| Luiza Mello | Grad II | Spring 2018
Janine King and Esperanza Muino

Phoebe Philo, Creative Director

# "LESS BUT EXCELLENT"

Ready to wear, leather goods, accessories and shoes: **beautiful and practical**, in tune with the everyday lives of the women for whom it is designed.

# IDENTITY

MASCULINITY AND FEMININITY TOGETHER

EQUALITY

PASSION FOR DETAILS

SOPHISTICATED MATERIALS

NO LOGO APROACH

PRAGMATIC

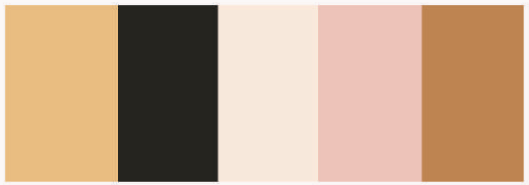
CHIC

SIMPLICITY

POWERFUL

# DISCREET BUT POWERFUL

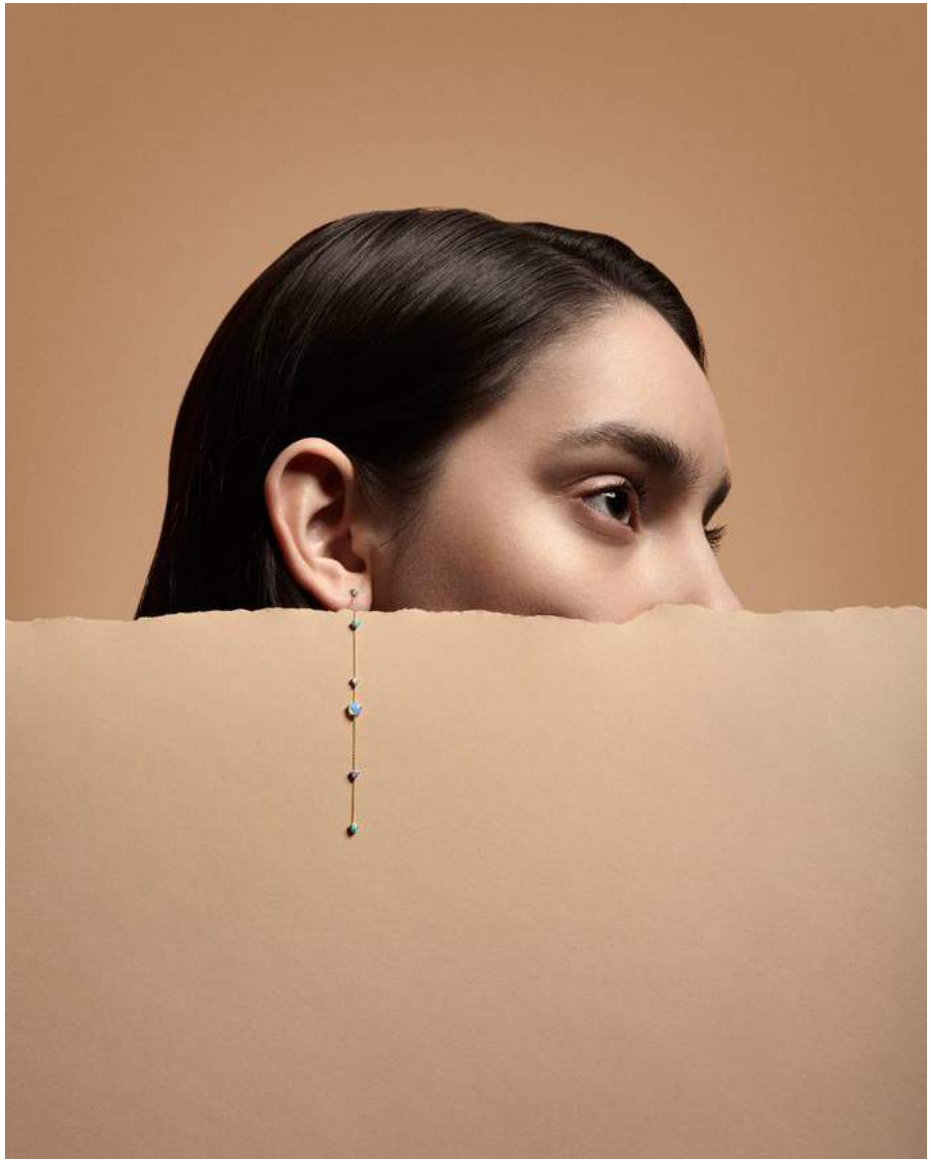
Whites, Beiges, Nudes and a feminine Soft Pink with hints of Minimal Black



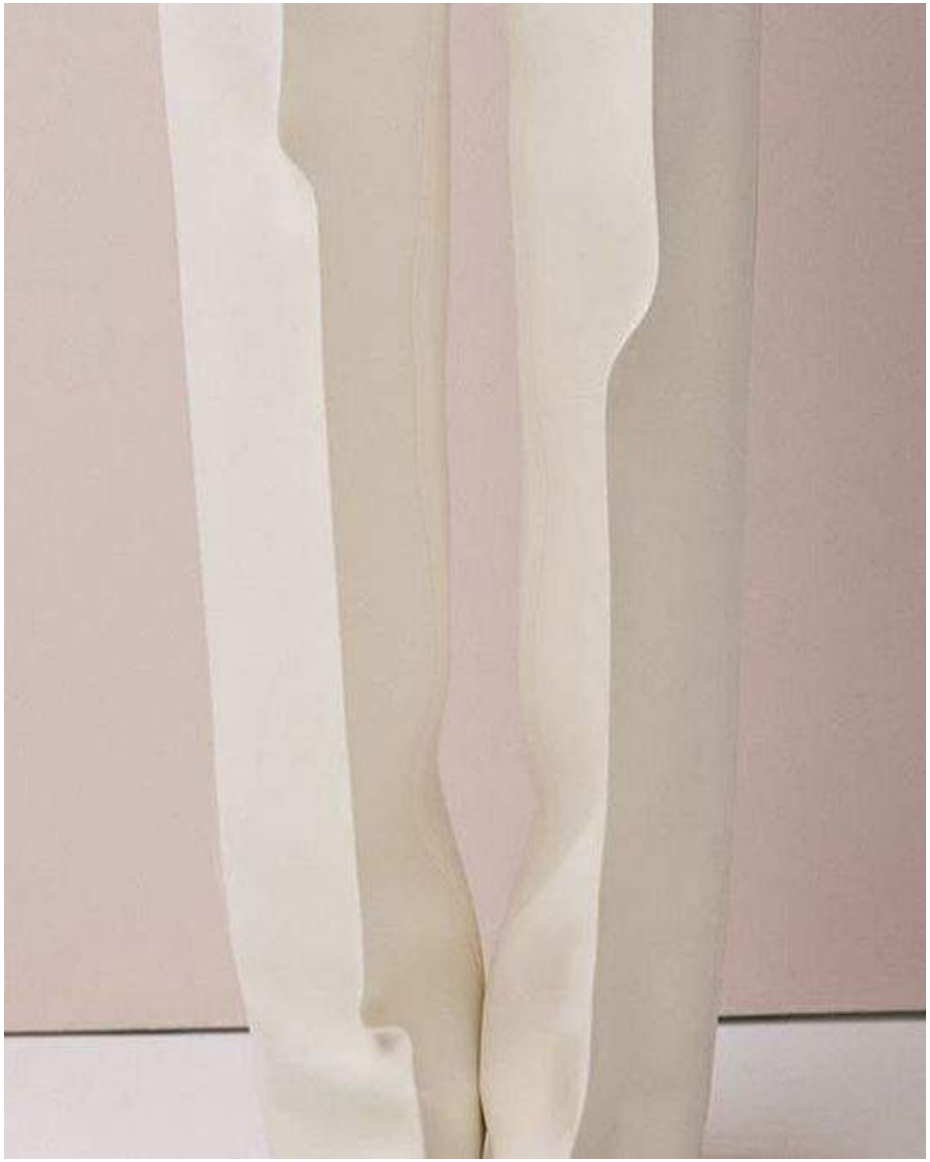
# CONCEPT

## DESIGN THAT EMPOWERS WOMEN.

To make beautiful, sincere and genuine products which empower women and give them joy in dressing and living for themselves.



