

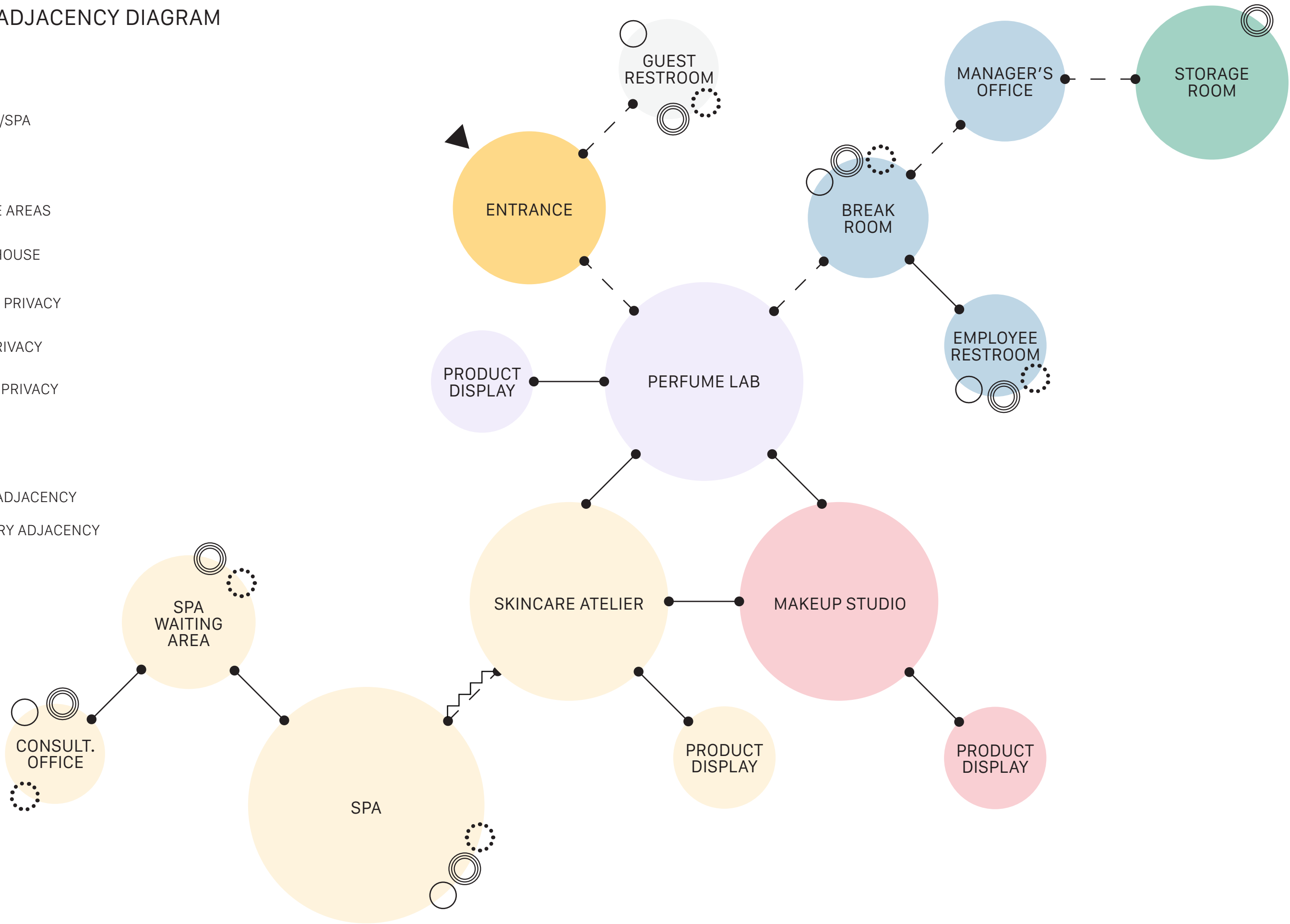
GUERLAIN

PARIS

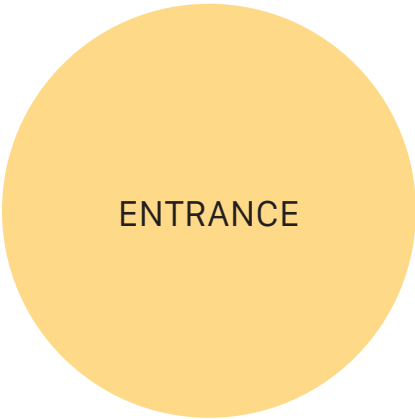
CATERINA V. GARCÍA | LUXURY RETAIL DESIGN, FALL 2017
SPACE PLANNING

GUERLAIN | ADJACENCY DIAGRAM

- PERFUME
- SKINCARE/SPA
- MAKEUP
- EMPLOYEE AREAS
- BACK OF HOUSE
- ACOUSTIC PRIVACY
- VISUAL PRIVACY
- PHYSICAL PRIVACY
- STAIRS
- PRIMARY ADJACENCY
- SECONDARY ADJACENCY



GUERLAIN | PROGRAM ANALYSIS



ENTRANCE

SQUARE FOOTAGE: 800 sq. ft.
PURPOSE: The entrance provides the first impression of the store, while also giving the clients/guests an area where they can be introduced to the brand and its representatives.



PERFUME LAB

SQUARE FOOTAGE: 1,250 sq. ft.
PURPOSE: The perfume lab provides a place where clients can come to test the current fragrances, as well as to have a unique opportunity to mix their own custom fragrance. Within this area, the brand’s existing perfume line will be displayed.



MAKEUP STUDIO

SQUARE FOOTAGE: 1,250 sq. ft.
PURPOSE: The makeup studio is a place where clients can come to experiment with new makeup and techniques. There will also be areas where clients can get their makeup done for special events or consult with professional artists. Display areas for existing products will be located here.



SKINCARE ATELIER

SQUARE FOOTAGE: 1,250 sq. ft.
PURPOSE: The skincare atelier is an area in which clients can consult with a skincare expert about the various product lines and which would work best for the client. All skincare product lines will be showcased in this area.



SPA

SQUARE FOOTAGE: 1,000 sq. ft.
PURPOSE: The spa is a place where clients can come to have services such as facials and massages performed by industry professionals.



BACK OF HOUSE

SQUARE FOOTAGE: 800 sq. ft.
PURPOSE: Consisting of the storage room, this back of house area will provide a place to keep product stock, as well as package products for clients.



EMPLOYEE AREAS

SQUARE FOOTAGE: 400 sq. ft.
PURPOSE: The employee areas include the break room as well as the employee restrooms. Additionally, the manager’s office will be located within these areas.

