

The background is a light beige color with several abstract brushstrokes. There are two large, soft-edged red brushstrokes, one in the upper right and one in the lower left. A white brushstroke forms a thick, tangled line in the lower right. Scattered throughout are small, black, irregular shapes that look like ink splatters or dots.

WHIMSY + ROW

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Whimsy + Row is an eco-conscious brand based in West Los Angeles. Opened in 2014, this lifestyle brand was created by Rachel Temko because of her love for goods made with high quality standards and sustainable practices. Whimsy + Row's mission "is to provide ease and elegance for the modern, creative woman." Whimsy + Row products are made in small, limited batches in Los Angeles, California. Whimsy + Row products are handcrafted in ethical conditions while using deadstock fabric and materials. Whimsy + Row pieces are made to last by using the best eco-friendly fabrics possible. "I always thought of fashion as an expression of yourself, your identity. How I dress or present myself means something, it's a reflection of who I am and my ethos." – Rachel Temko

Whimsy + Row currently has one store location on Venice Boulevard in Los Angeles, California, also near Marina Del Rey. The new store location will be in Malibu, California. Based on their social media, and e-commerce site, a large part of this brand's identity is showcasing their products on or near a beach of some sort. Because of that, keeping the new location near the ocean was important. Although the current location is only 30 minutes away from Malibu on a good day, LA traffic can make Malibu at least an hour away on most days, making this location both close enough, and far enough away from the brand's first brick and mortar location. It is also important to make sure this new store location is in an aspirational part of California. Malibu is known for its beaches, celebrity homes, and its beautiful view. All of these characteristics of Malibu make it a destination a lot of people are attracted to visiting. Malibu is also known for its tightly knit community, and creating a community where people who are interested in sustainability can come was a big reason for opening their first store front.



Malibu, California

Price

Whimsy + Row tries to keep all merchandise under \$200 to keep sustainability affordable.

Promotion

Social Media
Whimsy + Row Journal
Word of mouth

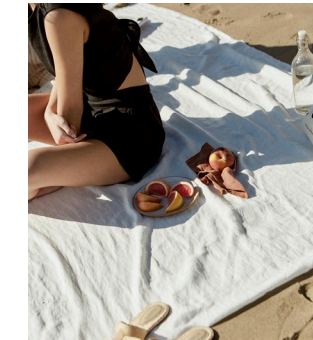


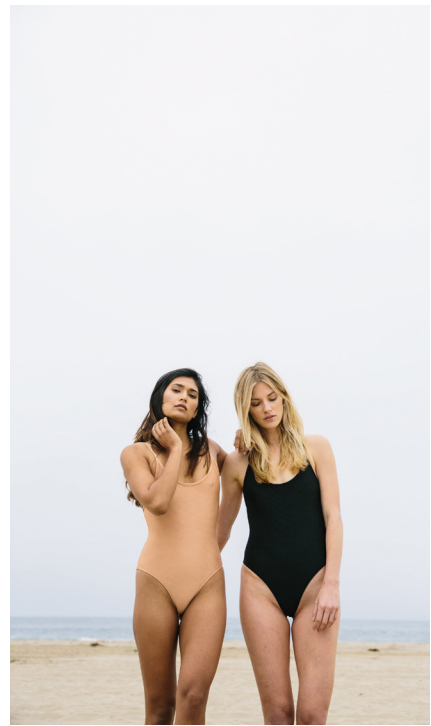
Product

Women's Clothing
Women's Accessories
Home
Body

People

Modern Women
Age 21-35
Interested in sustainability and needs affordable options
Located in urban areas for e-commerce
Located in the Los Angeles area for brick-and-mortar
Beachy, slightly bohemian, slightly minimal aesthetic.
Loves neutrals with a pop of color or a print.