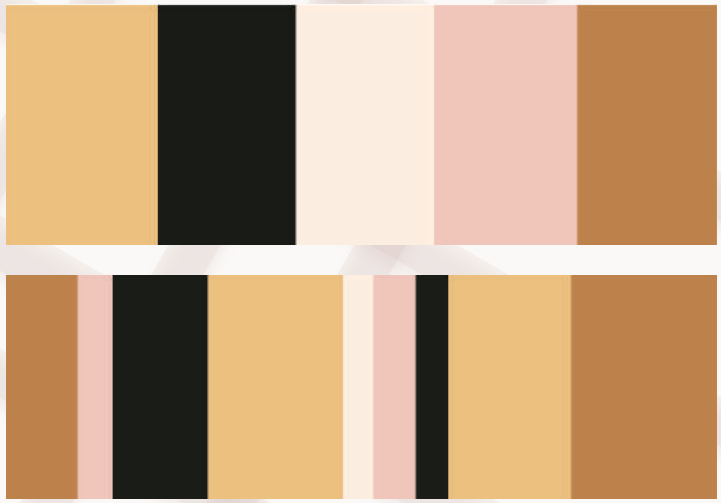
POWERFUL WOMEN



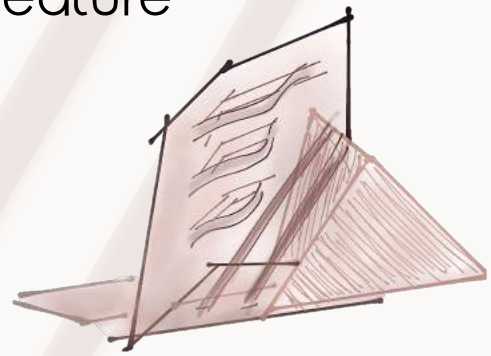
SOFT AND SHARP FABRIC

# MOOD IMAGES

Different **textures** show the connection between **linear elements in contrast to the soft curves of the fabric.**



Stripes and patterns are always combined with solid colors in order to emphasize it and make it the main feature of the look.



