

AESOP STORE

Retail Design Project

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Supervised by: Dr. Osama Ali



UNDERSTANDING AESOP

Aesop views architecture as an essential part of the customer experience. Rather than replicating a single retail identity across every location, each store is designed as a contextual response to its surroundings. Through material honesty, restrained detailing, and sensory engagement, every space reflects its local culture while remaining unmistakably Aesop.



DESIGN PRINCIPLES

Contextual Design

Every Aesop store responds to its cultural and architectural setting rather than following a fixed global template.

Material Honesty

Natural materials are celebrated through their texture, craftsmanship, and inherent character.

Sensory Experience

Light, scent, sound, and touch work together to create a calm, immersive atmosphere.

Slow Retail

Open layouts and carefully composed circulation encourage exploration rather than consumption.



CONCEPT & SPATIAL STRATEGY

Concept

This proposal reinterprets Aesop's philosophy through the olive tree, a timeless symbol of Jordanian heritage, resilience, and community. Positioned at the heart of the store, it transforms the retail environment into a place of gathering and reflection, where architecture encourages meaningful interaction rather than hurried consumption.

Spatial Strategy

The olive tree forms the organizational core of the project, generating a circular circulation pattern that guides visitors naturally through the space. Retail displays, workshop areas, and supporting functions are arranged around this central element, creating continuous visual connections while reinforcing a calm, intuitive, and immersive retail experience.



MATERIAL STRATEGY

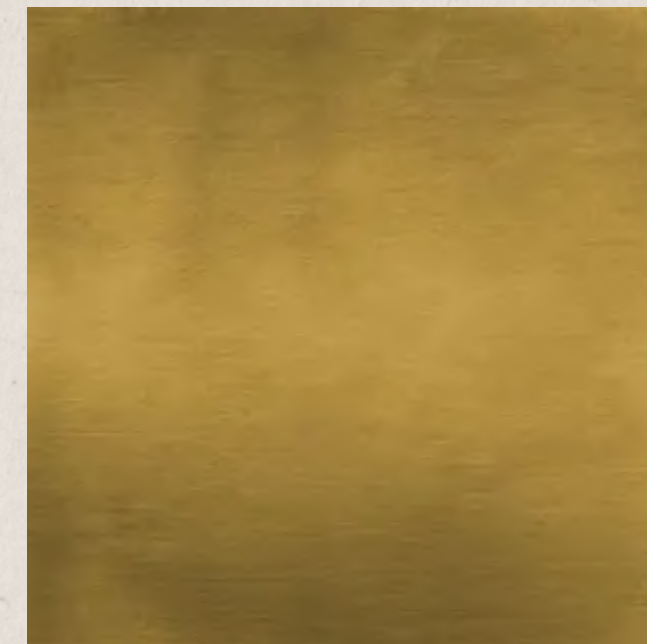
The material palette draws directly from Jordan's natural landscape while reflecting Aesop's commitment to authenticity and material honesty. Limestone introduces permanence and a strong connection to place, oak timber provides warmth and tactility, brass detailing adds refinement through subtle craftsmanship, and polished concrete creates a quiet, neutral foundation. Together, these materials establish an atmosphere that is timeless, understated, and deeply rooted in its context.

Lime Stone



Wood

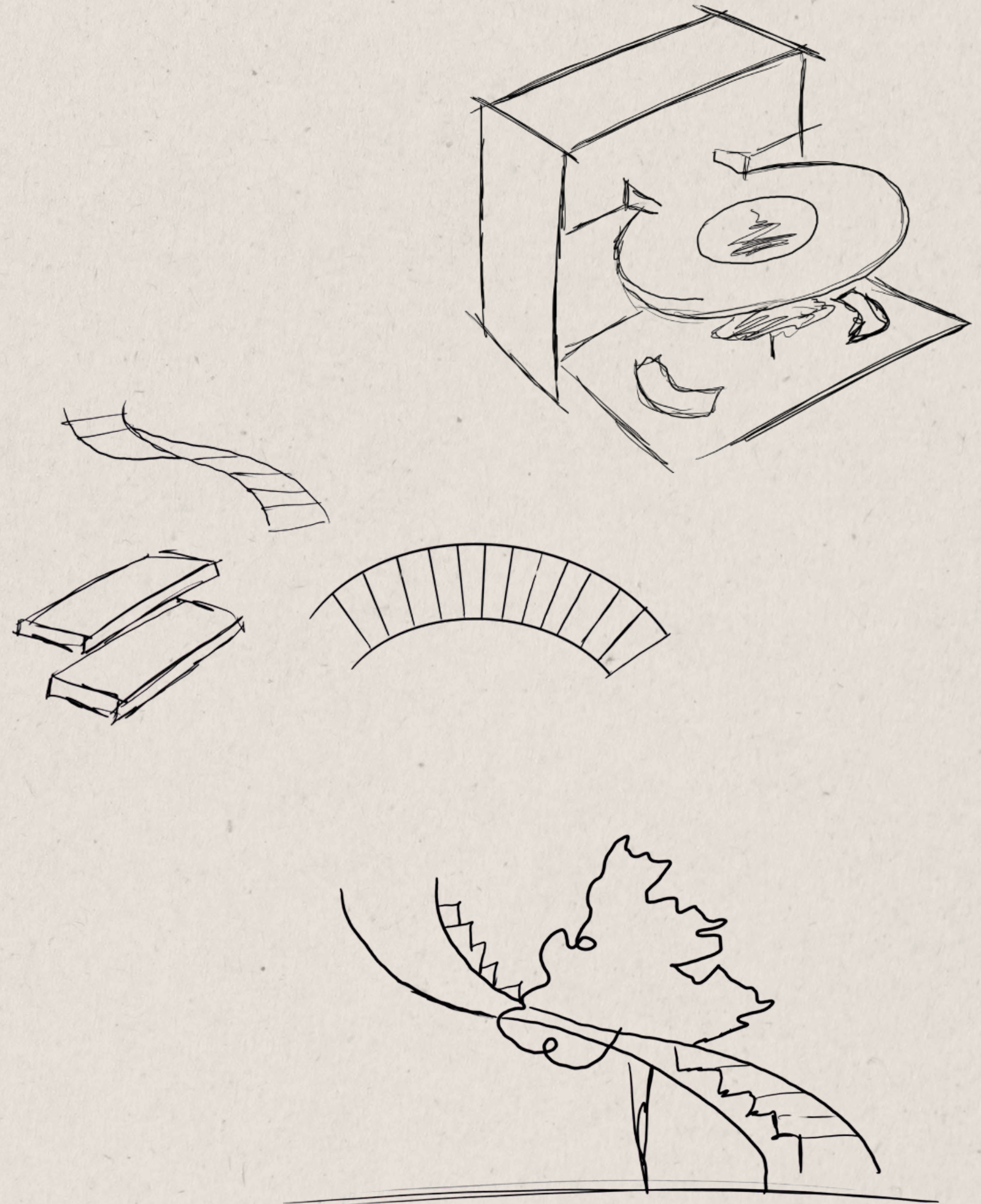
Brass



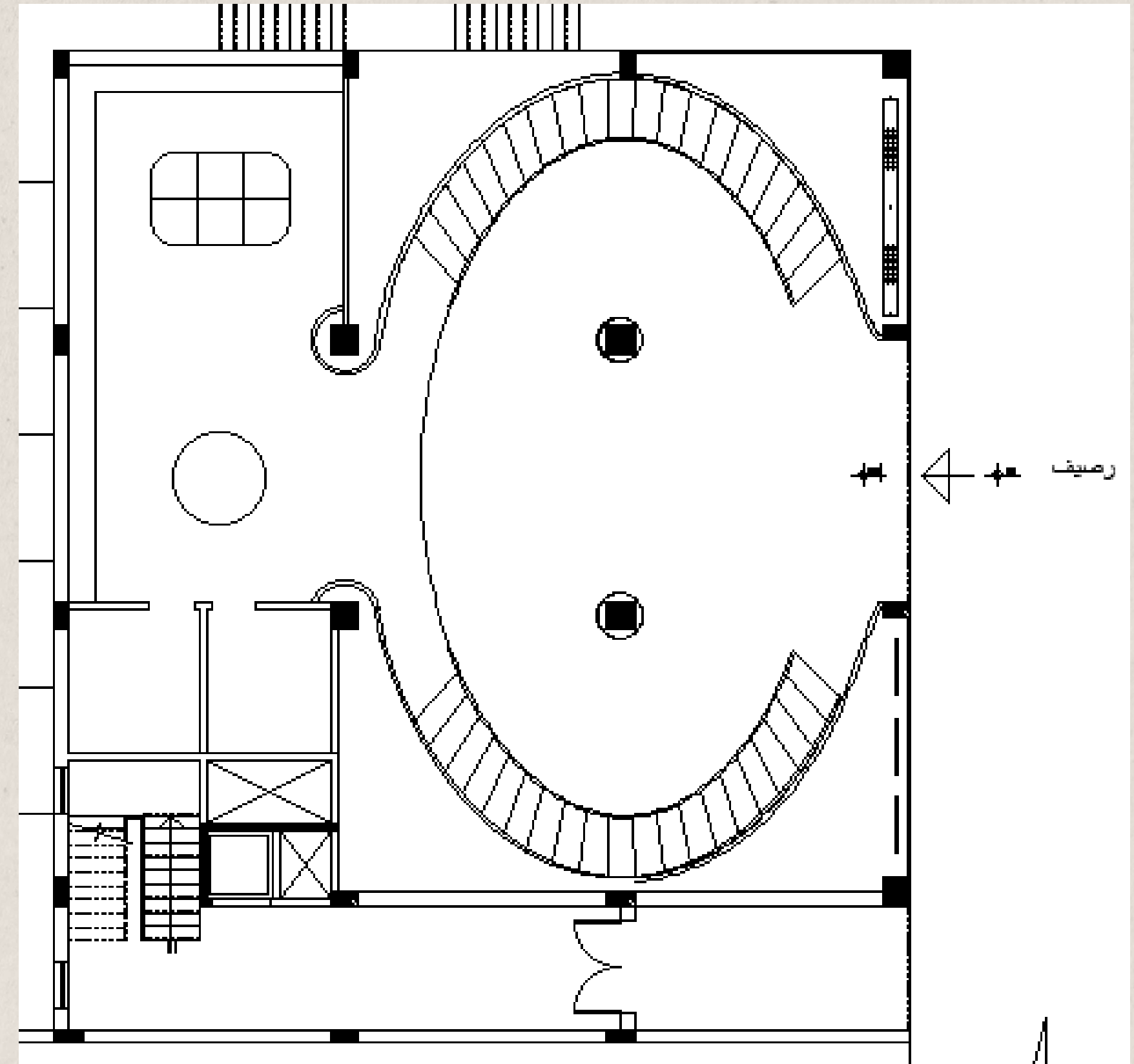
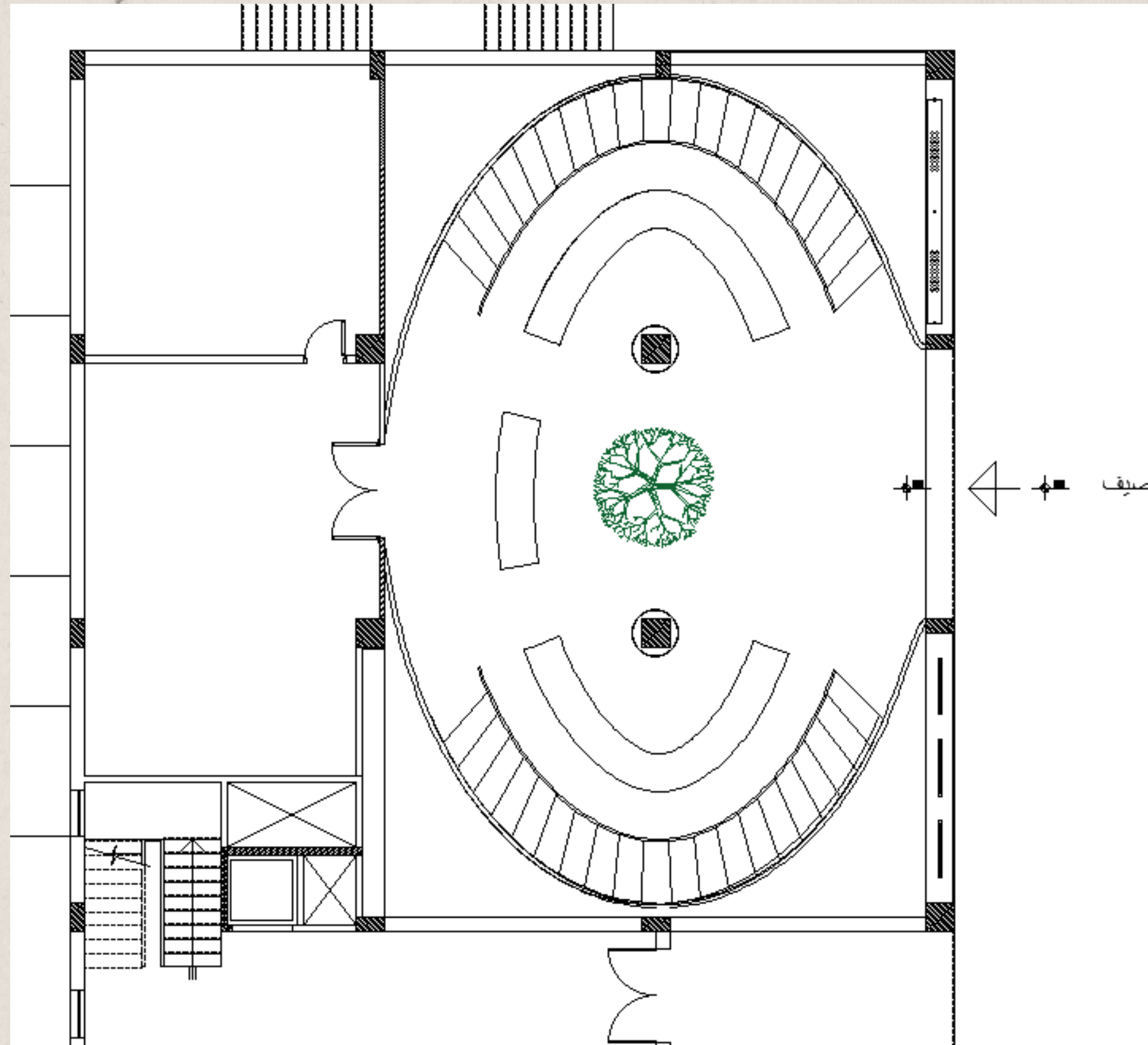
Concrete

