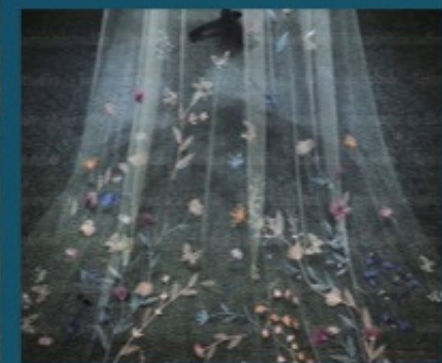
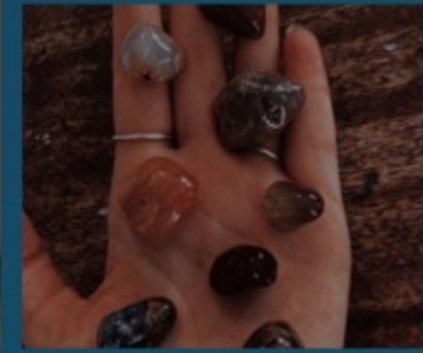
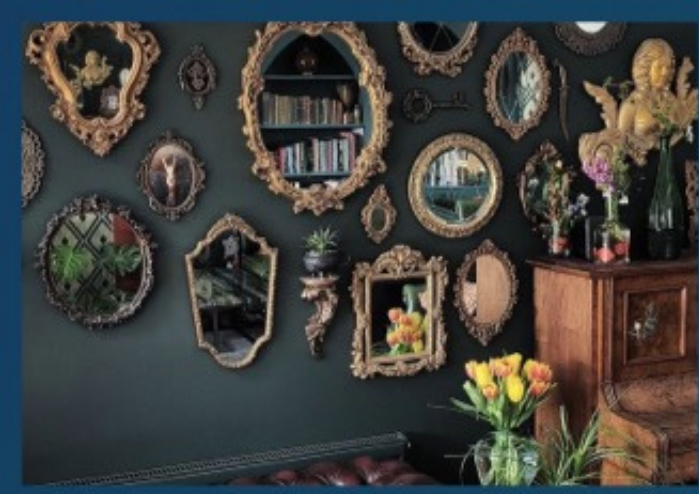


A misty forest scene with tall trees and a field of purple hydrangeas in the foreground. The text is overlaid on the scene.

# On the Vintage Vine

*Addison Mackenzie Suit, Kylee Steigelman, Pearl Yocum, Jacob Wise,  
Sharon Wu*



# Avatar: Gwyneth

## Profile:

22 years old

female

collage student

## Goals:

- attend a ren faire
- finish art history degree
- grow her tiktok following
- have a fully sustainably sourced closet
- develop a spiritual practice

## Currently shops at:

- Buffalo exchange
- Philly Aids Thrift
- Retrospect Vintage
- Thunderbird Savage
- East Meets West

## Daily Life:

- morning: coffee and class
- afternoon: thrifting with friends
- night: generating content and homework
- weekends: attending cons, hobbies

## Hobbies:

- fantasy reader
- tiktok cosplayer
- cozy gamer
- paintier
- jewelry maker
- crystal collector

## Why would she love our store?

- we have unique pieces of clothing and accessories that reflect the fantasy, cottagecore, and dark academia aesthetic
- second hand crystals and witchy decor are hard to come by
- the atmosphere is otherworldly