PATTERNS ALWAYS ASSOCIATED WITH NEUTRAL TONES

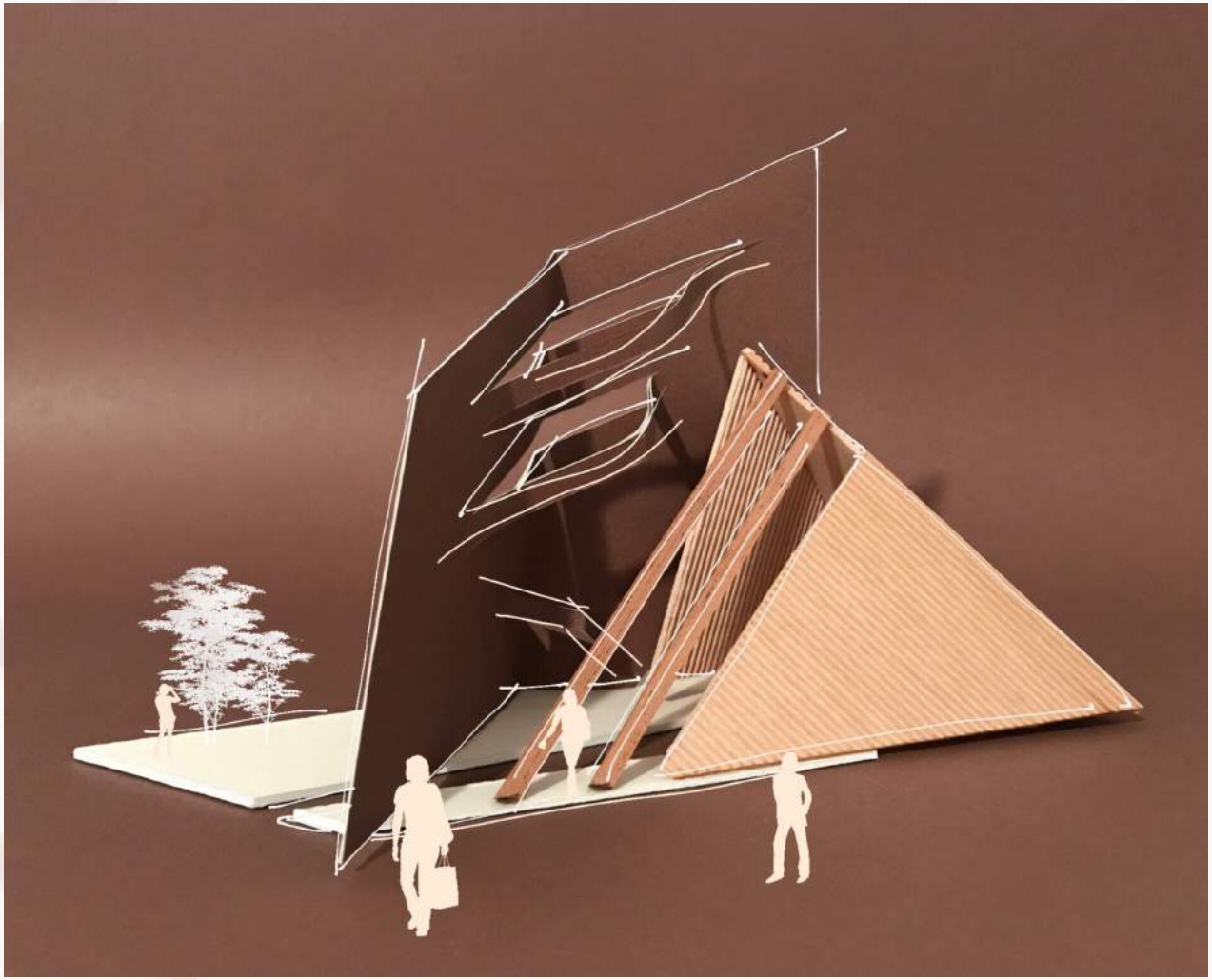
GEOMETRIC ELEMENTS

STRIPES COMBINED WITH SOLID COLORS

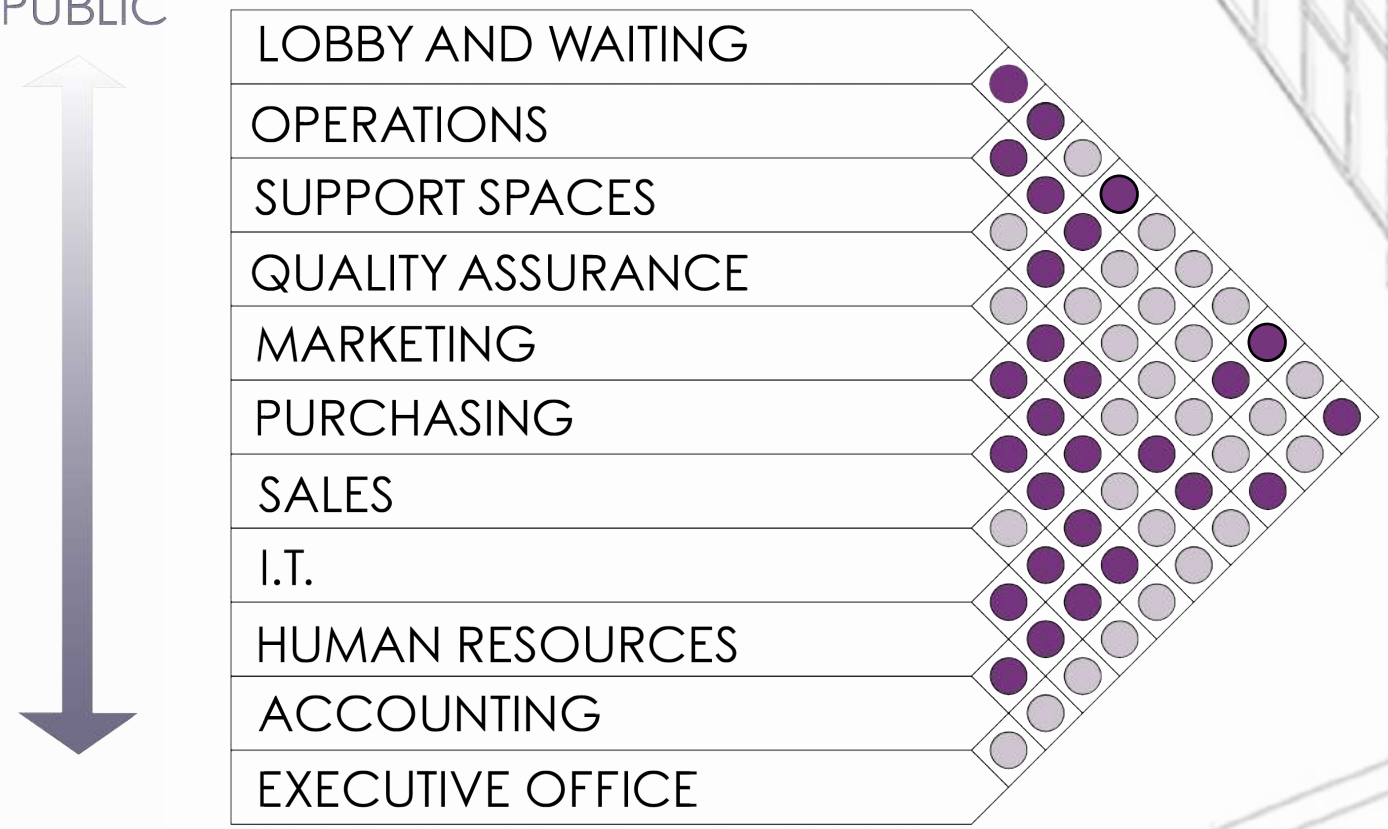
OVERSIZED CLOTHING WITH BELTS TO EMPHASIZE WOMEN'S WAIST

# SPATIAL MODEL

The **SPATIAL MODEL** is a reflection of **CELINE**'s mood and essence. It combines all the essential characteristics of the brand in one **sculptural** and **architectural** form.
The chosen **color palette** was very **neutral** and with **analogous colors**. A **mix of textures** and **materials** give form and meaning to the model creating something interesting and intrigues people to appreciate it.
The use of **curves in contrast to the sharp linear forms** are also another big characteristic of the brand.



PUBLIC




PRIVATE

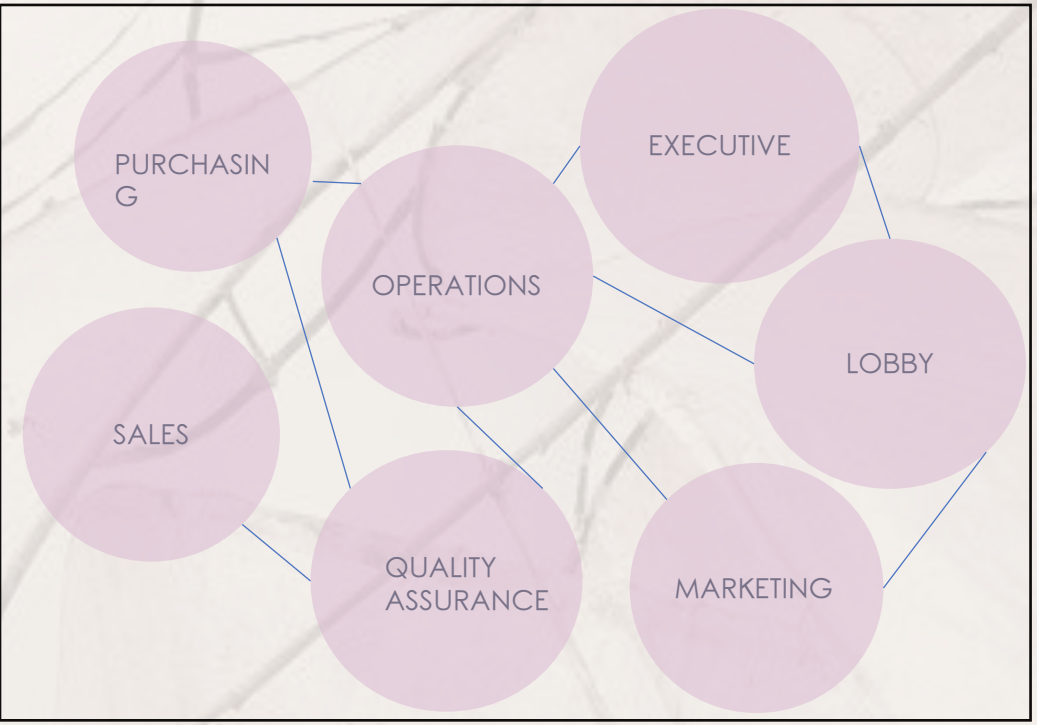
PRIMARY ADJACENTY

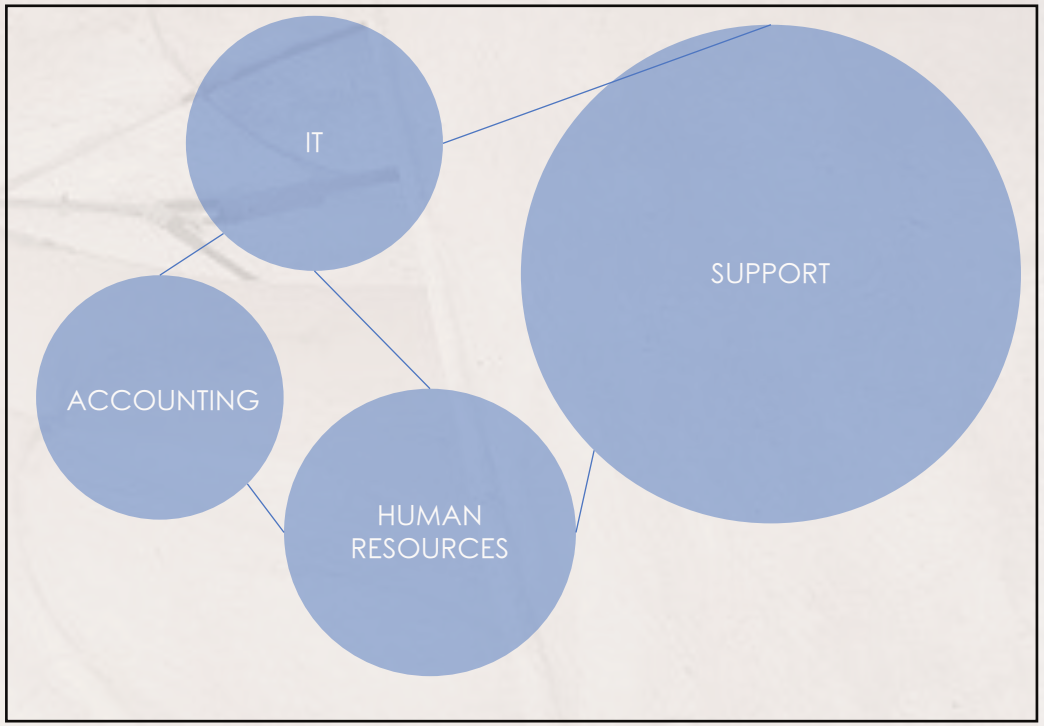
ADJACENCY NOT REQUIRED

## ADJACENCY MATRIX DIAGRAM

# PROGRAM ANALYSIS

The spaces were initially divided into two main categories: Operational and the Creative. Therefore, each one will be in each floor giving the user the chance to be closer to someone from the same department area.