DESIGN DEVELOPMENT

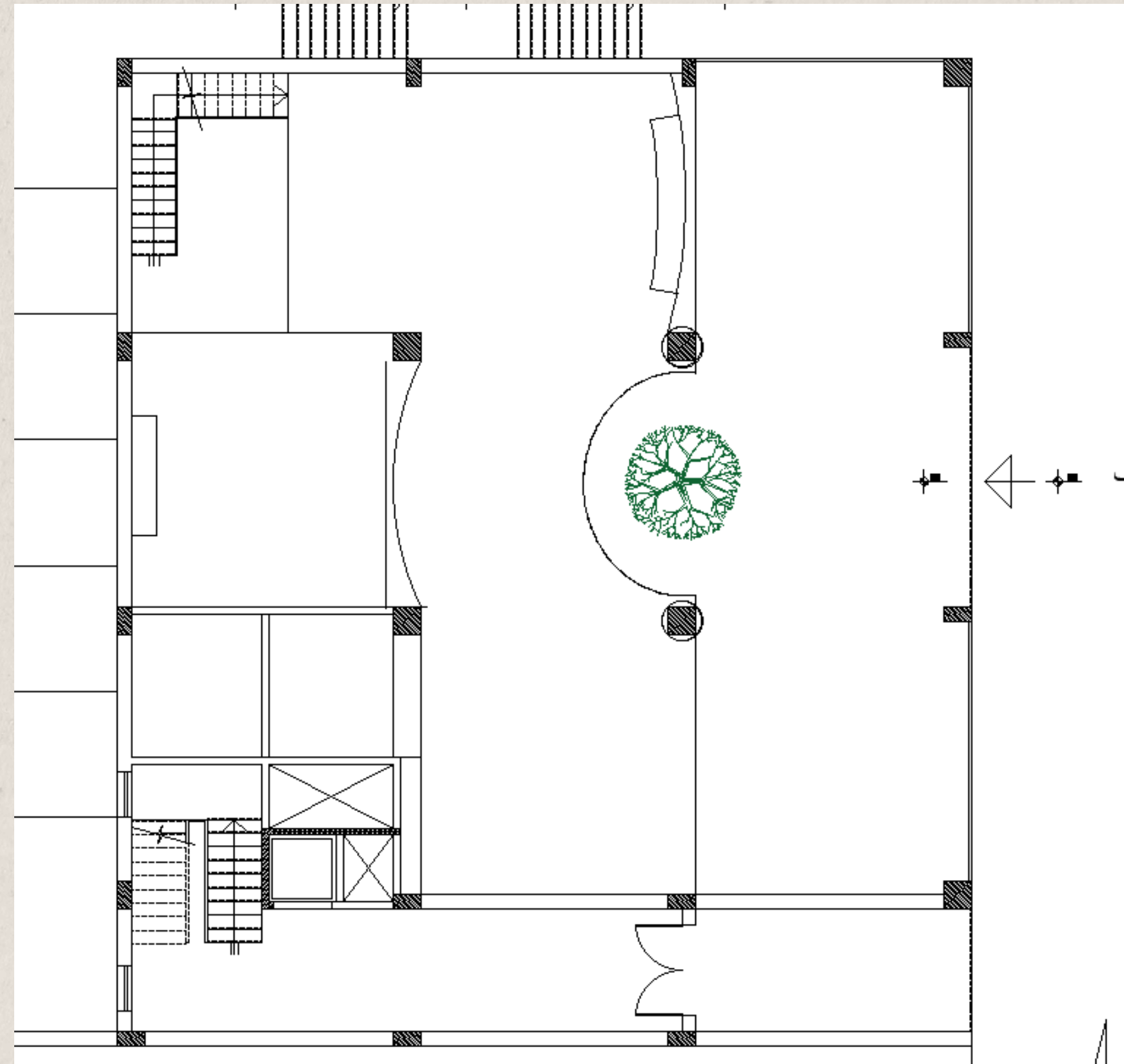
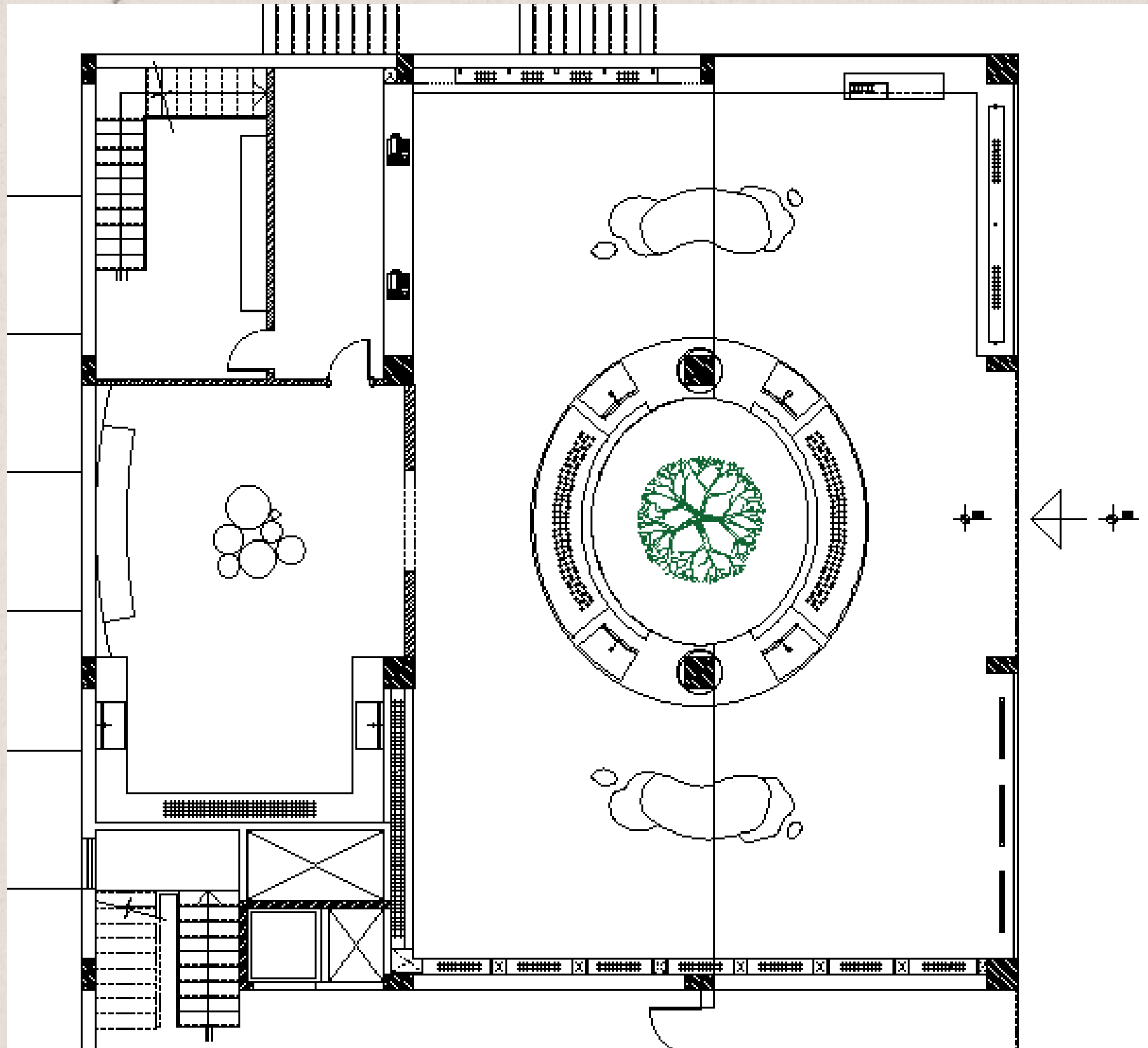
The project evolved through an iterative design process that refined both concept and functionality. Initial sketches explored the relationship between the central olive tree and circular movement, while subsequent plan studies tested spatial hierarchy, customer circulation, and program distribution. The final layout balances experiential retail with operational efficiency, translating the original concept into a cohesive architectural solution.



