

CONCEPT

FOR EVA COSMETICS, THE CONCEPT IS BASED ON "GLOW THROUGH NATURE" – CREATING A SPACE THAT REFLECTS NATURAL BEAUTY, SELF-CARE, AND FEMININE ELEGANCE. THE DESIGN COMBINES SOFT MODERN AESTHETICS WITH ORGANIC ELEMENTS TO MAKE CUSTOMERS FEEL COMFORTABLE, CONFIDENT, AND CONNECTED TO HEALTHY BEAUTY RATHER

THAN ONLY COSMETICS.

DESIGN STYLE

- MODERN ORGANIC
- SOFT MINIMALISM
- FEMININE LUXURY



TARGET USERS:

WOMEN INTERESTED IN BEAUTY AND SELF-CARE, LOOKING FOR A COMFORTABLE SHOPPING EXPERIENCE.

ARCHITECTURE ANALYSIS:

THE DESIGN FOLLOWS A CURVED CONCEPT, CREATING SMOOTH AND DYNAMIC SPACES THAT ENHANCE USER EXPERIENCE

STRUCTURE ANALYSIS:

TWO-FLOOR RETAIL SPACE BASED ON A COLUMN AND BEAM SYSTEM (REINFORCED CONCRETE), ALLOWING FLEXIBLE LAYOUT.

CIRCULATION:

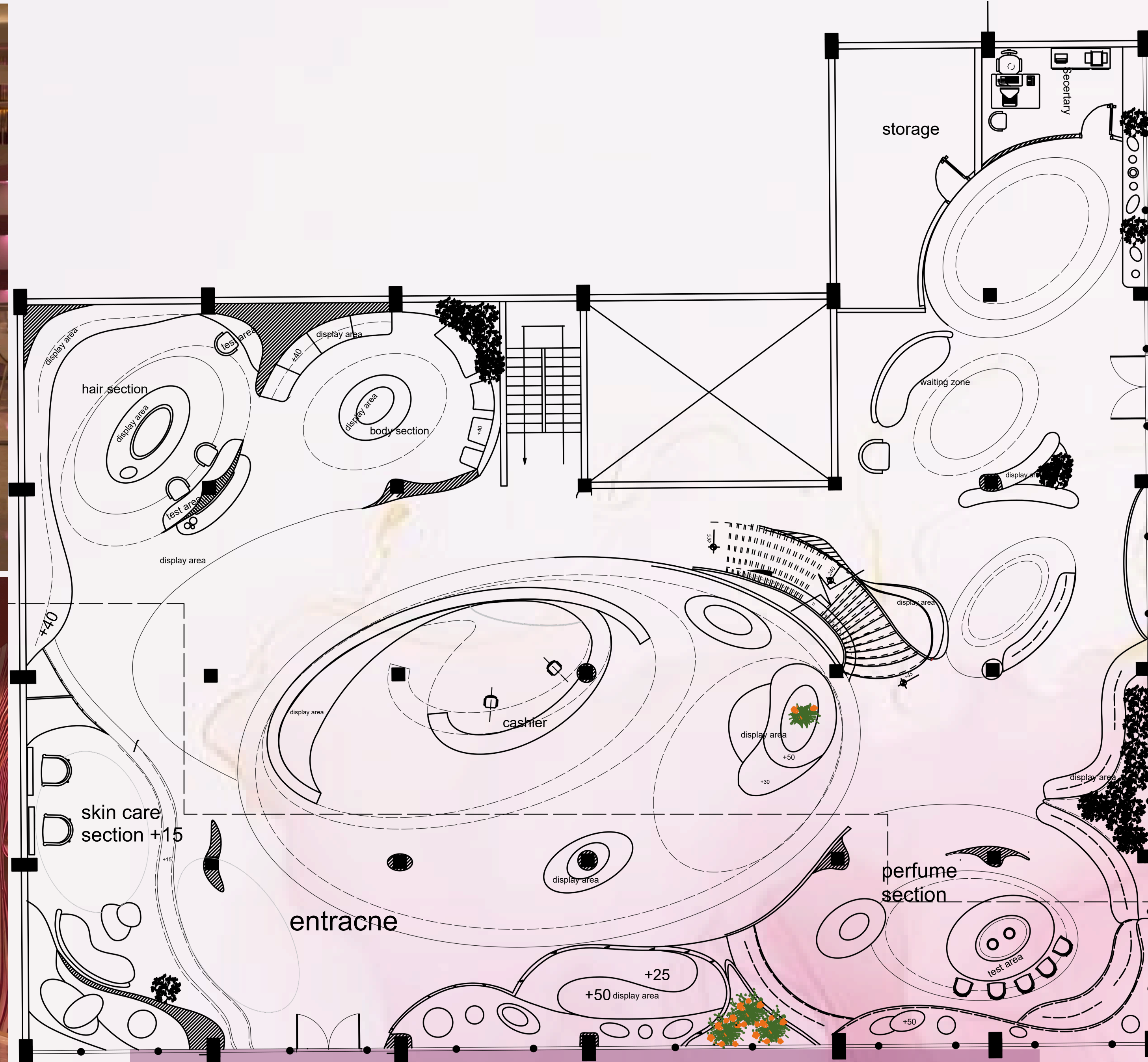
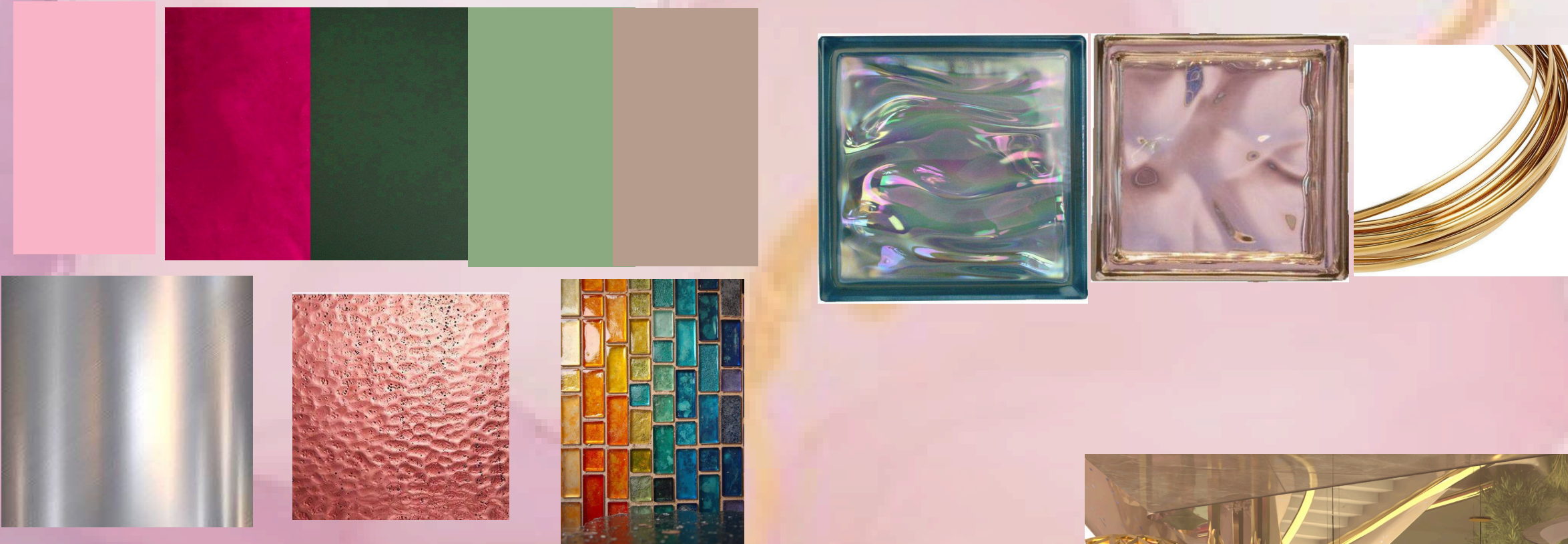
FLOWING CIRCULATION ENSURES SMOOTH MOVEMENT AND EASY NAVIGATION INSIDE THE SPACE.