# Wearable Merchandise

*Intricate tops*

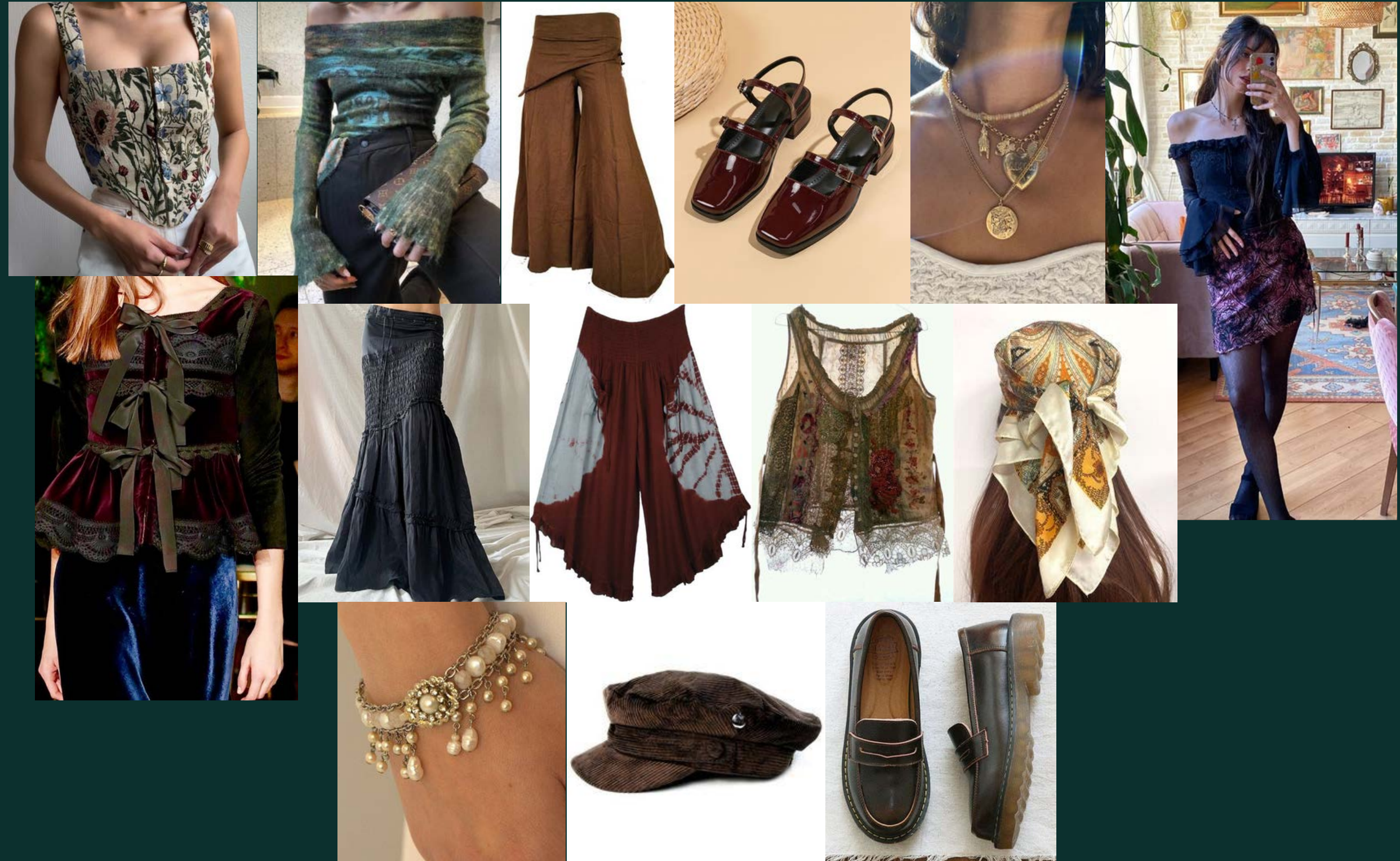
*Flowy pants*

*Longer textured skirts*

*Delicate + statement jewelry*

*Headpieces*

*Classy shoes*



# Other Products

*Crystals*

*Teacups*

*Plants*

