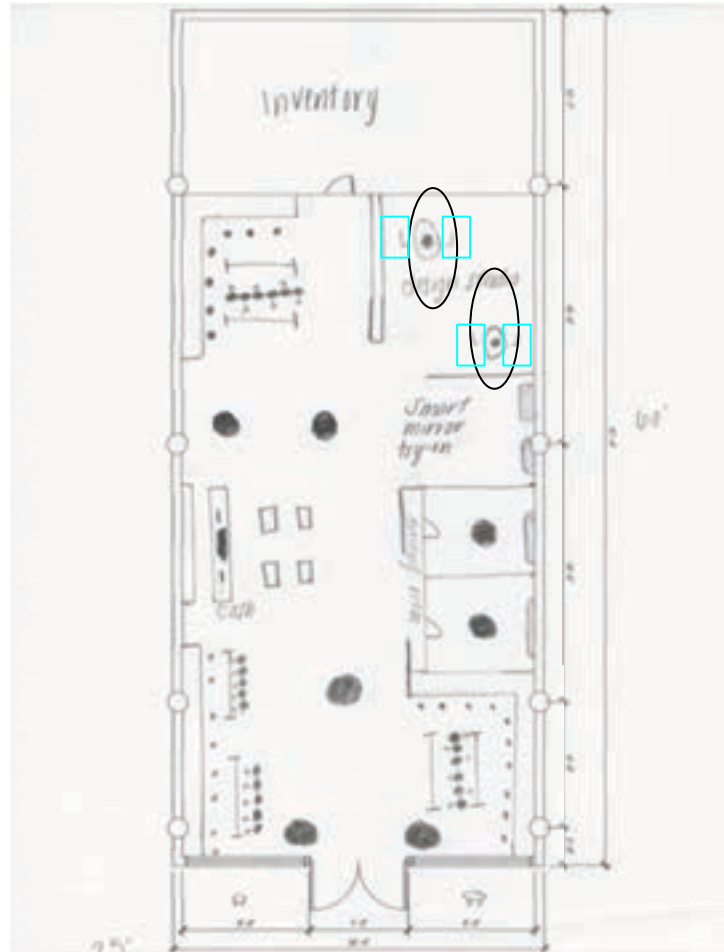


# Design Studio:





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## Works Cited

Litz, Julie. "Top 6 Fashion Cities in the USA." Medium. Medium, 24 Feb. 2017. Web. 26 Jan. 2021

Census. "U.S. Census Bureau QuickFacts: Chicago City, Illinois." Census Bureau QuickFacts. Web. 26 Jan. 2021.