

The Bag Boutique:

An Architectural Statement:

This retail concept transforms a conventional bag store into an architectural experience, where the products are curated within a fluid, sculptural environment designed to maximize engagement.

Exterior Presence and Brand Identity:

The building's exterior massing serves as a sophisticated, geometric beacon. Its powerful form defines the brand's identity, inviting customers into an environment that signals exclusivity and contemporary design before they even enter.

Fluid Spatial Display:

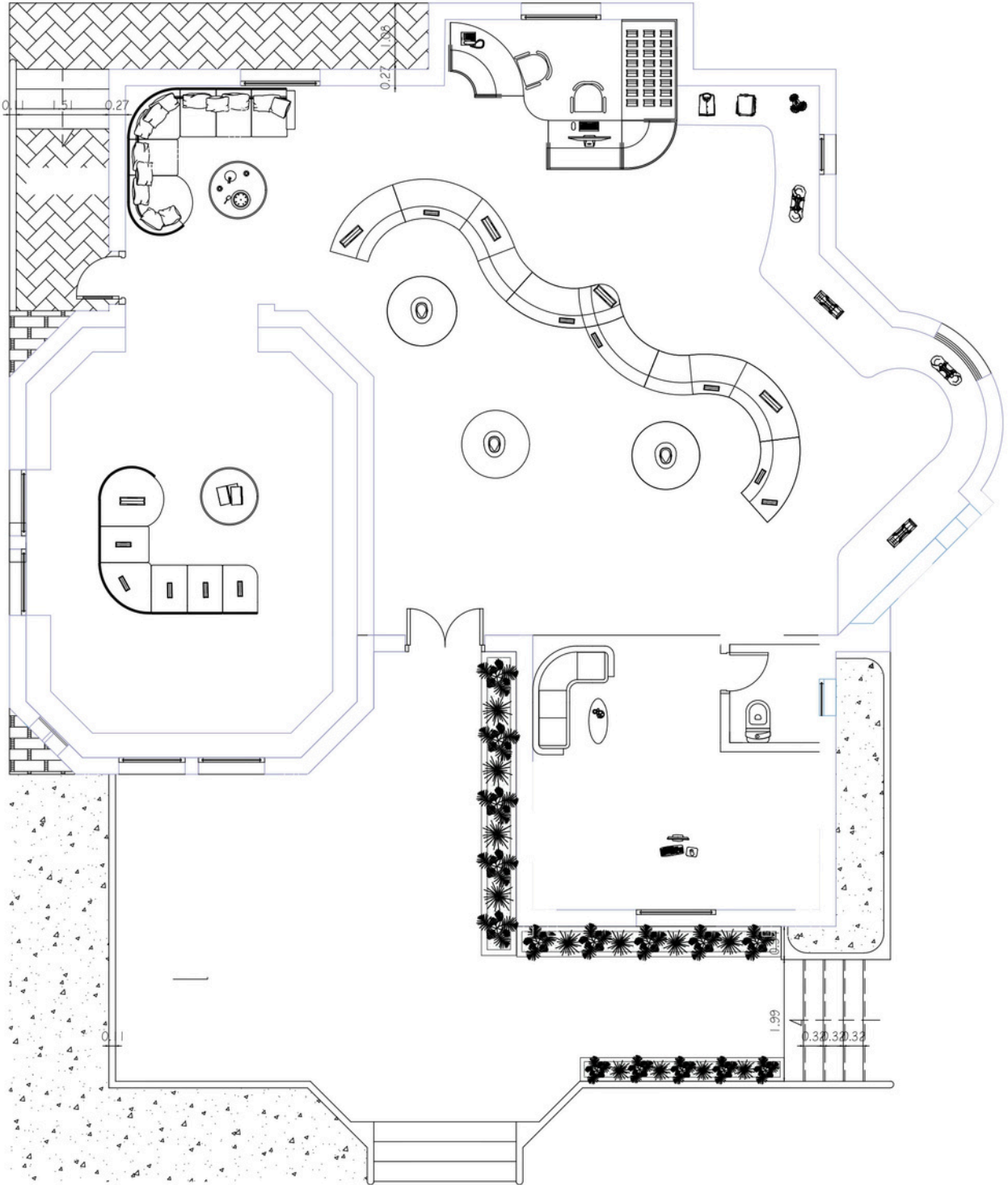
The interior, featured rejects standard retail shelving in favor of continuous, sinuous display forms. These organic platforms guide shoppers on a journey through the collection, blurring the line between architecture and fixture.