*Vintage Tarot Cards*

*Jewelry Displays*

*Vintage Trays*



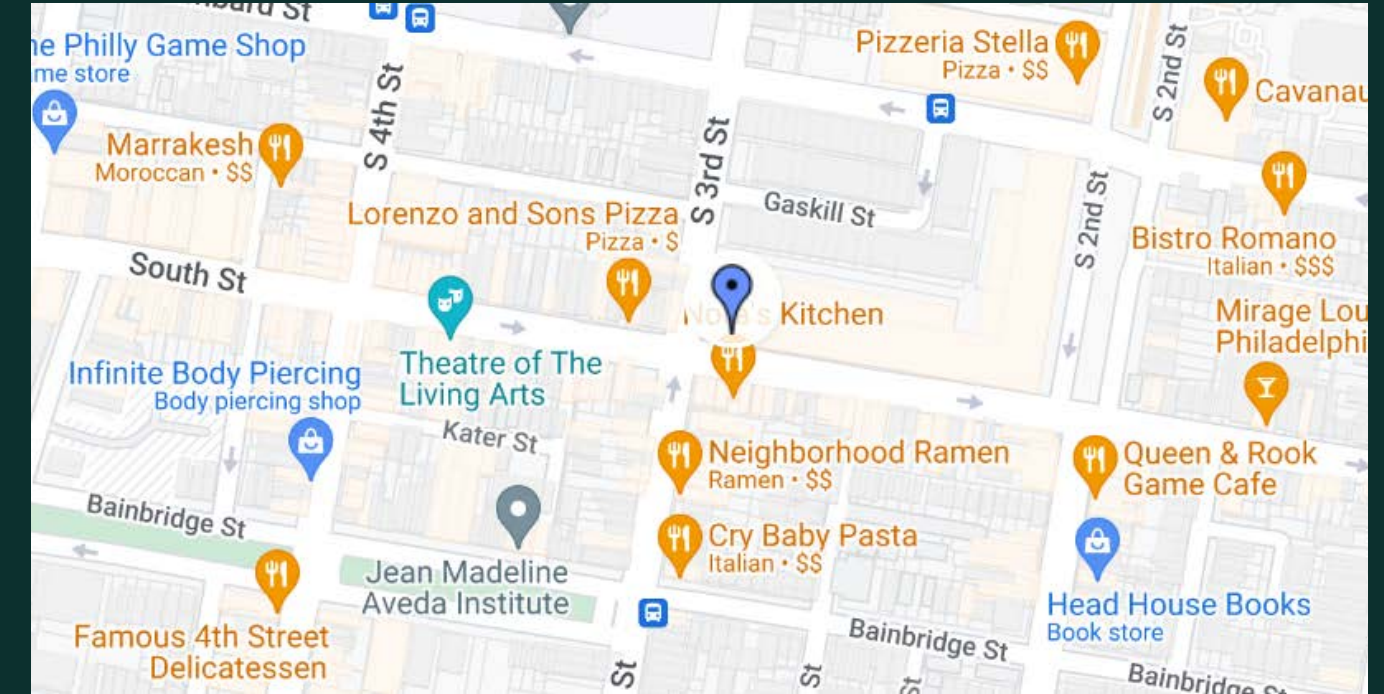


# Location: South Street Philadelphia, PA

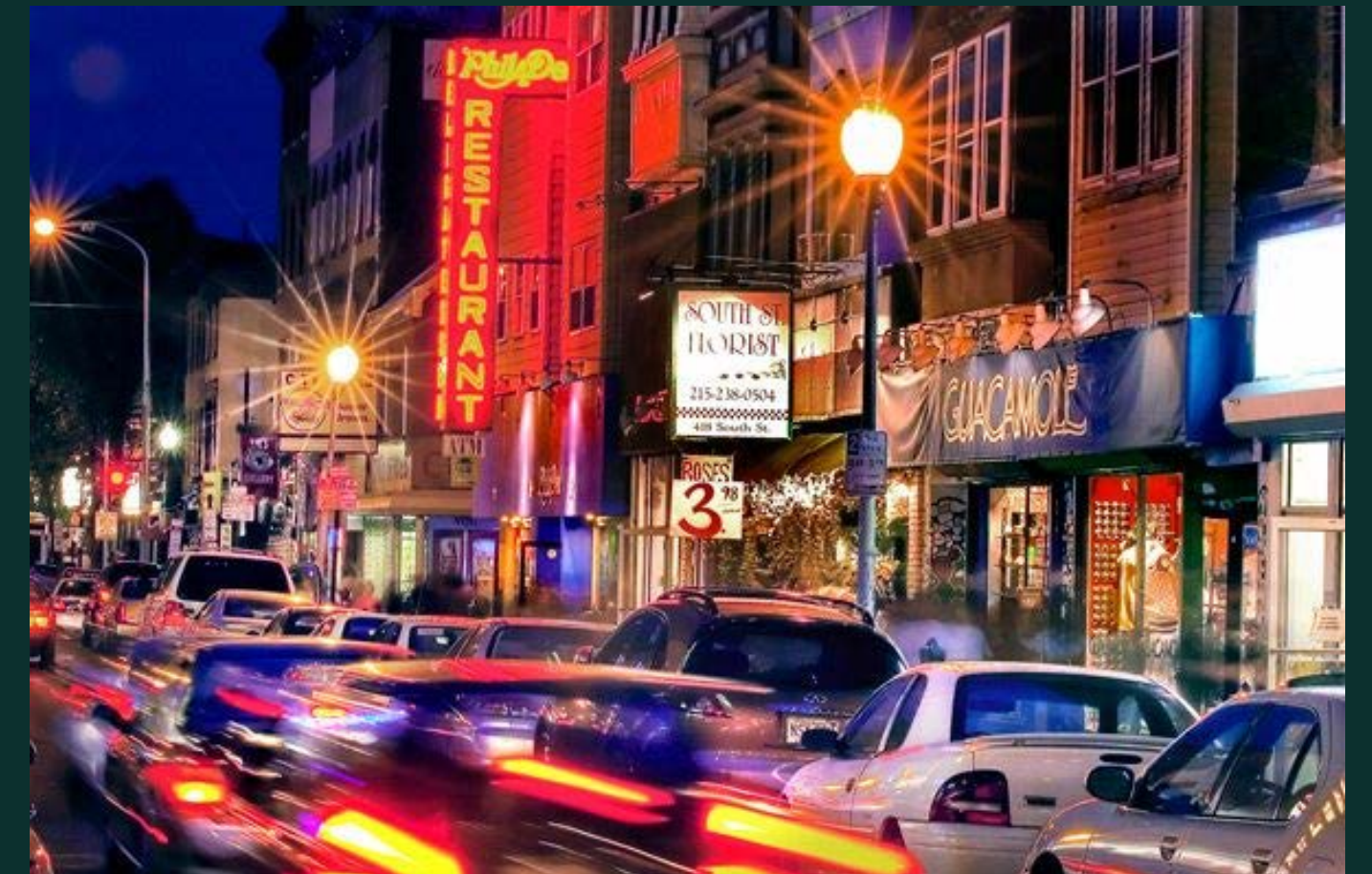
*Lively + artsy area*

*Inspiration spot*

*Not too close or far from colleges*