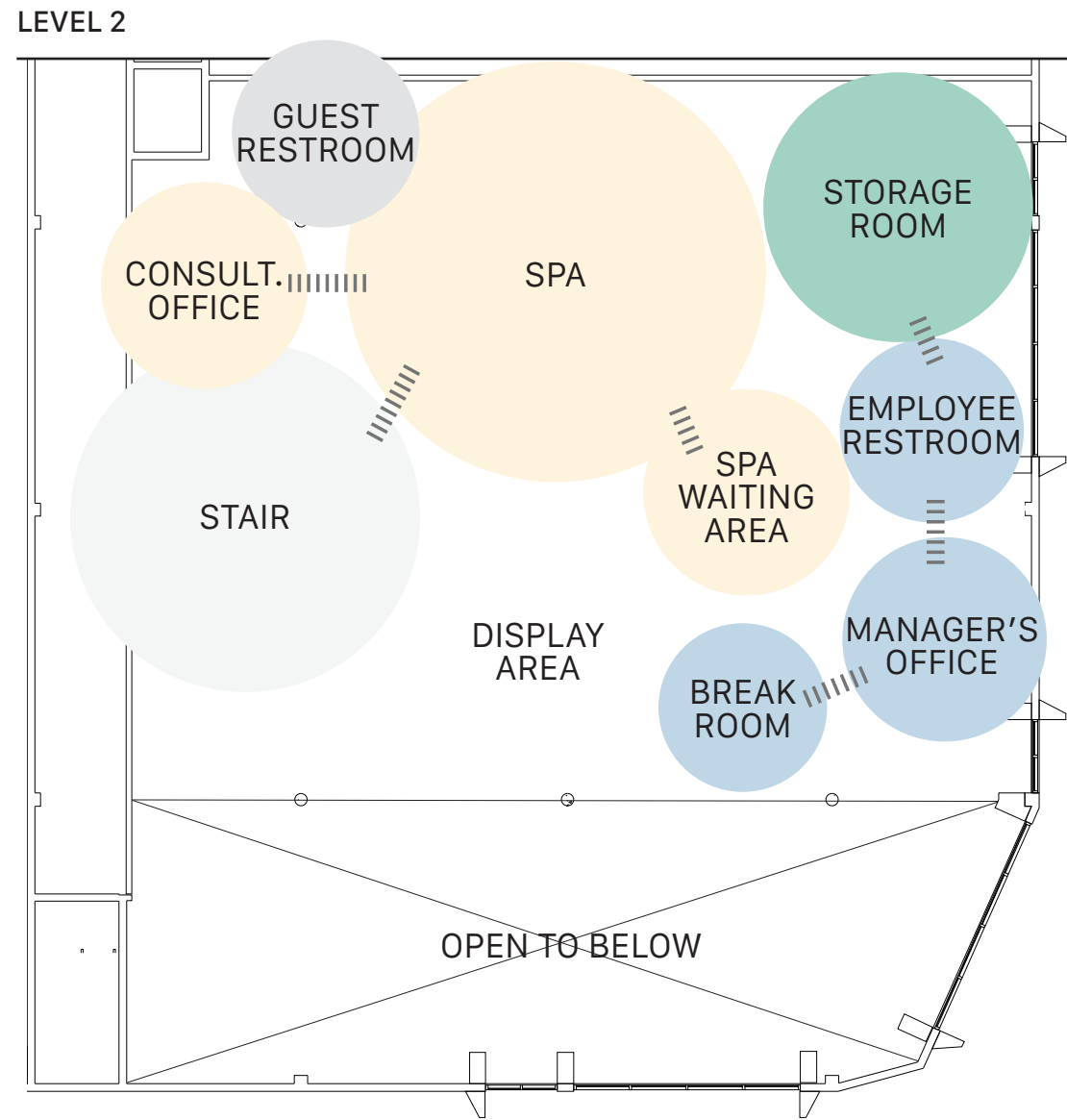
