

eyebobs®

Design Process: Visioning through Schematic

April 22, 2017

Gensler

FIVE ELEMENTS OF REMARKABLE EXPERIENCES

Engaging

They connect to all five senses: of sight, sound, smell, taste and touch. They involve the customer in a visceral way. What we think about an experience may last hours. But memories of what we hear, feel, touch, see and taste may last a lifetime.

Unique

They incorporate methods, language or customs that are unusual, surprising or proprietary to the brand but are also authentic and natural. The incorporation of these unique elements lends the feeling that customers have not just entered a different store but a different world entirely.

Personalized

They make the customer feel that the experience was created just for them. This may be as simple as recalling details and preferences from an earlier visit or it may be as complex as creating a completely bespoke product or service design just for them. Either way, they feel special and valued.

Surprising

They incorporate elements or interactions that are completely unexpected. Packing even one small but delightful surprise into the experience leaves a lasting impression.

Repeatable

They are executed using prescriptive and tested methods to achieve a uniform level of consistency and excellence across the enterprise. They are so highly engineered and well practiced that they appear spontaneous while leaving almost nothing to chance. At the same time the experiential design affords staff just enough freedom to let their unique personalities shine through.

eyebobs is....

eyebobs is...



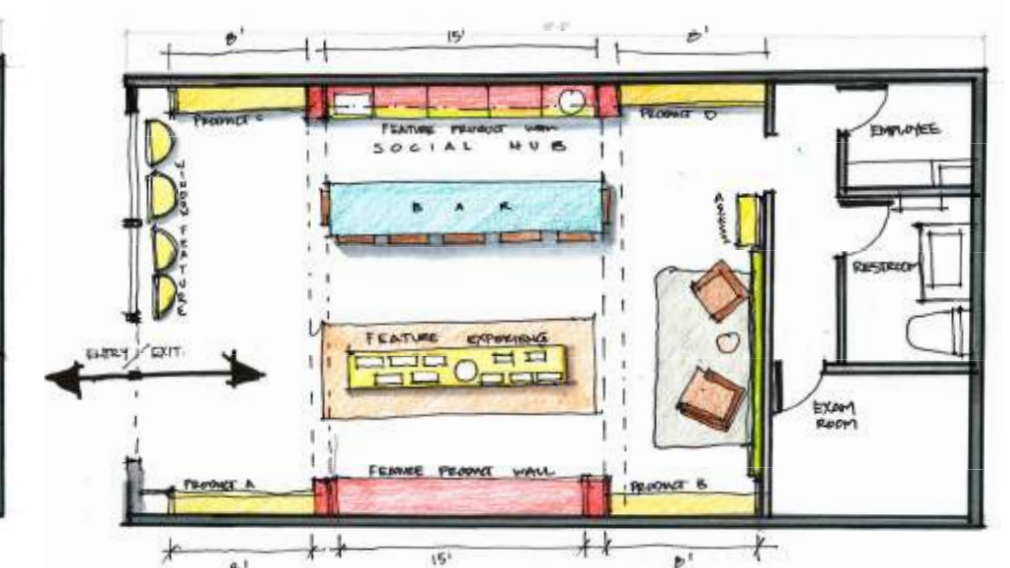
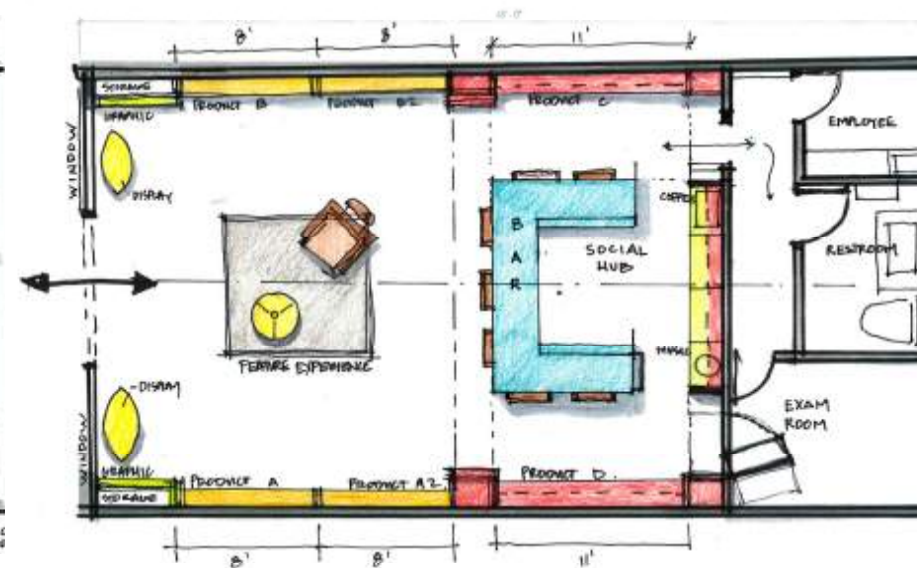
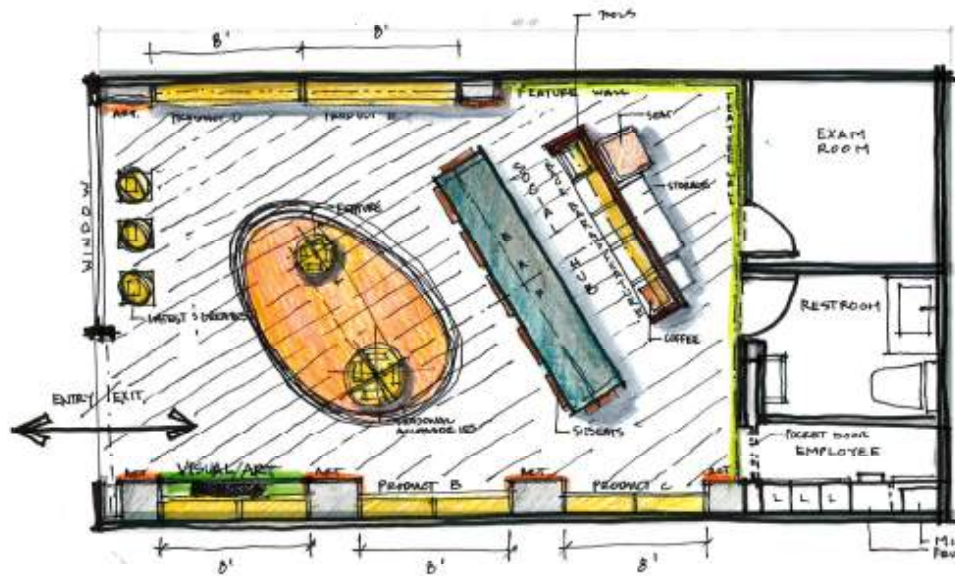
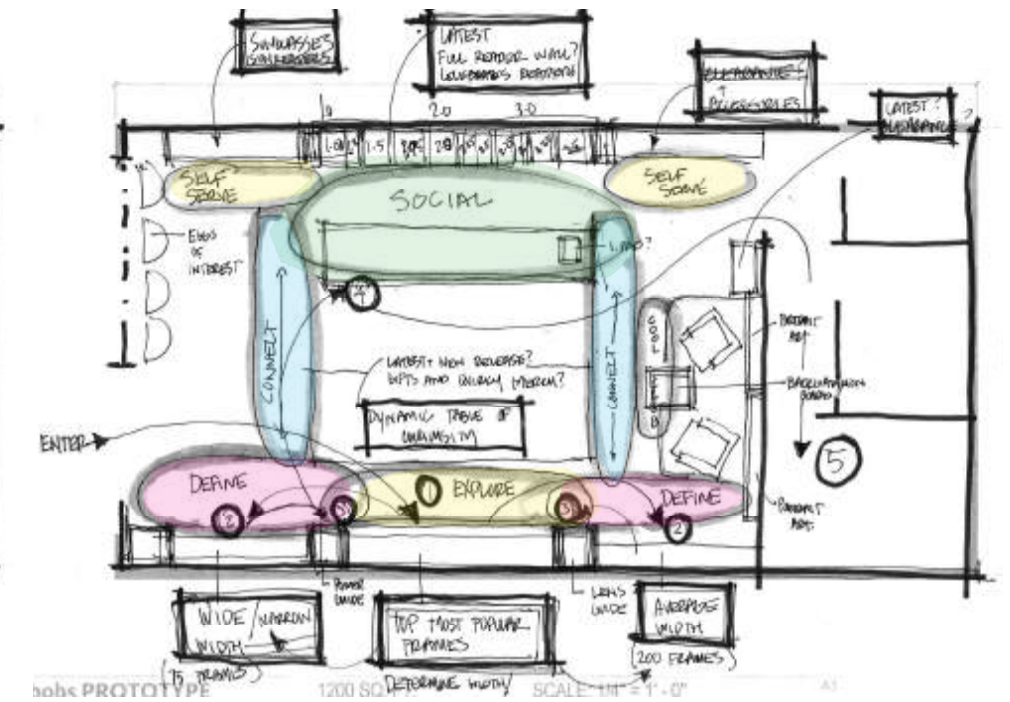
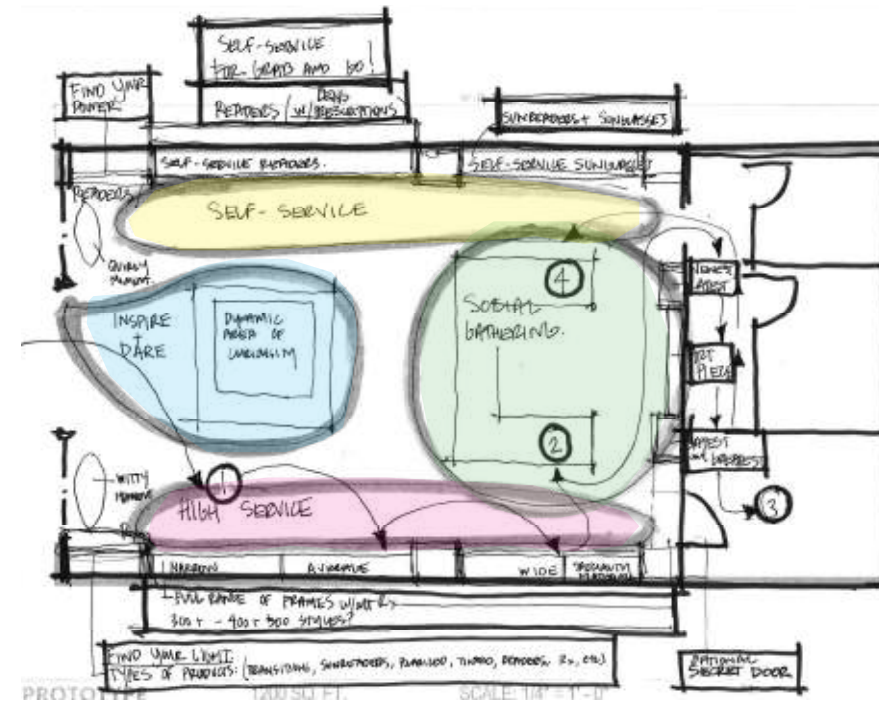
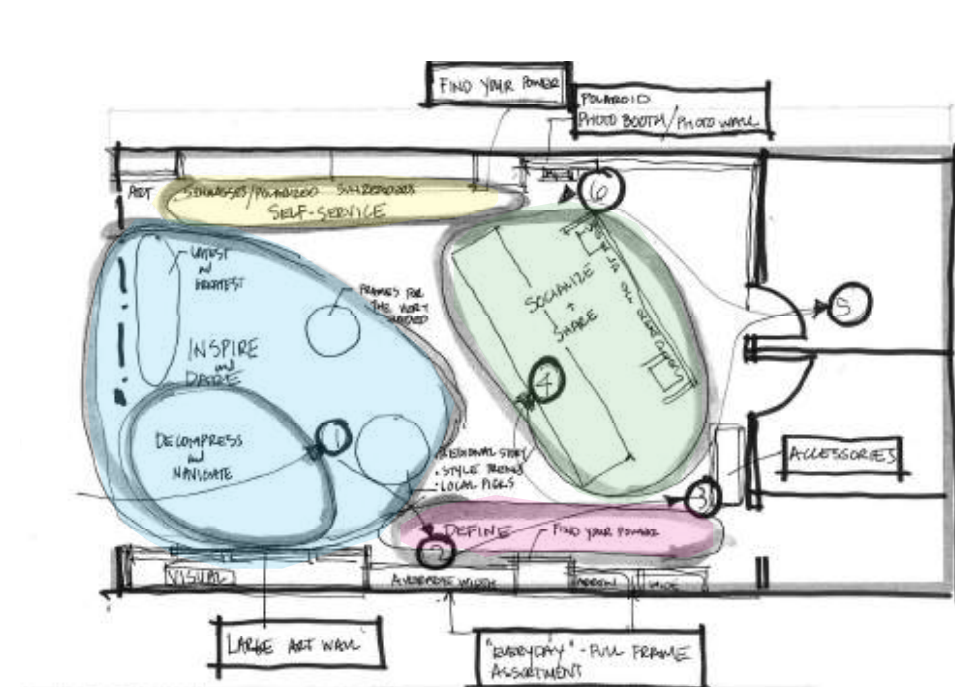
Summary of eyebobs is:



- A simple storefront with clear views into the store.
- Warm and inviting.
- Playful w/ a splash of retro but not juvenile.
- Local and Authentic.
- Artful, Artistic and Curious.
- A bit layered with an eclectic and understated-chic feel.
- Intuitive, organized w/ simple merchandising.
- Our eye-wear is the hero, but we don't appear like a typical eye-wear store.
- A place to gather at the eye-bar; where our brand buzzes.
- We have unbelievably great service; Our Stylists are stars!
- We have good lighting.
- We have unexpected details.
- We have interesting and purposeful packaging.
- We have simple gift wrap.
- We have purposeful digital interface but nothing gratuitous or fussy.

Floor Plan Explorations

Zoning Concepts Overview



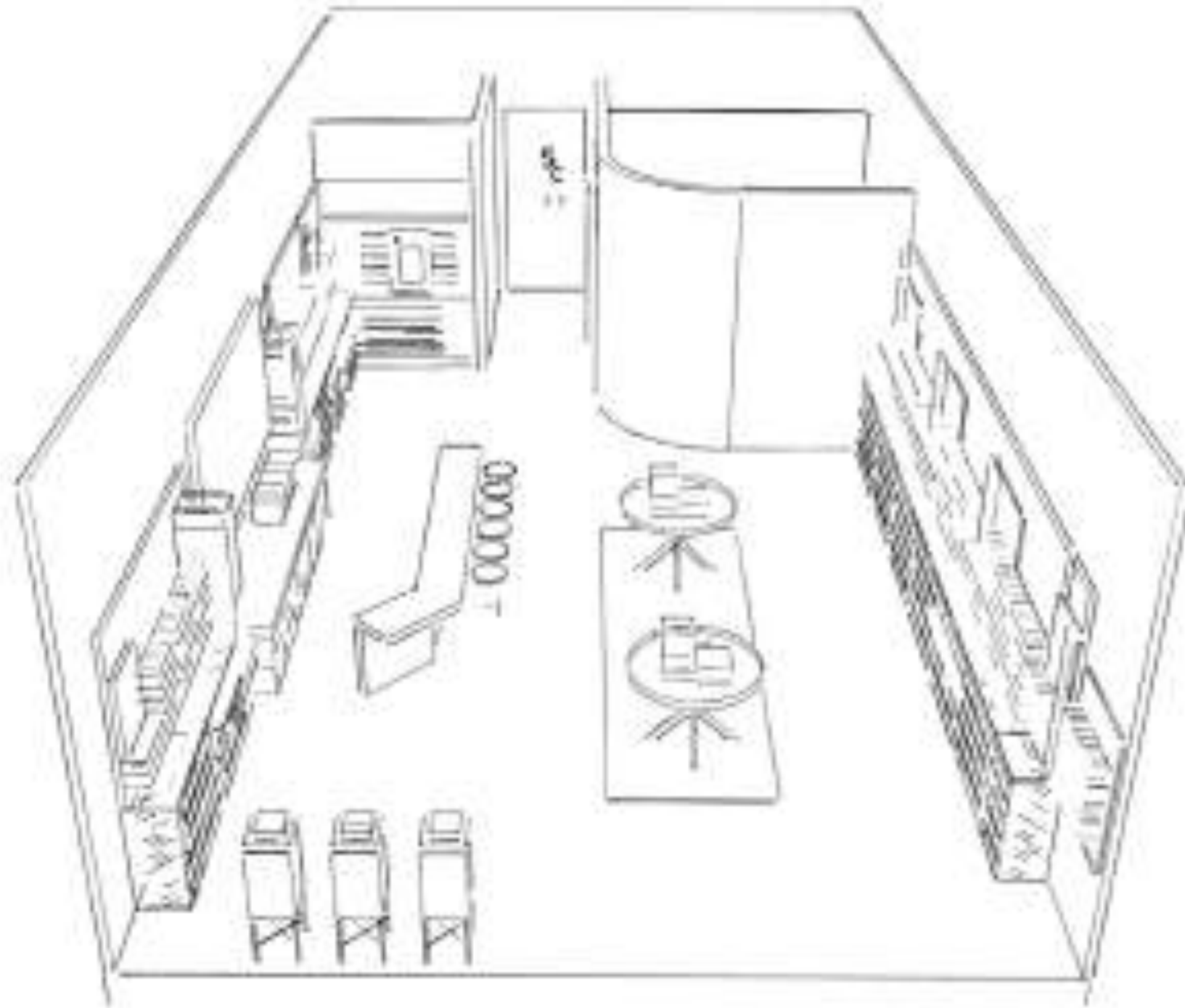
Concept 1

Concept 2

Concept 3

Concept 4 w/Modular Wall Fixtures

AERIAL VIEW



Concept 4 w/Modular Wall Fixtures

ENTRY VIEW



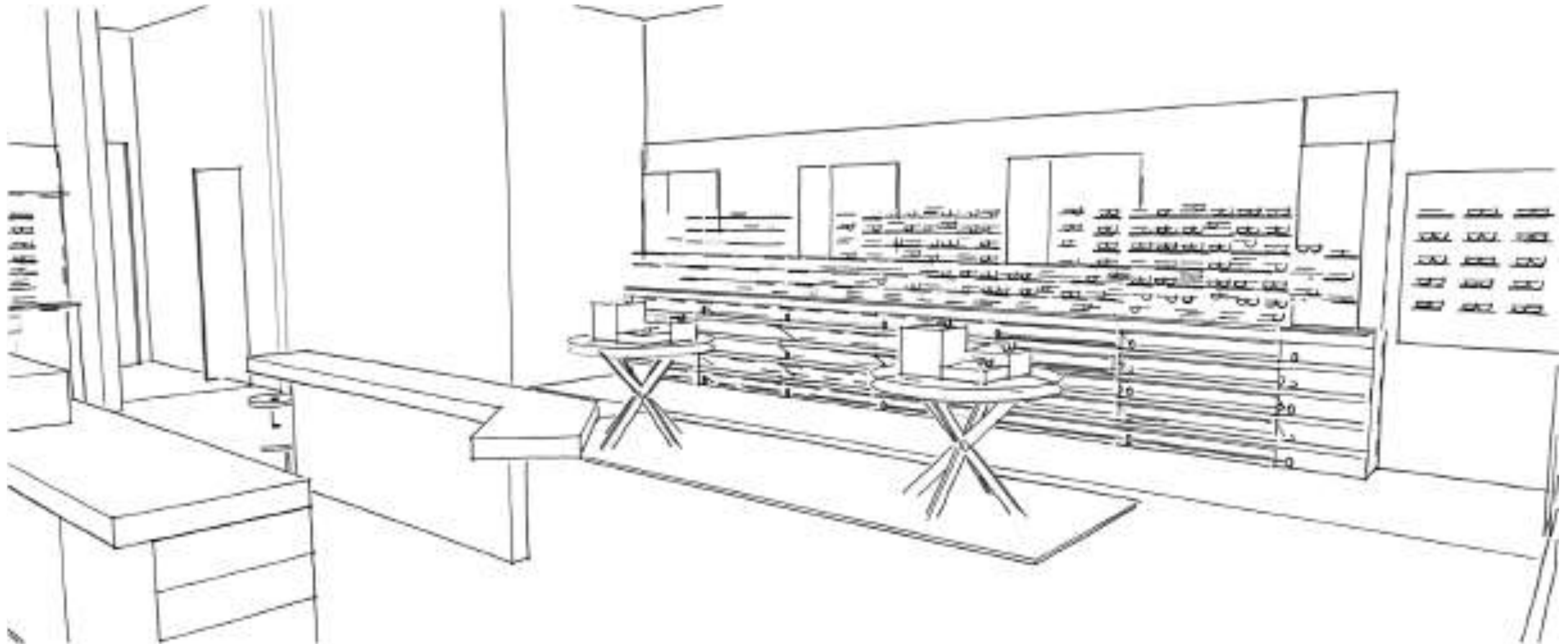
Concept 4 w/Modular Wall Fixtures

BAR VIEW



Concept 4 w/Modular Wall Fixtures

POWER WALL VIEW

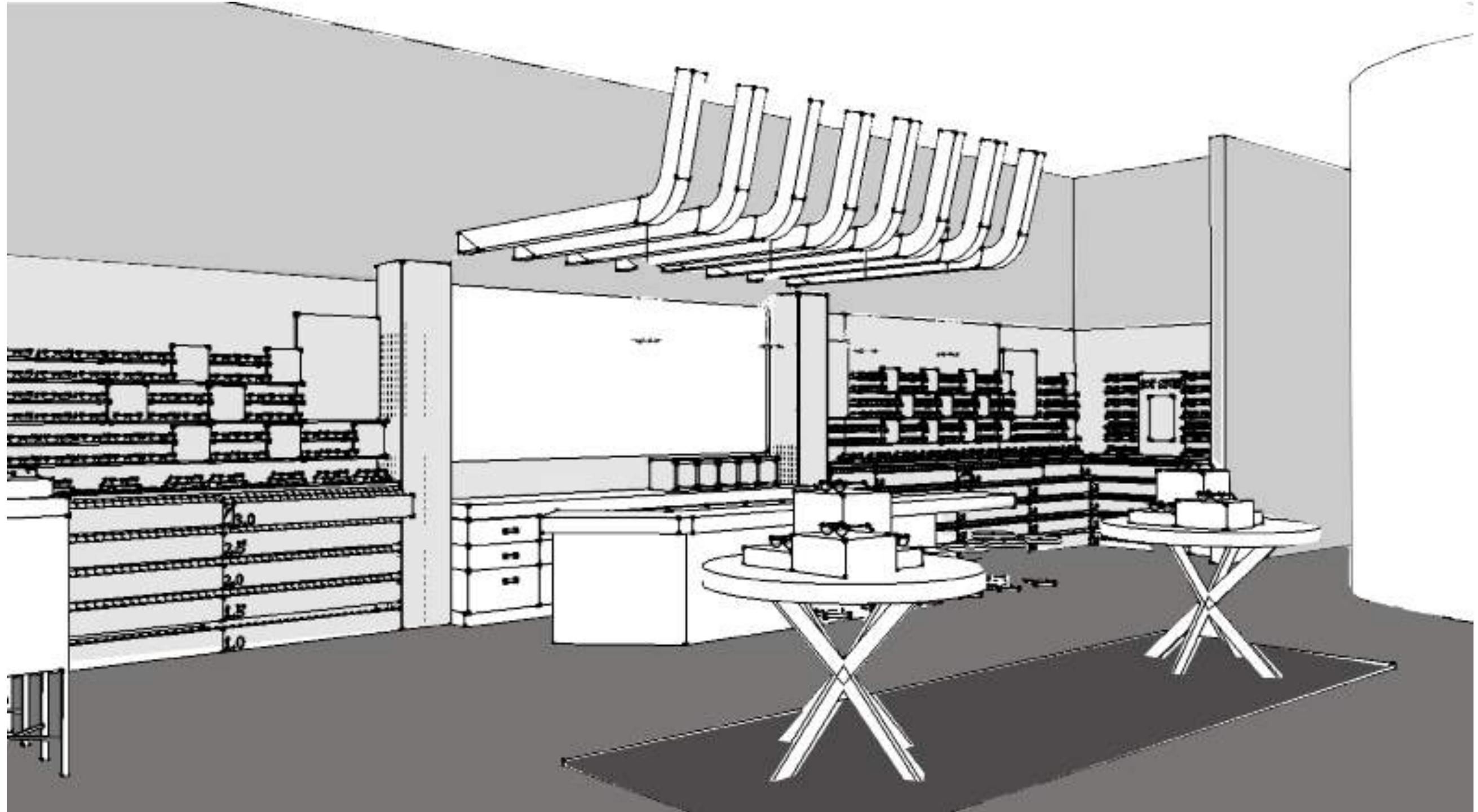


TONALITY STUDIES