CREATIVE DEPARTMENT

OPERATIONAL DEPARTMENT

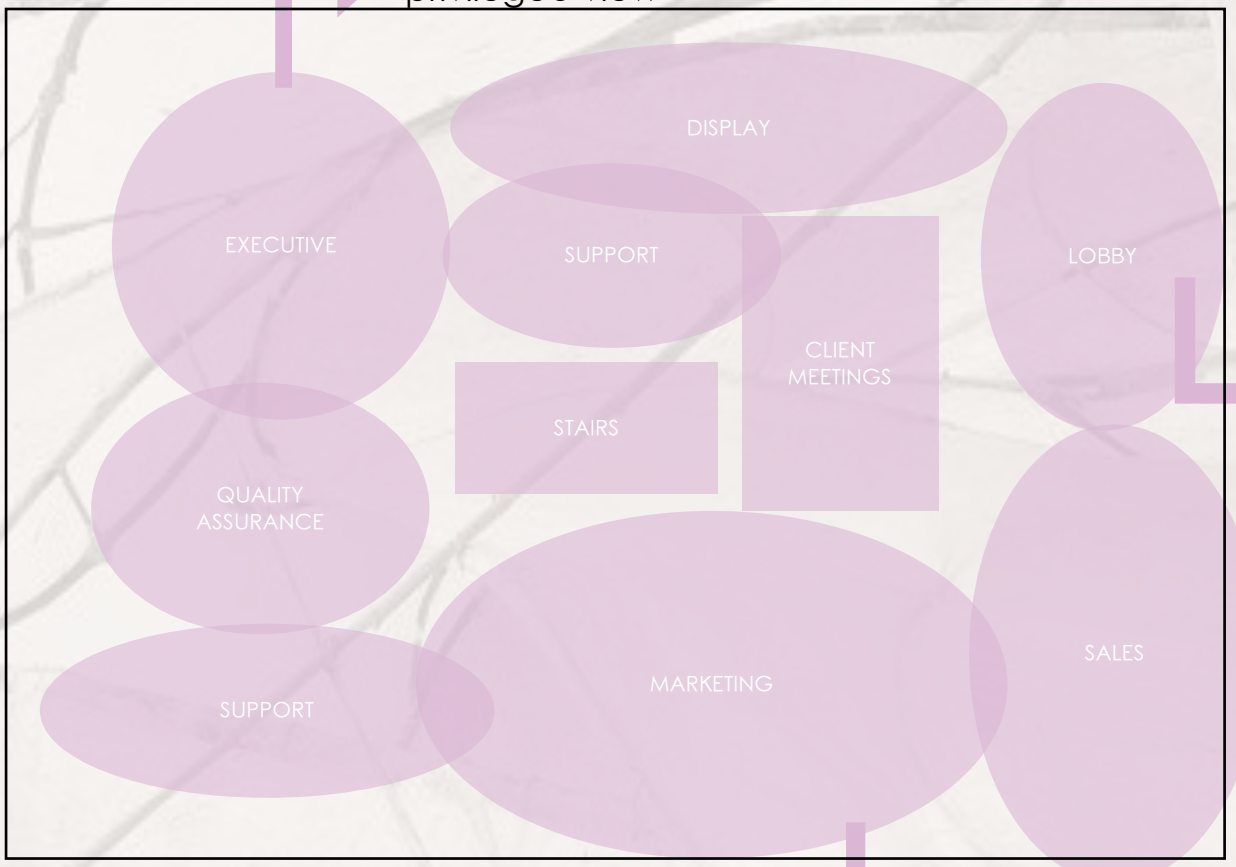
BUBBLE DIAGRAMS

# PROGRAM ANALYSIS

# PROGRAM ANALYSIS

## BUBBLE DIAGRAMS

MORE PRIVATE: The executive area needs more privacy and has a privileged view




## 2ND FLOOR

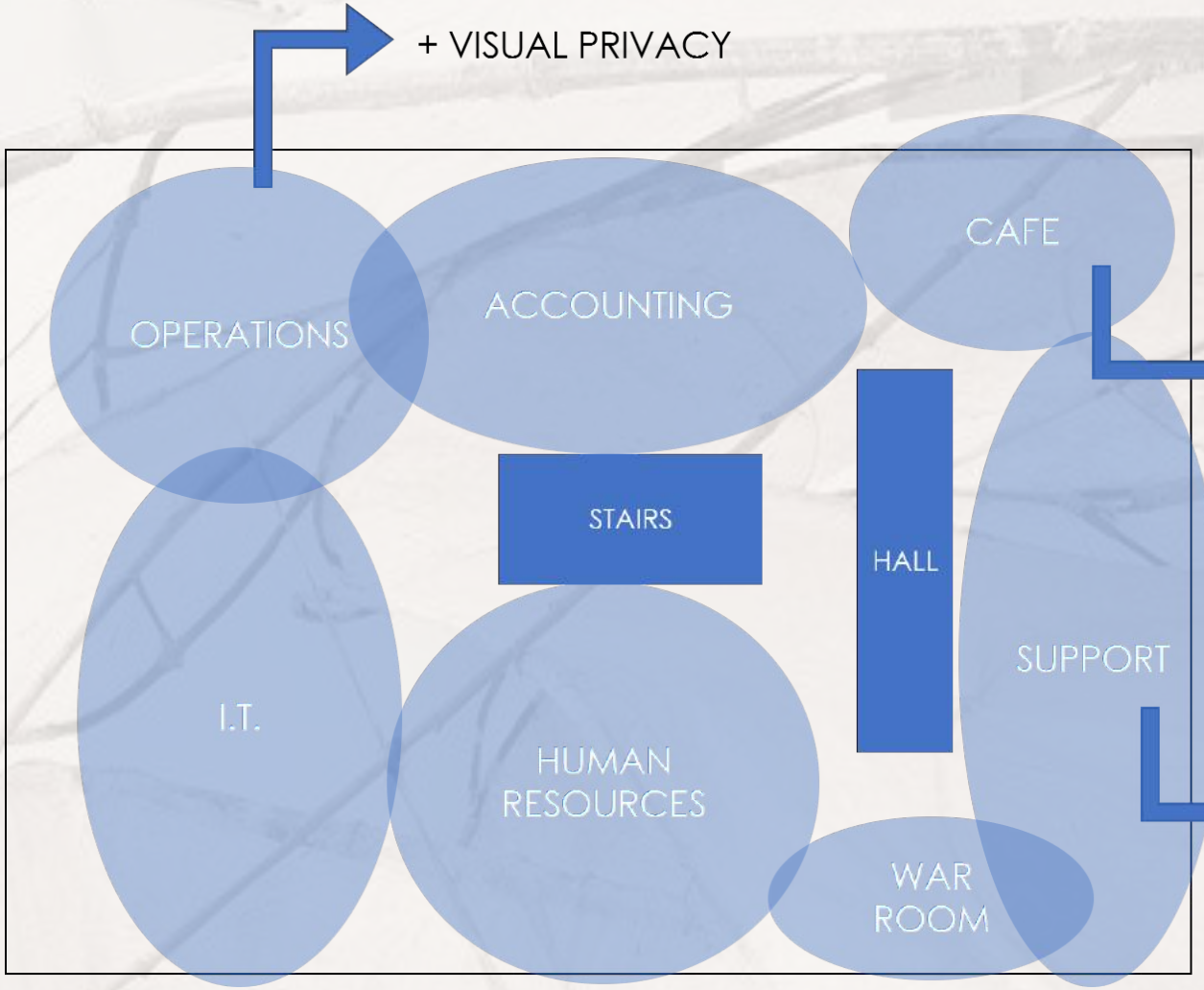
PUBLIC
The main entrance will have a public access to the office and as you enter it, it becomes restricted and more private.