MATERIALS & COLORS:

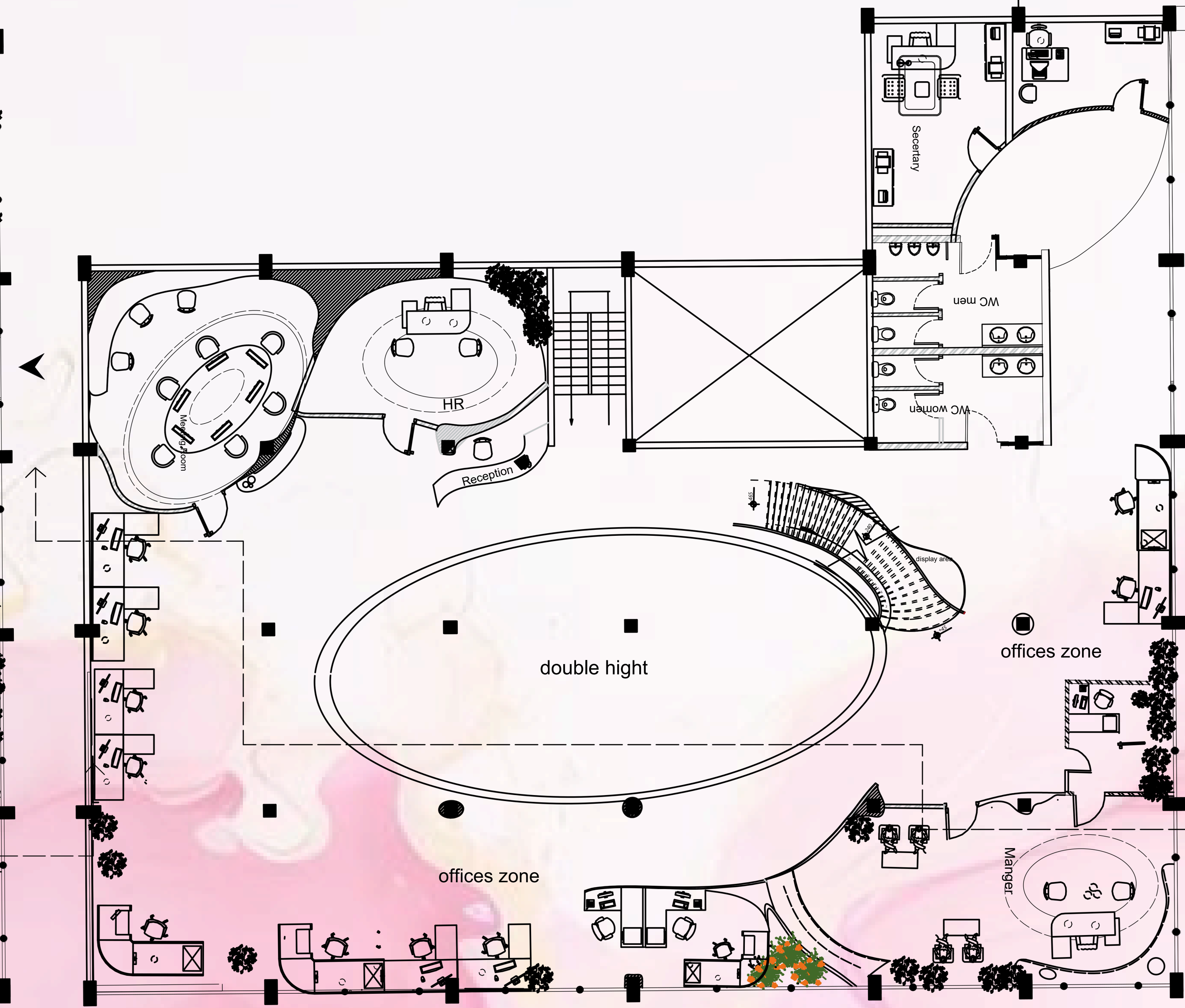
GLASS, AND METAL WITH SOFT COLORS (PINK-GREEN-BEIGE - WHITE) AND FOCUSED LIGHTING.

MATRIX & BUBBLE DIAGRAM:

USED TO STUDY SPATIAL AND FUNCTIONAL RELATIONSHIPS BETWEEN ZONES.



GROUND FLOOR PLAN SCALE 1 : 100



FIRST FLOOR PLAN SCALE 1 : 100



3D SHOTS



SECTION

SCALE 1 : 25