CHANGING SEASONS

JENNA NELSON
FALL 2017
IDES 4120
CONCEPT STATEMENT

Changing Seasons is a Christian Based clothing store located in Nashville Tennessee. This existing retail space will be transformed into an inviting and rustic environment that promotes well-being and enhances a positive attitude. The monochromatic color scheme of green with neutral accents will pair nicely with the variety of greenery in the space. The green wall behind the cash counter will balance emotions and act as a focal point for the space. The exposed wood beam ceilings will enhance closeness to nature and promote calmness for all guests who enter the store. The flooring in the retail space acts as a guide to the cash counter, and it helps with direction to the feature displays. The consistent track lighting alongside the walls of the store will open up the space while highlighting the featured products.