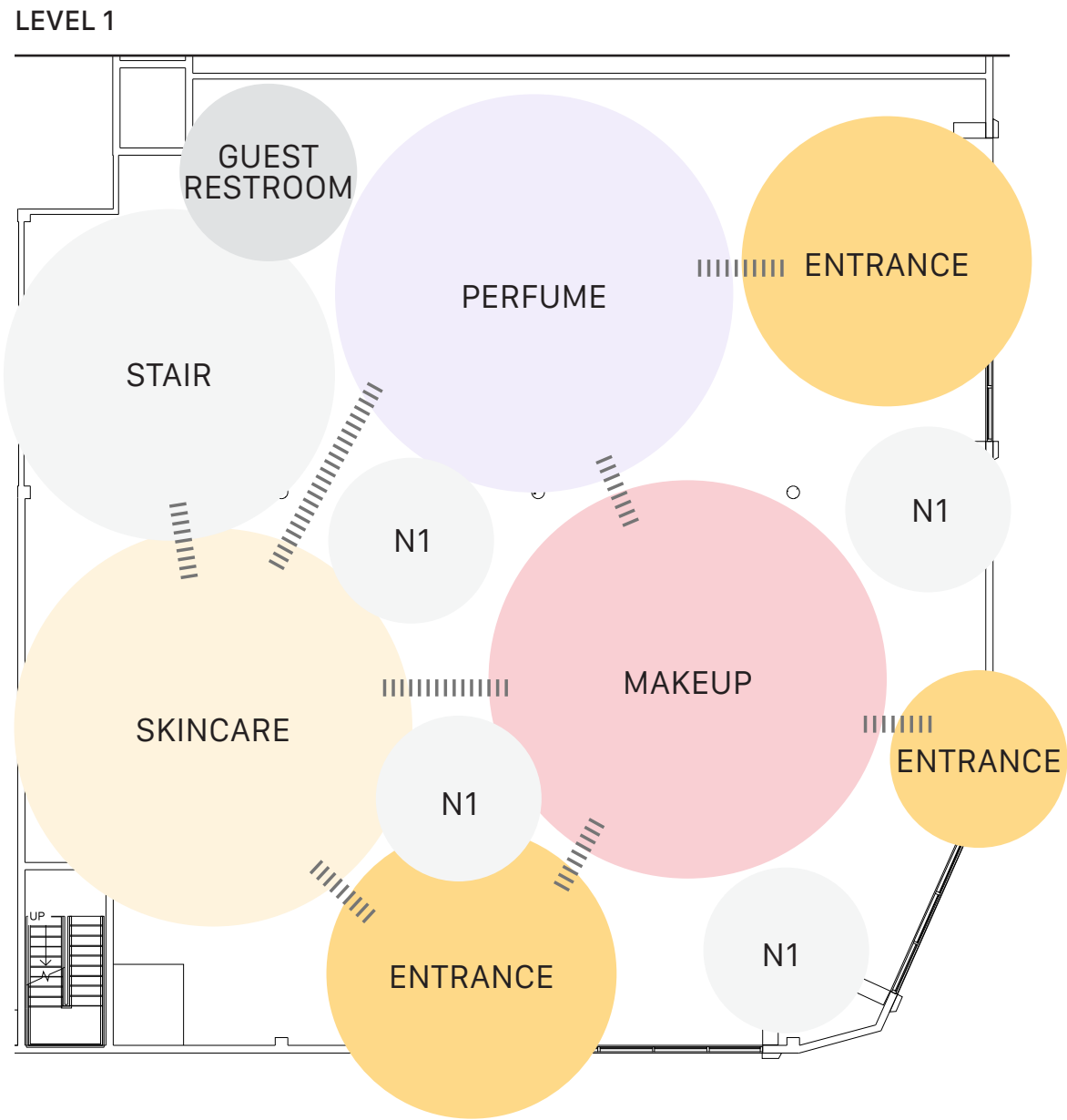