## CREATIVE

HIGH COLLABORATION ZONES:
High collaboration zones allows the creative department to work together and create new ideas every time.

# PROGRAM ANALYSIS

BUBBLE DIAGRAMS

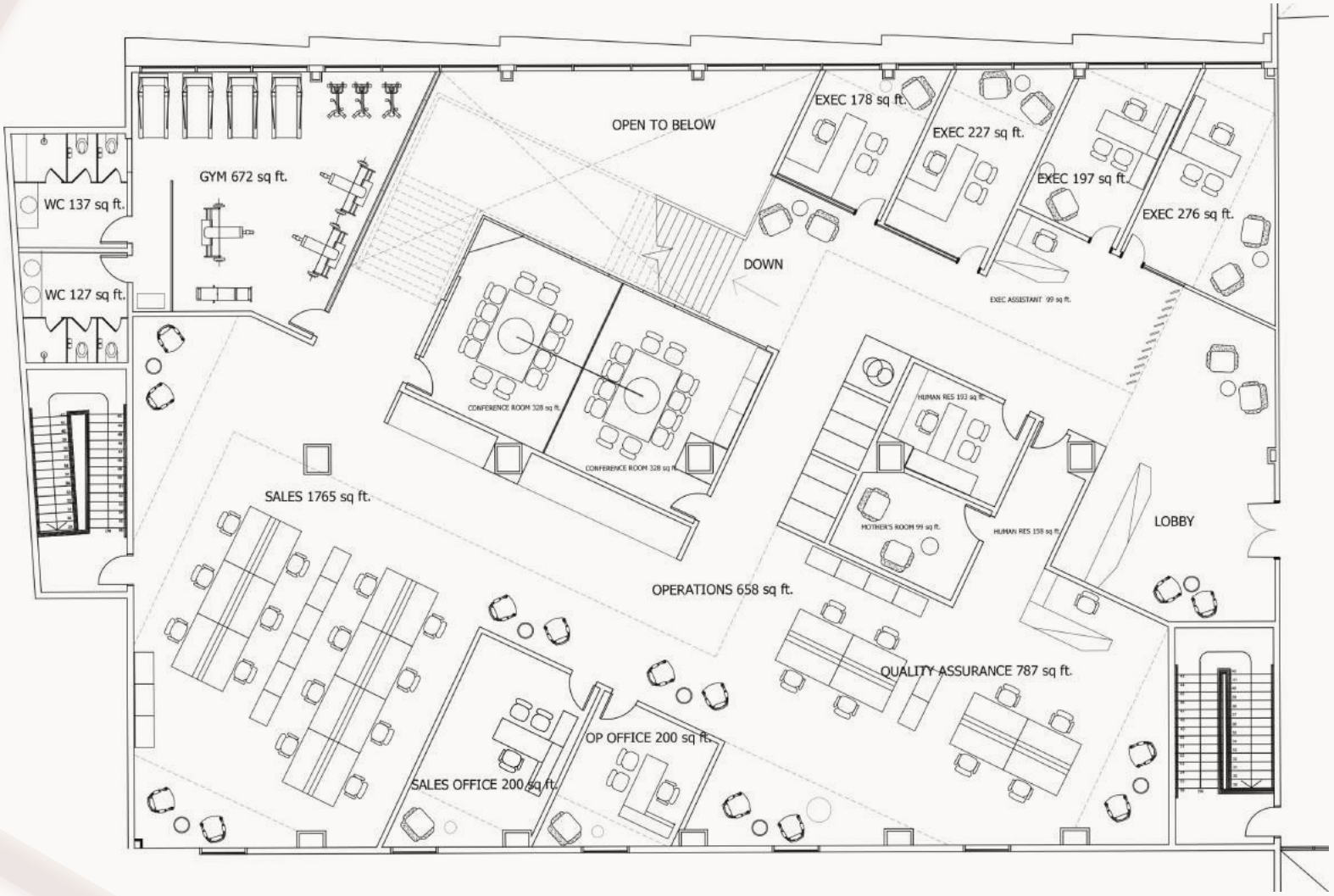



## 3RD FLOOR

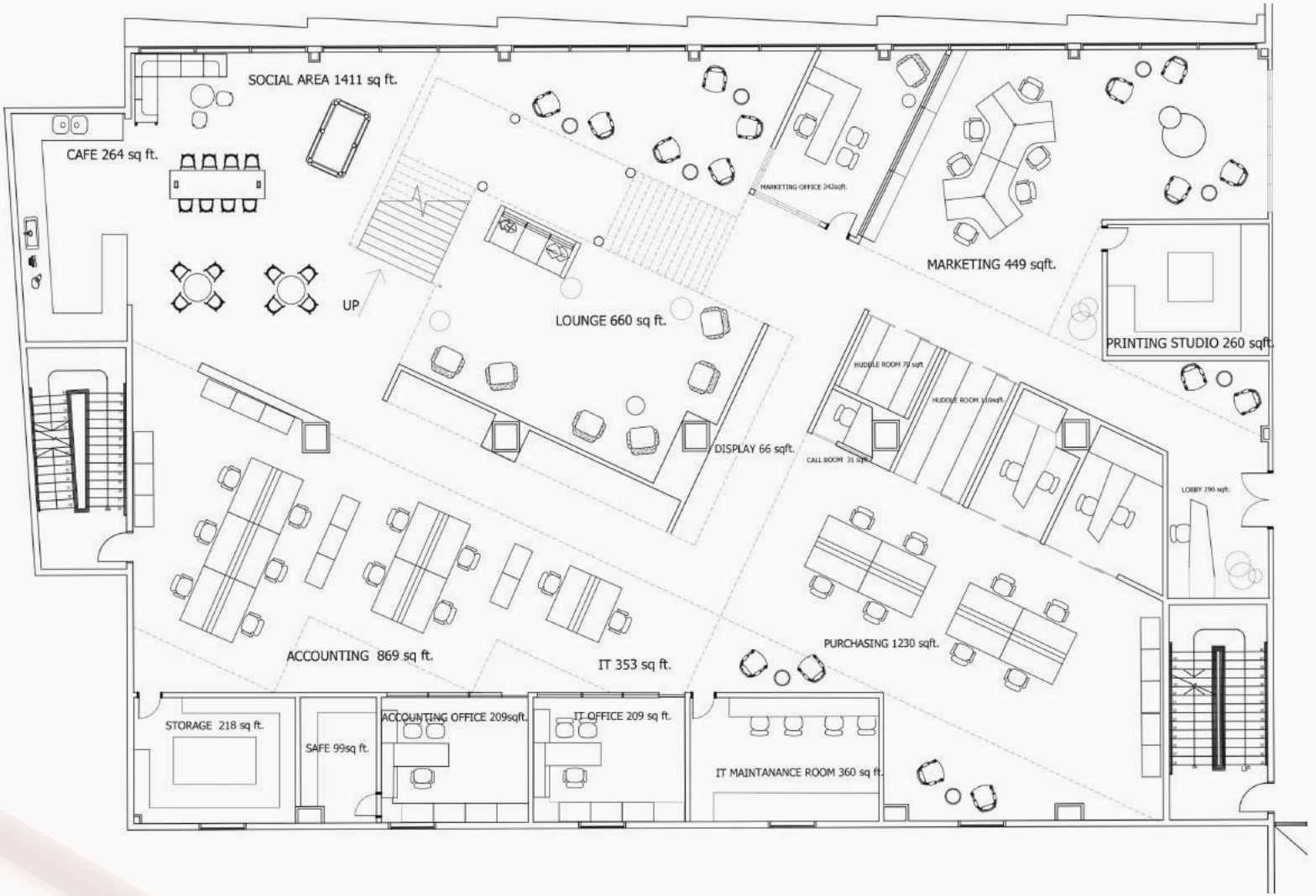
HIGH COLLABORATION

OPEN SPACES:
Social areas for collaboration and internal networking.

