

Lush Life

DIALECTIC : SOLIDITY AND FLUIDITY

The concept is appreciating the beauty of nature through the zones and natural ingredients that Lush uses for their products. For dialectic, fluidity is achieved through curvatures and continuous flow of zones from start to end while solidity is achieved with built-in surfaces. The store serves gives a new experience that includes sensory and personalised services like manicure/pedicure.

TARGET CONSUMERS

AGES 20-35 YEARS
 CREATIVE FASHIONISTAS
 YOUTHS
 VEGANS

USER PERSONA

ANDREA YONG
 Outdoor Instructor
 24 Yrs Old
 Single

Curious and interested in viewing different perspective
 Likes sweet and fragrant scents = Relieve stress
 Enjoys having bubble baths after a long day
 Loves exploring the nature

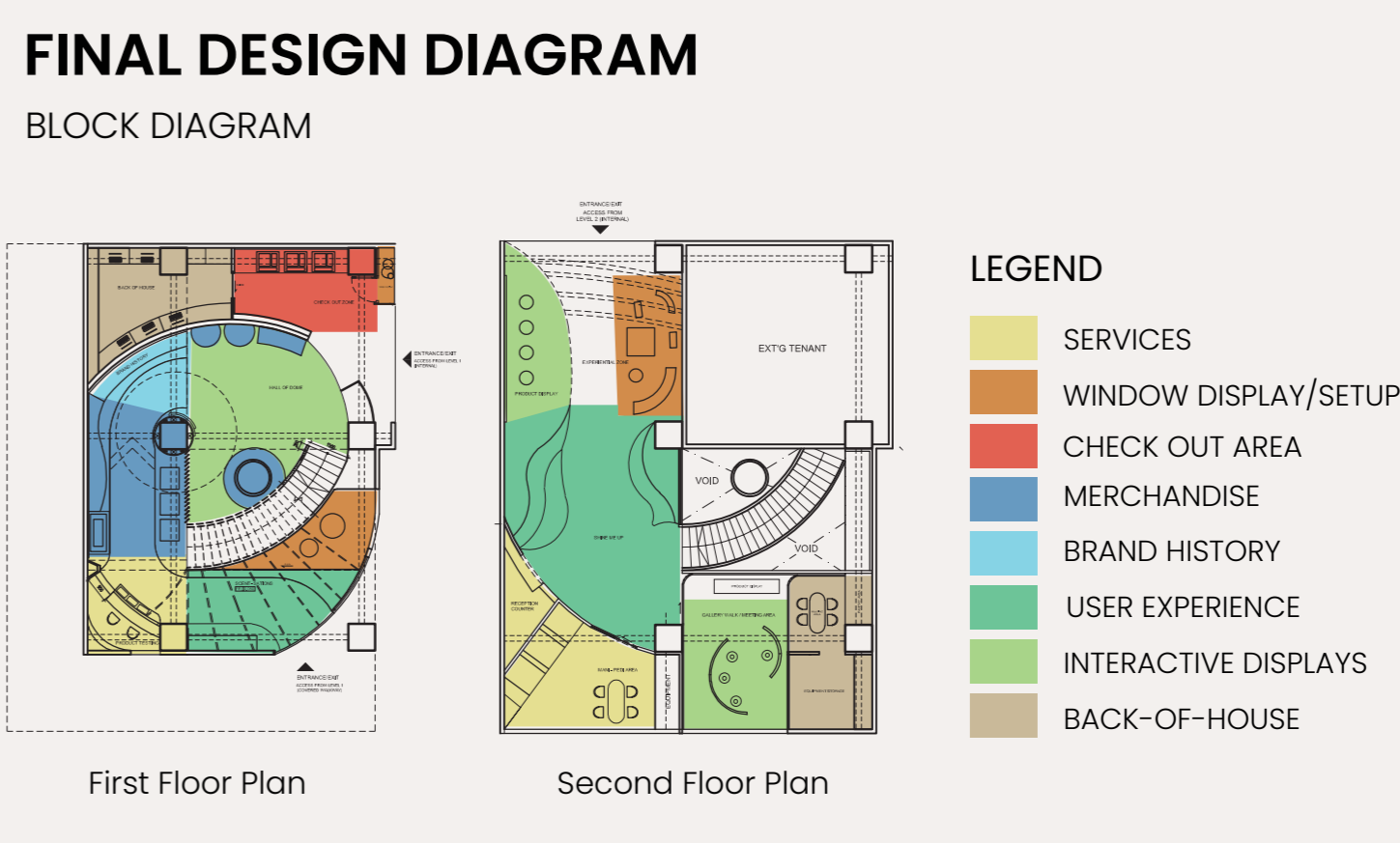
BRAND PROFILE - LUSH FRESH HANDMADE COSMETICS

Lush Motto : 'Fresh, Handmade Cosmetics'
 Stores do not sell products older than 4 to 5 months.
 Lush is known for its fresh and natural homemade beauty products (organic ingredients). Lush is truly cruelty-free from animal testing.

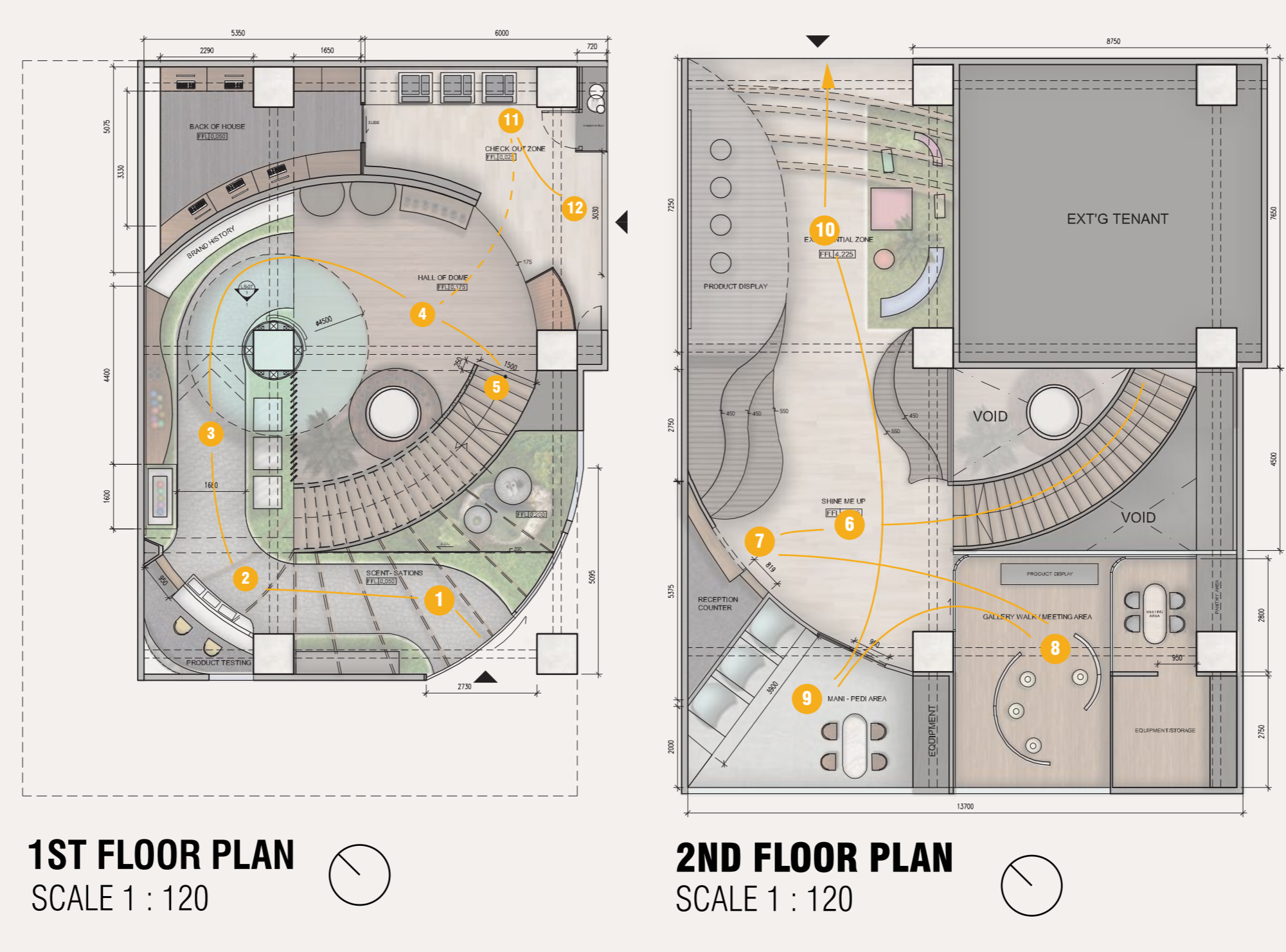
- PHYSIQUE**: Beauty, Clean, Refreshing
- PERSONALITY**: Moment of joy, Flabbergasted
- CULTURE**: Cleanliness, Innovative
- RELATIONSHIP**: Brand Equity, Friendly
- REFLECTION**: Youthful, Nature, Animal Lover
- SELF IMAGE**: Unique, Exclusive, Hand-crafted