OTHER AREAS

SQUARE FOOTAGE: TBD
PURPOSE: These areas include circulation, staircases and various installations throughout the store, as well as smaller storage areas within the displays. This also includes areas for guest restrooms.

GUERLAIN | PARTI DIAGRAM

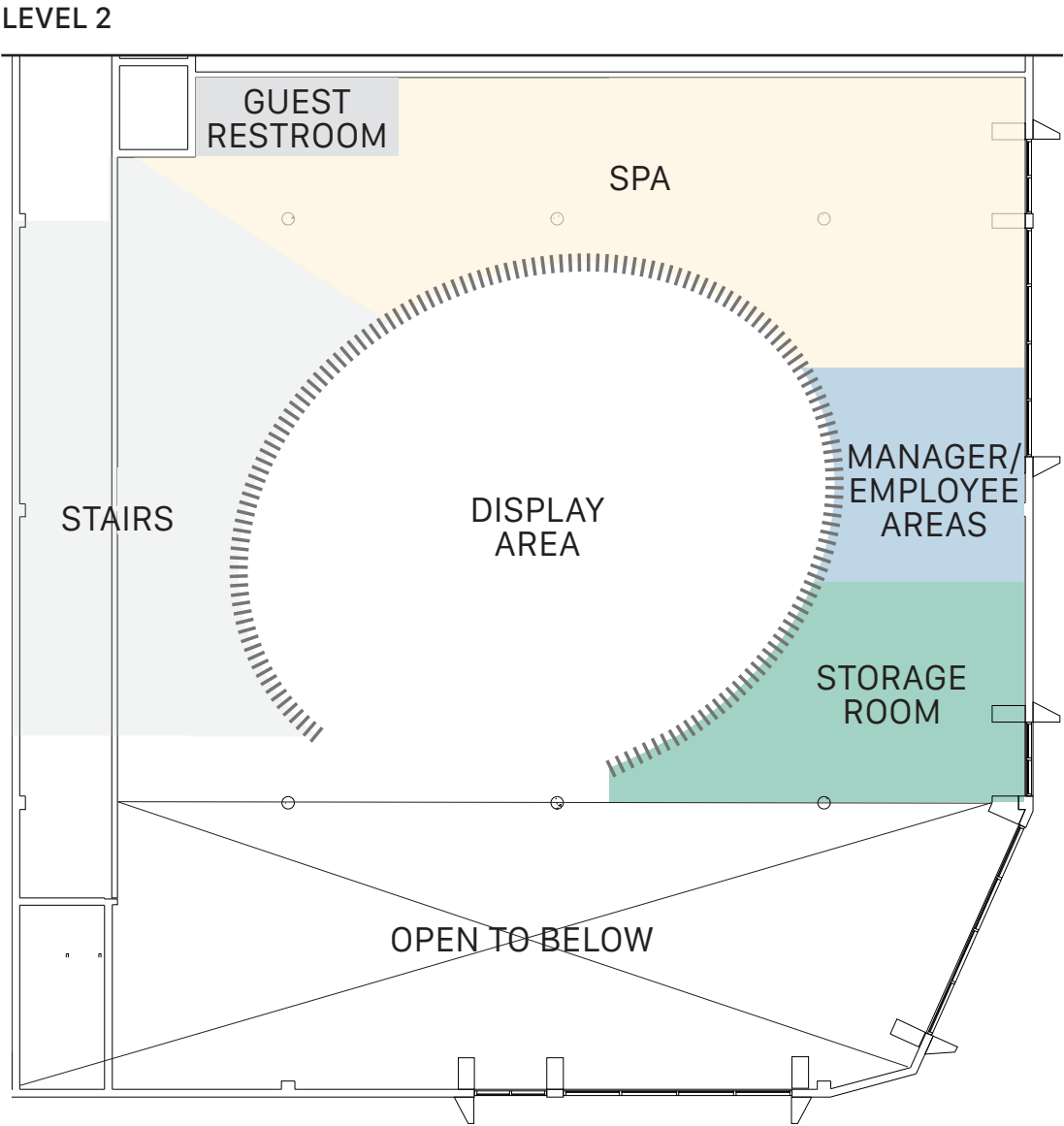
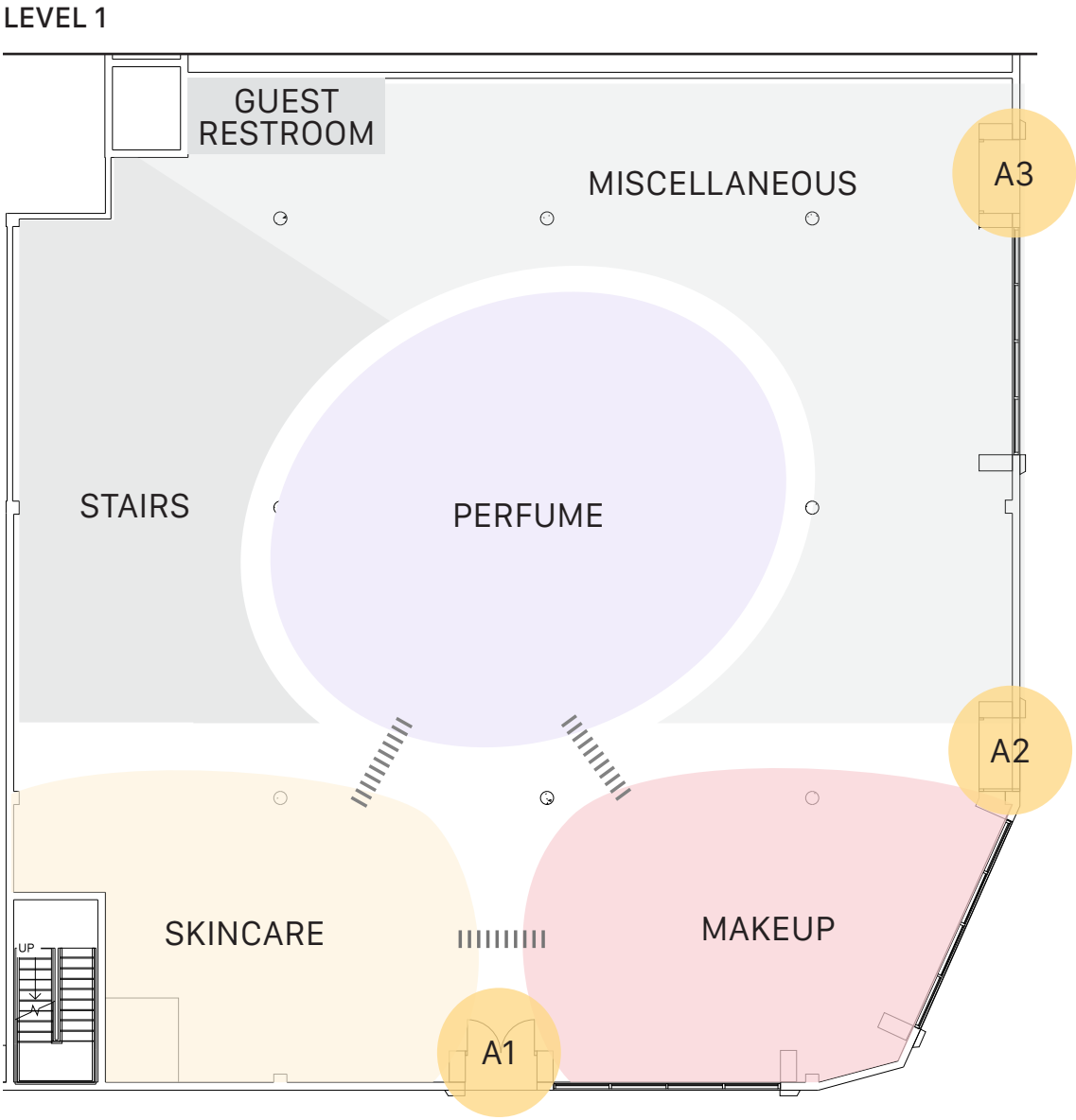
- ENTRANCES/GUEST AREAS
- PERFUME
- SKINCARE/SPA
- MAKEUP
- EMPLOYEE AREAS
- BACK OF HOUSE
- N1 – PRODUCT DISPLAY
- CIRCULATION