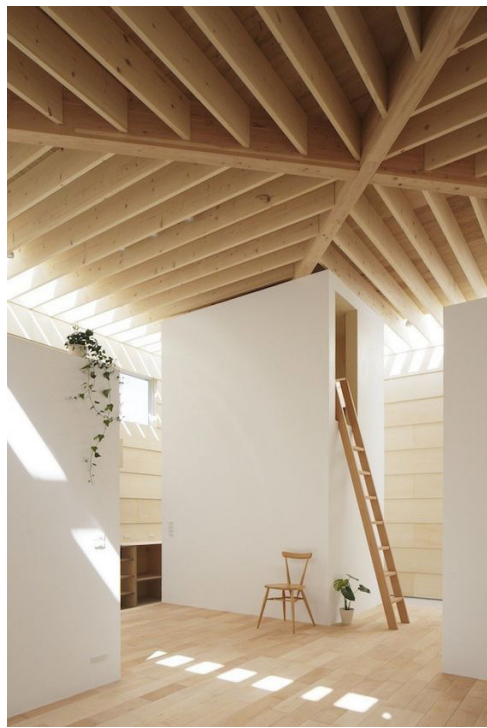
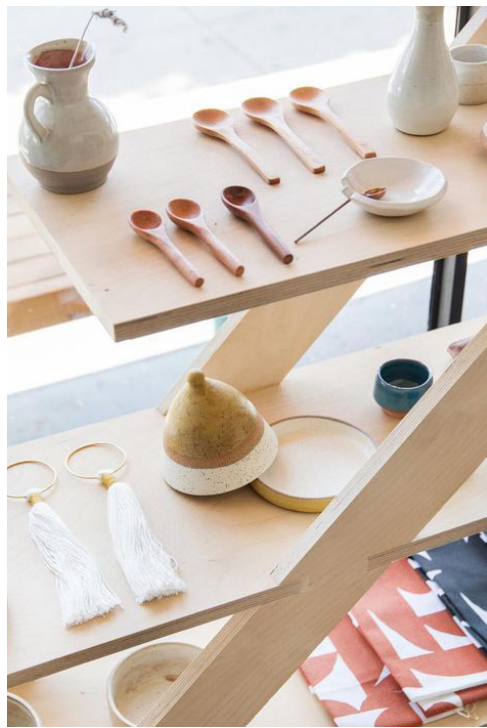




