



SHISEIDO

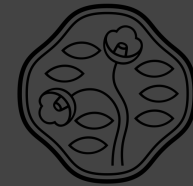
PROJECT 2: RETAIL DESIGN: DSN 36529

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SHAHNAZ SAMUEL

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BRAND SUMMARY



- The importance of culture and lifestyle has been a main key to running the worldwide cosmetic brand
- Shiseido has adapted over their 140 years highlighting the importance of creativity and authenticity

PHILOSOPHY

- “1. Our mission defines our purpose.
2. Our DNA embodies our unique heritage of over 140 years.
3. Our principles serve as as the working principles we live by”.

SHISEIDO'S FIVE PRINCIPLES

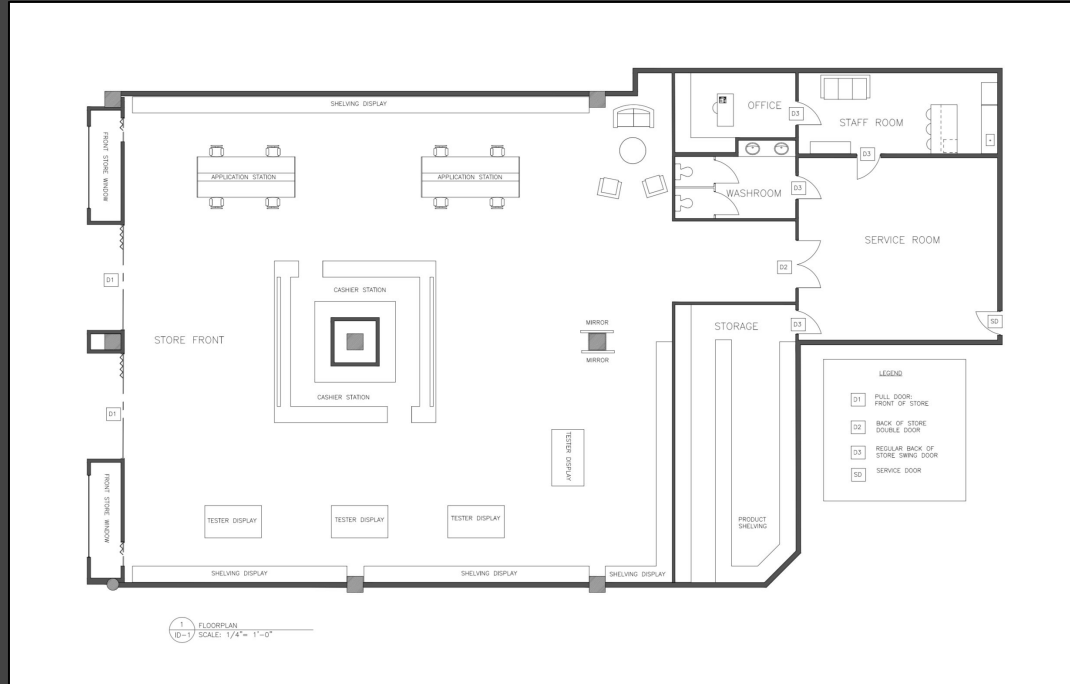
- 1.“Quality First”
- 2.“Coexistence and Co-prosperity”
- 3.“Respect for Retailers”
- 4.“Corporate Stability”
- 5.“Sincerity”

BRAND BACKGROUND: TIMELINE



- FOUNDED IN 1872: First “Western Style Pharmacy”, Ginza Tokyo
- 1915, Trademark: “Hanatsubaki”
- 1919 Shiseido Gallery
- 1923, Release of Chain stores
- 1965, Opens stores across the United States
- 2012 “Internet-based business style”