## OPERATIONAL

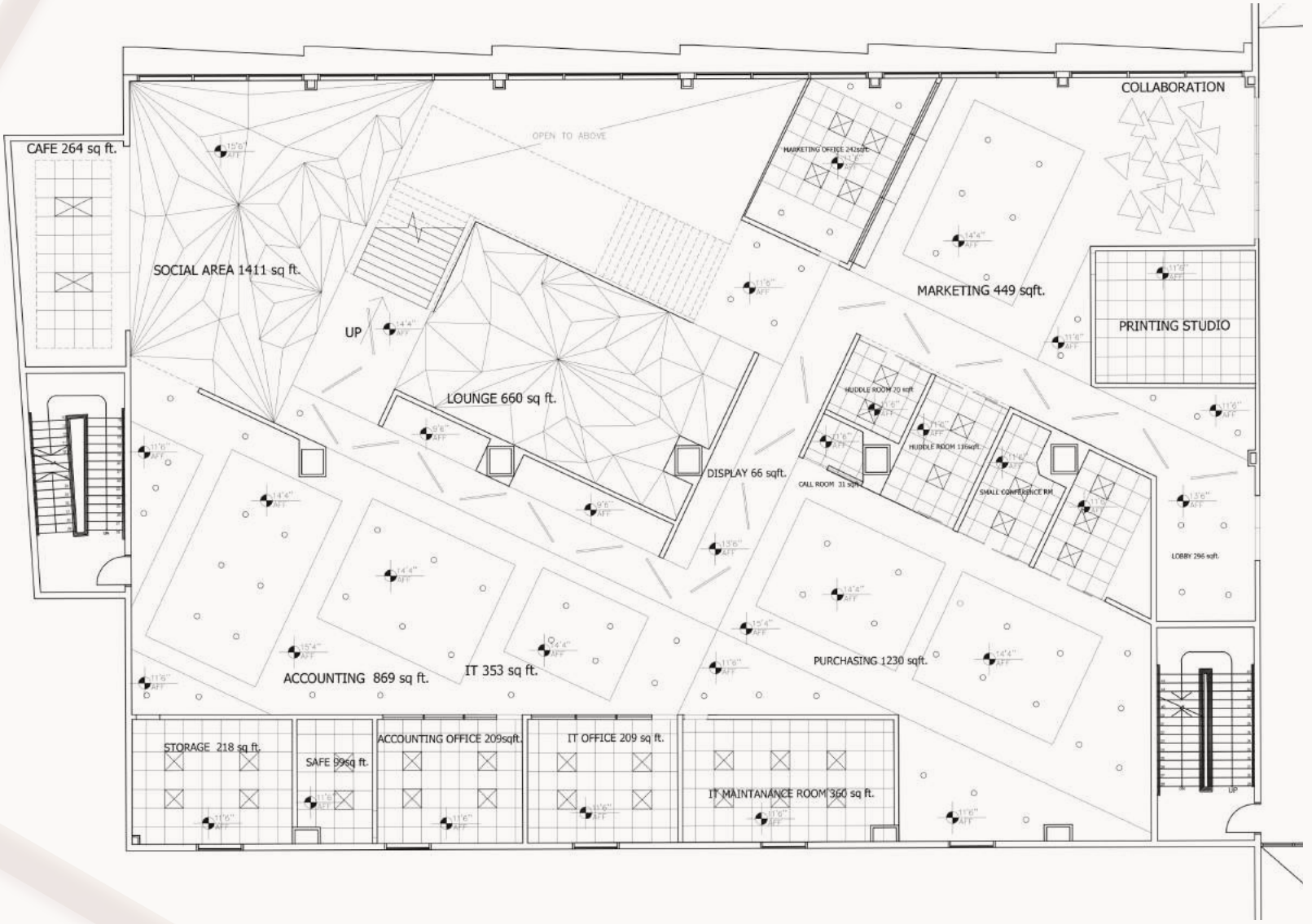



3RD FLOORPLAN

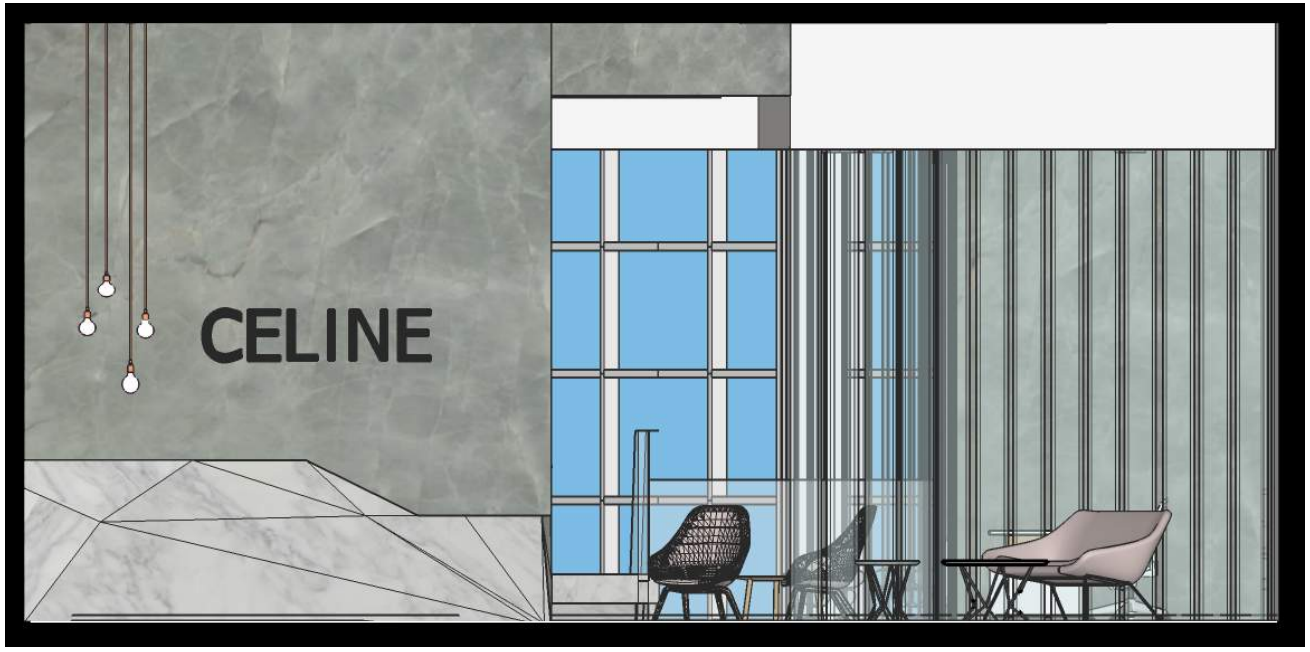



2ND FLOORPLAN

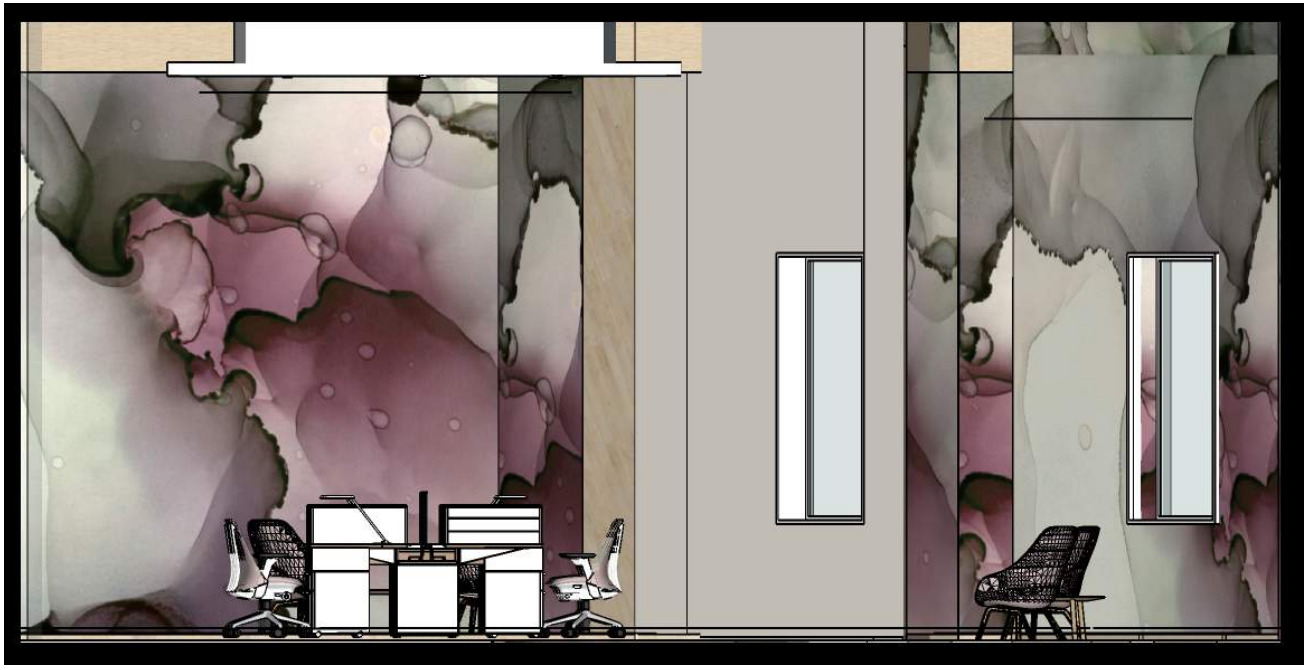
# 3RD FLOOR RCP



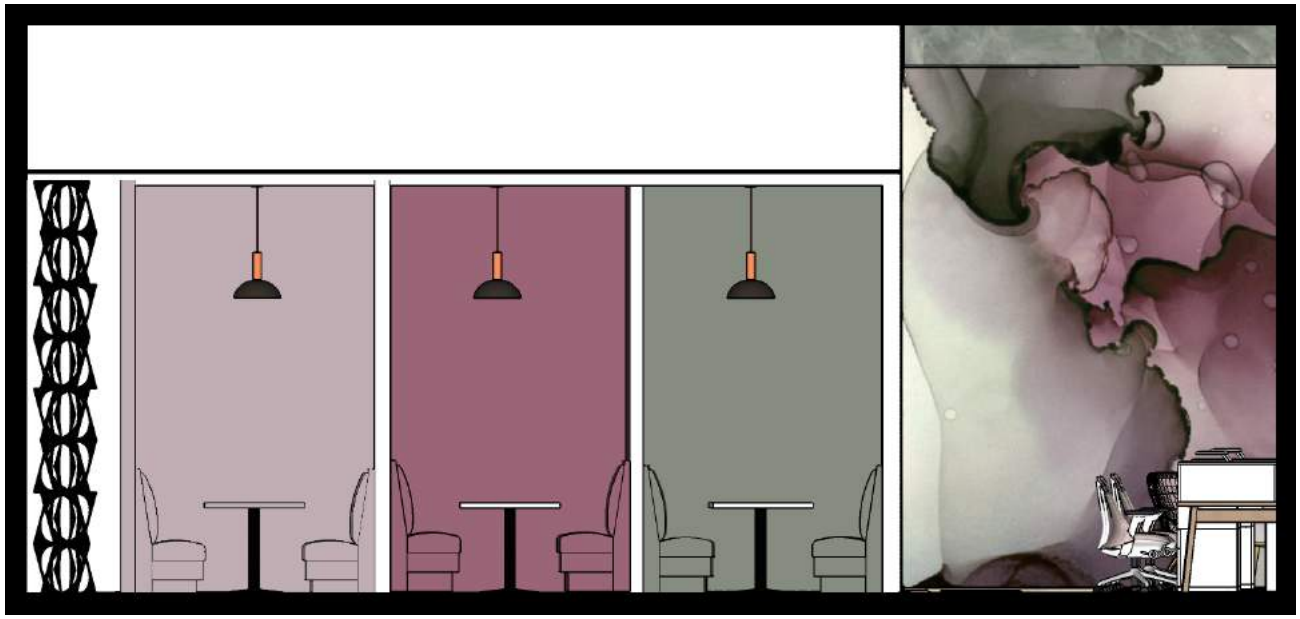

2ND FLOOR RCP



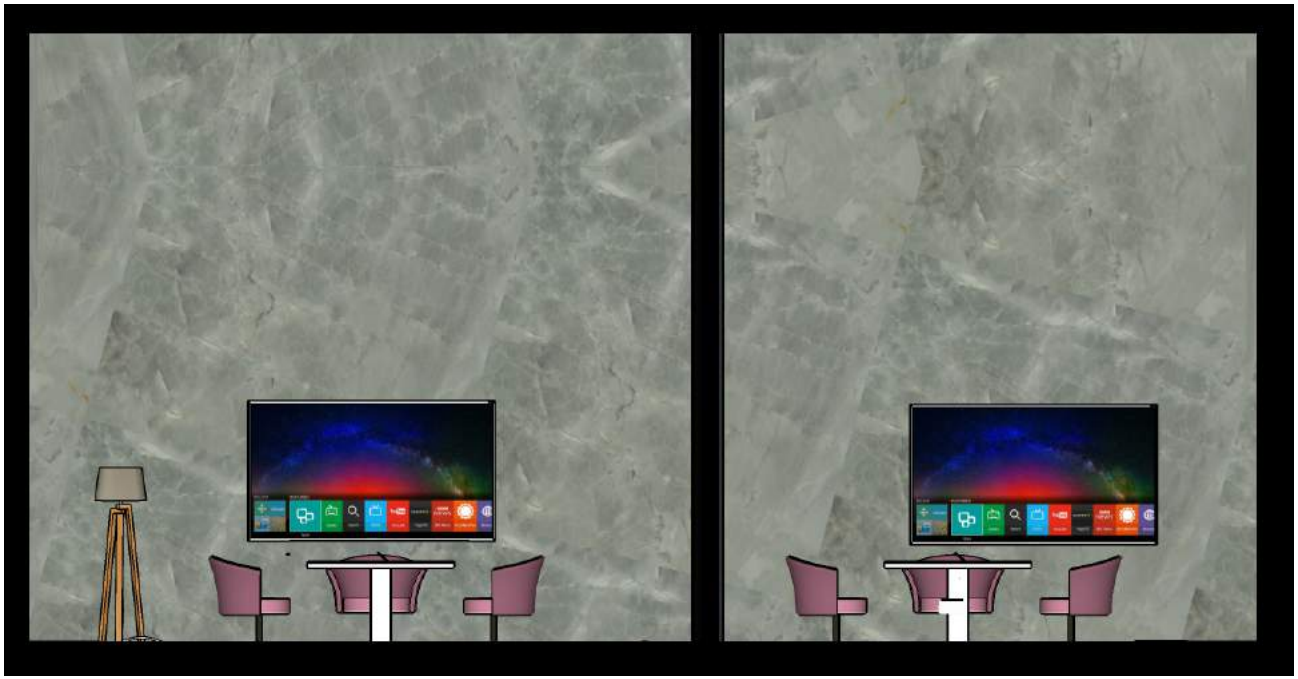

LOBBY ROOM ELEVATION



