

605

THE KOOPLES

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WMM

application

Madrid - Spain

ROCÍO MONTES

May 21

INTRODUCTION

Next, I am going to show you some pictures of our boutique and different options of rails, displays and mannequins looks.

I have tried to do my best and applying all my knowledge about fashion, visual design and communication.

WOMEN



ROCÍO MONTES

May 21



CURRENT SHOP FLOOR



CURRENT SHOP FLOOR





OPTION B



I want to show you different options for the table we have at the entry of the boutique.

I tried to make a visual and chromatic composition between the table and the rails and use this space as joining between the different stories.



I also feel we can use this table as focus point to offer a total to the customer.



OPTION C





DETAILS

I think is a good idea to create some little poster for the table with the message “GET THE LOOK” or something like that to attract the customer attention





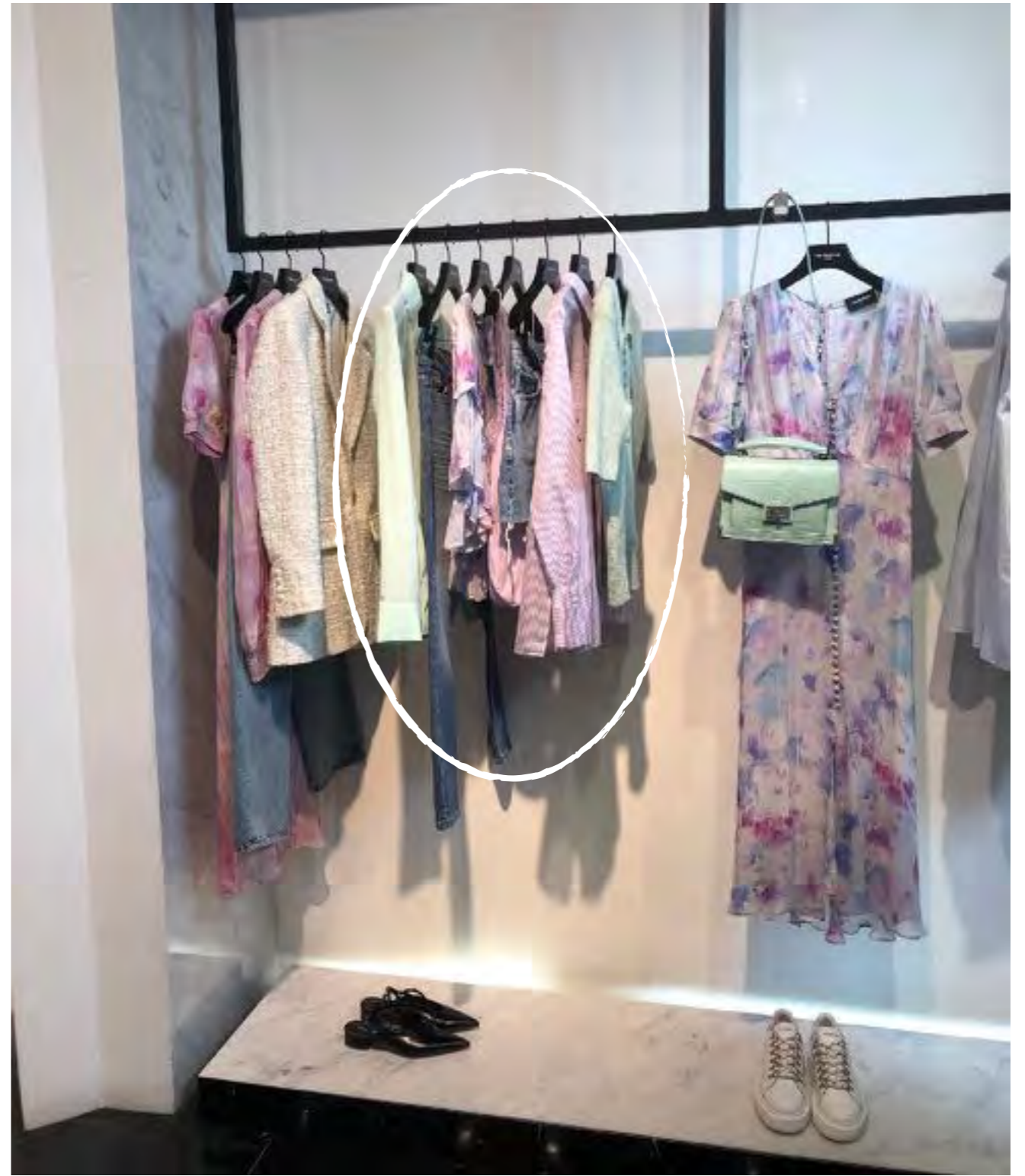
CURRENT SHOP FLOOR



CHANGES



BEFORE



AFTER



BEFORE



AFTER



CURRENT SHOP FLOOR



This is the back part of the shop floor. Lately, permanents have given us a very good turnover and is for that we give they a focus position on the store.

I changed the rail because I feel the blue ones have more freshness and combine much better with the rails behind.

We have a very good conversion of the iconic leather jacket and is for that I give it a better position as a frontal.





BEFORE



AFTER



BEFORE



AFTER

I feel the red point of the Emily bag is visually too strong, for that I decide to put the black one.