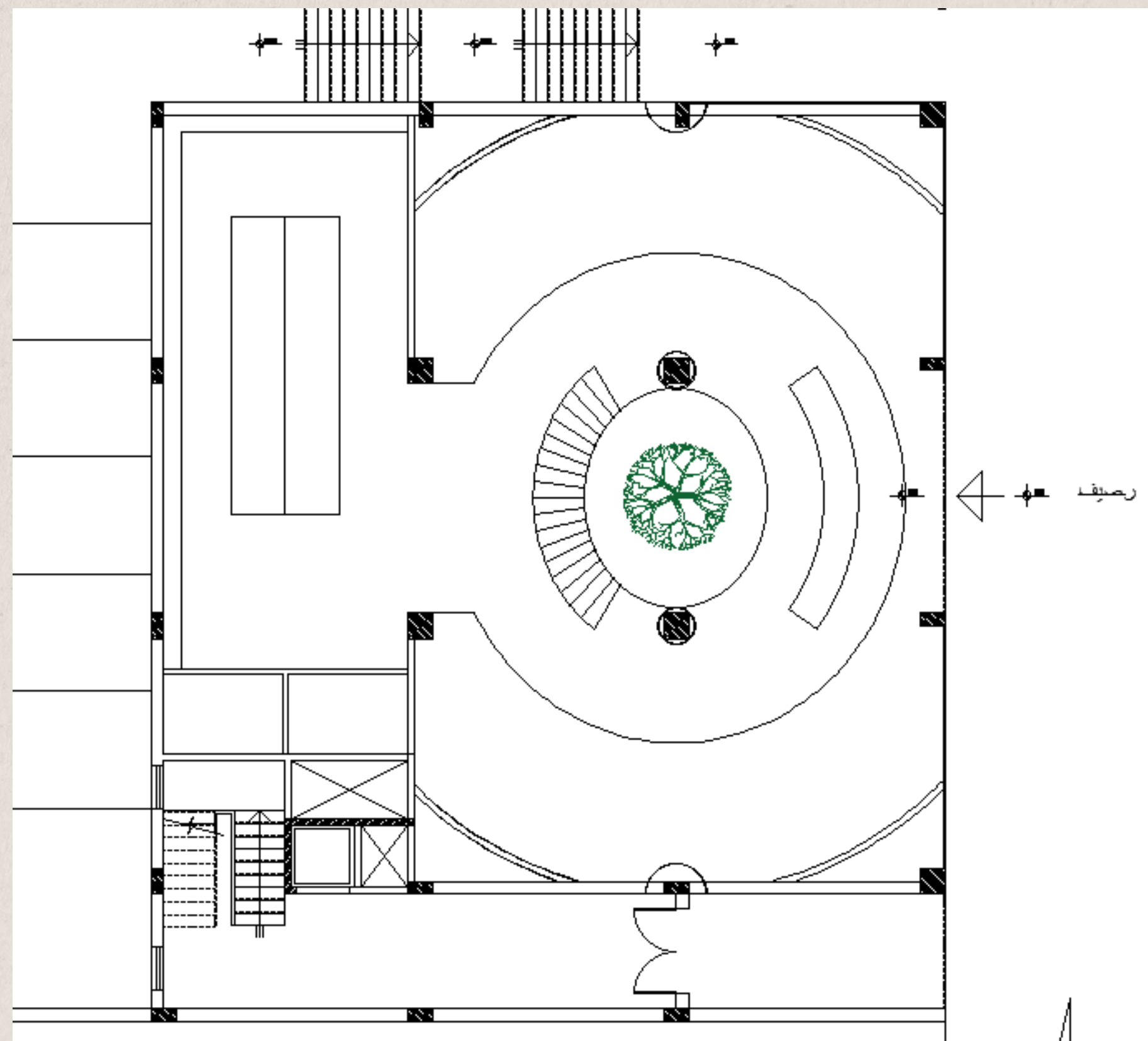
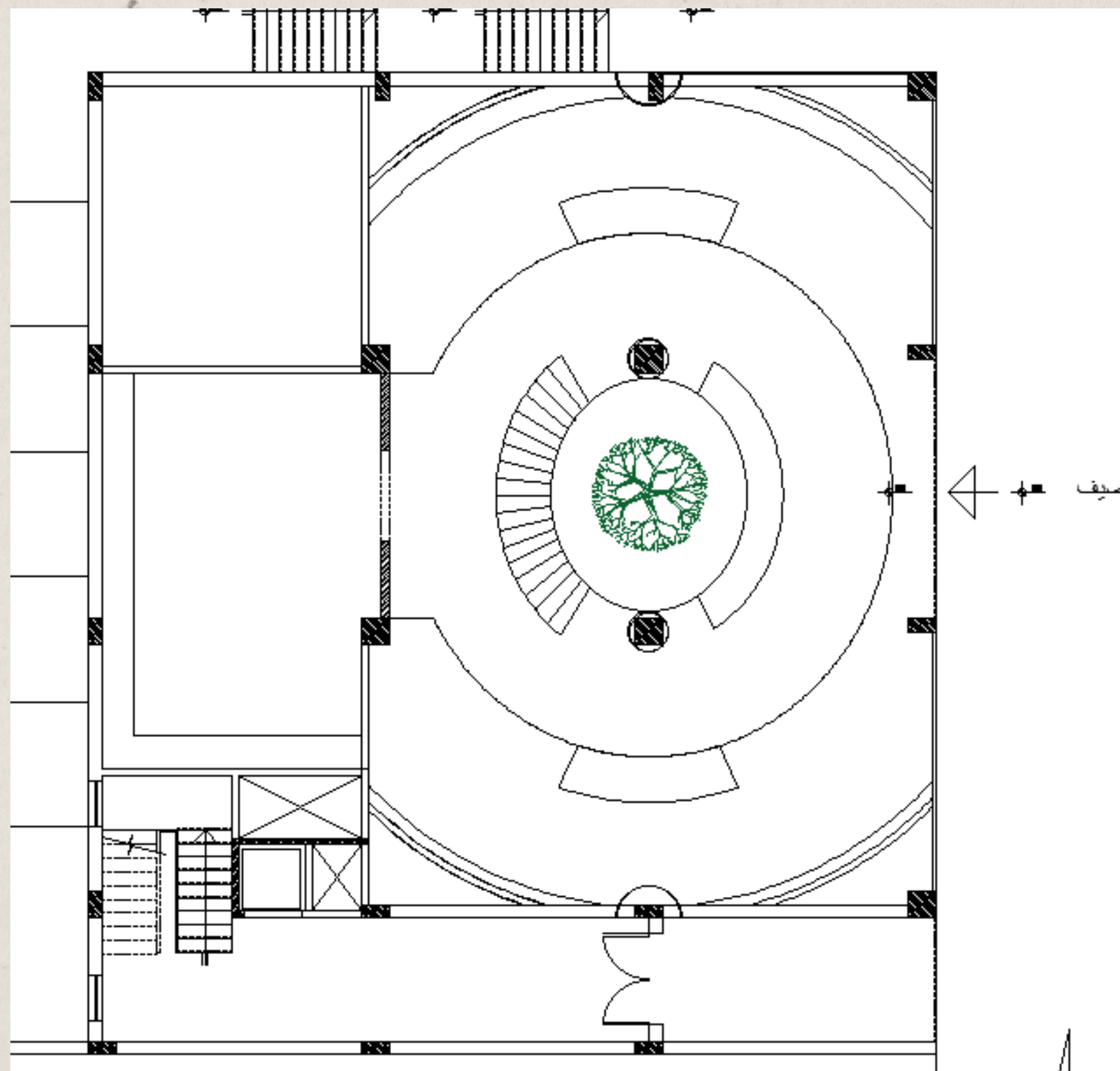
AUTOCAD PLAN DEVELOPMENT 1