Product Assortment

Product Assortment





Concept Board

Concept Board





Back Door

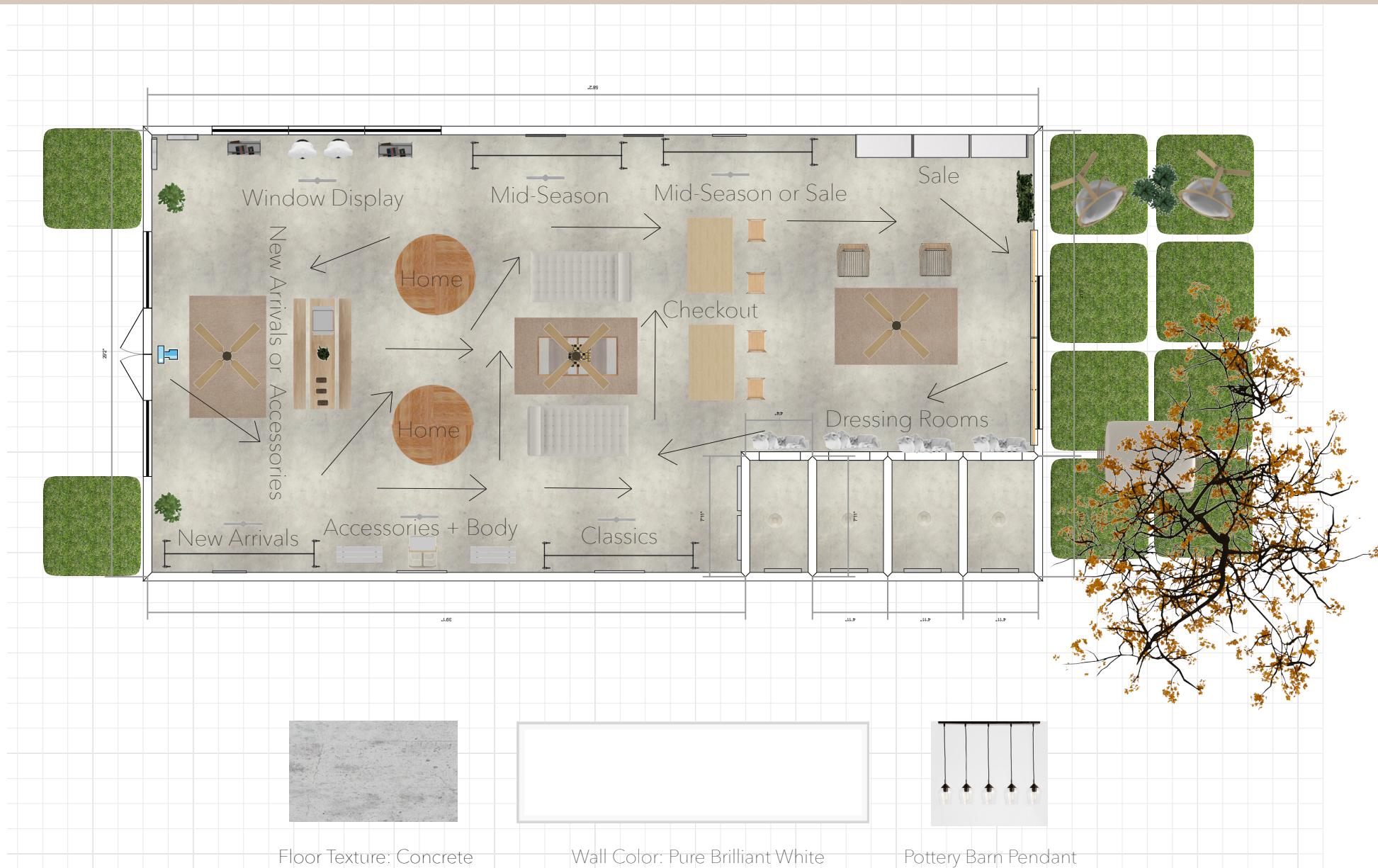


Exterior



Window Display