TONALITY STUDIES: DARK TO LIGHT PROGRESSION

Dark Floor, Mid/Light Walls, Light Ceiling



TONALITY STUDIES: ECLECTIC TONAL MIX

Mid and Dark floor, Dark, Mid & Light walls, Light ceiling

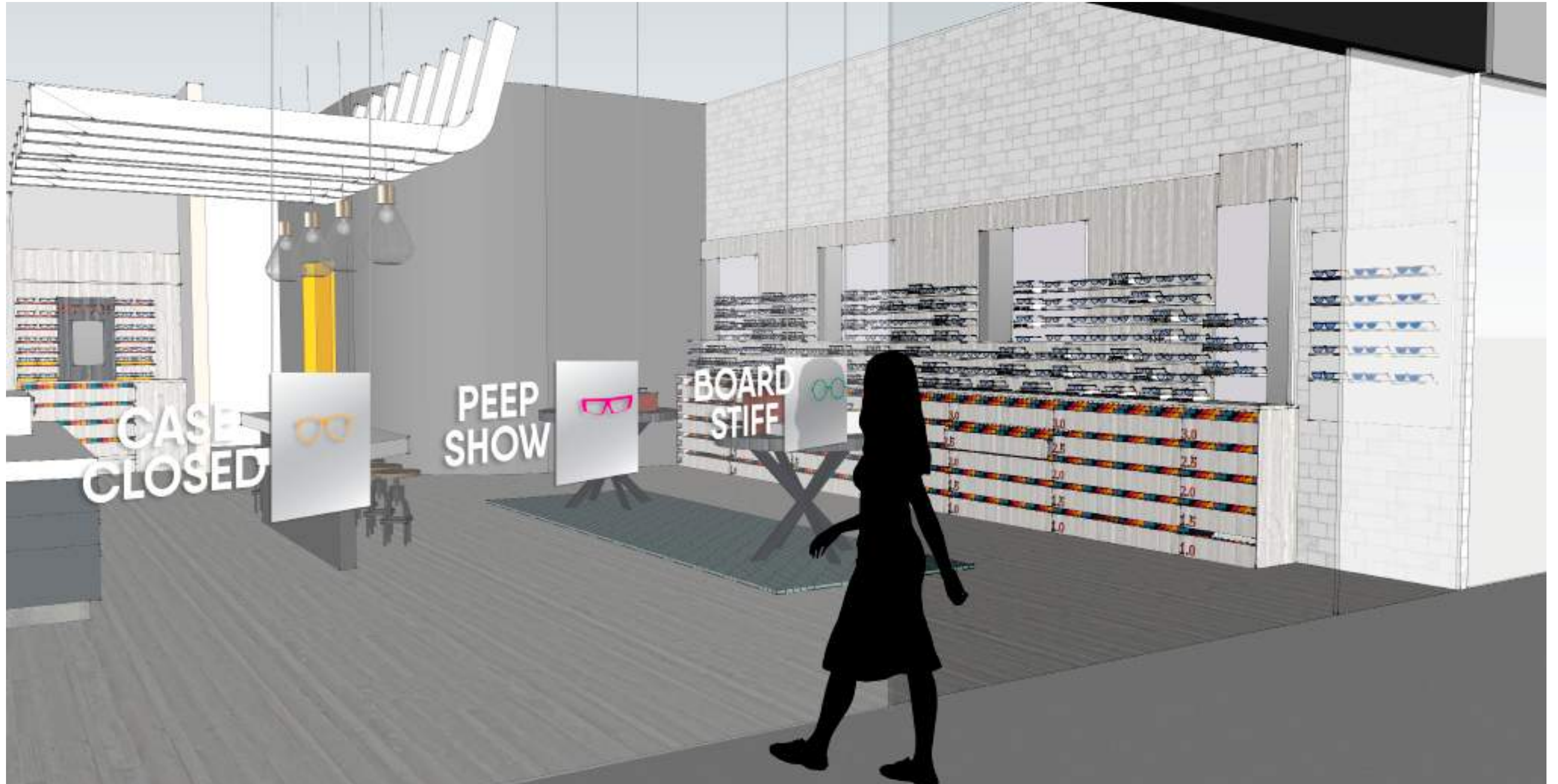


BRAND & DESIGN DEVELOPMENT

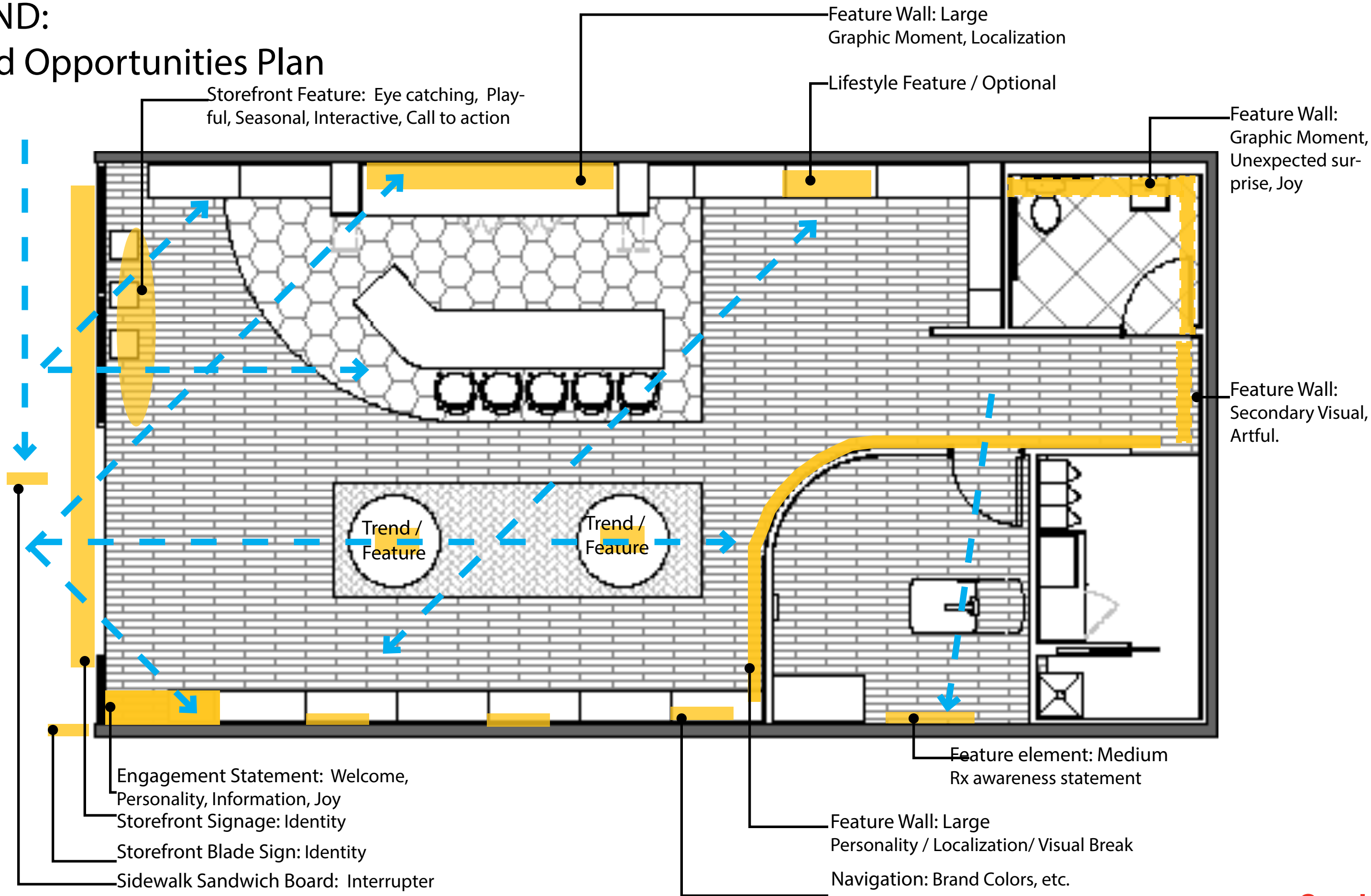


BRAND: INTERACTIVE & PLAYFUL TOUCH POINT

Storefront Window Display



BRAND: Brand Opportunities Plan





RETAIL ENVIRONMENTS

Integration Explorations



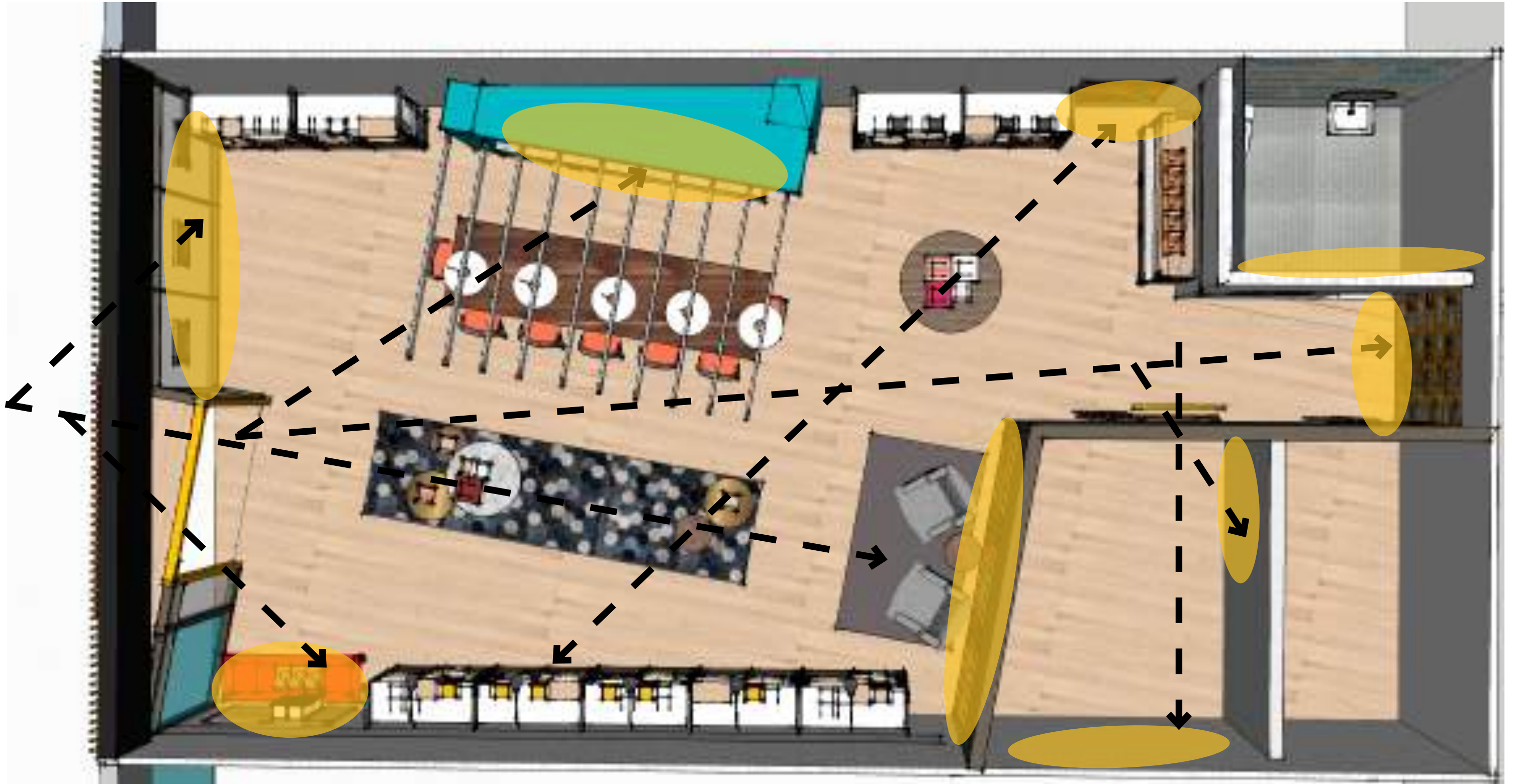
BRAND: IRREVERENCE

Brand Expression Back Wall



UPDATED CONCEPT PLAN:

Art Installations, Story telling focus points, Local feel & expression

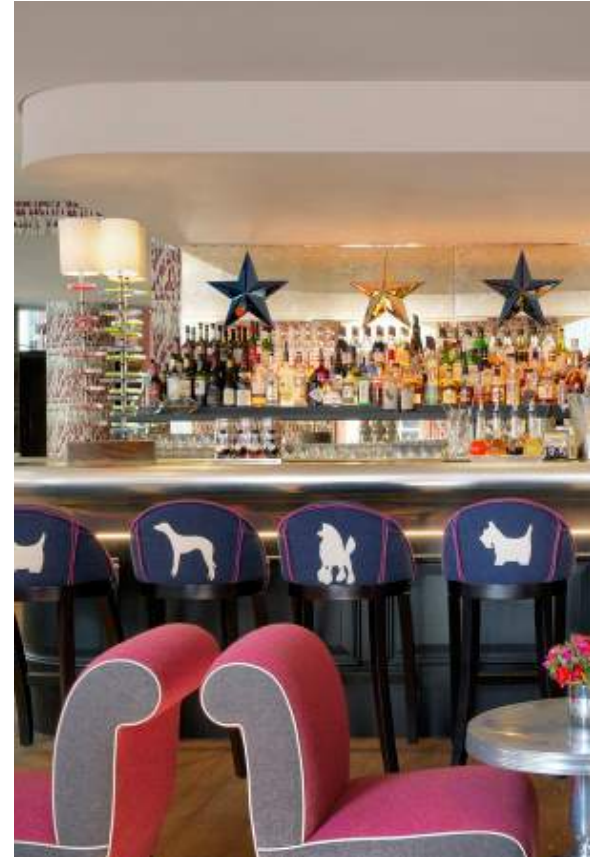


PRECEDENT IMAGERY:
Eyebobs Is: Warm, Welcoming, Cozy, Layered, Joyful, Eclectic, Artistic



PRECEDENT IMAGERY:

Brand Experience Drivers: Warm, Welcoming, Cozy, Layered, Joyful, Eclectic, Artistic



BRAND COLOR THEORY:

Brand Experience Drivers: Warm, Welcoming, Cozy, Layered, Joyful, Eclectic, Artistic

eyebobs yellow

PMS 7549C
PMS 7548U

C:0 M:30 Y:100 K:0

R:253 G:185 B:19

eyebobs black

PMS Black 3C
PMS Black 6U

C:0 M:0 Y:0 K:100

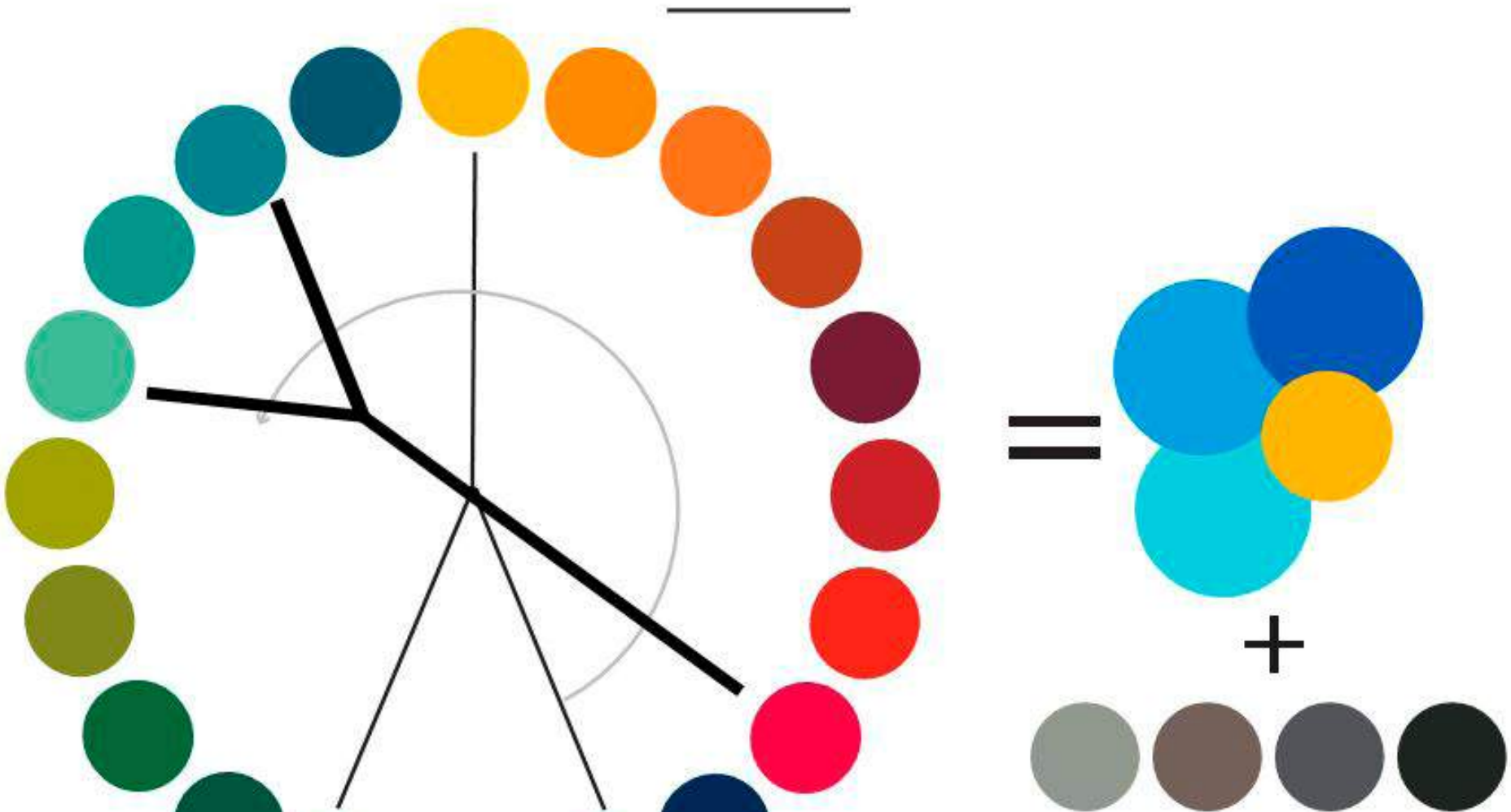
R:0 G:0 B: 0

eyebobs gold

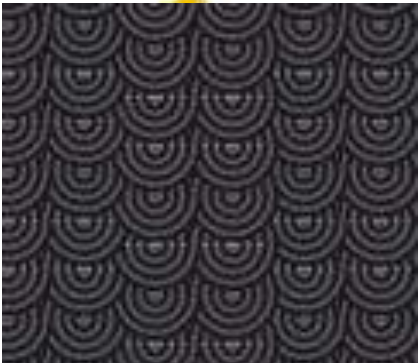
PMS 144C	C:5	R:23.7
PMS 142 U	M:45	G:15.4
	Y:10.0	B:3.4
	K:0	