FLOORPLAN

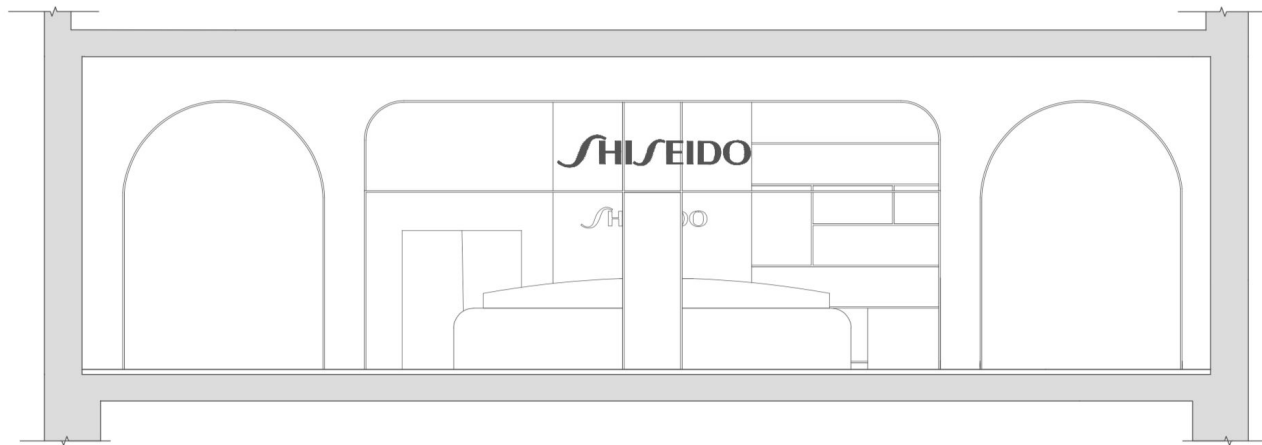
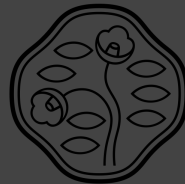