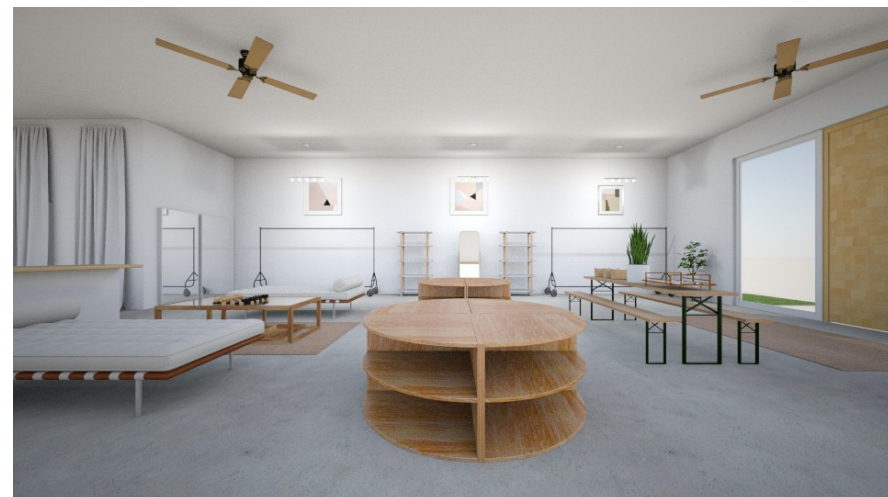
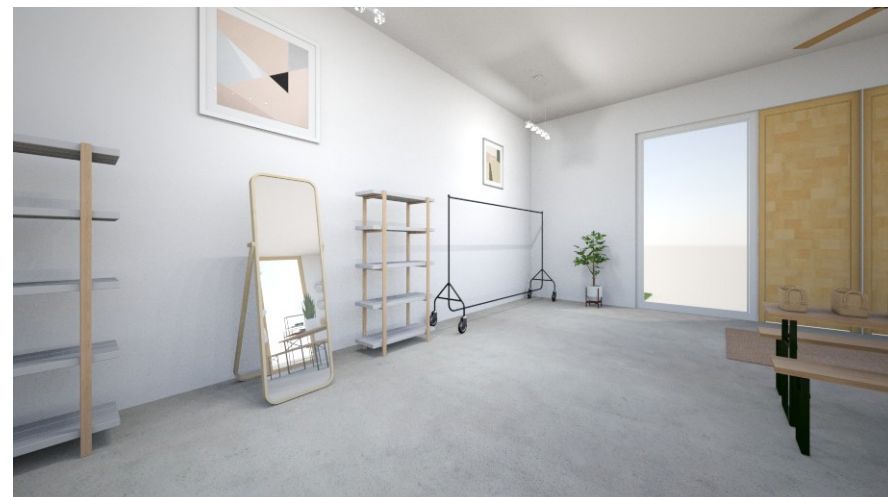
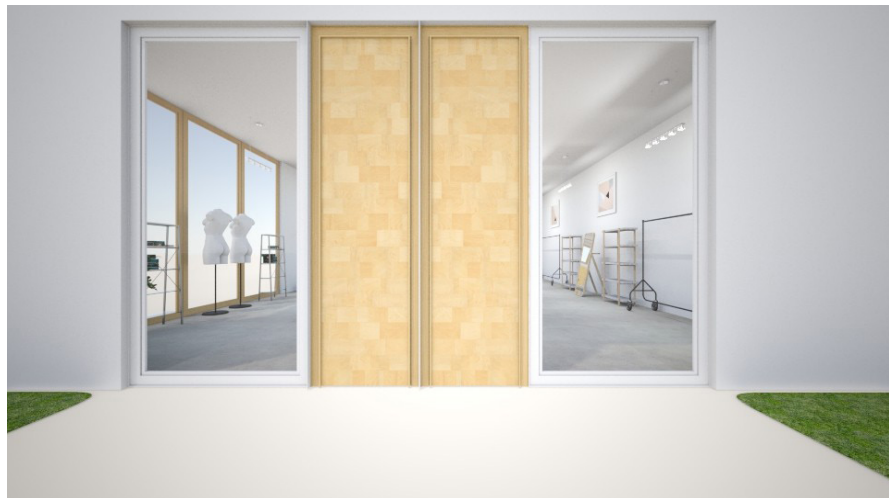
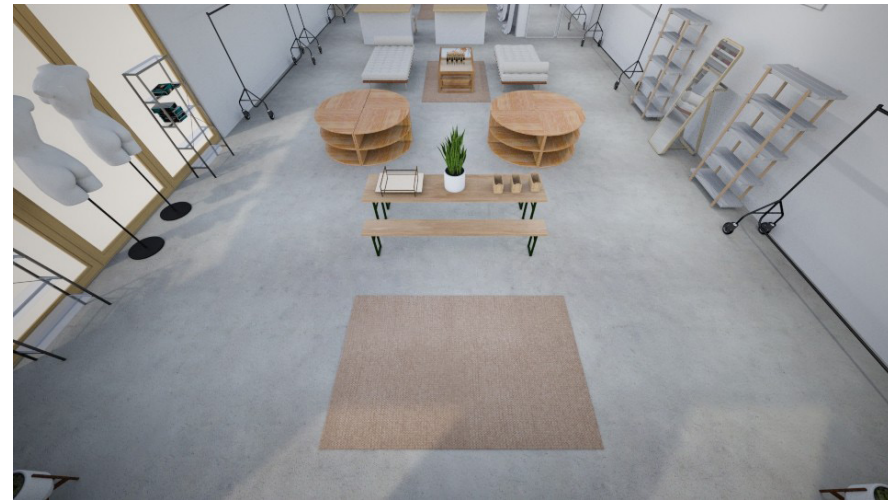
Outline