Source: Philadelphia Magazine



Source: Pinterest

# Store Facade





# Grand Opening



# Halloween Display



# Social Impact



# Fixture Map



# Wall & Flooring



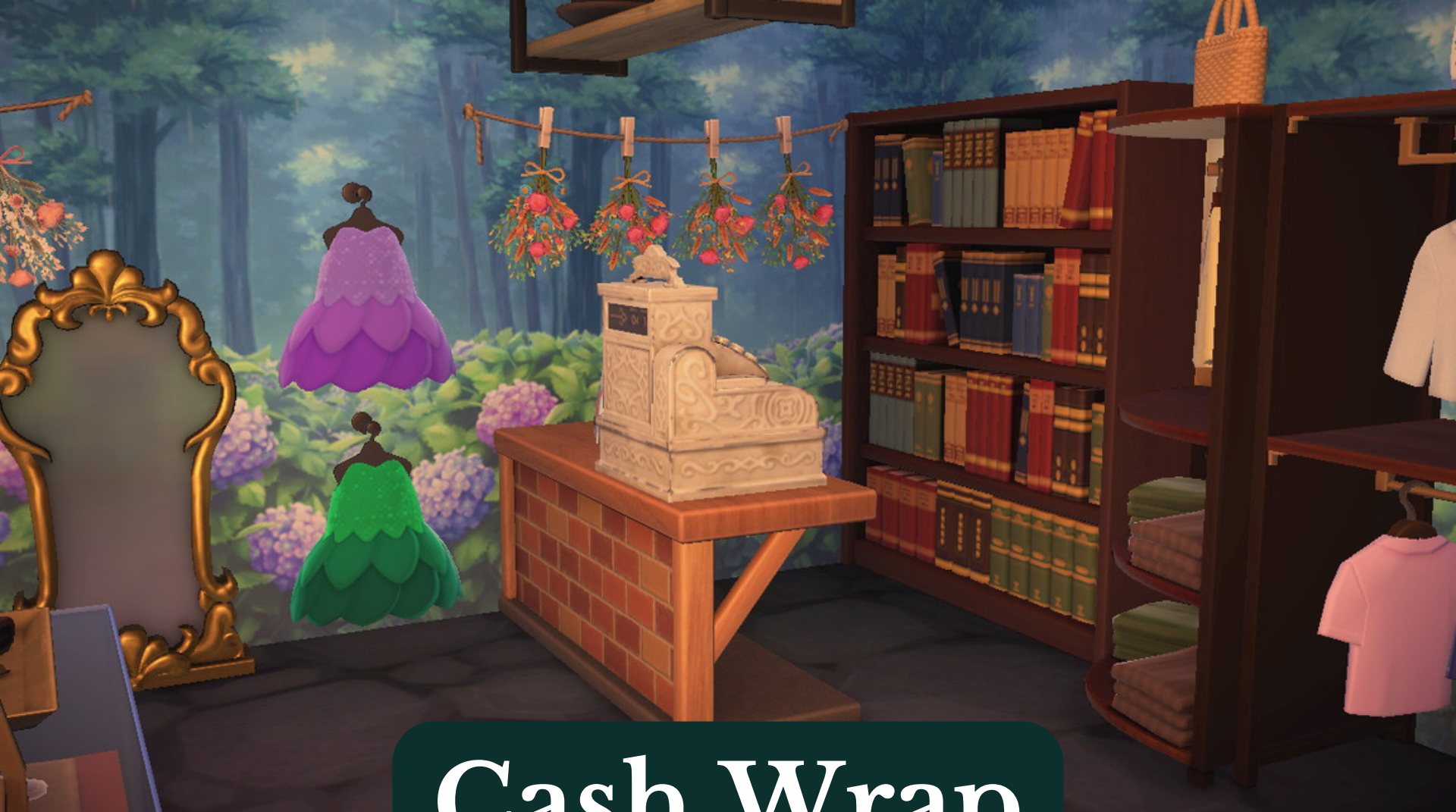


Entrance



# Layout





Cash Wrap