eyebobs grey

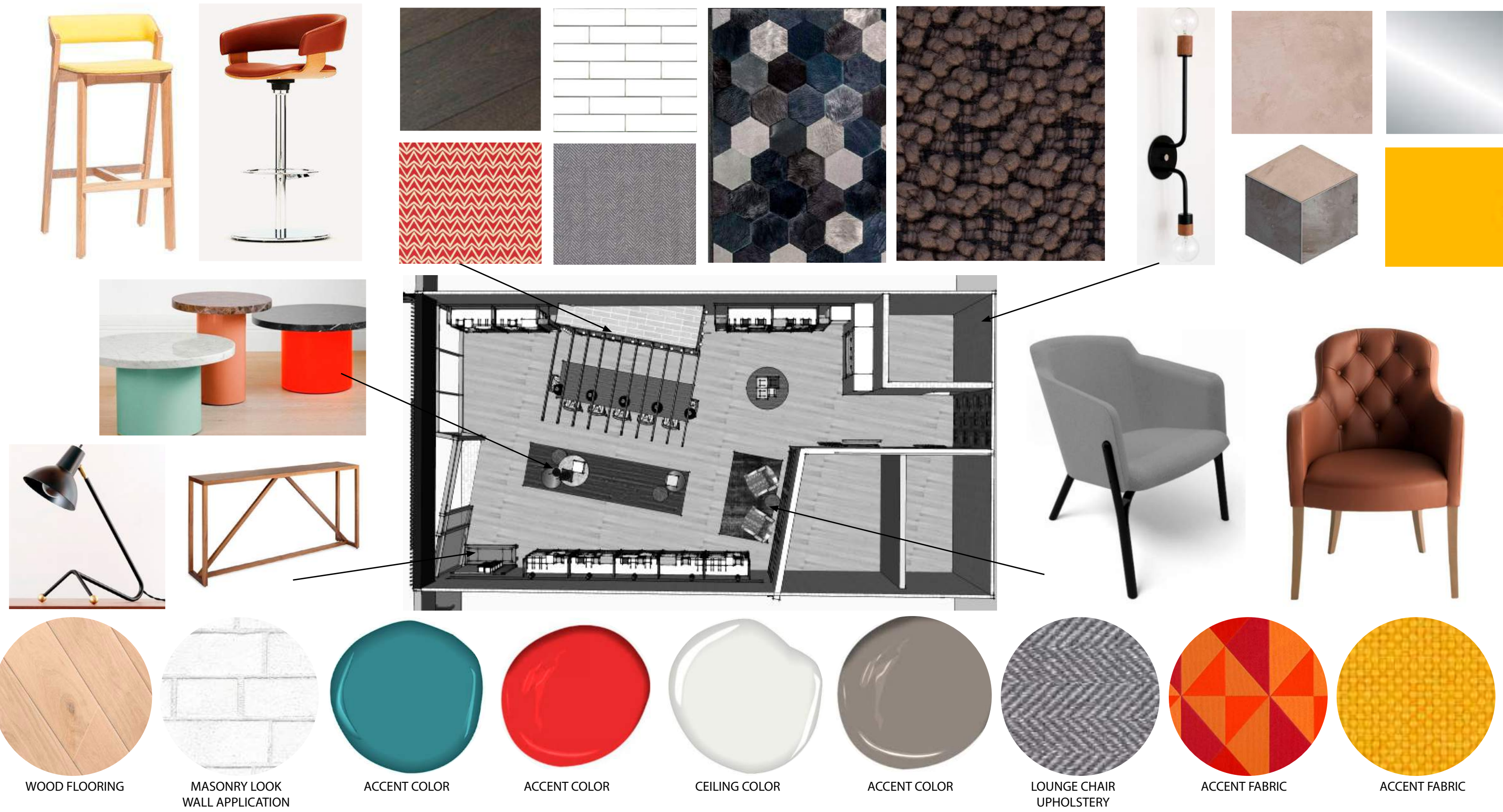
PMS Cool Gray 11C	C:0	R:88
PMS Cool Gray 11U	M:0	G:89
	Y:0	B:91
	K:80	



	Orange Color Family	Pink/Red Color Family	Blue Color Family	Green Color Family	Teal Color Family	Neutrals
poppy	PMS 3640	PMS 192C	PMS 3105C	PMS 3305C	PMS 2847C	PMS 7538C
middle tones	PMS 158C	PMS 485C	PMS 299C	PMS 3306C	PMS 7473C	
	PMS 159C	PMS 7621C	PMS 2955C	PMS 349C	PMS 2237C	
gem tone	PMS 1675C	PMS 7421C	PMS 295C	PMS 343C	PMS 7470C	
Neutrals						PMS Warm Gray 11C PMS Cool Gray 11C



PALETTE:
Brand Experience Drivers: Warm, Welcoming, Cozy, Layered, Joyful, Eclectic, Artistic



EXTERIOR ELEVATION: GLASS REMOVED

Mall Location



INTERACTIVE & TOUCH POINT Storefront Window Display

Engaging, Playful, Surprising



ENTRY VIEW: DECOMPRESSION ZONE



Unusual & Surprising

Unusual & Surprising

Delightful

ENTRY VIEW, WELCOMING AREA

Art Installation:
Unusual, Surprising:
Makes you feel fabulous



ENTRY VIEW: TOWARD POWER WALL

Artistic, Eclectic

Rhythm, Repeatable



MERCHANDISING CLOSE UP



VIEW FROM EYE EXAM ROOM

Styling place to make you feel special



INTERIOR ELEVATION : FACING LEFT



MASONRY LOOK
WALL APPLICATION



ACCENT COLOR



ACCENT COLOR



CEILING COLOR



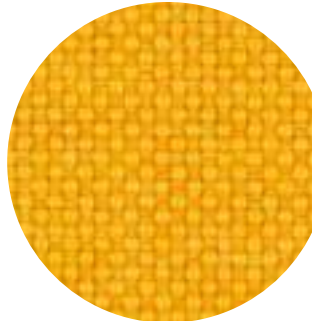
ACCENT COLOR



LOUNGE CHAIR
UPHOLSTERY

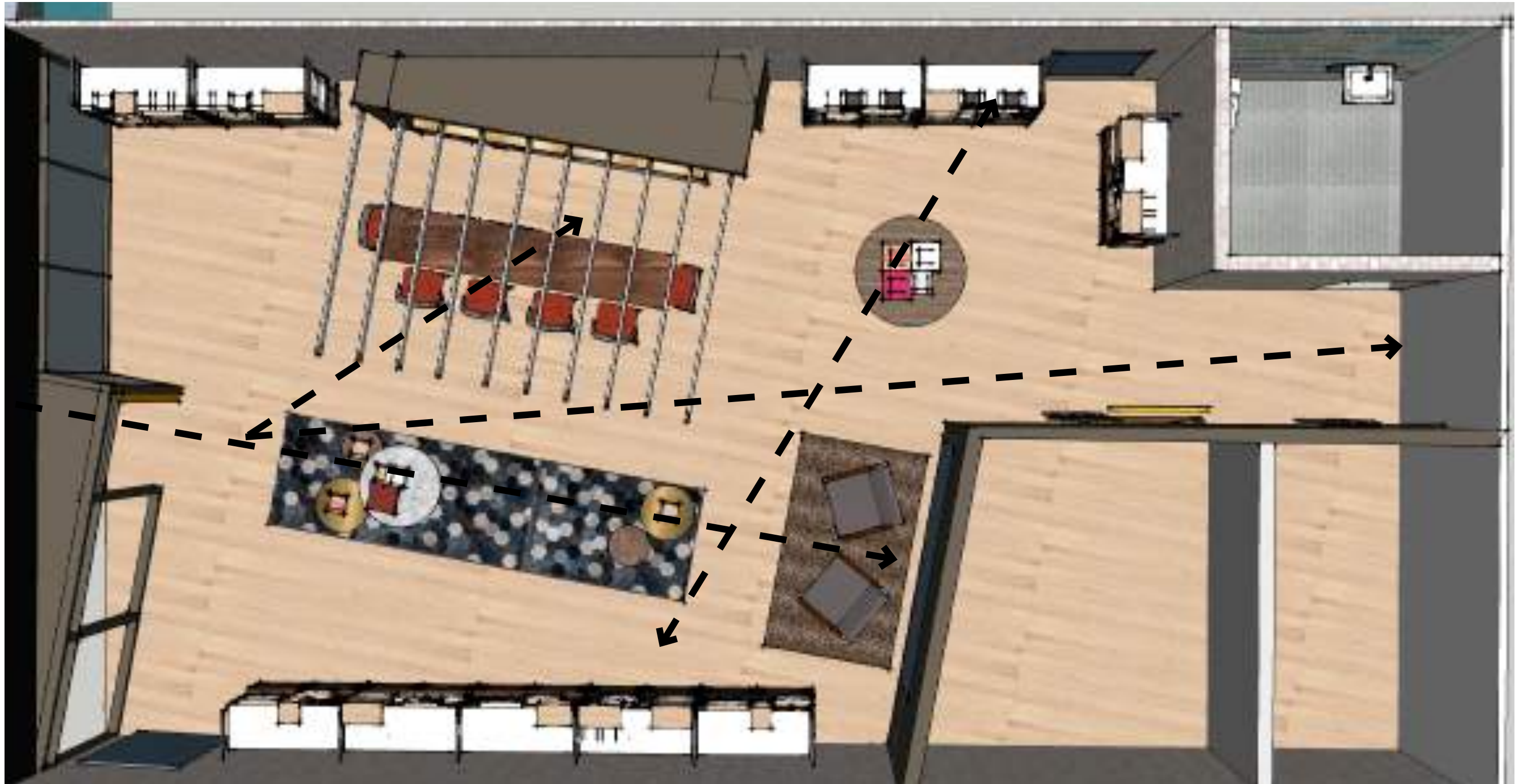


ACCENT FABRIC



ACCENT FABRIC

100% SCHEMATIC PLAN: Driving Focus Points, Simplified & warm material palette



EXTERIOR ELEVATION OPTION 2: "PEEK A BOO"