BEFORE



AFTER



AFTER



CURRENT SHELVES



OPTION B



OPTION C







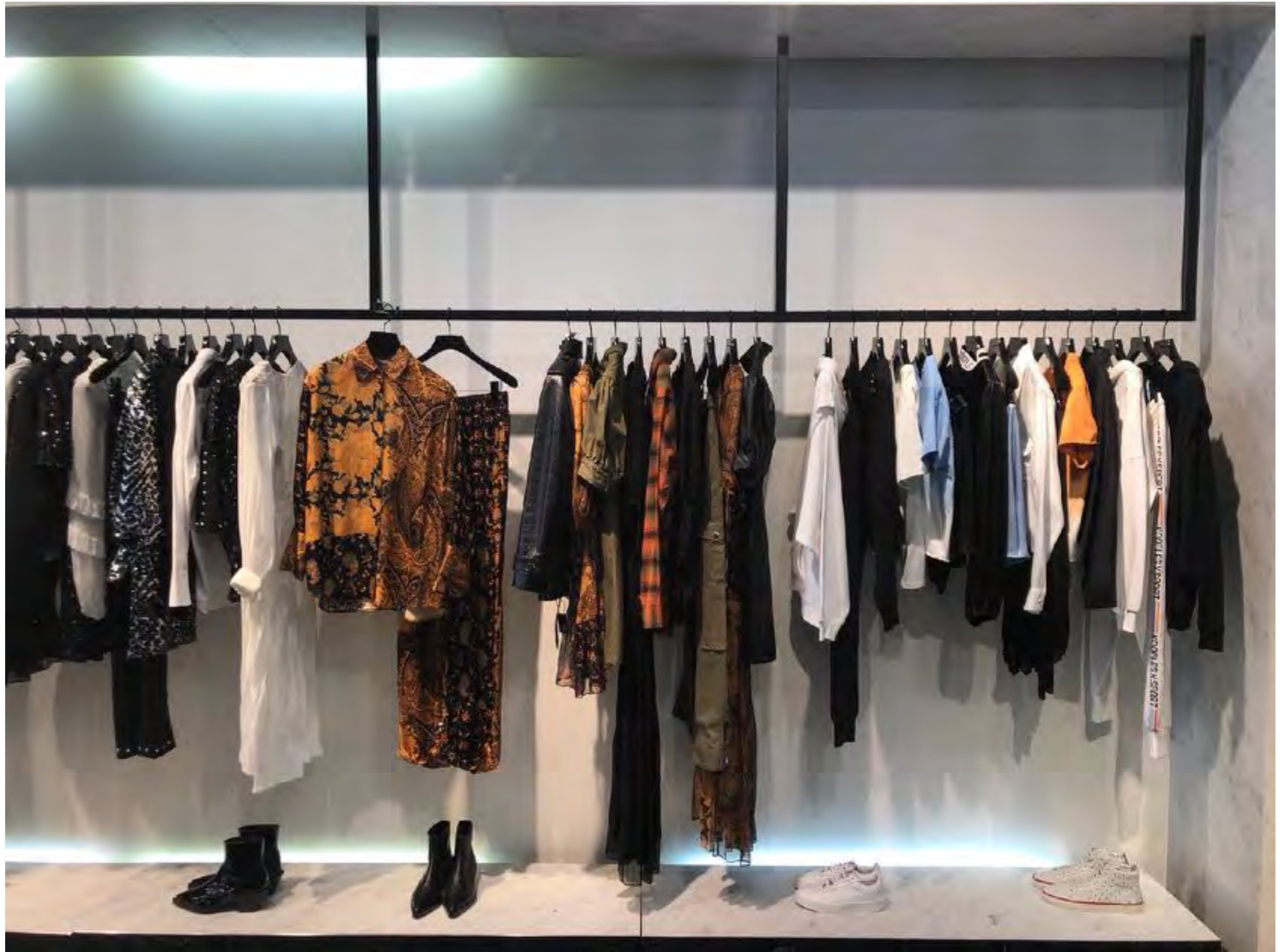


MID SEASON SALES SHOP FLOOR

Next, I am going to show you the shop floor during the “mid season sales” when I completely planned the structure of the stories and the chromatic range.

I decided to integrate a mini part of TK Sport and I also chose the mannequins and displays design.











MEN



ROCÍO MONTES

May 21



CURRENT SHOP FLOOR



BEFORE



AFTER



BEFORE



AFTER



CURRENT SHOP FLOOR



OPTION B



OPTION C



OPTION D



CURRENT PERMANENTS RAIL



CHANGES





PREVIOUS SHELVES



CURRENT SHELVES



DETAILS

I decided to create some looks with the TK Sport collection to potentiate this items based on the Europe best sellers.

