





AVESTA
THE LABEL









RETAIL PROJECT

Presentation





Introduction

AVESTA THE LABEL

[ə'vestə] - the sacred texts of Zoroastrianism.

Avesta the Label was born from a desire to redefine professional attire for women —an answer to the lack of clothing brands that truly embrace both empowerment and femininity.

For generations, women have been encouraged to mute their femininity in the workplace, adopting more masculine styles to fit outdated standards of professionalism. Avesta the Label challenges that notion, offering meticulously tailored businesswear that embodies timeless sophistication, effortless elegance, and unapologetic femininity.



Design Concept Statement

The atmosphere at Avesta the Label is airy and floral. The business attire boutique incorporates timeless elements with feminine touches to adhere to the brand's mission, which is to create a space for women of all backgrounds to feel empowered. The color palette, composed of muted pink tones, complemented with soft yellows, creams, and neutral - undertone greens, is inspired by iconic fashion brands such as Vogue and Dior. While the overall aesthetic is sophisticated, organic elements, such as florals, dimensional textiles, and woods, are incorporated throughout the space to create a comforting environment. The owner enjoys collecting art, and to honor this hobby, artwork that reflected the brand will be featured throughout the space.

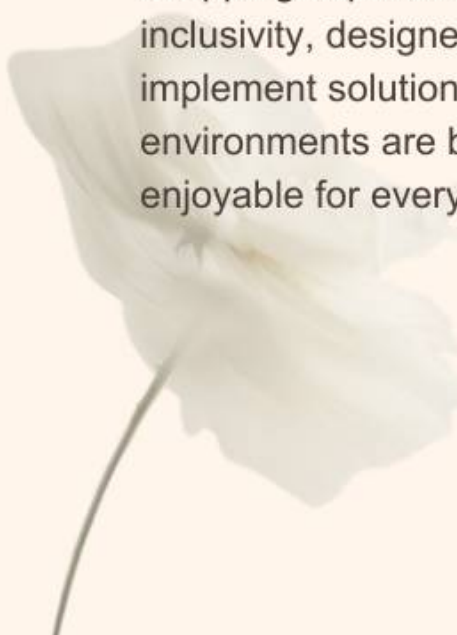




Research

EVIDENCE AND ANALYSIS

01



In the United States, 35% of households include at least one member with one of the six primary disabilities, highlighting the significant presence of consumers with disabilities. Despite this, many retailers have overlooked their needs, creating barriers to a fully accessible shopping experience. To cultivate inclusivity, designers must prioritize and implement solutions that ensure retail environments are both comfortable and enjoyable for everyone.

02

The retail experience can be challenging for individuals who are visually impaired. While ADA standards address accessibility, merely meeting these requirements is not enough. True inclusivity requires a deeper understanding of the unique obstacles faced in retail environments —insights that ADA guidelines alone may not provide. Taking the time to explore these experiences firsthand can lead to more meaningful improvements, ensuring that accessibility is not just a legal obligation, but a genuine commitment to inclusivity.

03



Lighting has the power to shape the atmosphere of a space, making it either inviting or unappealing. In retail environments, effective lighting plays a crucial role in influencing customer perception, directly impacting their experience and likelihood of returning. Subconsciously, the quality and intensity of lighting can affect how customers view the space, their ability to navigate it, and even their perception of the products on display.



ELEGANT

FEMININE

EMPOWERING
WOMEN TO
EMBRACE
THEIR
ELEGANCE
WITH
CONFIDENCE
AND
COMFORT.