INTERIORS OVERVIEW

Style Bar, art walls, trend area, illuminated spheres, seating area, power wall



INTERIORS

Style Bar, exam room, art wall, illuminated spheres, seating area, power wall



RIGHT ELEVATION



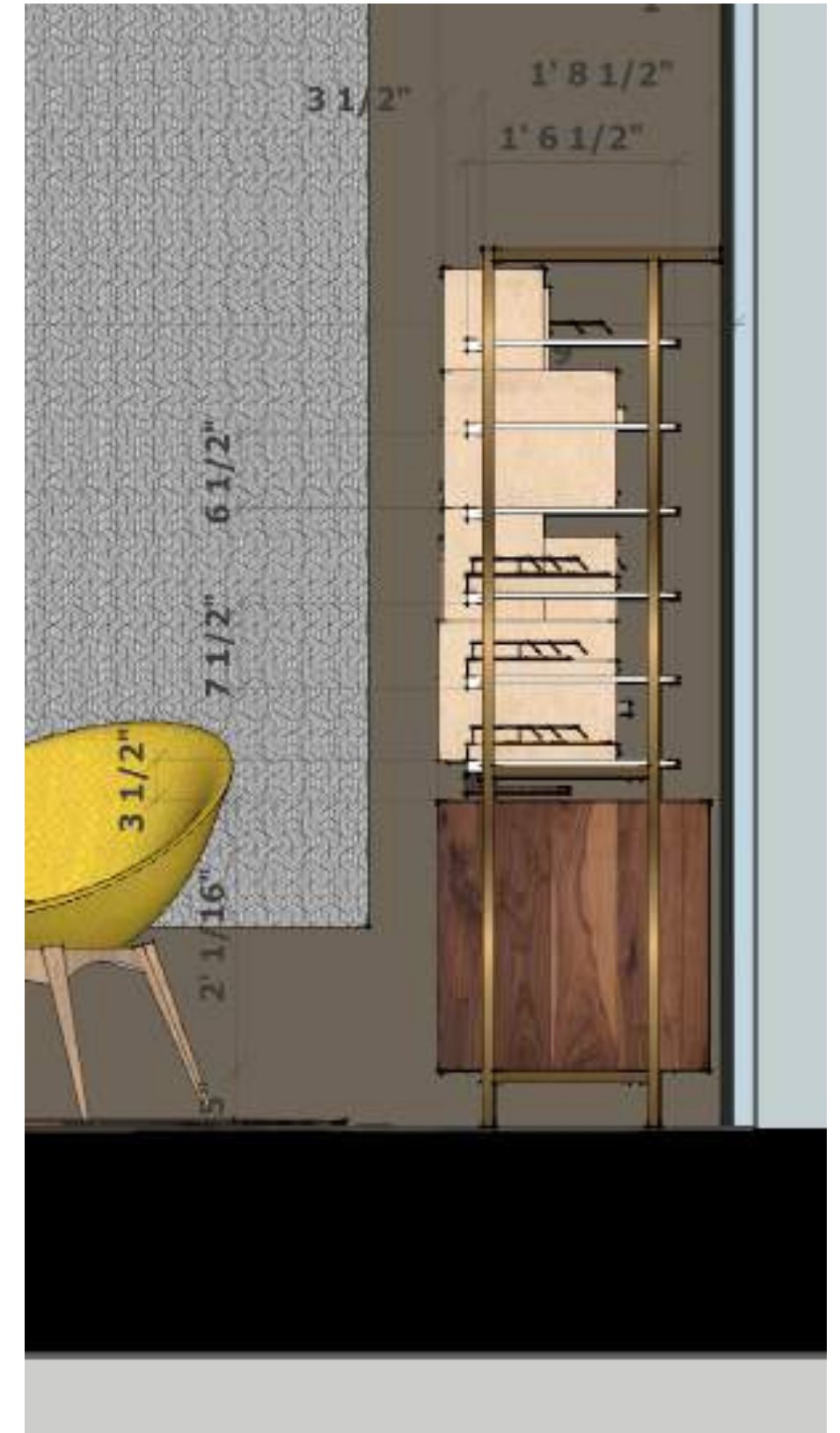
POWER WALL

Trend merchandise, mirrors, risers



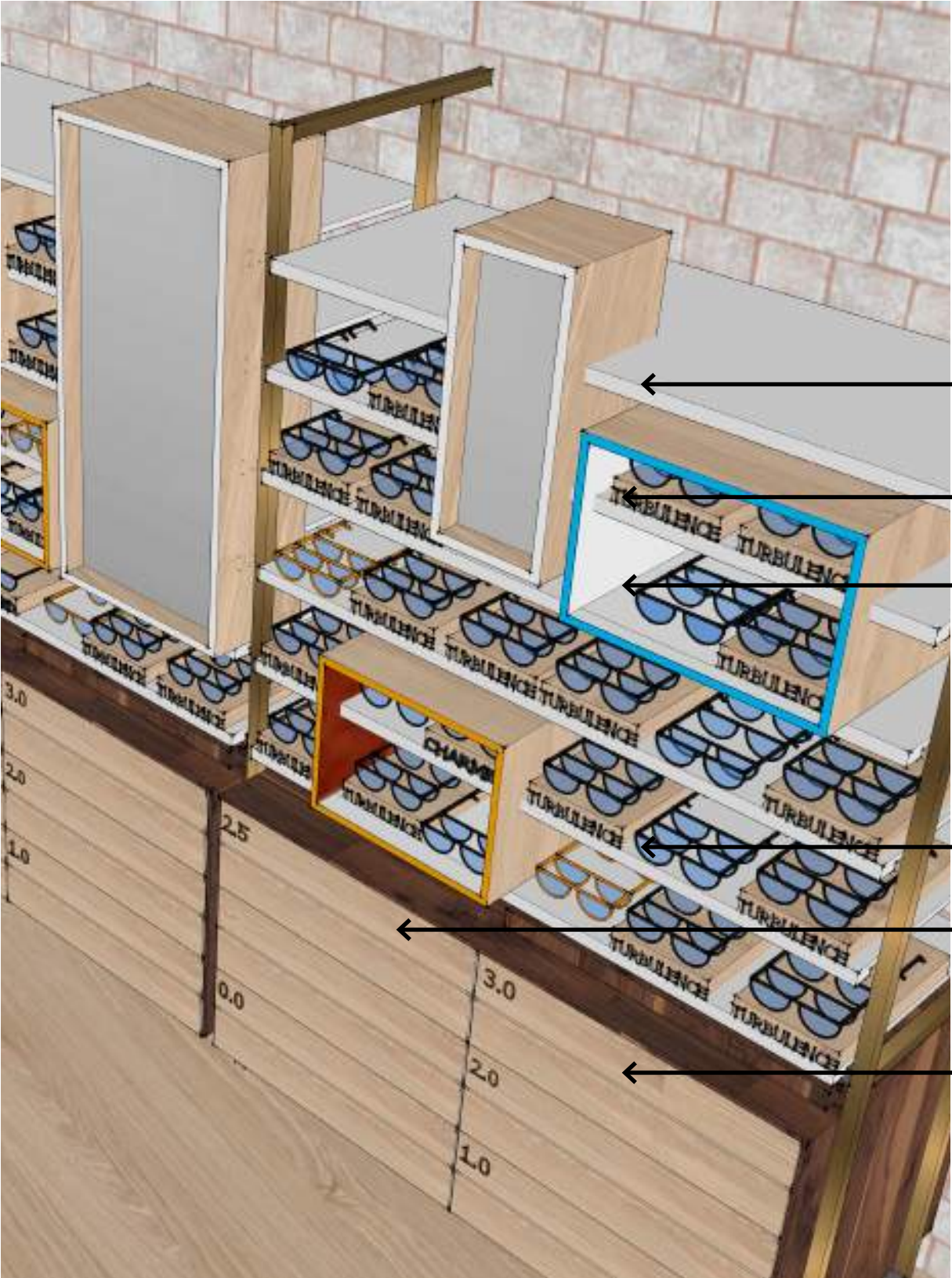
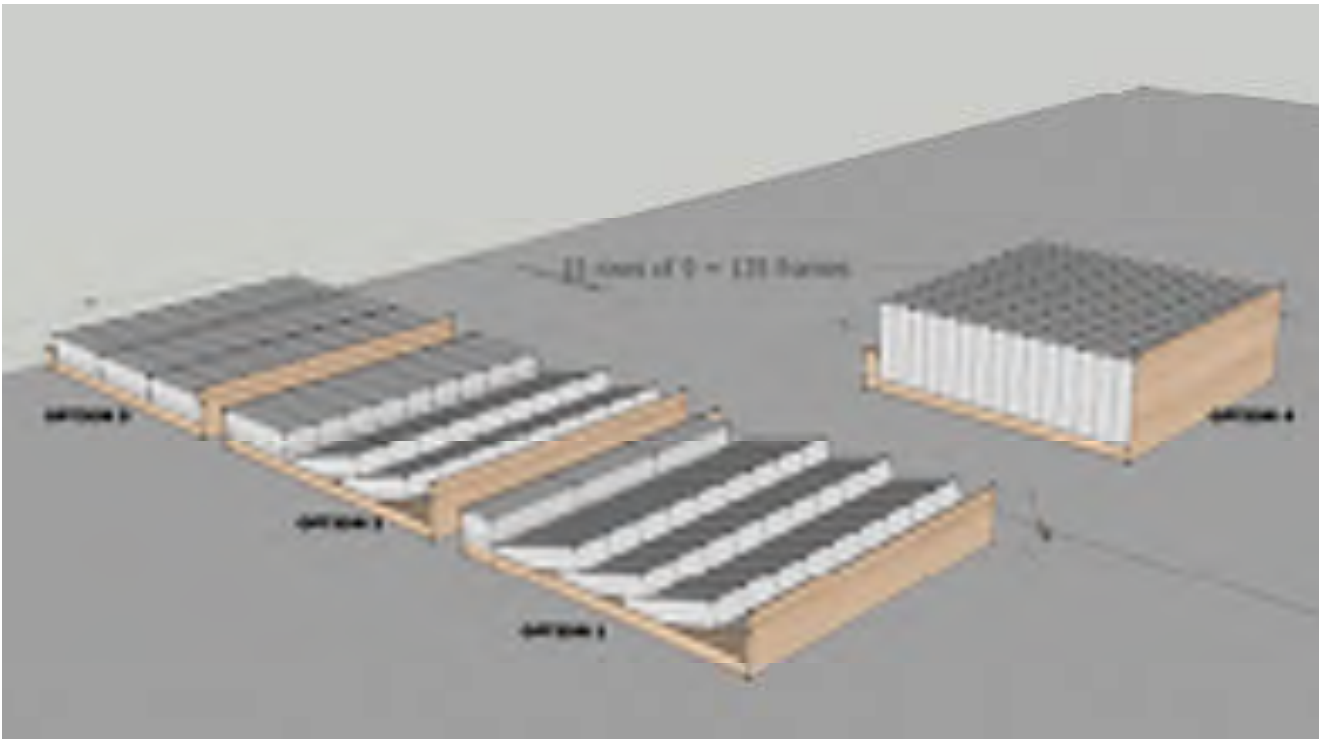
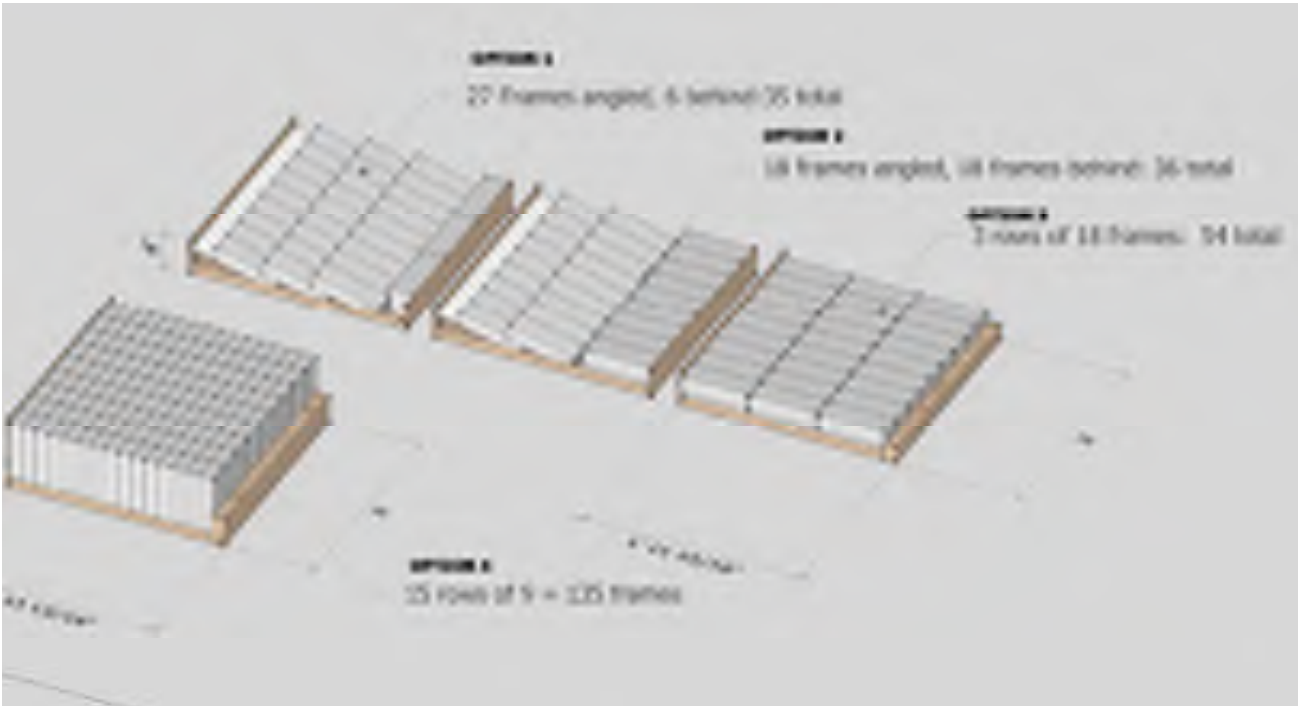
POWER WALL