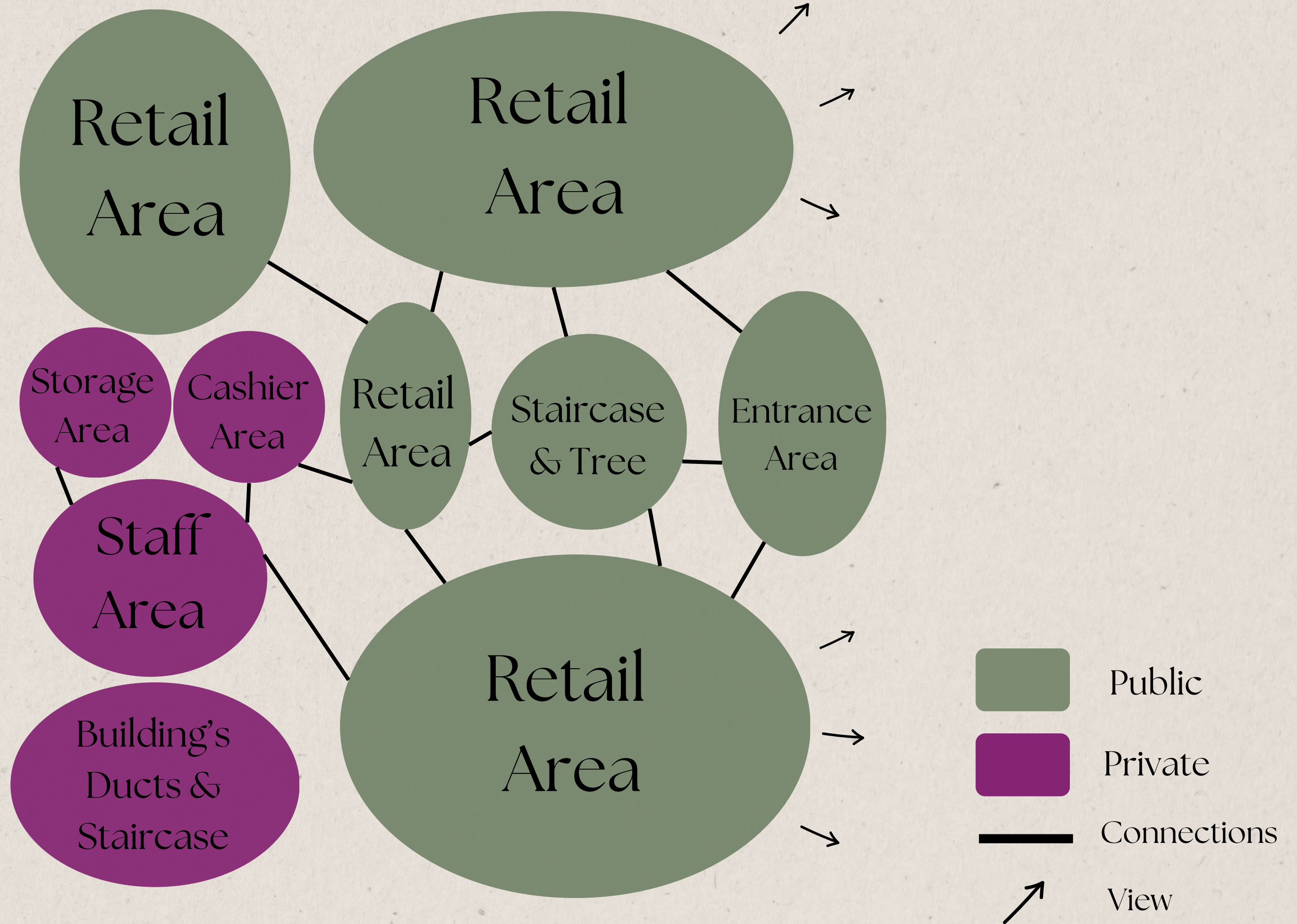
AUTOCAD PLAN DEVELOPMENT 2



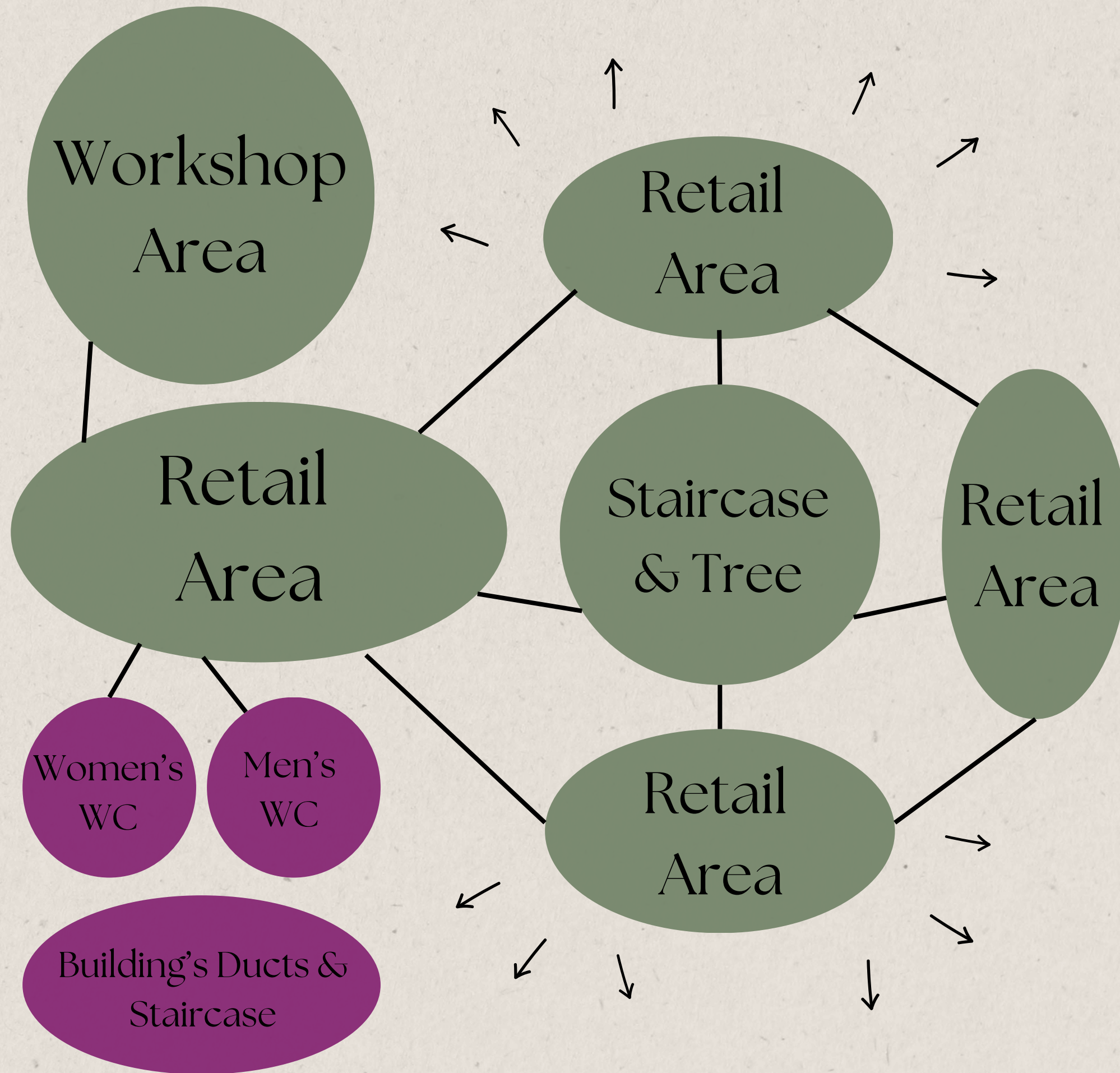
AUTOCAD PLAN DEVELOPMENT 3



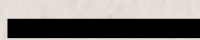



GROUND FLOOR ZONING DIAGRAM



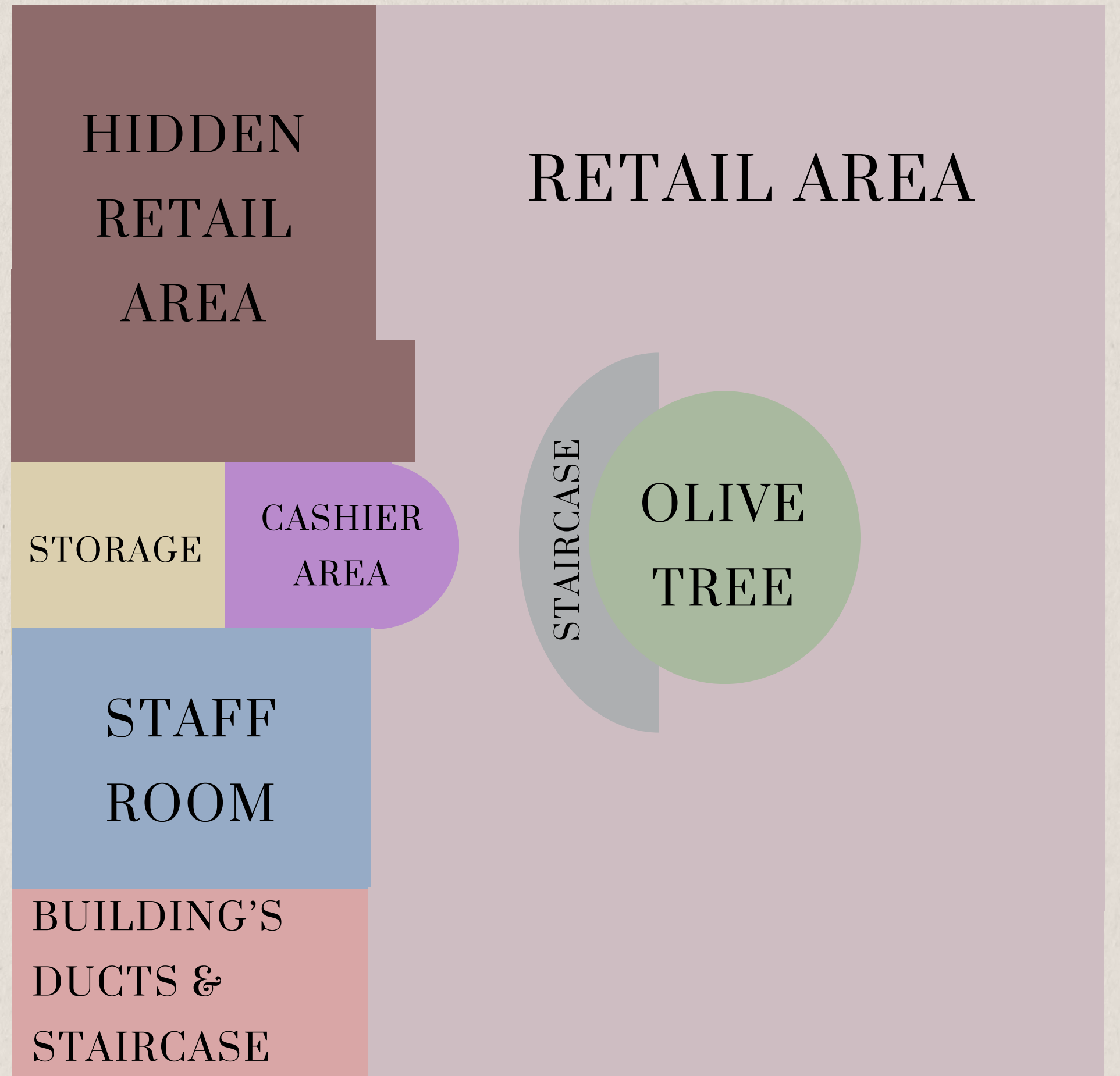
FIRST FLOOR ZONING DIAGRAM



	Public
	Private
	Connections
	View

GROUND FLOOR BUBBLE DIAGRAM

-  Retail Area
-  Hidden Retail
-  Cashier Area
-  Olive Tree
-  Storage
-  Staff Room
-  Staircase
-  Building's Ducts & Staircase