FLOORPLAN





ELEVATION



1 SECTION CUT A ELEVATION
ID-2 SCALE: 1/4"=1'-0"

ID-6

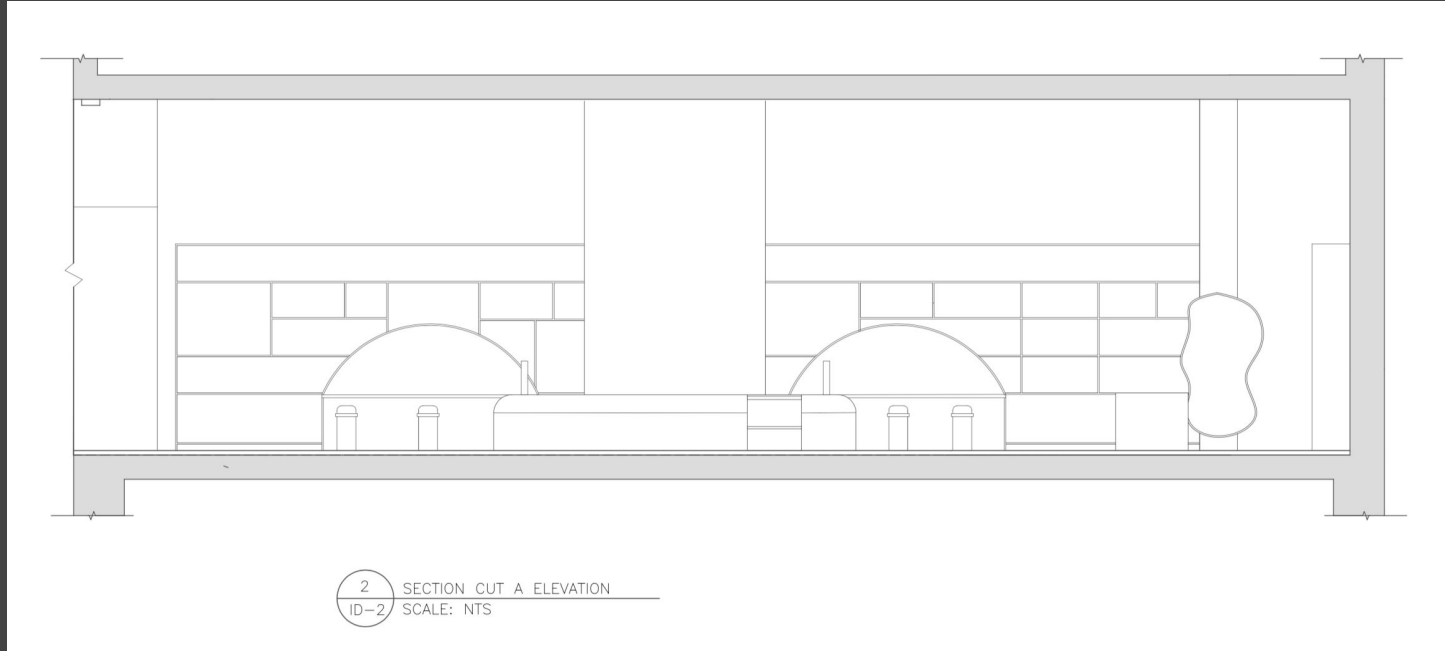
ELEVATION



1
ID-2 SECTION CUT A ELEVATION
SCALE: 1/4"=1'-0"

ID-7

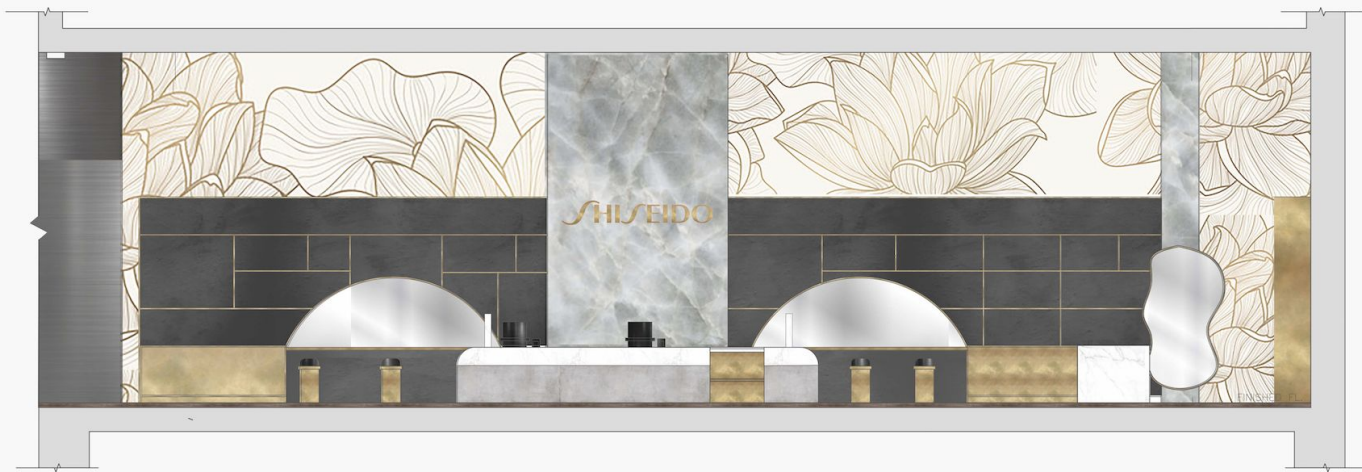
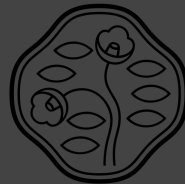
ELEVATION