FLORAL

AVESTA
THE LABEL

TIMELESS

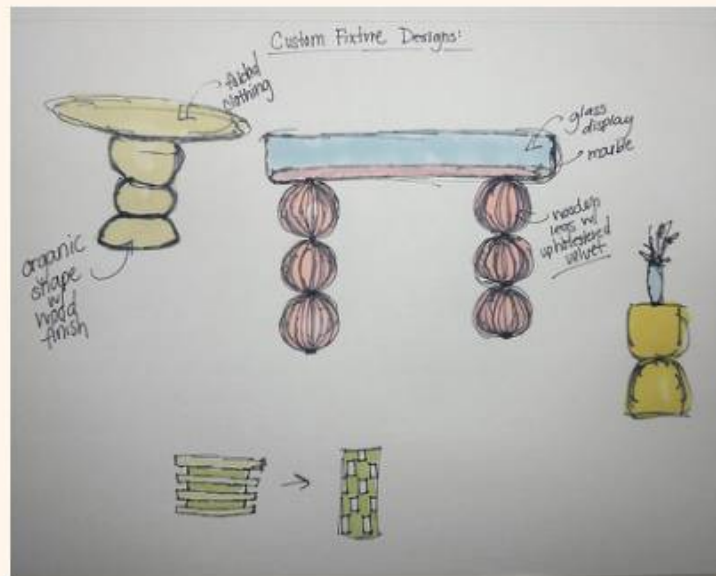
INCLUSIVE

The
way
she
wears
it

Her collegiate-meets-costume looks have made HILARY RHODA one of the world's top models, but she is also the one you are least likely to have heard of. EVE CLAXTON discovers the beauty within.