This dynamic flow ensures that each bag is viewed as a distinct work of art, framed by the undulating lines and soft, diffused light that define the space.

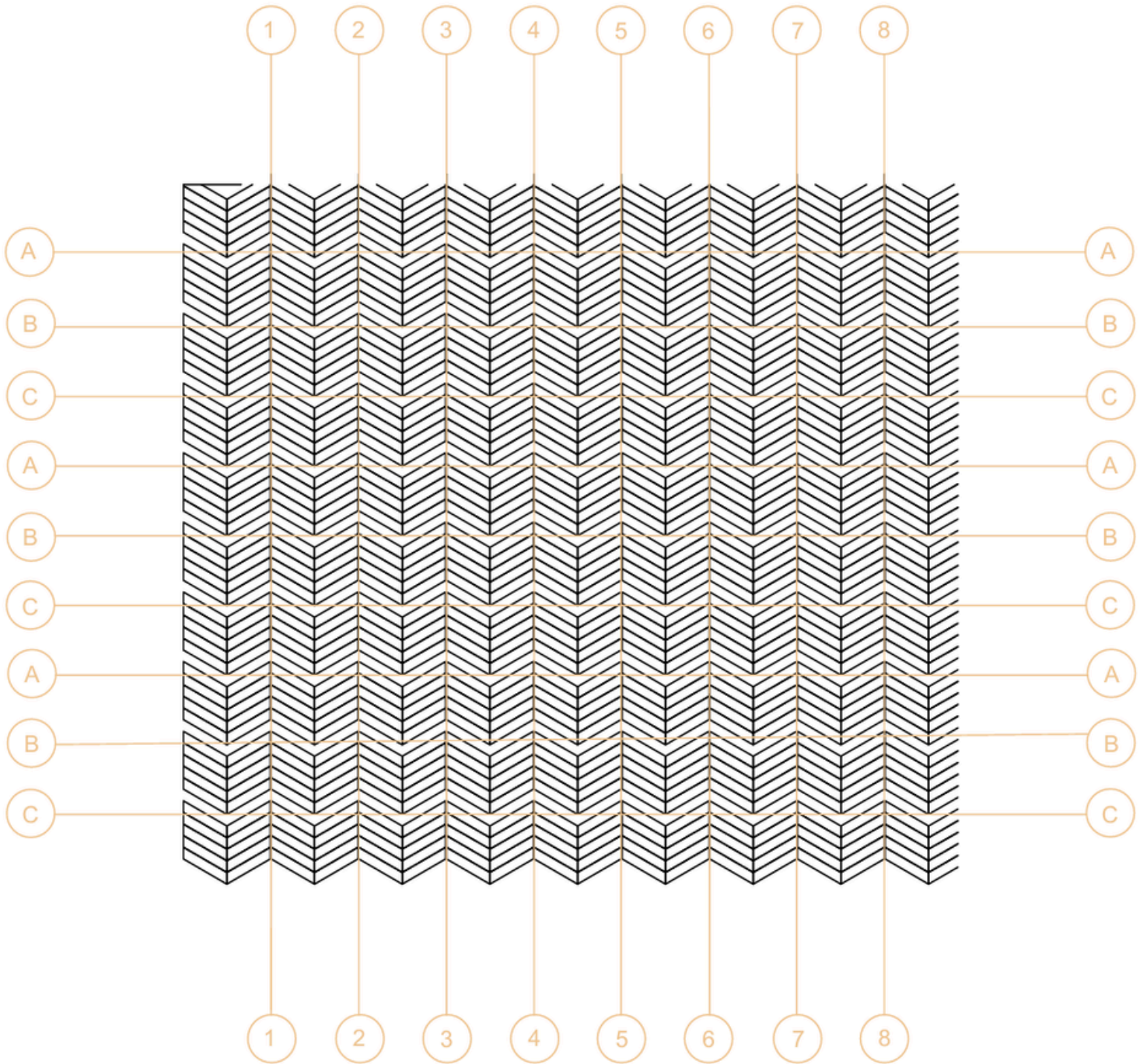
Material Harmony and Luminous Details:

The project strictly adheres to a palette of warm, natural tones, creating a tranquil atmosphere that lets the bags take center stage.

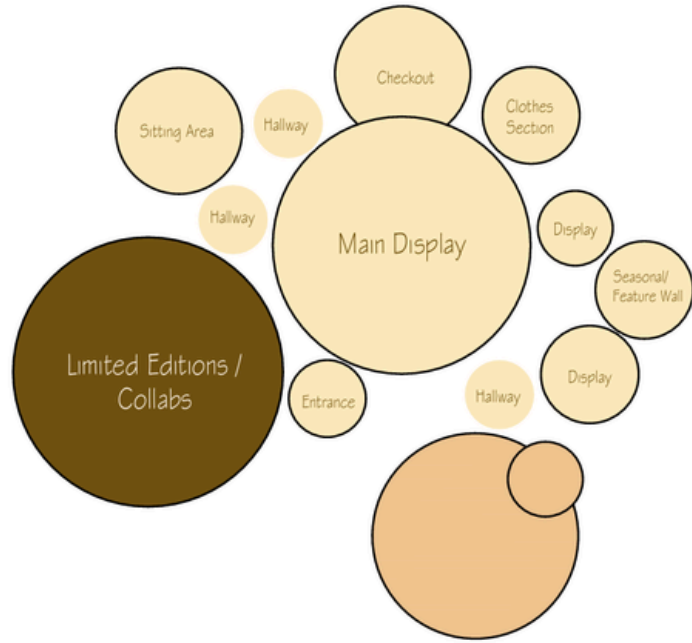
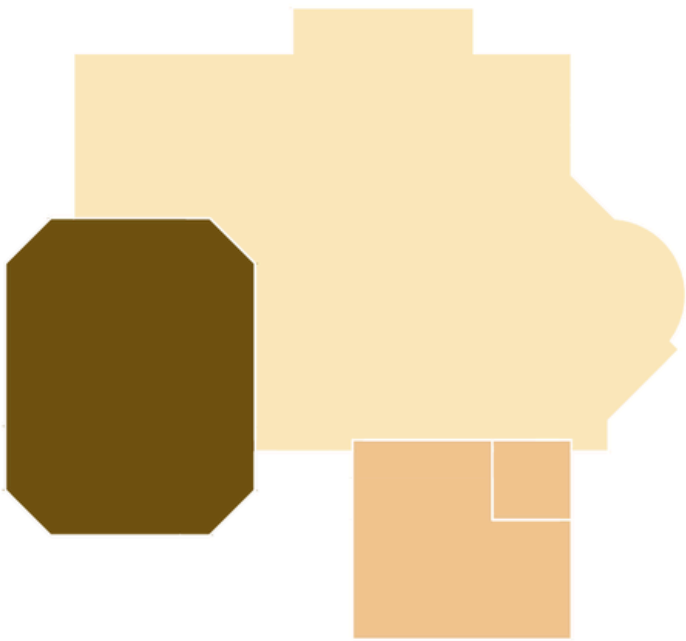
The use of clean, deep archways frames the external environment, connecting the boutique to its context while introducing natural light that interacts with the rich textures of the interior finishes. By using architectural form as the defining element of the retail display, this boutique offers a memorable and distinct sensory experience that celebrates the craft and design of the products within.



Plan 1:50



Flooring Plan



Bubbles and Zoning









THANK YOU!

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