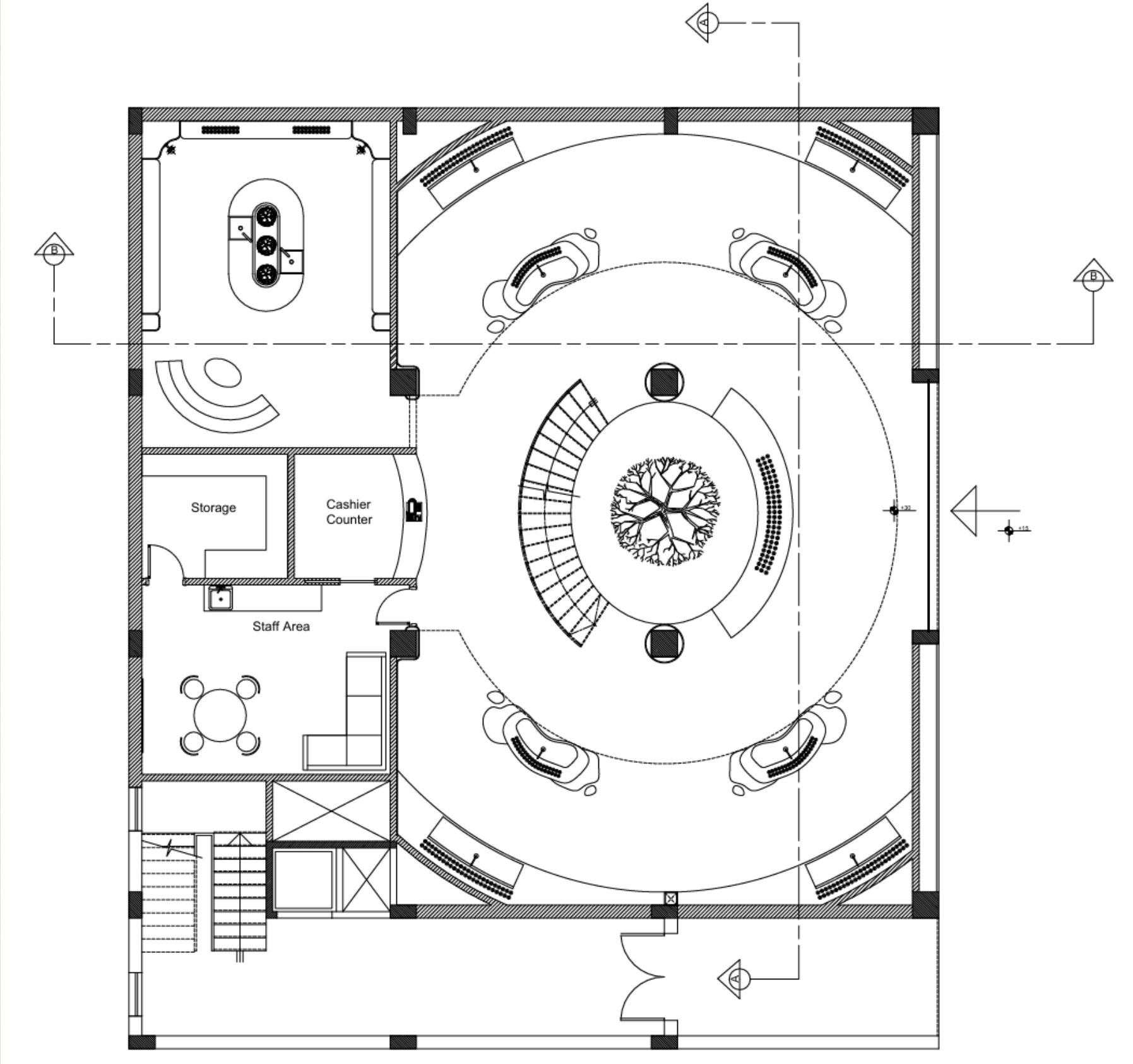


FIRST FLOOR BUBBLE DIAGRAM

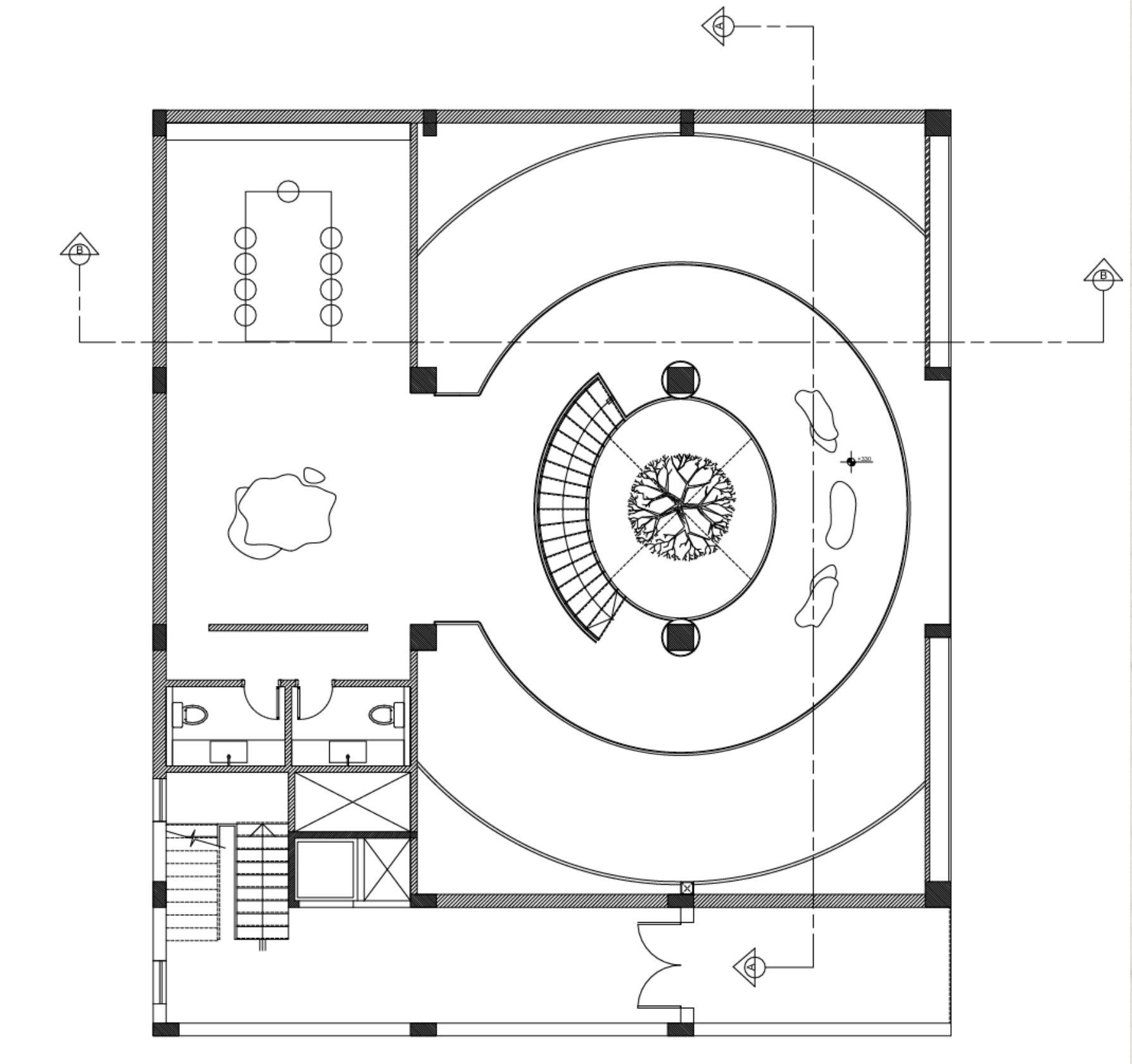
- Double Volume Area
- Workshop Area
- Retail Area
- Olive Tree
- Women's WC
- Men's WC
- Staircase
- Building's Ducts & Staircase