2 SECTION CUT A ELEVATION
ID-2 SCALE: NTS

ID-8

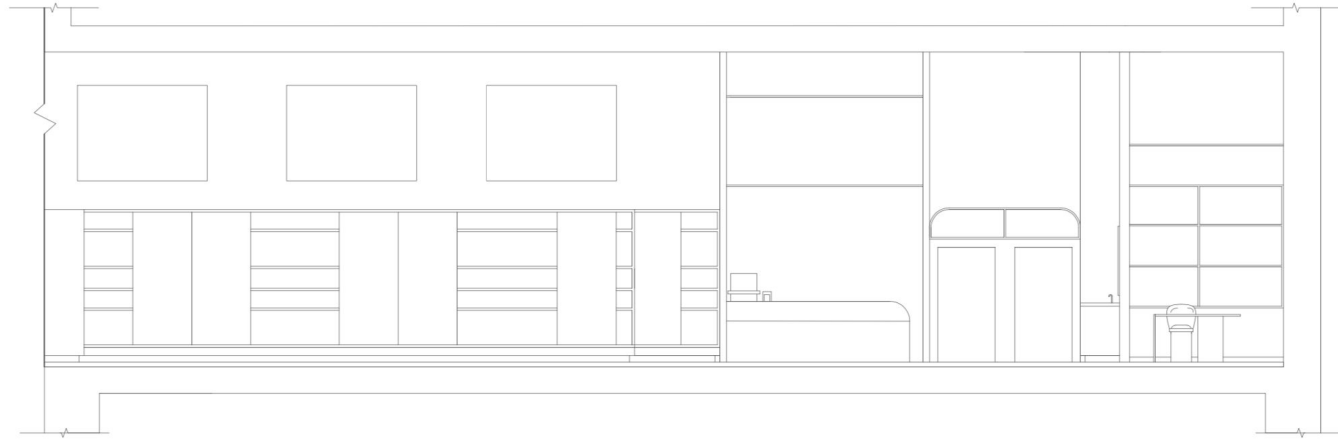
ELEVATION



2 SECTION CUT A ELEVATION
ID-2 SCALE: NTS

ID-9

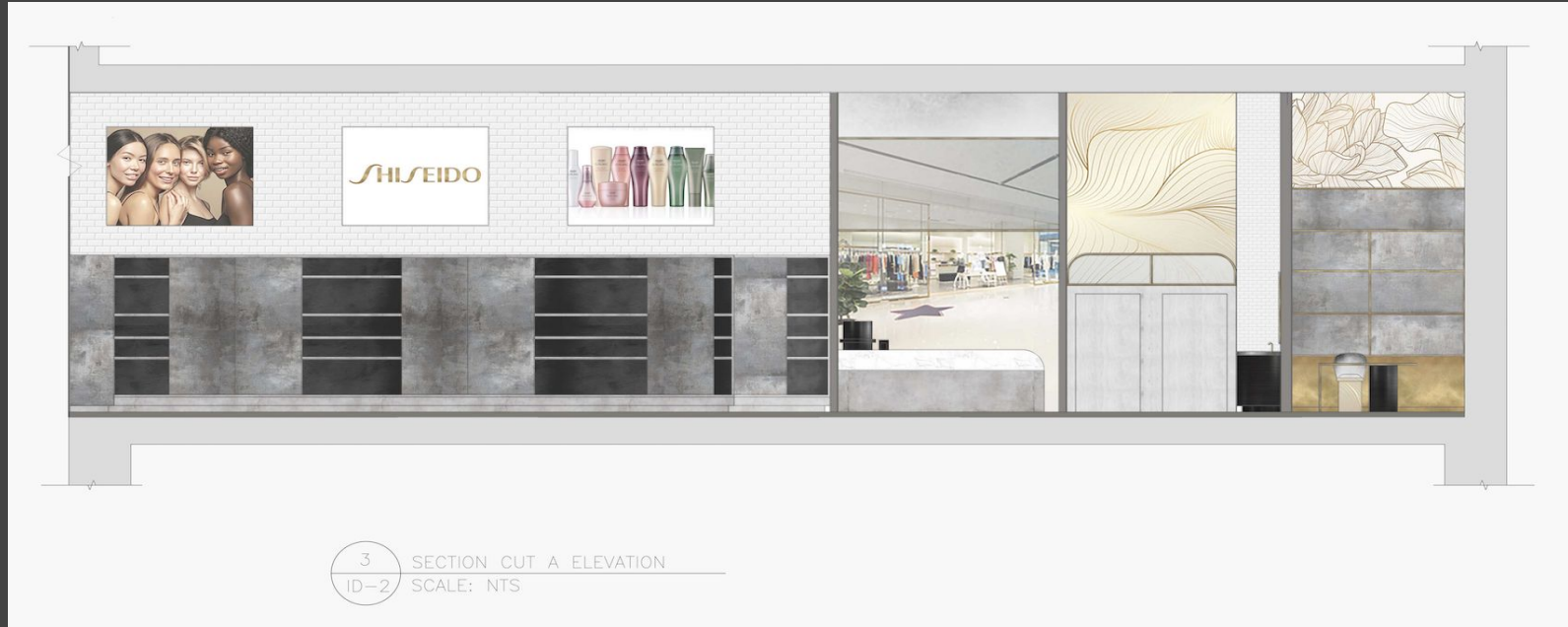
ELEVATION



3
ID-2 SECTION CUT A ELEVATION
SCALE: NTS

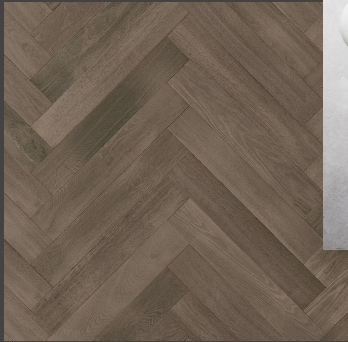
ID-10

ELEVATION



ID-11

FINISH MATERIALS



CIOT METROPOLE HERRINGBONE
#WPLME0424H06BS



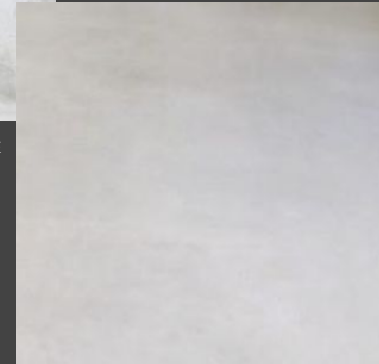
CB2 BUBBLE BRASS PENDANT LIGHT



SILVER WHITE POLISHED MARBLE
BY CIOT #MSLSIWHHP20



MARMETAL BRASS #C46400



POLISHED CONCRETE: YOURWAY

3D RENDERING: EXTERIOR STOREFRONT



ID-13

3D RENDERING: STORE FRONT



3D RENDERING: STORE FRONT



ID-15



REFERENCES:

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- https://stock.adobe.com/search?load_type=search&native_visual_search=&similar_content_id=&is_recent_search=&search_type=usertyped&k=black+white+and+gold&asset_id=281608536
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- <https://ciot.com/en/mslsiwhhp20>
- <https://concreteyourway.com/>