Photographs by RAFAEL STAHLER Styling by MAYA REFINO

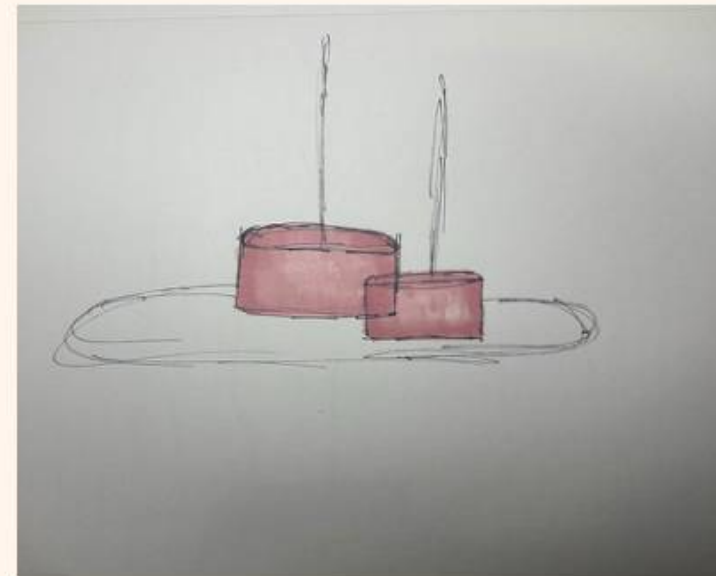
Preliminary Design SKETCHES



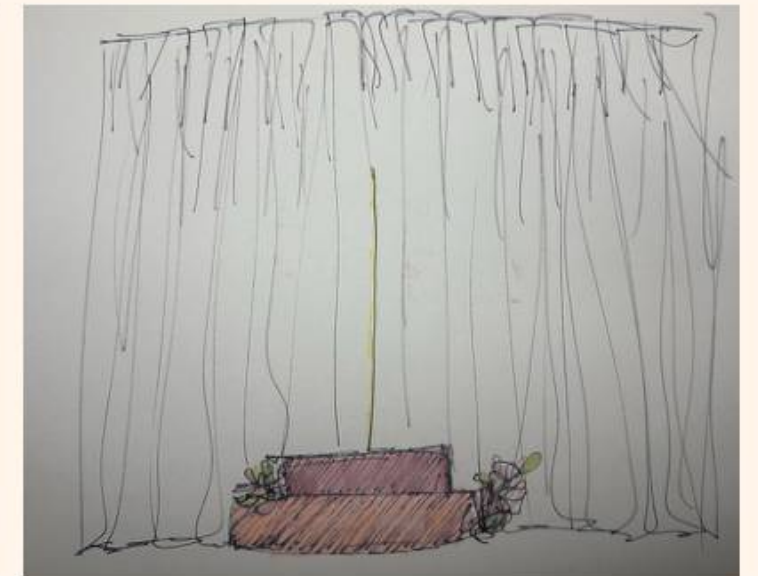
SKETCH NO.1
Custom Fixture and Displays



SKETCH NO.2
Custom Fixture



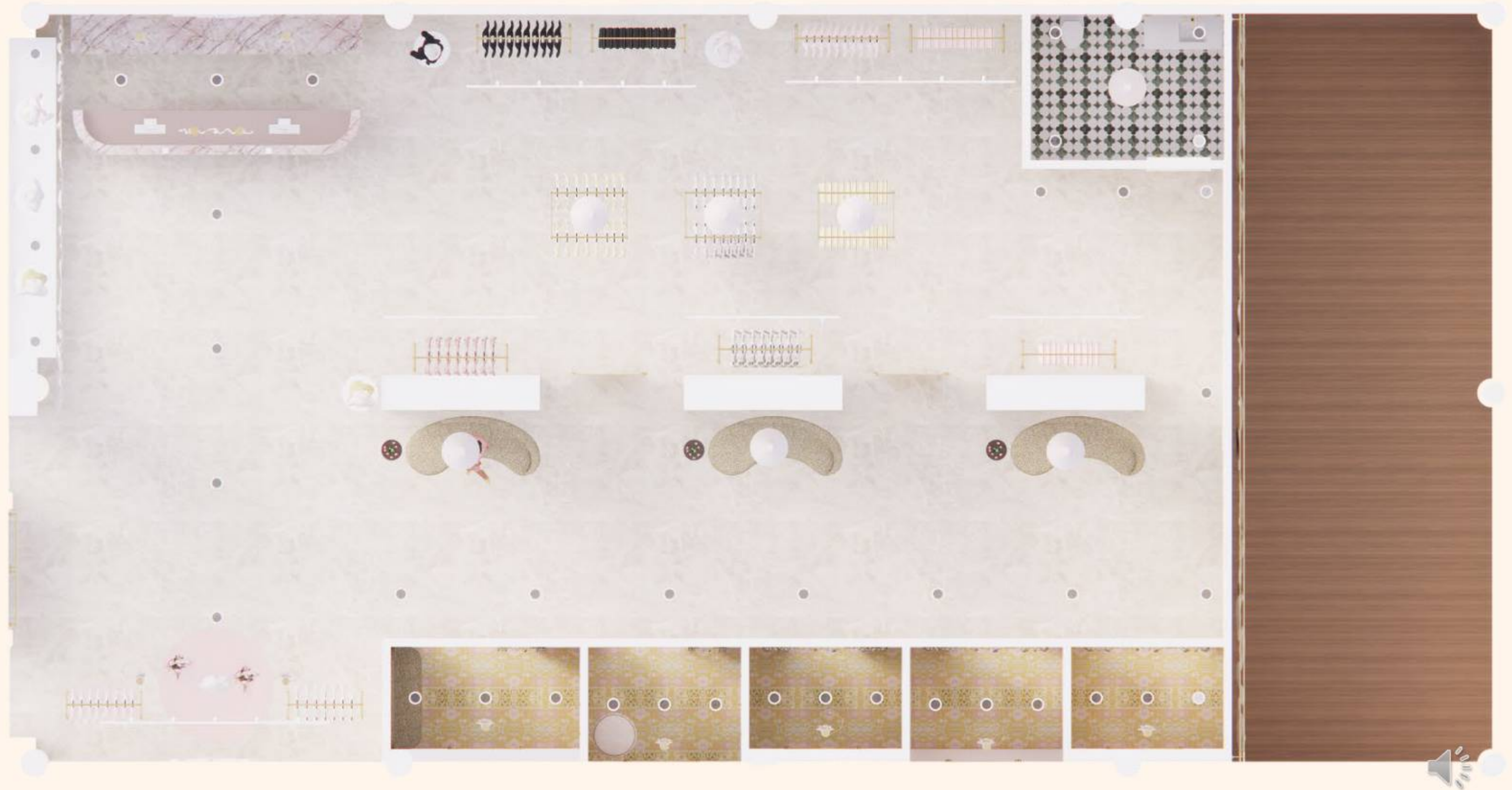
SKETCH NO.3
Custom Fixture



SKETCH NO.4
Custom Fixture



FF&E



CASH WRAP AREA

[100]