Floorplan + Traffic Flow

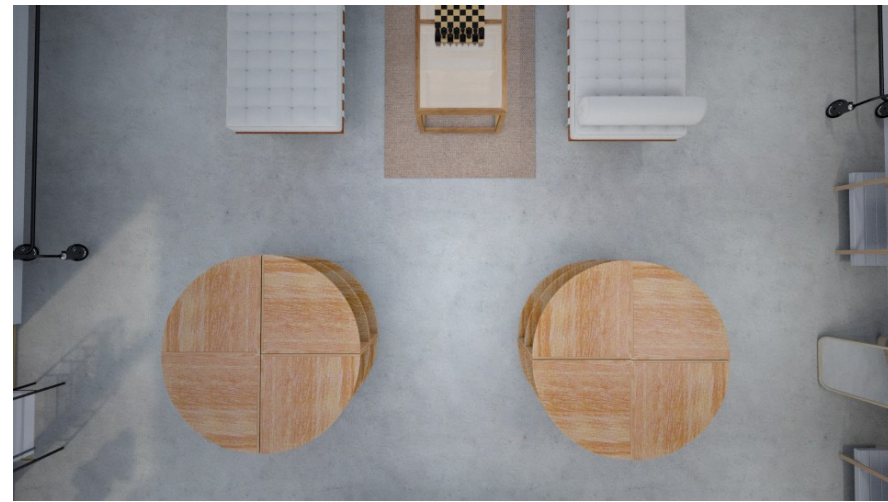
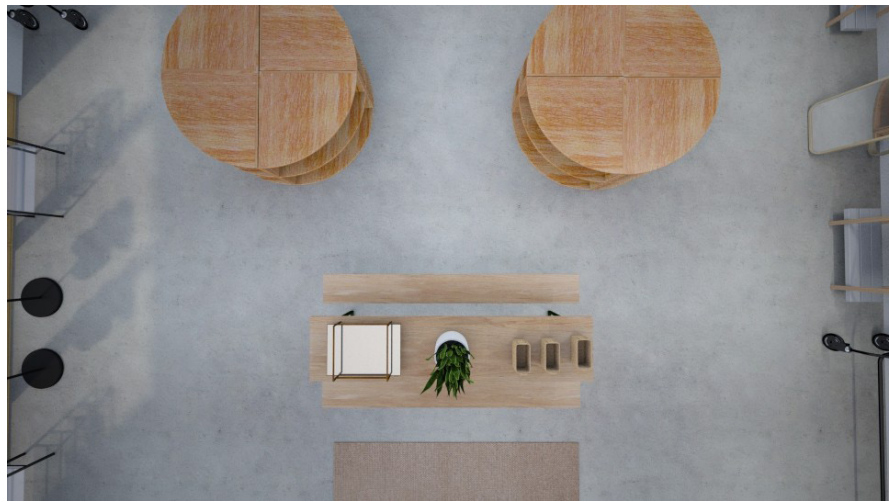
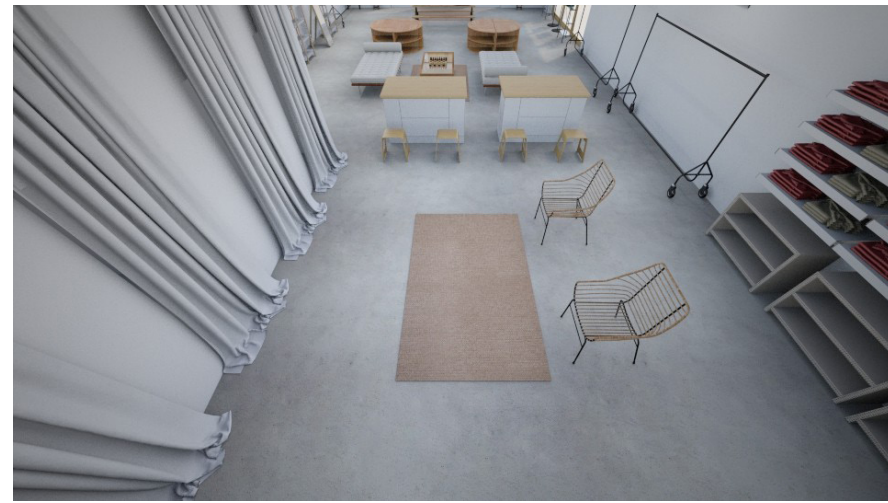
The new Whimsy + Row store location outline above shows the store with a completely open floorplan. With the two back doors open, customers will be able to step foot through the front door and see all the way through to the backyard. Based on the Whimsy + Row Instagram and e-commerce website, it is very visible that their aesthetic has bohemian, minimalistic, organic, beachy, open, mid-century modern, and airy touches. Whimsy + Row's overall aesthetic is a perfectly balanced mix of a bunch other aesthetics which I tried to include in their floorplan and interior design. The interior design for this new Whimsy + Row location includes a lot of bringing the outdoor in by having plants on the outside of the door as the customers walk in, on the inside of the doors as the customers walk in, and in the back yard which will feel like a part of the indoor space when the doors are open. The back doors are also a source for natural sunlight, and a cool airy breeze to keep the store cool and hopefully decrease the heating and cooling bill in the hot California summers. To increase this open and airy feeling, I also design the space to have 20-foot ceilings. I included a couch/seating area in the middle of the store to keep a comfortable, relaxed, and communal environment throughout the store. The Cashwrap in the store is towards the back so sales associates can keep their eyes on the entire store, but also be close enough to the dressing rooms to help customers when necessary. Overall, this space was designed so everybody in the store can feel together, and close to nature, and relaxed while shopping or working.