Detail view and dimensioned side elevation



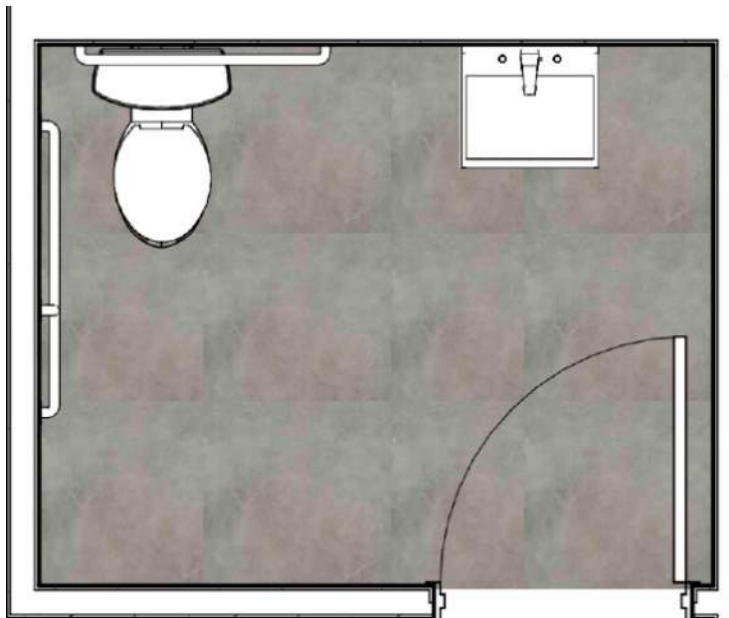
FIXTURE DESIGN DEVELOPMENT

Materiality and drawer configurations

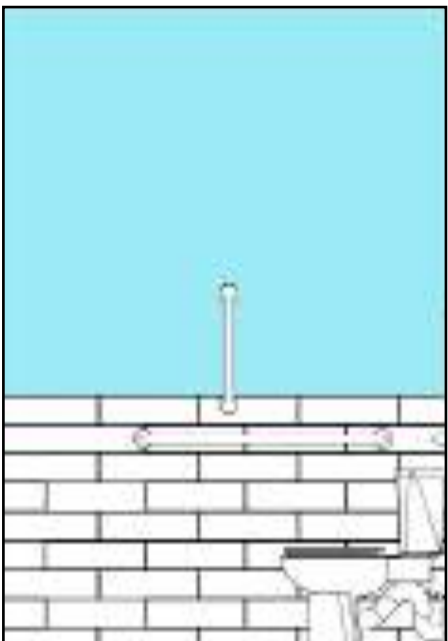


RESTROOM: NAUGHTY?

Elevations and Finishes



NORTH ELEVATION



WEST ELEVATION



CERAMIC TILE
FLOORS



CERAMIC TILE
WET WALLS



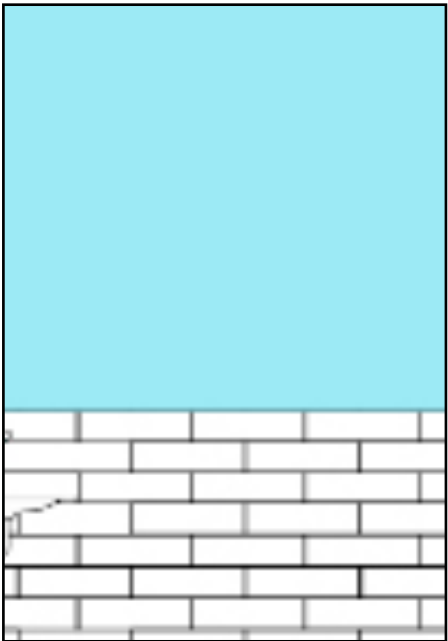
GRAPHIC
WALL-COVERING



ACCENT PAINT



SOUTH ELEVATION



EAST ELEVATION



Thank you
Gensler