Fitting Rooms





# Wall Displays & Racks







**Impulse & Trending**

**Lighting**



**Event / Specialty**

# Lighting



Ambient



Accent



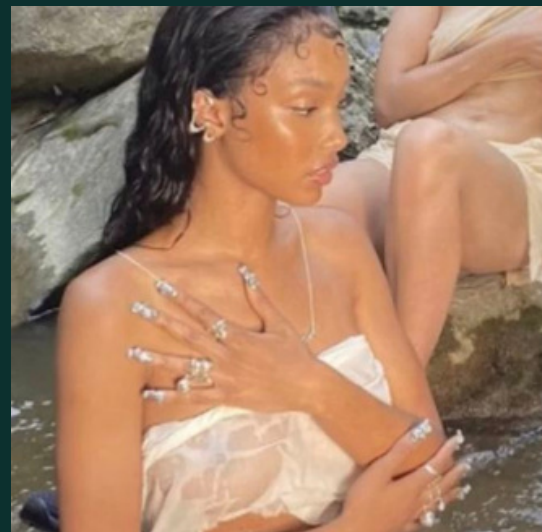
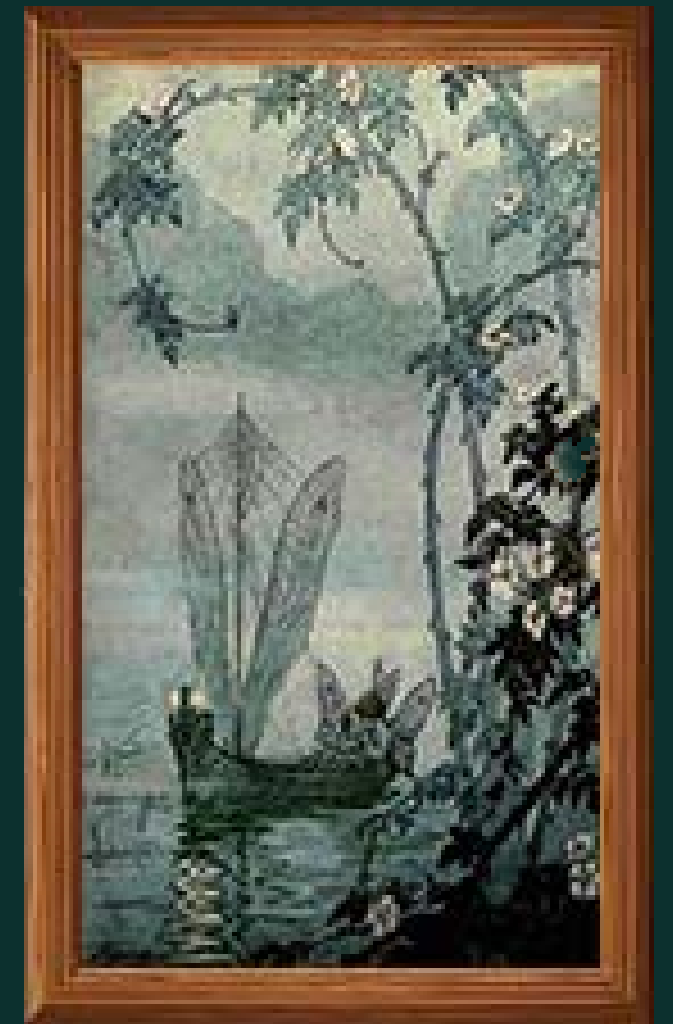
Task