I also wanted to give more importance to the Tomorrow Sneakers



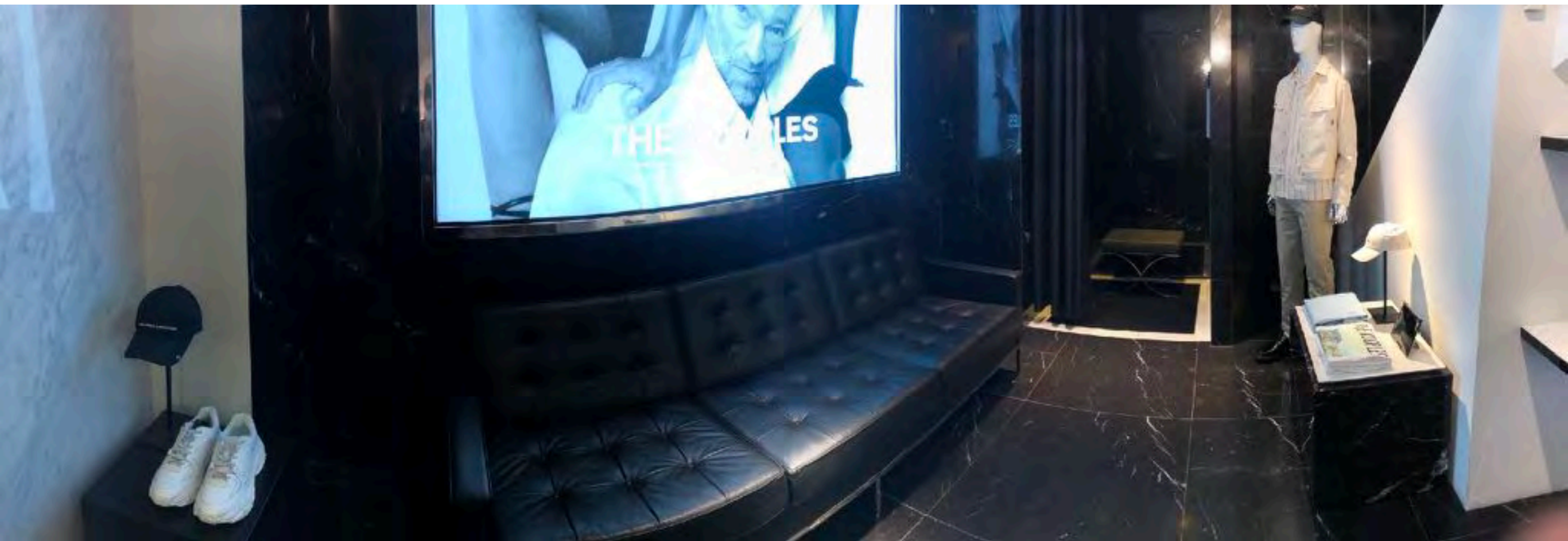


CURRENT FITTING ROOM AREA



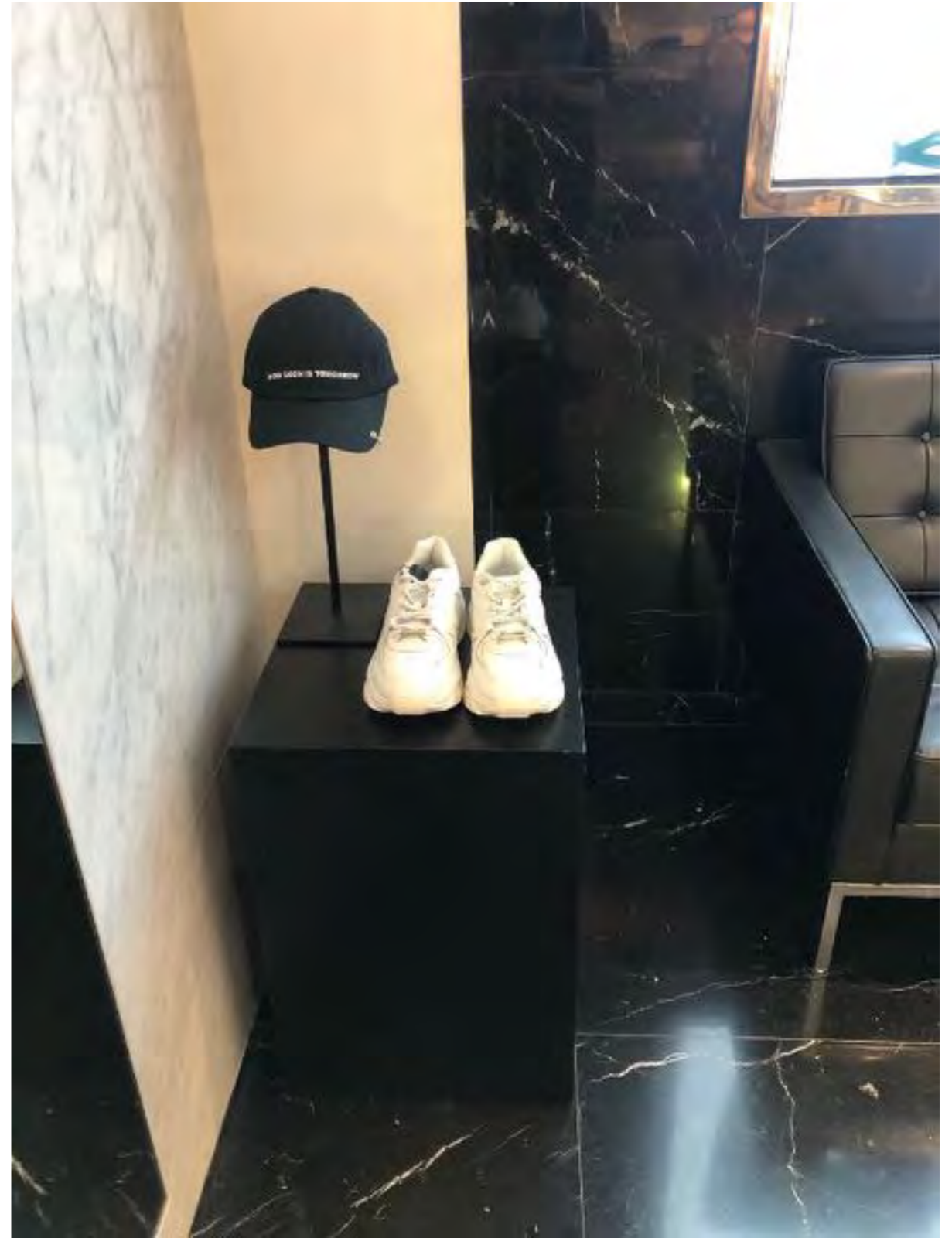
DETAILS



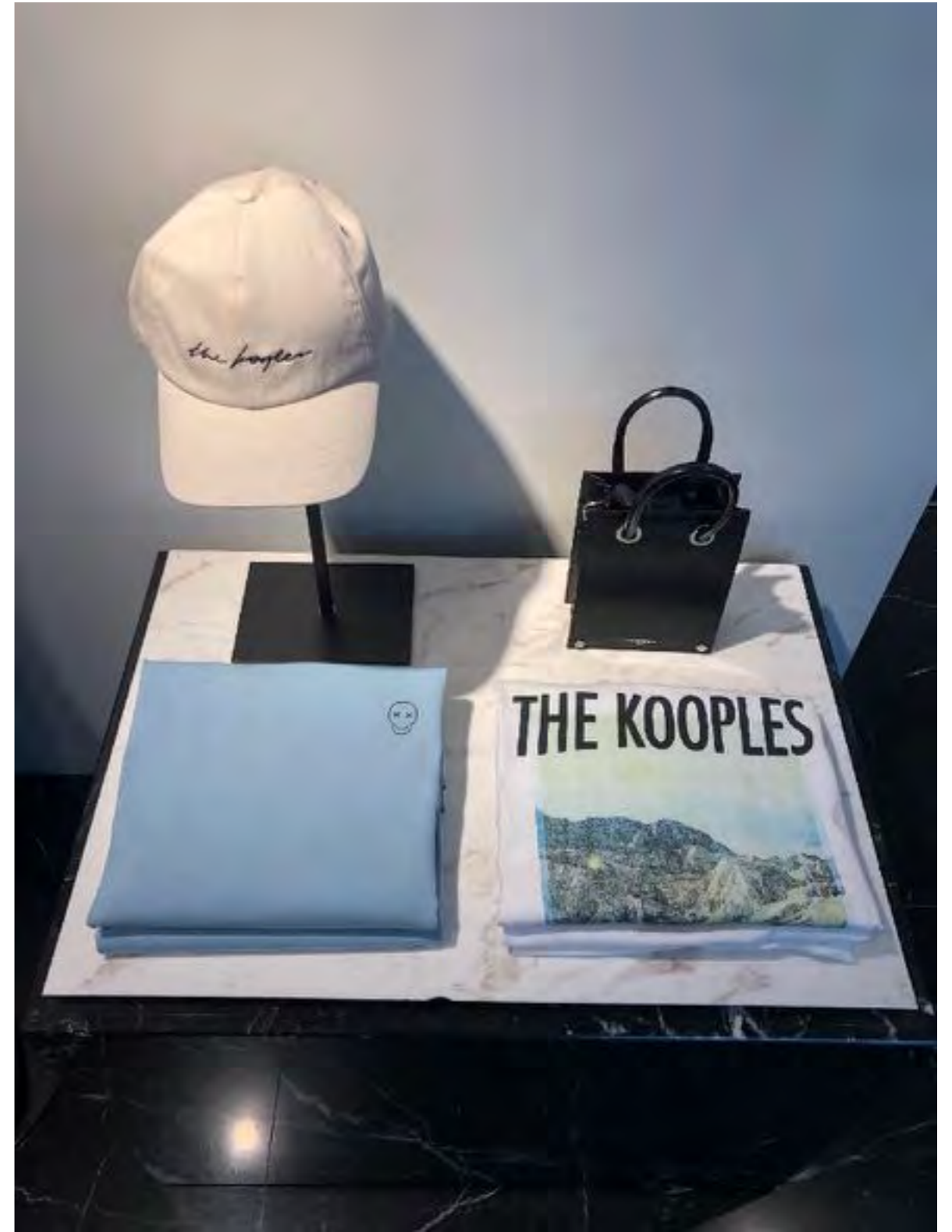


CHANGES

From my perspective, this space is very important because is where the customer is at the end of their shopping experience. I have decided to restructure this area by moving different elements that compose it.



DETAILS



OPTION B



OPTION C



CURRENT SHELVES





OPTION B



DETAILS

HE & SHE



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COUPLE 1 | PERMANENTS

In this looks I wanted to show and to strengthen the brand DNA by using its permanent items.