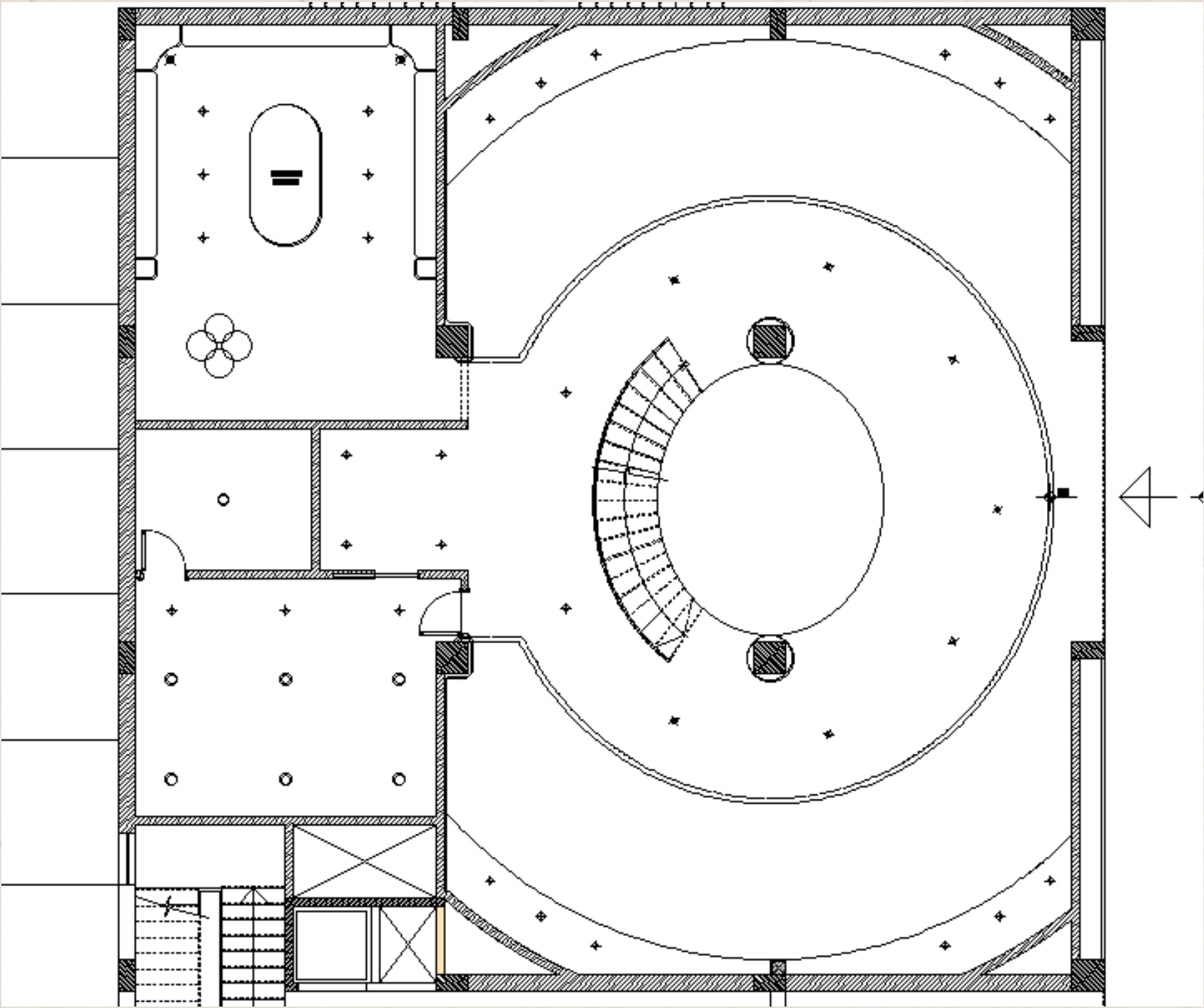
FINAL GROUND FLOOR PLAN



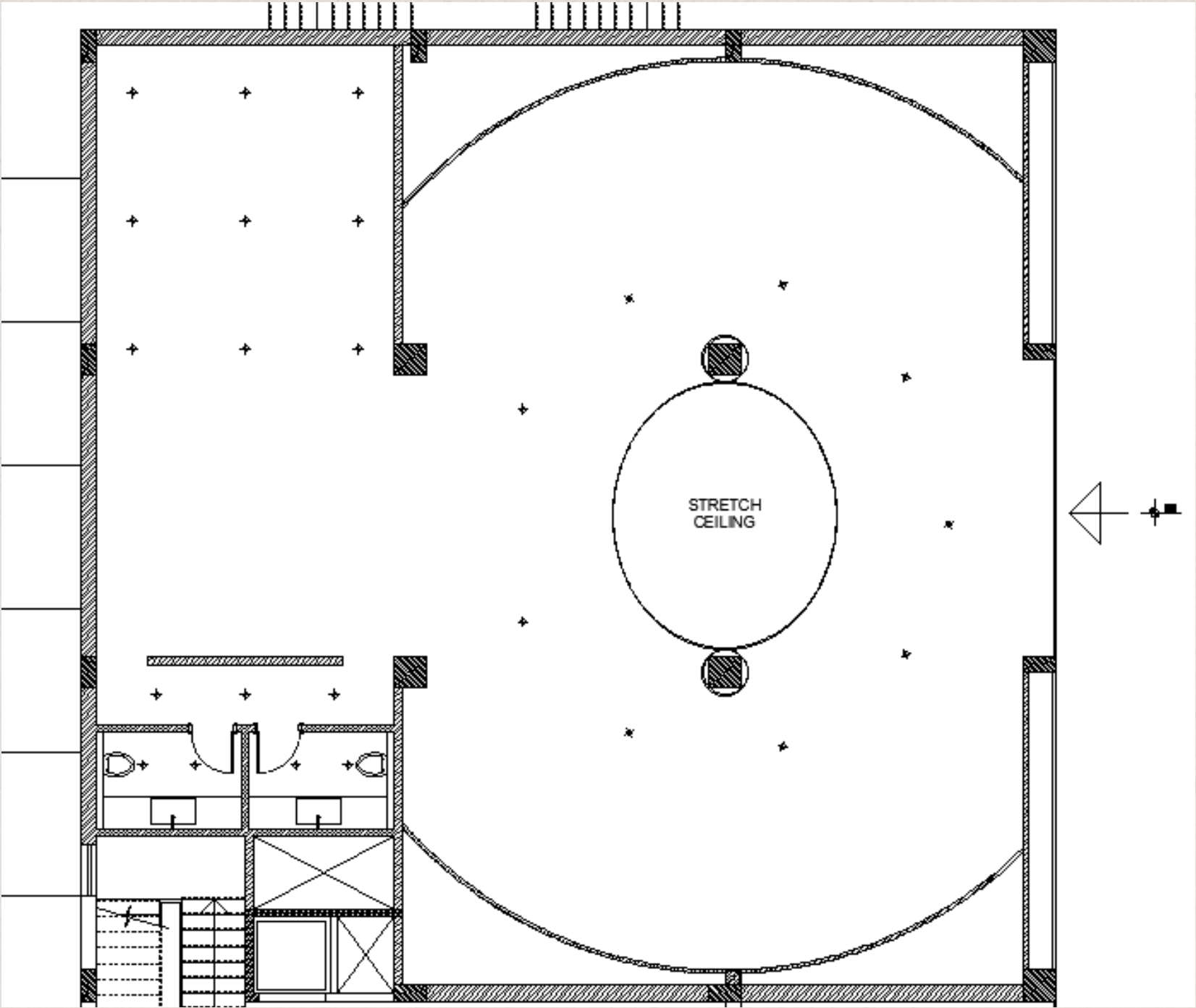
FINAL FIRST FLOOR PLAN



CEILING PLANS

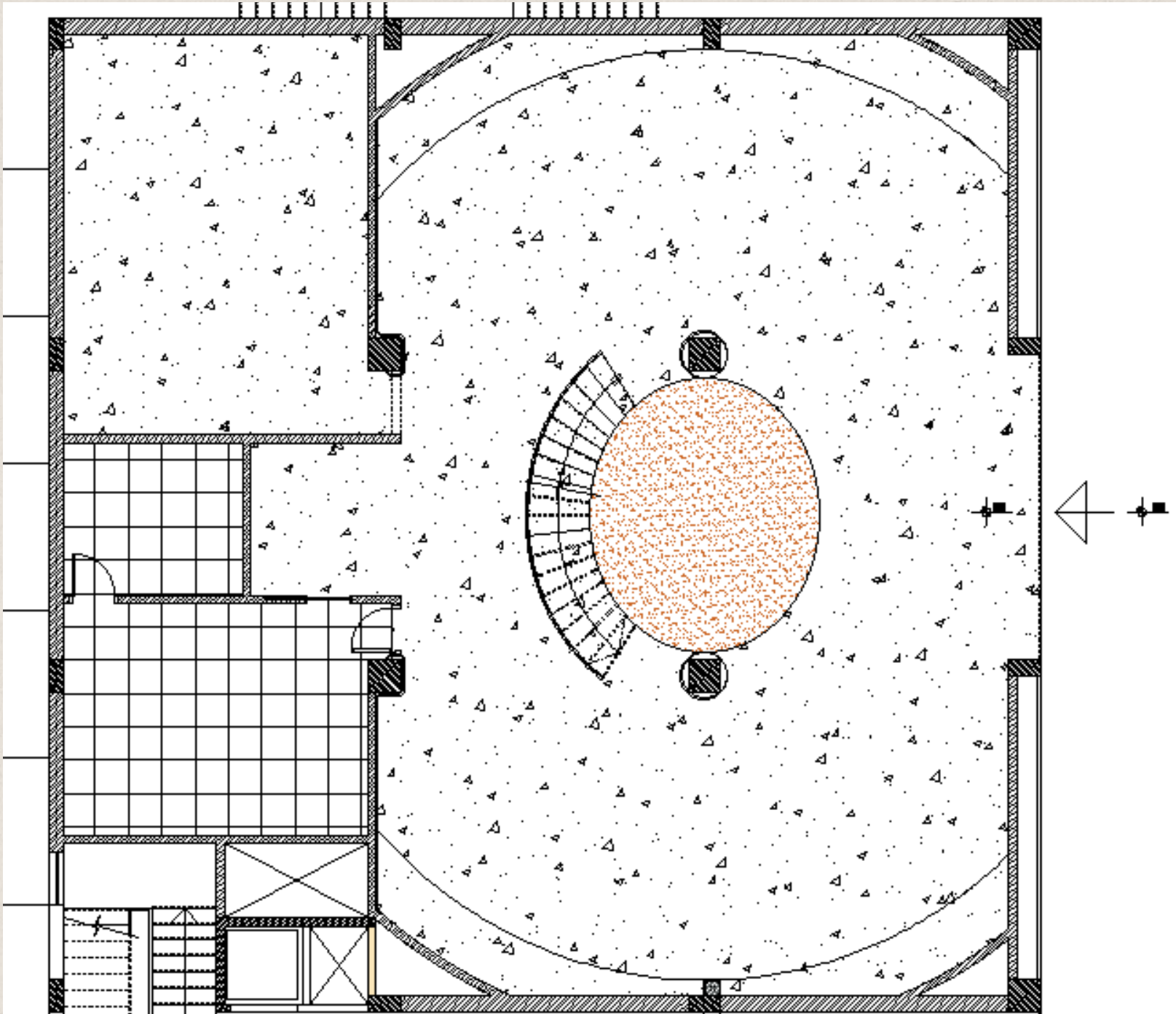


Ground Floor Ceiling Plan

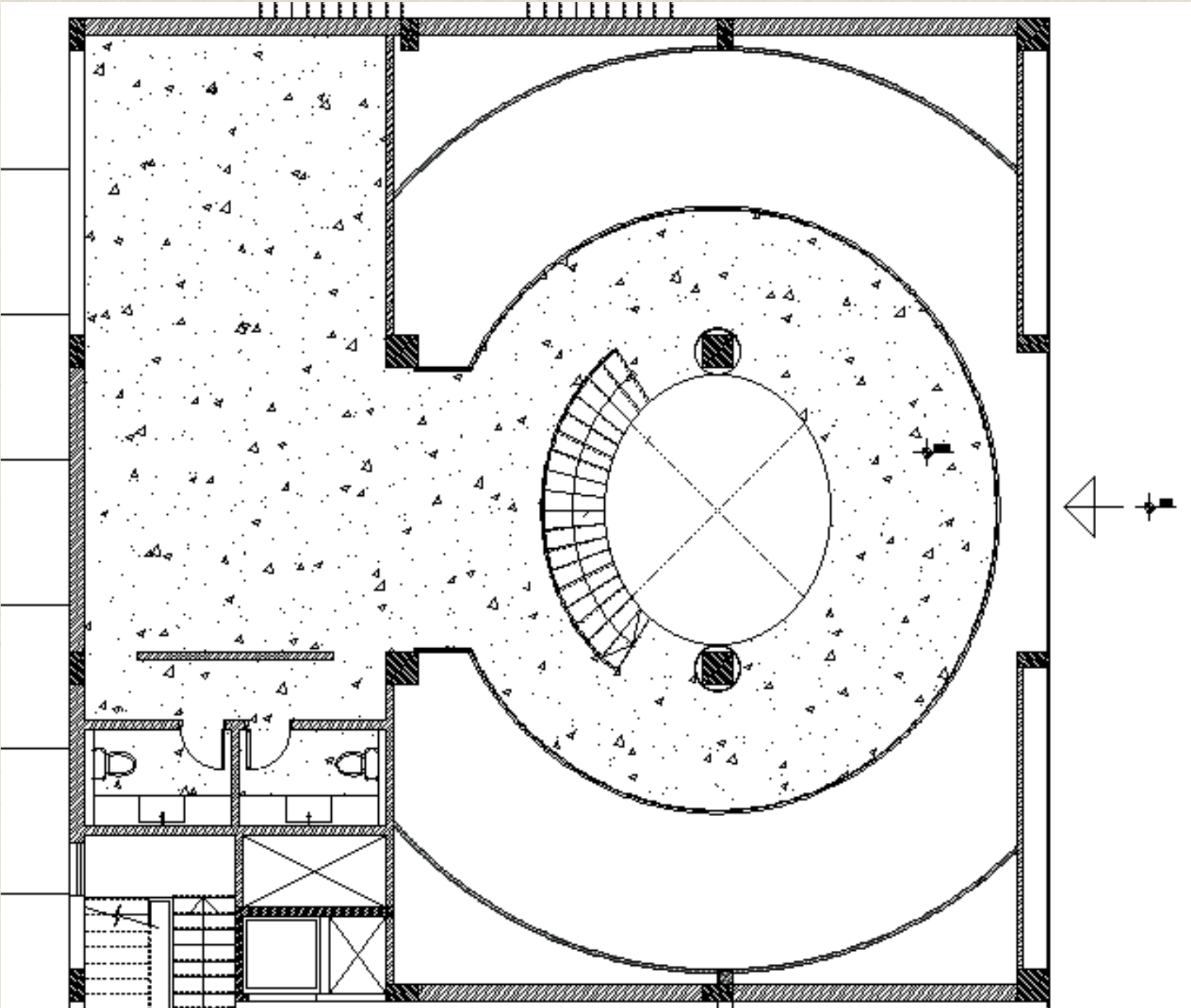


First Floor Ceiling Plan

FLOORING PLANS

