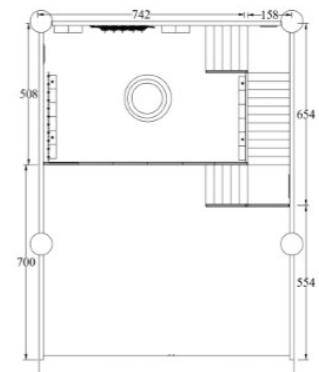


THE CLASSY "MERCHE"

COMMERCIAL INTERIOR DESIGN



DENAH FURNITURE LT 1
SKALA 1:100



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SKALA 1:100

In this retail design project, I have chosen the theme "The Classy 'Merche'", which embodies a sense of elegance and luxury. This is evident in the arrangement and use of materials such as hanging lamps and marble-patterned ceramic flooring, which create a luxurious atmosphere. Additionally, the design incorporates pastel colors that are currently trending.

The retail design follows a "Simple Classy" theme, where the color palette is kept minimal, using only green, pink, black, and white, to avoid an overwhelming impression. These colors were selected based on the brand's identity, and the inclusion of subtle wood and rattan patterns adds a sense of comfort and relaxation. This concept successfully creates an environment that is both luxurious and comfortable.



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By making white the dominant color in this retail design, a simple yet luxurious impression is further enhanced. The ceiling is kept plain to maintain a simple look, but with slight curves and a touch of mirror material to add an element of luxury.

The use of curved shapes in the furniture is intended to prevent the furniture from appearing too monotonous. The chosen colors also create a simple and comfortable atmosphere, and these colors are currently trending, ensuring that the space feels modern and up-to-date.



In this retail design, there is an area designated for customers to take photos, aimed at promoting the brand. In this digital era, many people take photos and upload them on social media, making it easier for a brand to become widely recognized.

The combination of marble, wood patterns, and mirrors creates an elegant atmosphere. Additionally, the use of white paint on the walls contributes to a simple and clean look for the retail design. This combination supports the creation of a luxurious yet simple ambiance.

Moreover, the presence of large hanging lamps enhances the luxurious and aesthetic feel of the space, attracting customers. The arrangement of display areas is designed to meet customer needs, supporting their activities and ensuring comfort while maintaining aesthetic appeal.

The colors applied in this retail design are tailored to the brand's character, which incorporates both pastel and bright colors.