PELLE
LURE PENDANT 21

DIMCO LUMA PENDANT

Momentum - Blockprint

AVESTA
THE LABEL

AVESTA
THE LABEL

Baldwin Hardware

Artistic Tile - *Cristallo*

Rehau -High Gloss Acrylic
Cubanite

Custom Fixture

SALES AREA

[101]



Kravet - Gemma Velvet

SALES AREA

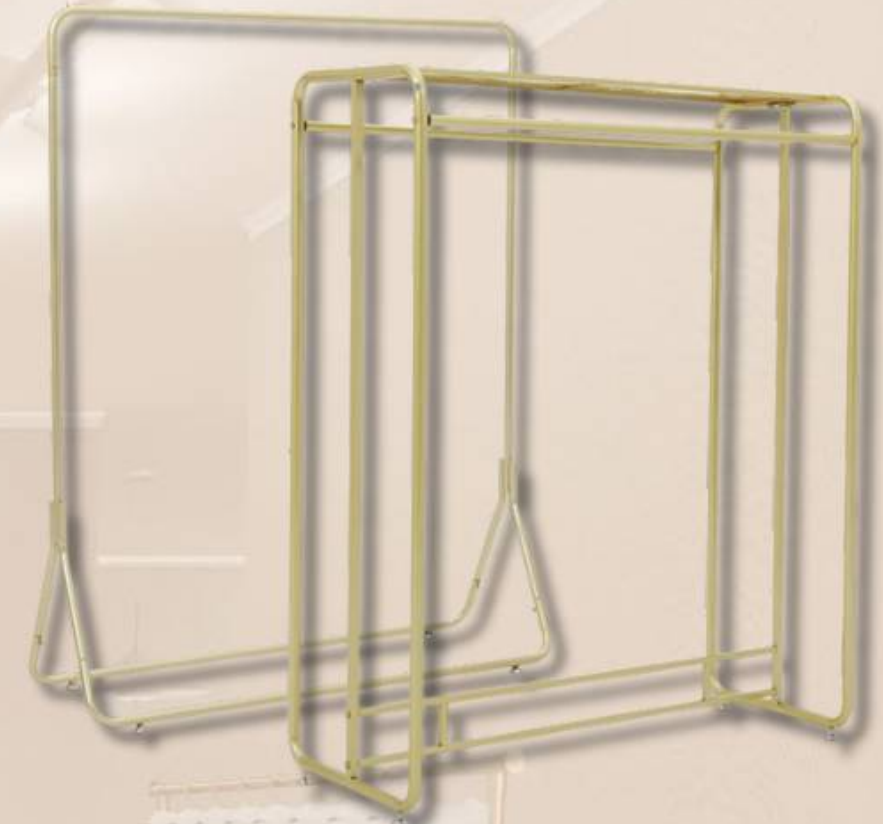
[101]



TUNGSTENHORIZON 2



Arhaus - Amelie Floor Mirror



Ant Display

Graniti Fiandre - Breccia Sarda



Designtex - Luxe



FITTING ROOMS

[102]