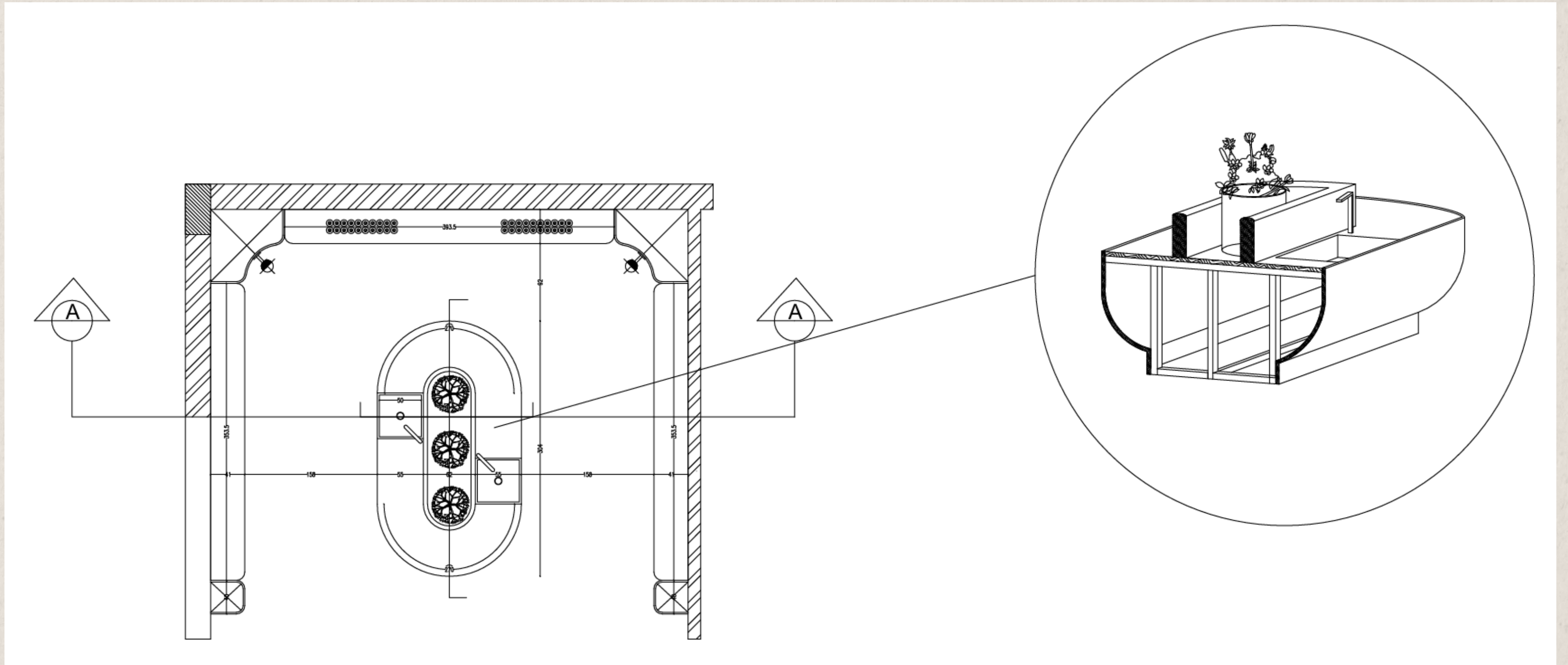


Ground Floor Flooring Plan

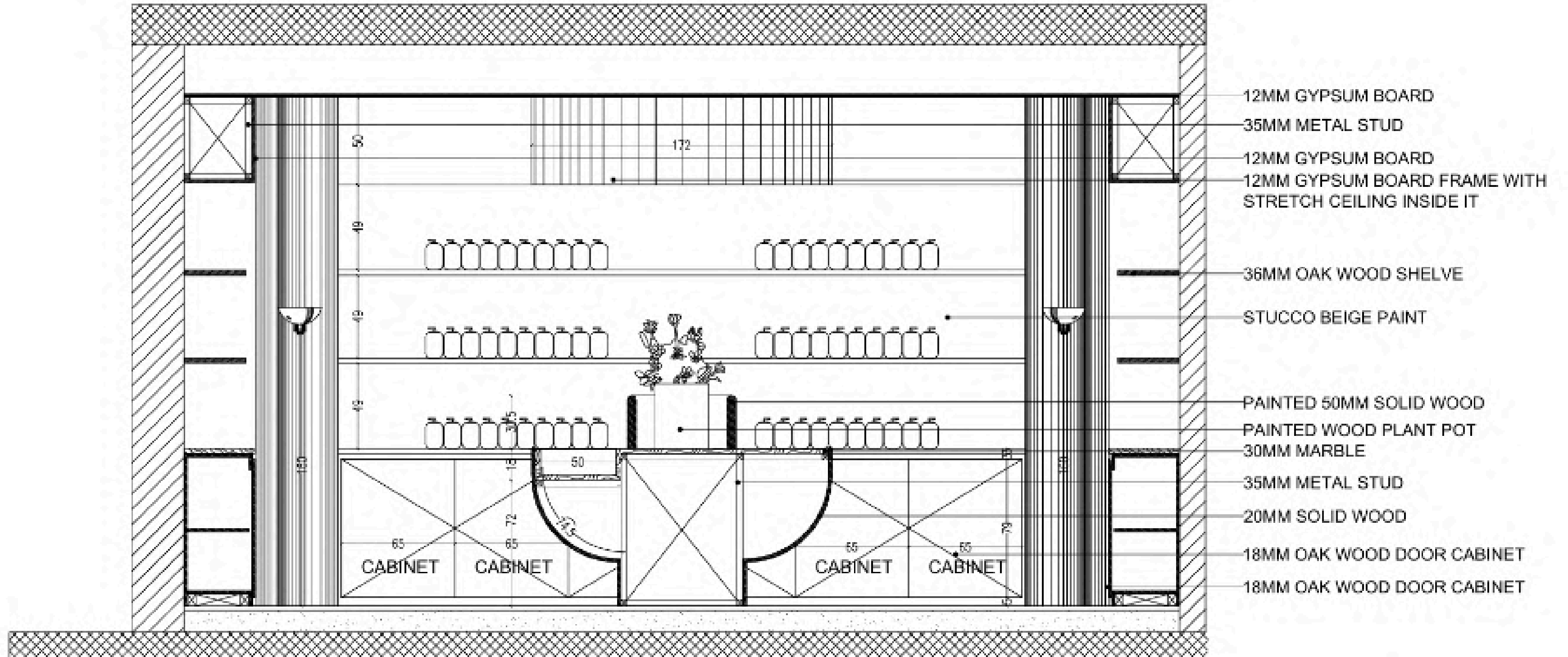


First Floor Flooring Plan

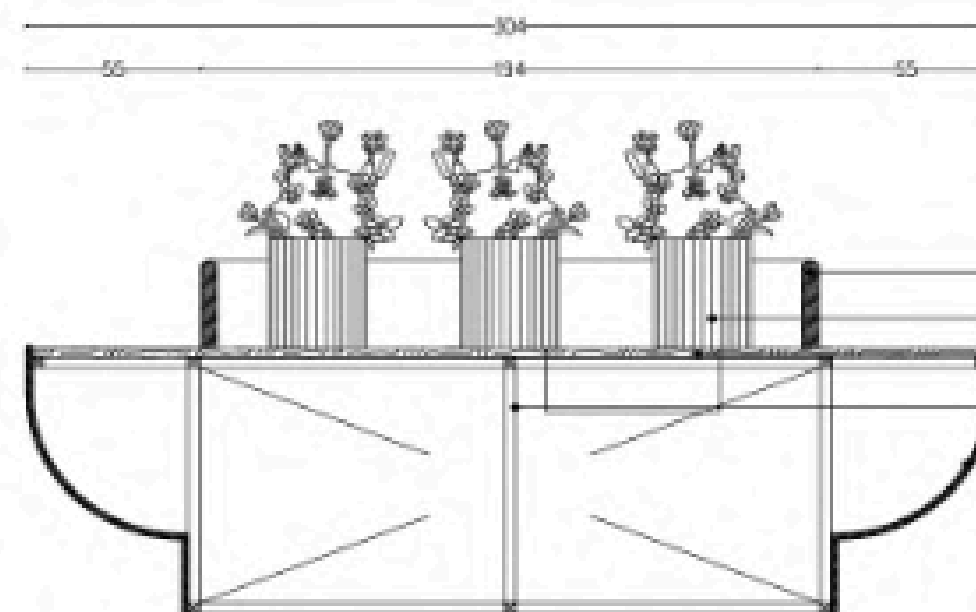
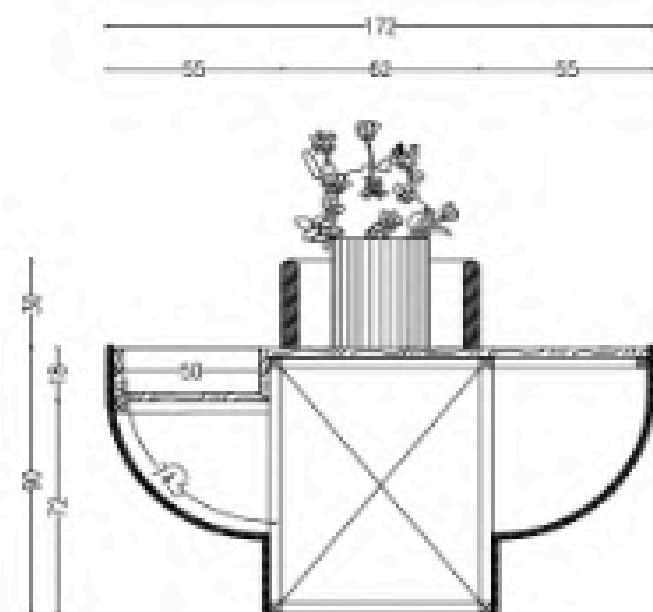
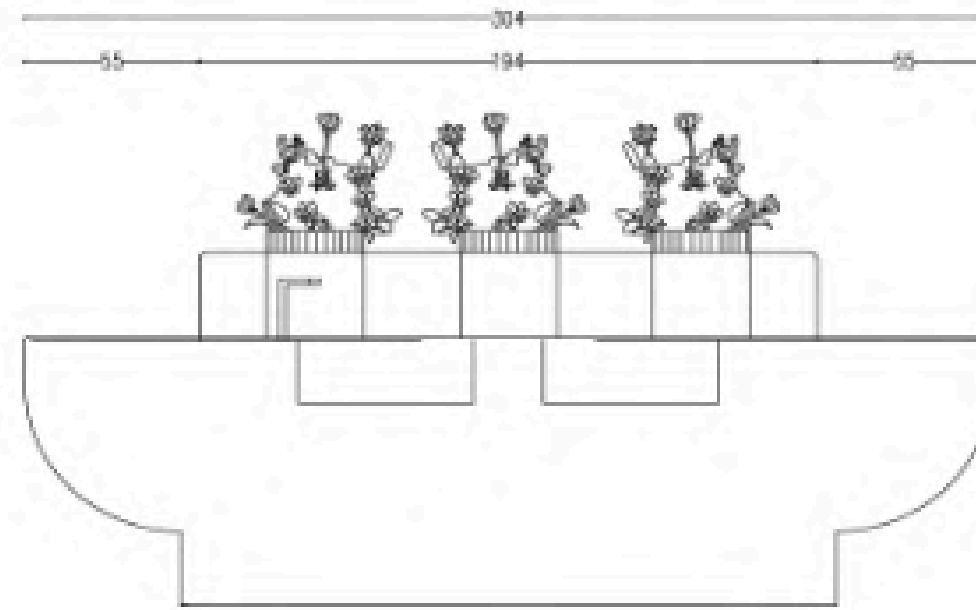
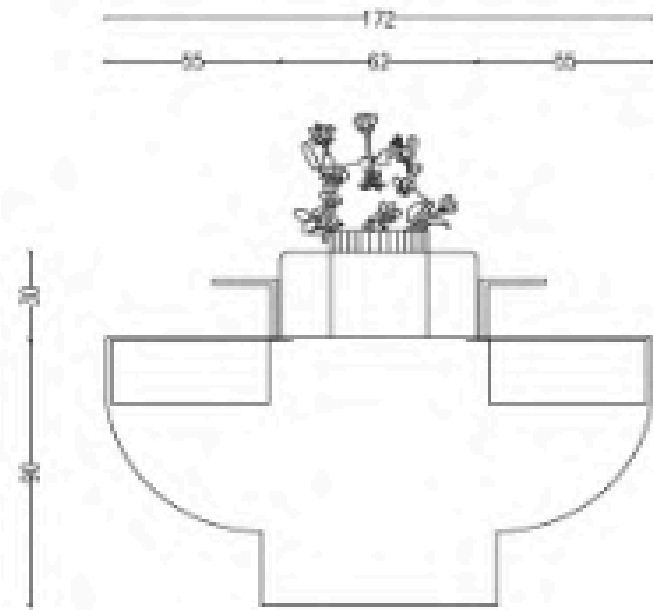
TECHNICAL DRAWINGS