QUALITY ASSURANCE ELEVATION



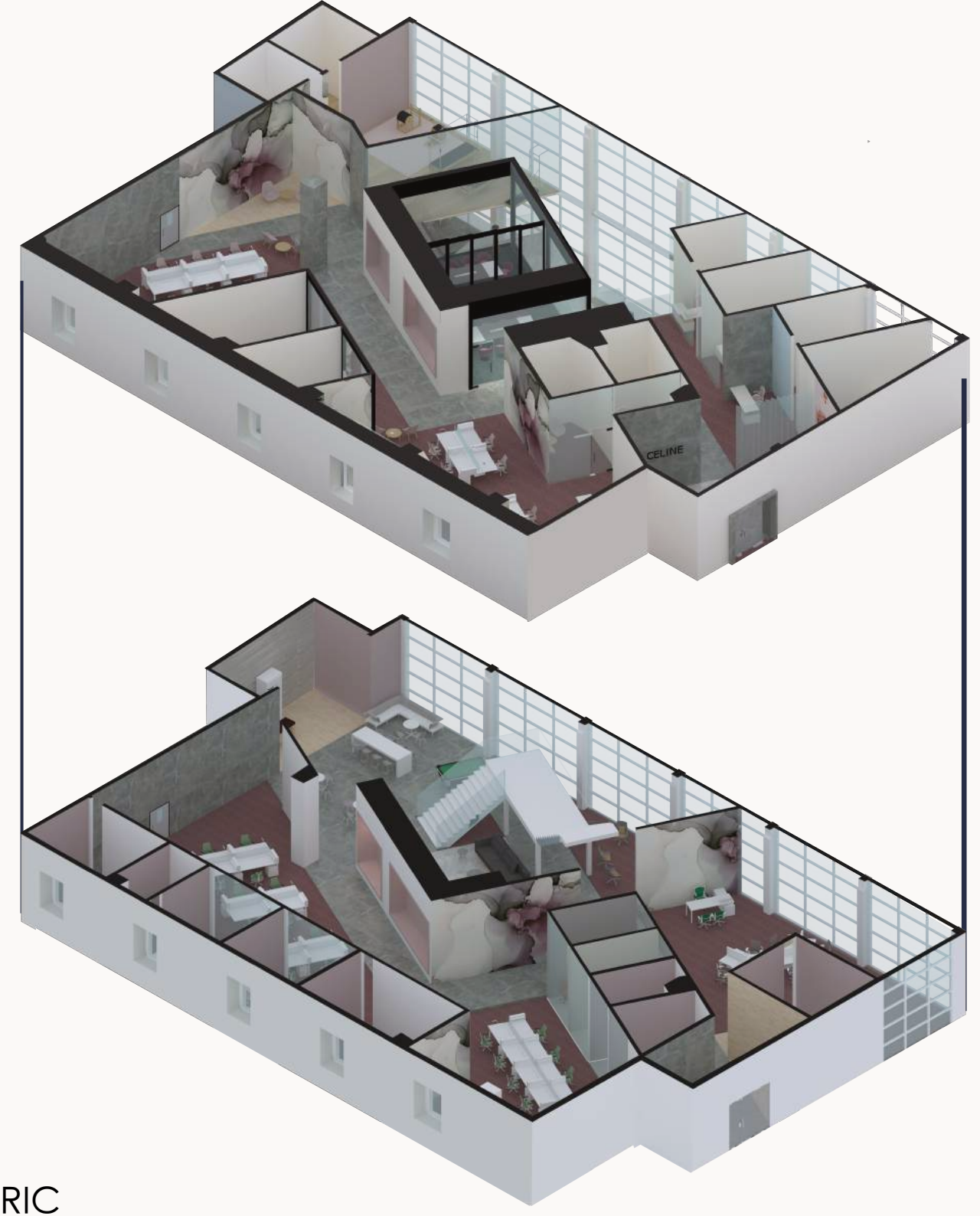
HOTELLING ELEVATION



CONFERENCE ROOM ELEVATION

LONGITUDINAL SECTION

TRANSVERSE SECTION




AXONOMETRIC

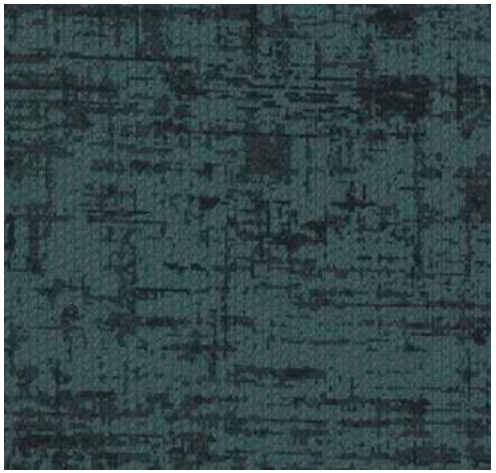
TYPICALS

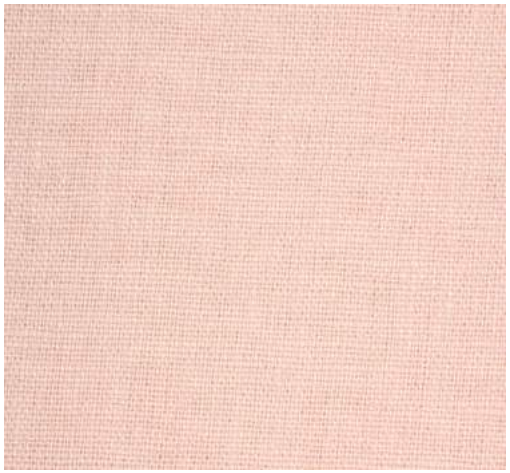
# MATERIAL BOARD

WHITES
BEIGES
NUDES

FEMININE SOFT PINK WITH HINTS OF MINIMAL

MATERIALS





3RD FLOOR LOBBY

2 3RD

3RD FLOOR HOTELLING

QA 3RD

3RD FLOOR QUALITY ASSURANCE

3RD SOCIAL AREA / CONFERENCE ROOM

3RD GYM VIEW

3RD CONFERENCE ROOM

3RD PURCHASING

3ND FLOOR ACCOUNTING

2ND FLOOR CAFE

2ND FLOOR LOUNGE

# THANK YOU!!!

Luiza Mello.

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