Arhaus - *Amelie* Floor Mirror



Kravet - *Forest*



DesignTex - *Luxe*



Flor - *Ou La La*



Artemest - *Lillo* Pink Pouf



LOUNGE AREA



West Elm - Floating Disks
Side Table



Kravet - *Forest*



DesignTex - *Luxe*



Graniti Fiandre -
Breccia Sarda



Tess Michalik

FEATURED ARTWORK

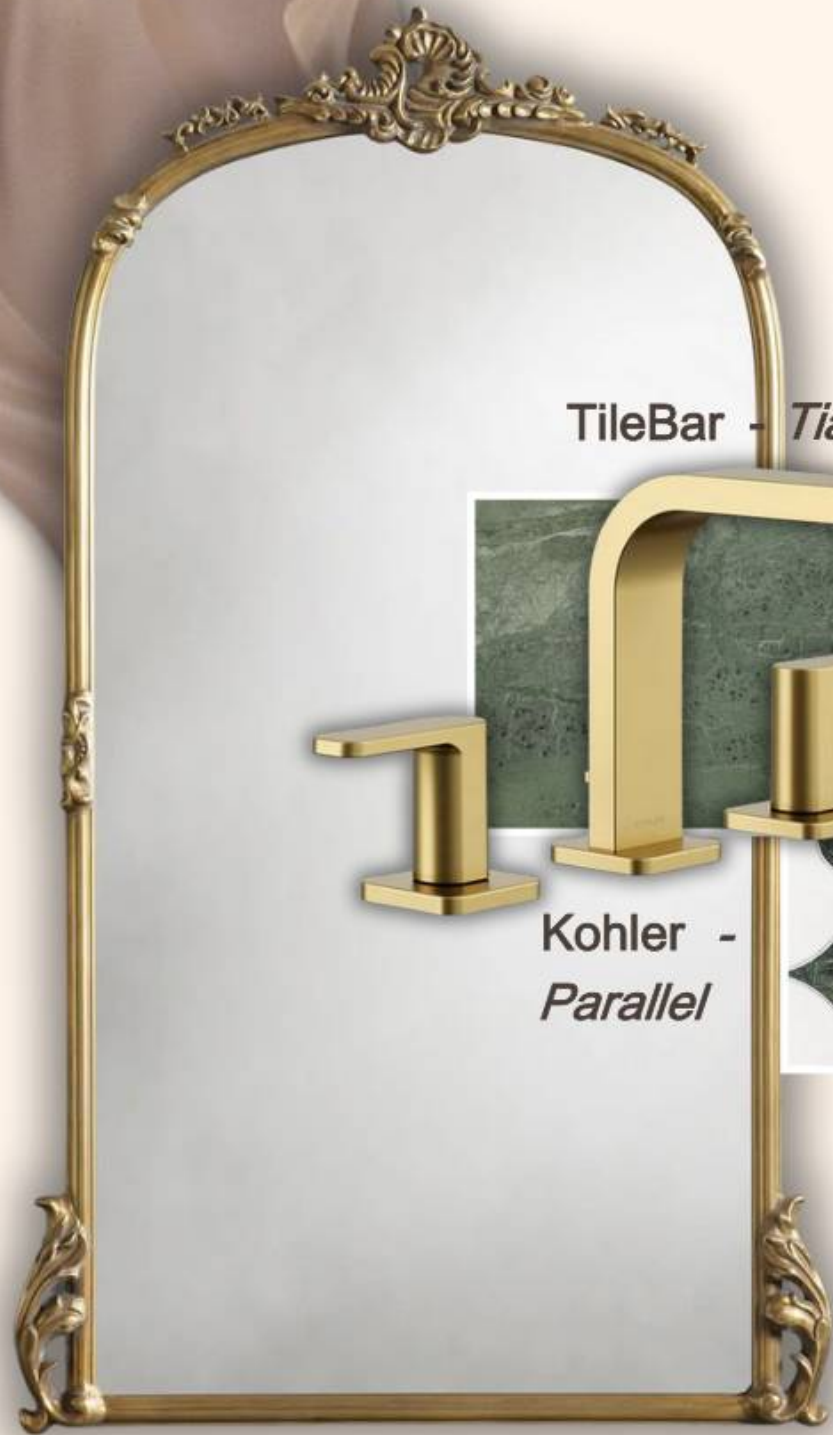
LUMEN&PICTURE LIGHT



Tess Michalik

RESTROOM

[103]



Arhaus - *Amelie* Wall Mirror

TileBar - *Tia Verde*



Kohler - *Parallel*

TileBar - *Layla*



Thank You.