As for the traffic patterns, upon entering the store the customer can immediately see an overview of what merchandise is placed where. The table in front holds new arrivals, as well as the rack to the right. Most customers go to the right when entering a retail store which is why I placed the window display space to the left. The table in the front is meant to force the customer to pick a side in order to get to the sale section if that's what they came for. Both sides have an equal amount of merchandise so either way the customer goes, they see almost half of what the store has to offer. Whimsy + Row does offer merchandise for home, but it's a small assortment so the two circle bookcases in the middle of the store hold all home merchandise. I also placed the classic pieces on a separate side from of mid-season pieces which also forces customer cross over and see both sides. Both sides will lead to the backyard which most customers will want to see, and upon exiting, customers will have to enter store again and walk all the way through again to the front because there will be no exiting through the backyard.



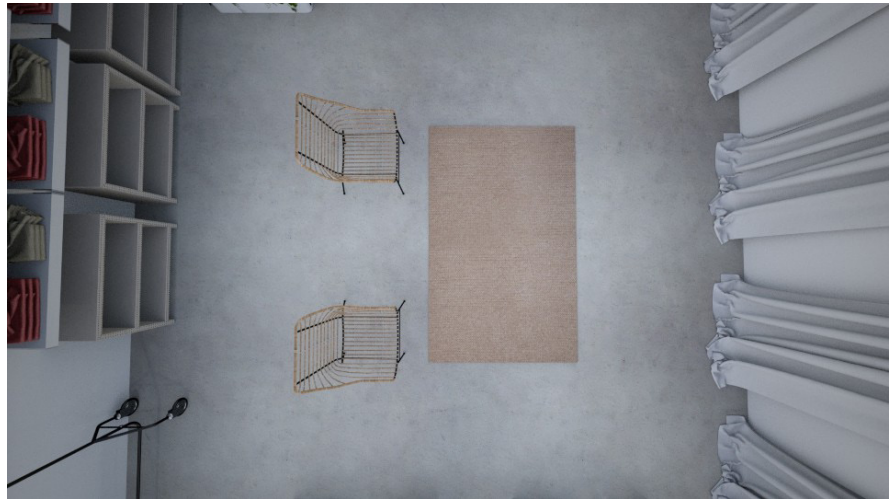
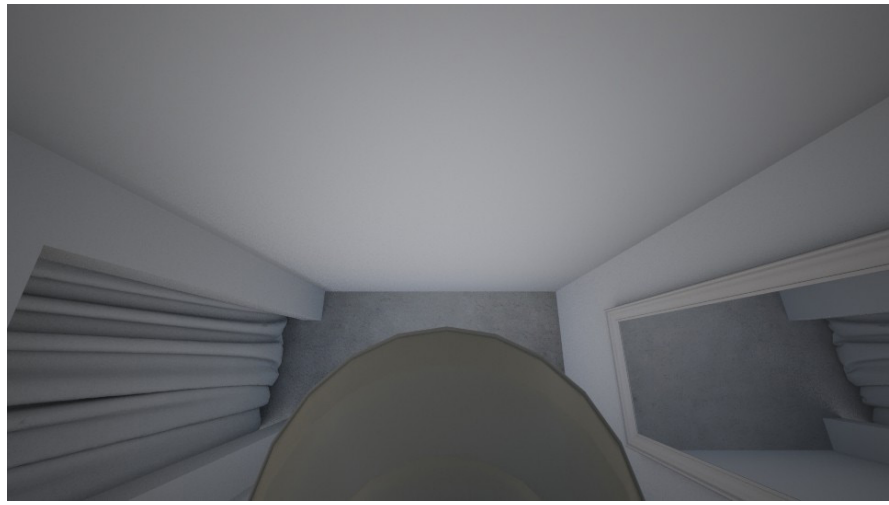
interior

interior



interior

interior



Interior



Exterior



Interior with Merchandise



Interior with Merchandise



Items Needed:



Mirror + Mannequin



Mirror Tray



Daybed

Short Corner Bookshelf



Stool



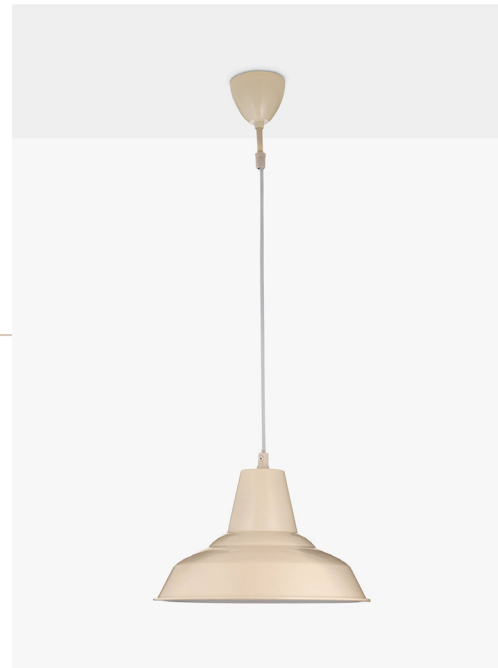
Chess



Natural Fiber Rug



Open Bookshelf



Ceiling Light



Honeycomb Floating Shelves



Floating Shelves



Natural Fiber Rug

Short Open Bookshelf

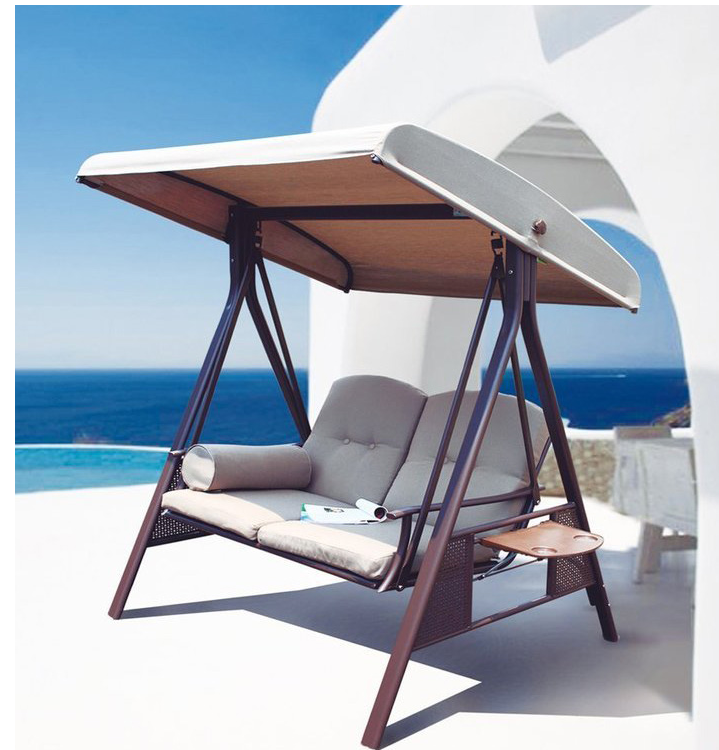


Potted Plant



Hanging Egg Chair

Coffee Table



Covered Outdoor Swing

Vertical Garden Planter



Wicker Chair



Different Sized Potted Plants

Open Bookshelf





Extra Long Curtains
Clothing Rack



Standing Mirror



Table With Matching Bench
Wicker Baskets



Sustainable should be attainable.

#WHIMSYWISDOM