I also played with the unisex concept by using the male trench and the female belt for both.

A perfect working look.

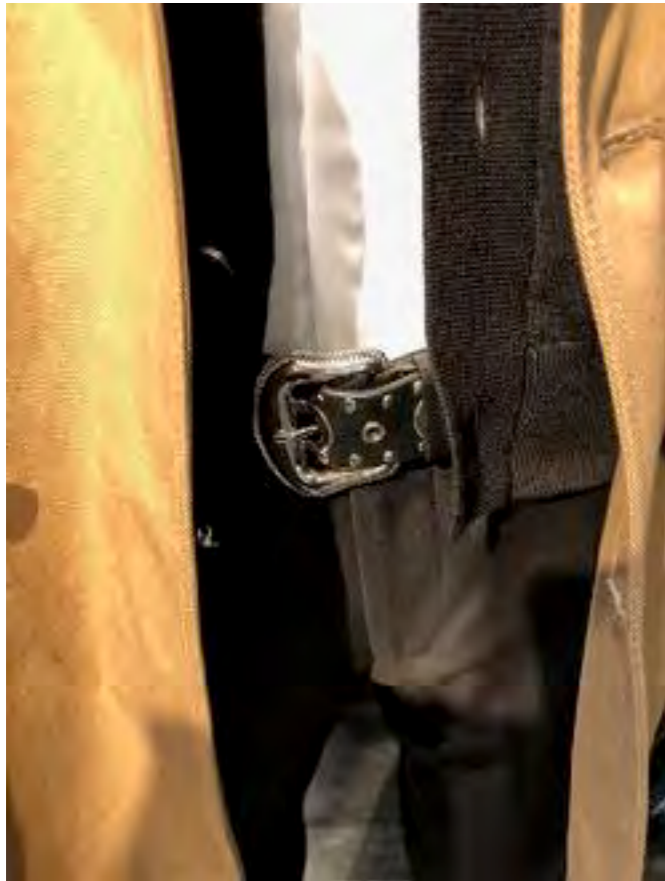


DETAILS



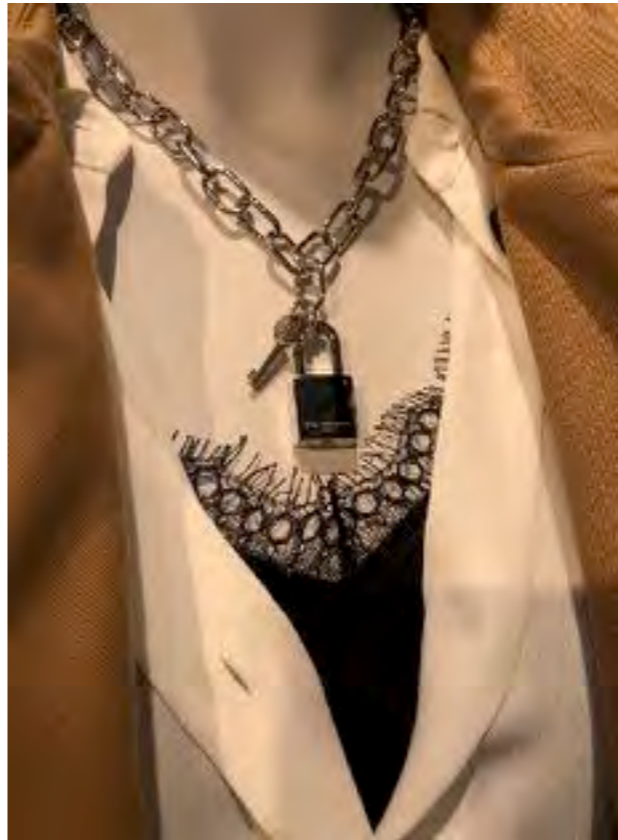
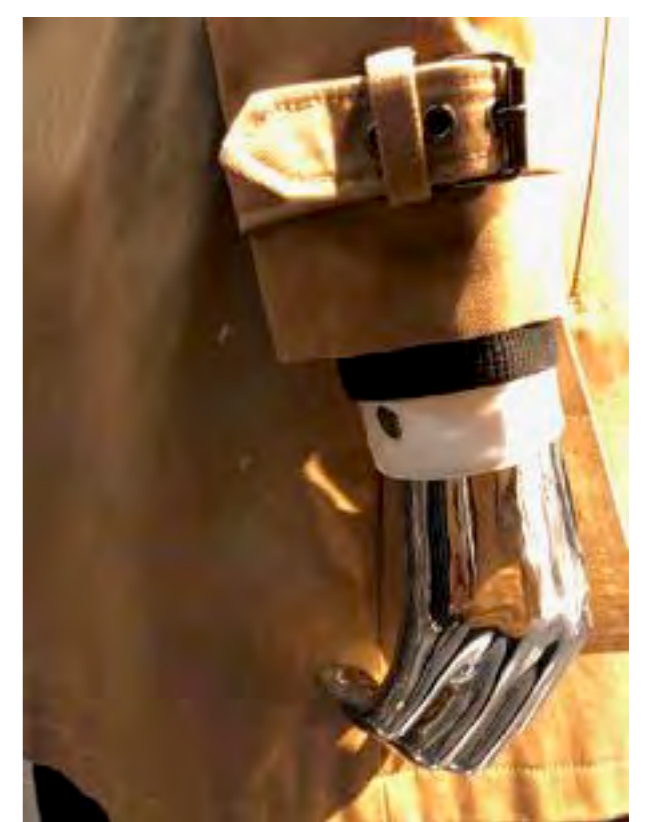
OPTION B