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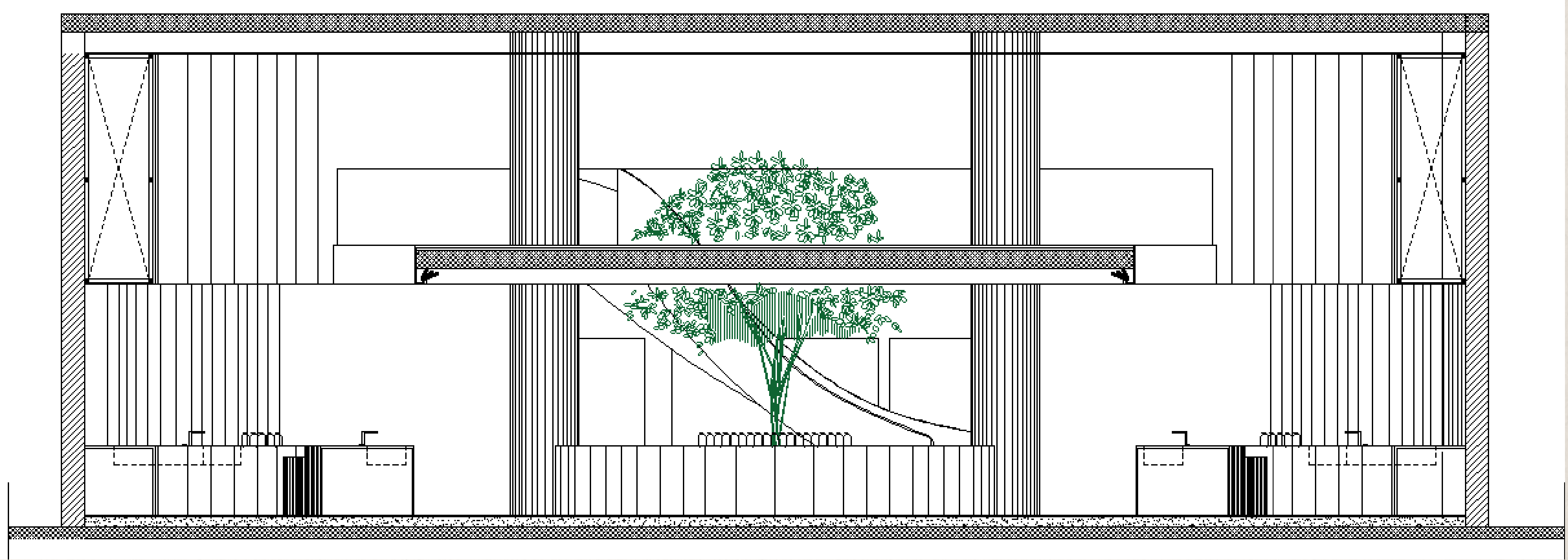


TECHNICAL DRAWINGS

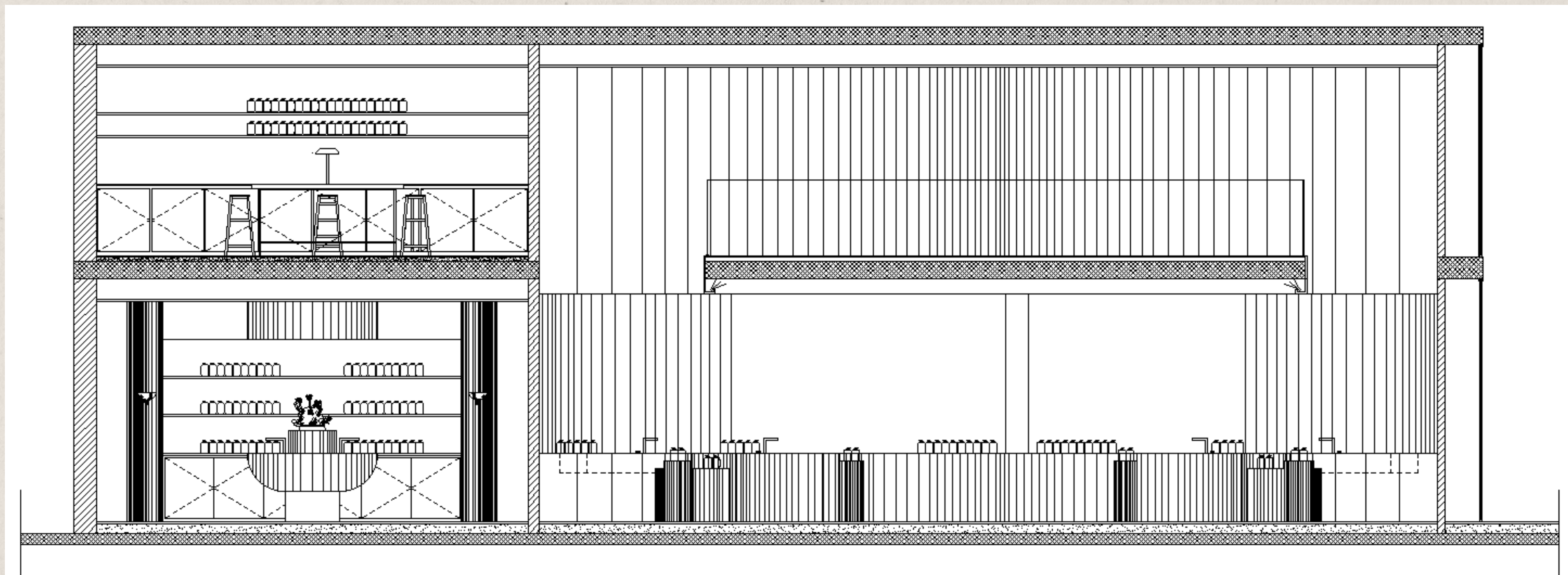


- PAINTED 50MM SOLID WOOD
- PAINTED WOOD PLANT POT
- 30MM MARBLE
- 35MM METAL STUD
- 20MM SOLID WOOD

SECTION A-A



SECTION B-B



RENDERED SECTIONS

Section A-A



Section B-B



EXTERIOR ELEVATION



CENTRAL GATHERING SPACE

The central olive tree serves as the heart of the project, organizing circulation while creating a calm place for gathering, reflection, and connection.



RETAIL & CONSULTATION AREA

Product displays and consultation basins are arranged within an open layout that encourages intuitive movement and uninterrupted visual connection to the central space.



HIDDEN RETAIL ROOM

A more intimate retail setting offers visitors a quieter environment for exploration, reinforcing Aesop's philosophy of slow and deliberate engagement.



WORKSHOP AREA

Located on the upper level, the workshop extends the retail experience beyond purchasing by creating a space for learning, interaction, and community engagement.



POSTER

AESOP RETAIL STORE DESIGN

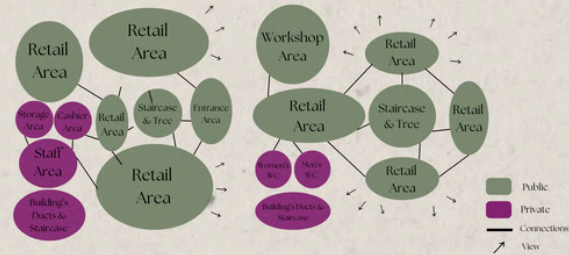
Concept:

The project reimagines Aesop's retail experience through Jordan's cultural and natural context, using circular spatial organization, an olive tree focal point, Sadu-inspired maroon accents, and locally resonant stone materials to balance regional identity with Aesop's refined global ethos

Mood Board:



Bubble & Zoning Diagrams



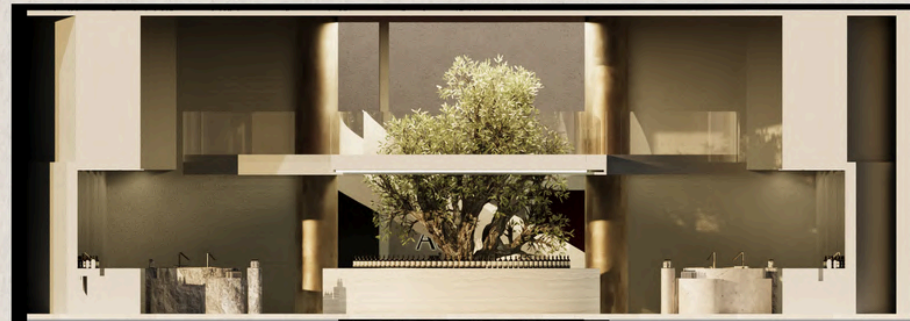
First Floor Plan



Ground Floor Plan



Section A-A



Section B-B



AI Rendered Exterior Elevation



3D Shots



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