Decorative



# Signage



# Digital/AI idea and Incorporation

*Customers can wear VR goggles to access exclusive merchandise, available only in our mythical fairy world*

*Merchandise will be interactive with the environment: necklaces on tree branches, rings in flowers, faerie avatars as mannequins talking about their outfits etc.*

*Art from Dall-E mini*



## Floor & Wallpaper

|                   |         |
|-------------------|---------|
| Cobblestone Floor | \$6,100 |
| Forest Wallpaper  | \$3,999 |

**TOTAL: \$10,099**

## Lighting

|                  |          |
|------------------|----------|
| Ceiling Lighting | \$47.96  |
| Candles          | \$16.99  |
| Vine Lights      | \$10.19  |
| Chandelier       | \$107.97 |

**TOTAL: \$183.11**

## Decor

|                     |          |
|---------------------|----------|
| Moss rug            | \$24.64  |
| Hanging Flowers     | \$8.98   |
| Wooden Frams        | \$33.99  |
| Gold Mirrors        | \$444    |
| Antique Brown Clock | \$899.99 |

**TOTAL: \$1,411.60**

## Merchandising

|                          |            |                          |         |
|--------------------------|------------|--------------------------|---------|
| Tables                   | \$259.95   | Gold Frames              | \$27.99 |
| Mannequin                | \$376.25   | T-bar Display            | \$13.02 |
| Merchandising racks      | \$4,691.34 | Curtains                 | \$91.98 |
| Apparel racks w/ shelves | \$583.96   | Curtain Rods             | \$53.98 |
| Apparel racks            | \$151.52   | Dark wooden<br>hangers   | \$42.99 |
| Cash Register            | \$375      | Wooden hangers           | \$23.99 |
| Floating shelves         | \$98.99    |                          |         |
| Large Shelf              | \$245.99   |                          |         |
| Smaller Shelf            | \$164.59   |                          |         |
| Trays                    | \$27       |                          |         |
| Red Velvet Fabrics       | \$6.05     |                          |         |
|                          |            | <b>TOTAL: \$7,234.59</b> |         |

## PROP

|                     |          |                    |                         |
|---------------------|----------|--------------------|-------------------------|
| Sandwich board      | \$37     | Colorful Candles   | \$35.92                 |
| Artificial Lavender | \$84.95  | Window Lettering   | \$69.98                 |
| Mannequin Bust      | \$85.99  | Ceiling Suspenders | \$27.99                 |
| Cat Cutout          | \$32.99  |                    |                         |
| Candelabra          | \$229    |                    | <b>TOTAL: \$1,033</b>   |
| Artificial Grass    | \$93.47  |                    |                         |
| Artificial Vines    | \$54.95  |                    | <b>OVERALL TOTAL:</b>   |
| Lanterns            | \$49.95  |                    | <b>\$19,961.71</b>      |
| Moon Cutout         | \$32     |                    |                         |
| Crystal Cutouts     | \$160.26 |                    | <b>Under Budget By:</b> |
|                     |          |                    | <b>\$38.29</b>          |

# Come Back Soon

Employees of the Month



Addison  
Mackenzie Suit



Pearl  
Yocum



Sharon  
Wu



Jacob  
Wise



Kylee  
Steigelman

to On the Vintage Vine



# Sources

- Pinterest
- Animal Crossing New Horizons
- DALL E mini

# Budget Breakdown Excel Sheet

[https://drexel0-my.sharepoint.com/:x:/g/personal/jw3773\\_drexel\\_edu/EdnR7n5eMAdKrI\\_WfM14O1UBMXt8dCua-7pAZIfPwgIXcg?e=769xjz](https://drexel0-my.sharepoint.com/:x:/g/personal/jw3773_drexel_edu/EdnR7n5eMAdKrI_WfM14O1UBMXt8dCua-7pAZIfPwgIXcg?e=769xjz)