TARGET PRODUCTS

- Lotions
- Skincare/Haircream
- Bathbombs



INTERIOR VIEWS



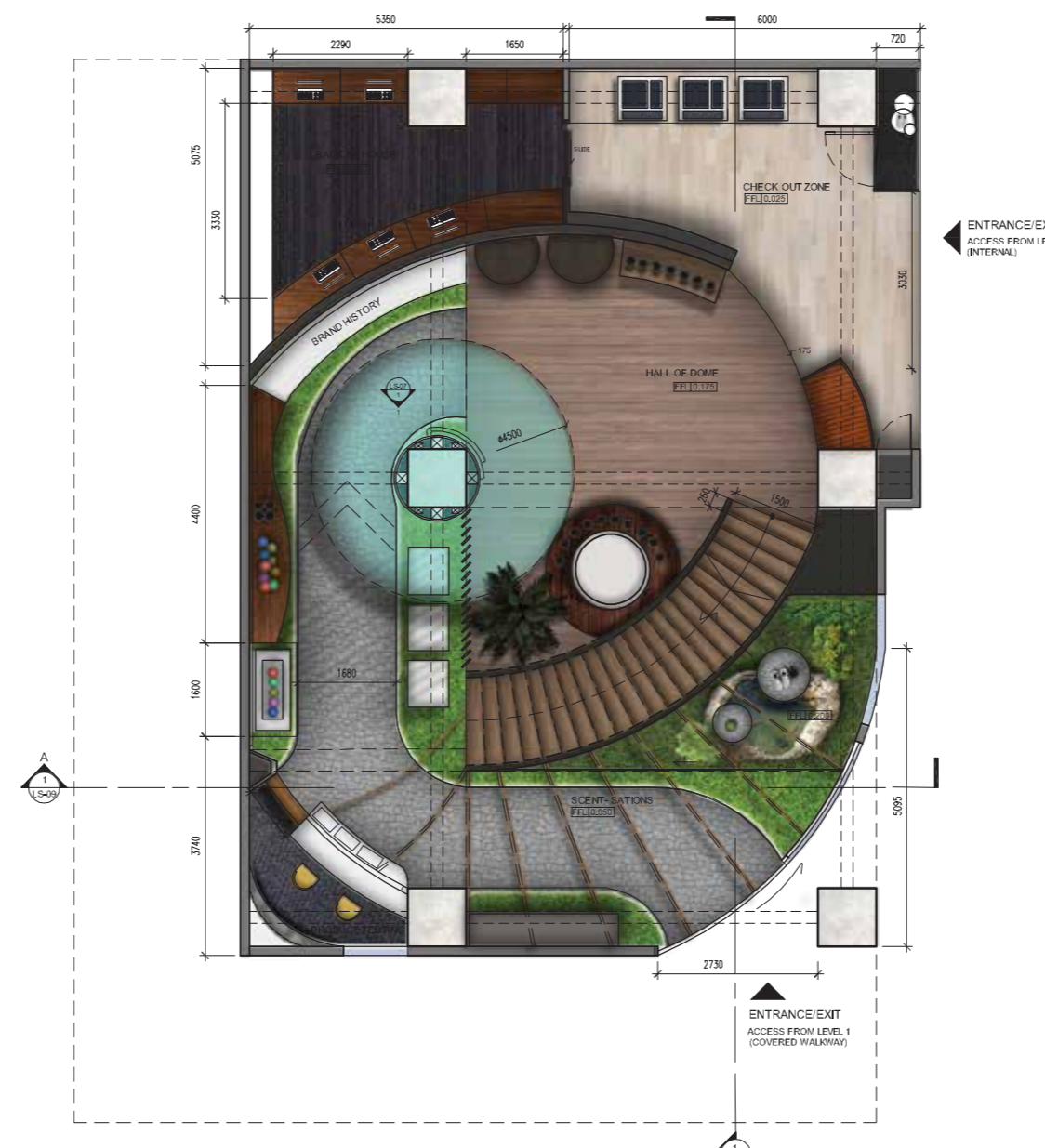
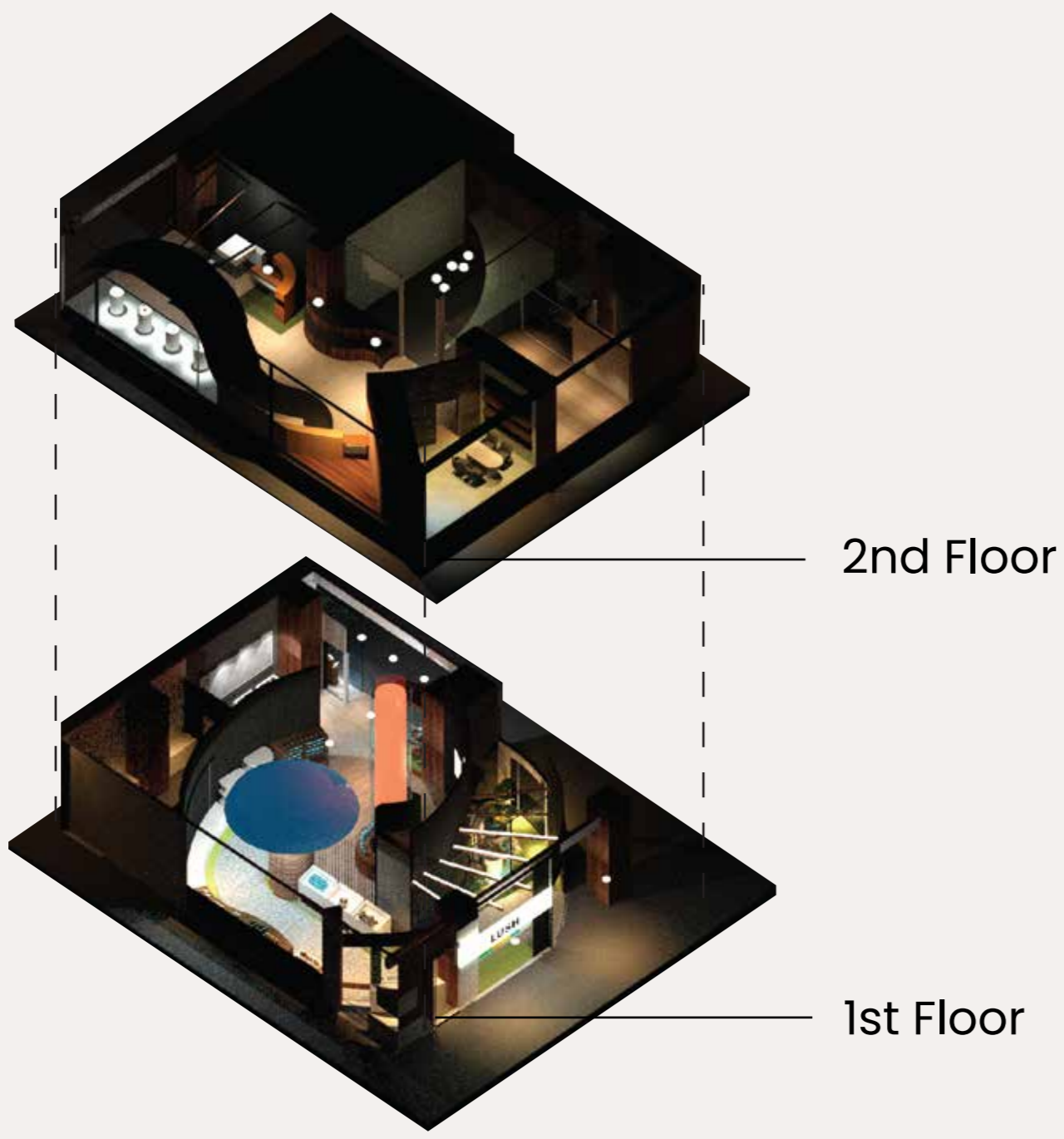
USER JOURNEY MAP