DETAILS

The direction of the belt buckle changes according to the styling standards for men and woman and each mannequin shows a different way of wearing trench belts.



DETAILS

COUPLE 2 | ROCK VIBES

This time I have created two looks that from my point of view represent the rock identity of The Kooples.

In this option there is also one of the best turnover permanent item; the iconic female leather jacket.

A perfect look for a rock concert.



DETAILS



COUPLE 3 | PASTEL VIBES

Finally, I have created softer looks with a pastel chromatic range.

Denim items are always a wardrobe basics and its textures combine perfectly with the freshness and softness of the pastel garments.

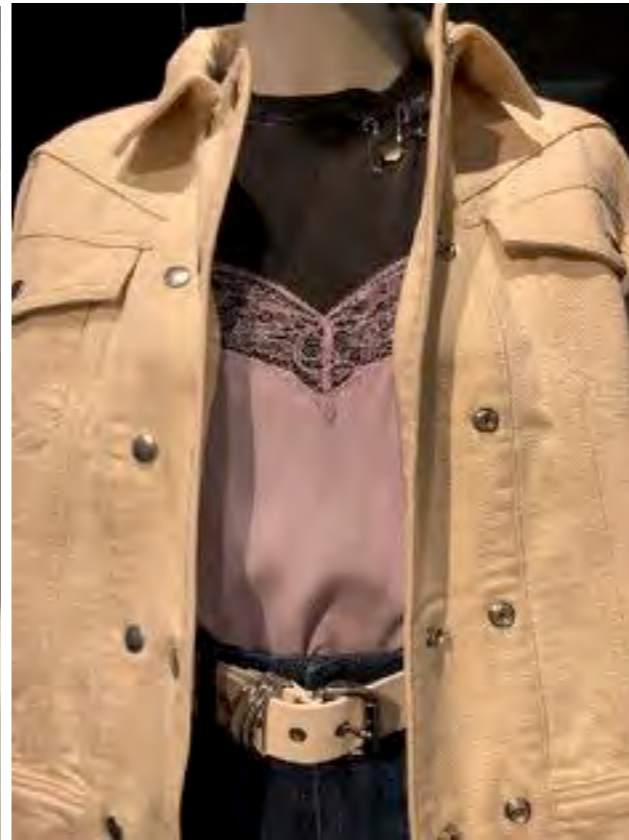
A perfect look for a walk.



OPTION B



DETAILS



SUMMARY

I have tried to show you my vision and skills about fashion and visual merchandising through this application.

I feel this is the best opportunity to improve my skills and to develop my fashion sense.

VM are one of the most important part of the strategic communication plan of a fashion brand and this is a very good time to increase all communication areas to turn The Kooples into one of the most loved brands in Spain.

THANK YOU

www.rociomontessuarez.com/thekooples