flourish.
To grow well. To be healthy.
flourish exemplifies growth, health, and prosperity. As our target demographic consists of upper-middle class women, this brand reflects a luxurious way of life. This particular demographic will be willing to pay a premium price for health, beauty, and to feel youthful. This brand will be reflected throughout the overall design of the retail space with the use of natural and purely organic materials, which stays consistent with our product selection. These organic and natural skincare products are beneficial to our customers, as well as to the environment. By embracing this organic skincare brand, we want our products to help women flourish with their age.

Top Three Critical Factors

• To provide quality, natural/organic products that are beneficial to both our target customer and their cosmetic needs, as well as to the environment.

• To design a space that reflects our organic products, while merchandising and marketing our products effectively in a sleek and pure manner.

• Create an overall positive retail shopping experience for our customers, by implementing the use of technology, quality customer service, quality products, and appealing visual merchandising/marketing strategies.
Design Process

“To grow well or luxuriantly; thrive.”

“To be in a period of highest productivity, excellence, or influence.”

“To do or fare well; prosper.”

Why Organic?

**Nutritional** for the skin.

Great for **sensitive** skin.

Limits the growth of **bacteria**.

**Better** for the environment.
Space Plan

Scale: 1/4” = 1’-0”
Storefront Elevation & Entry

Detail of Window Display

Storefront Elevation
Interior Elevations
Scale: 1/4” = 1’-0”

North Elevation

West Elevation

East Elevation

South Elevation
Reflected Ceiling Plan/Lighting Plans

Scale: 1/4” = 1’-0”
Perspective Views
Color and Finishes

Exterior
- Brick
- Cement
- Jasper Bamboo

Interior

Flooring Finishes
- Jasper Bamboo
- Yanchi Bamboo

Wall Finishes
- Brick
- Yuki, Knoll

Cash/Wrap
- Slate
- Stone, Daltille

Fabrics
- Monk’s Tool, Maharam
- Lariat, Maharam
- Trees, Maharam

Casework
- White Bamboo
- Green Accent
Group Entrant

Grace Kennedy & Caitlin McNally, Juniors
445 E 71st Street, Indianapolis, IN 46220
grankenn@indiana.edu
317.696.8720

Indiana University
Memorial Hall East 226
1020 E. 3rd Street
Bloomington, IN 47406
Kathleen Rowland
812.855.5223

Jon Racek
Smith Research Center Suite 121K
2805 E. 10th Street
Bloomington, IN 47408
amid@indiana.edu