The relationships between the key elements of the program have begun to develop in this parti diagram. The anchor spaces and features shape the distribution of other minor spaces around them.

GUERLAIN | BLOCK DIAGRAM

- ENTRANCES/GUEST AREAS
- PERFUME
- SKINCARE/SPA
- MAKEUP
- EMPLOYEE AREAS
- BACK OF HOUSE
- MISC. AREAS
- CIRCULATION



The distribution of space on the block diagram shows the importance of the three fundamental elements of the program, the Perfume Lab, Skincare Atelier and Makeup Studio. The stairs also comprise a large portion of the square footage, acting as an anchor in the space as well as a linkage point to the spa and employee areas upstairs.

CONCEPT: /
CONCEPT STATEMENT:
 OF COSMETIC AND
 FRENCH TRADITION, AND
 TO CREATE A RETAIL E
 PERSONIFIES TH
DESIGN GOAL: THE
 CREATE A CONTEMP
 REFLECTS THE MIAM
 WHILE REFERENC
 METICULOUSLY
DNA WORDS: EPH

DNA WORDS: EPHEMERAL, INTRICATE,
CURATED

GUERLAIN | MOOD IMAGES

CONCEPT: ALCHEMY OF NATURE

CONCEPT STATEMENT: TO FUSE THE IDEALS
OF COSMETIC AND PERFUME ALCHEMY,
FRENCH TRADITION, AND MODERN ELEGANCE
TO CREATE A RETAIL ENVIRONMENT WHICH
PERSONIFIES THE GUERLAIN VISION.

DESIGN GOAL: THE DRIVING GOAL IS TO
CREATE A CONTEMPORARY SPACE, WHICH
REFLECTS THE MIAMI DESIGN AESTHETIC,
WHILE REFERENCING THE COMPANY'S
METICULOUSLY CRAFTED ORIGINS.