- SCENT-SATION
- PRODUCT TESTING
- MERCHANDISE AREA
- HALL OF DOME
- STAIRS
- SHINE ME UP
- RECEPTION COUNTER
- GALLERY/MEETING
- MANICURE/PEDICURE
- EXPERIENTIAL ZONE
- CHECK-OUT
- EXIT



HALL OF DOME

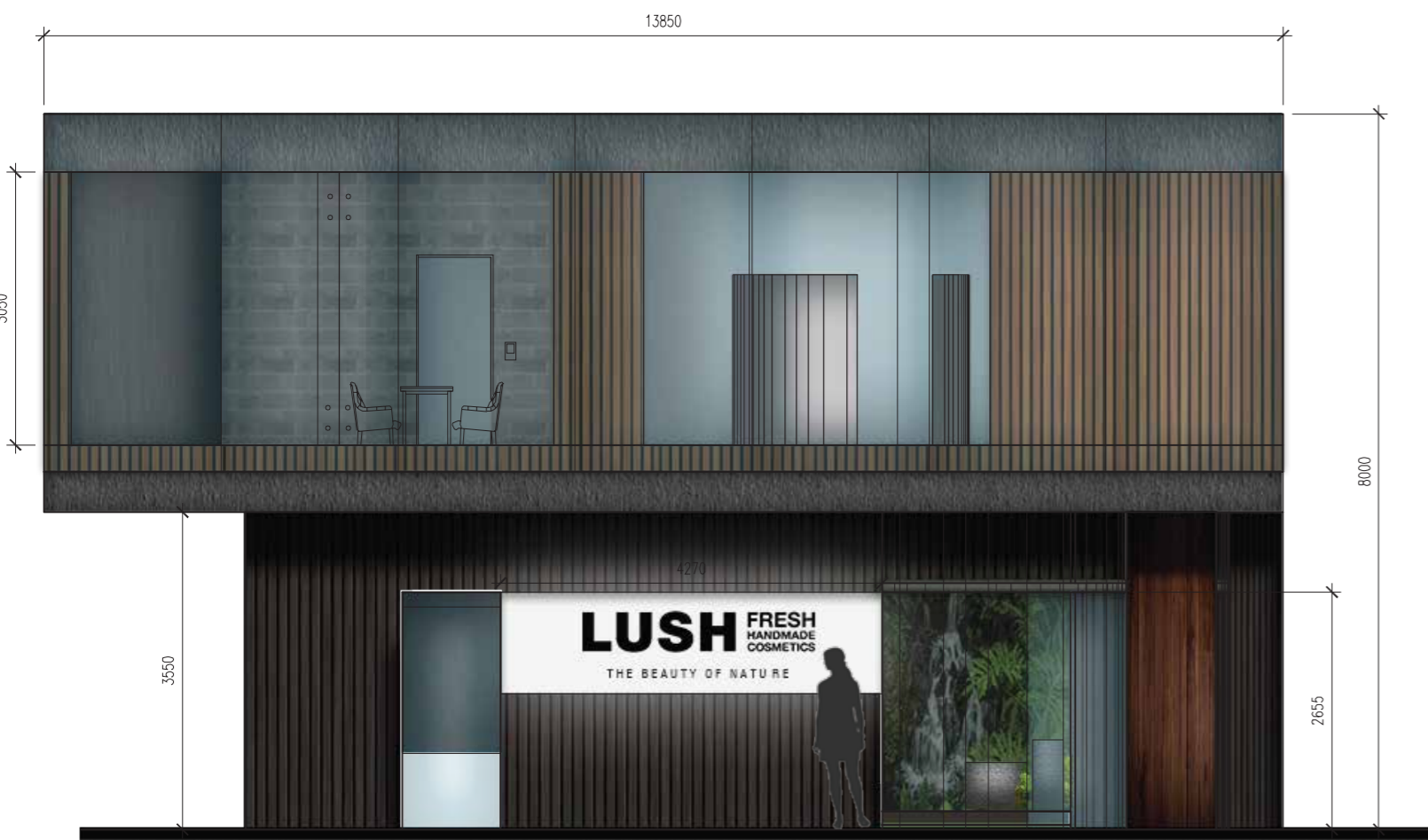
EXPLODED AXONOMETRIC



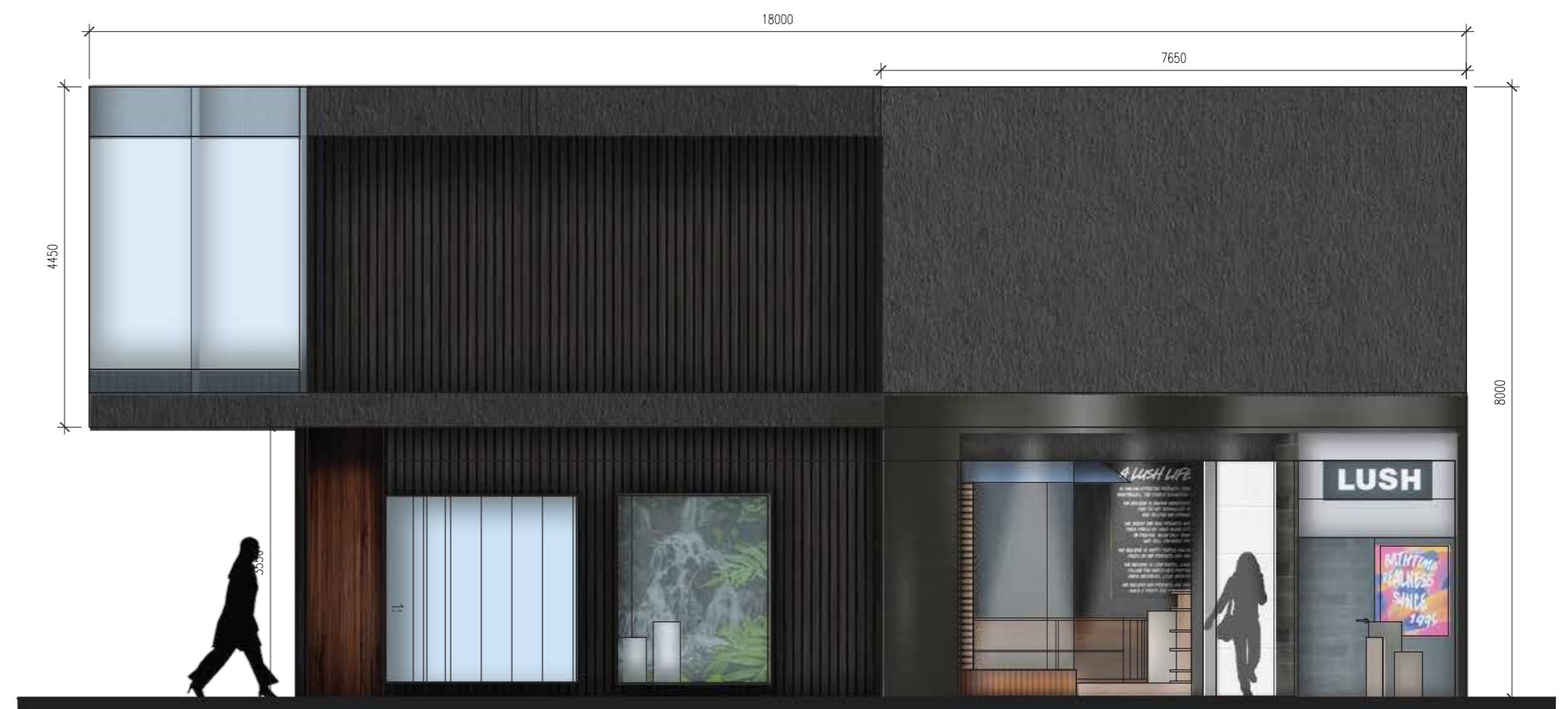
1ST FLOOR PLAN
SCALE 1 : 120



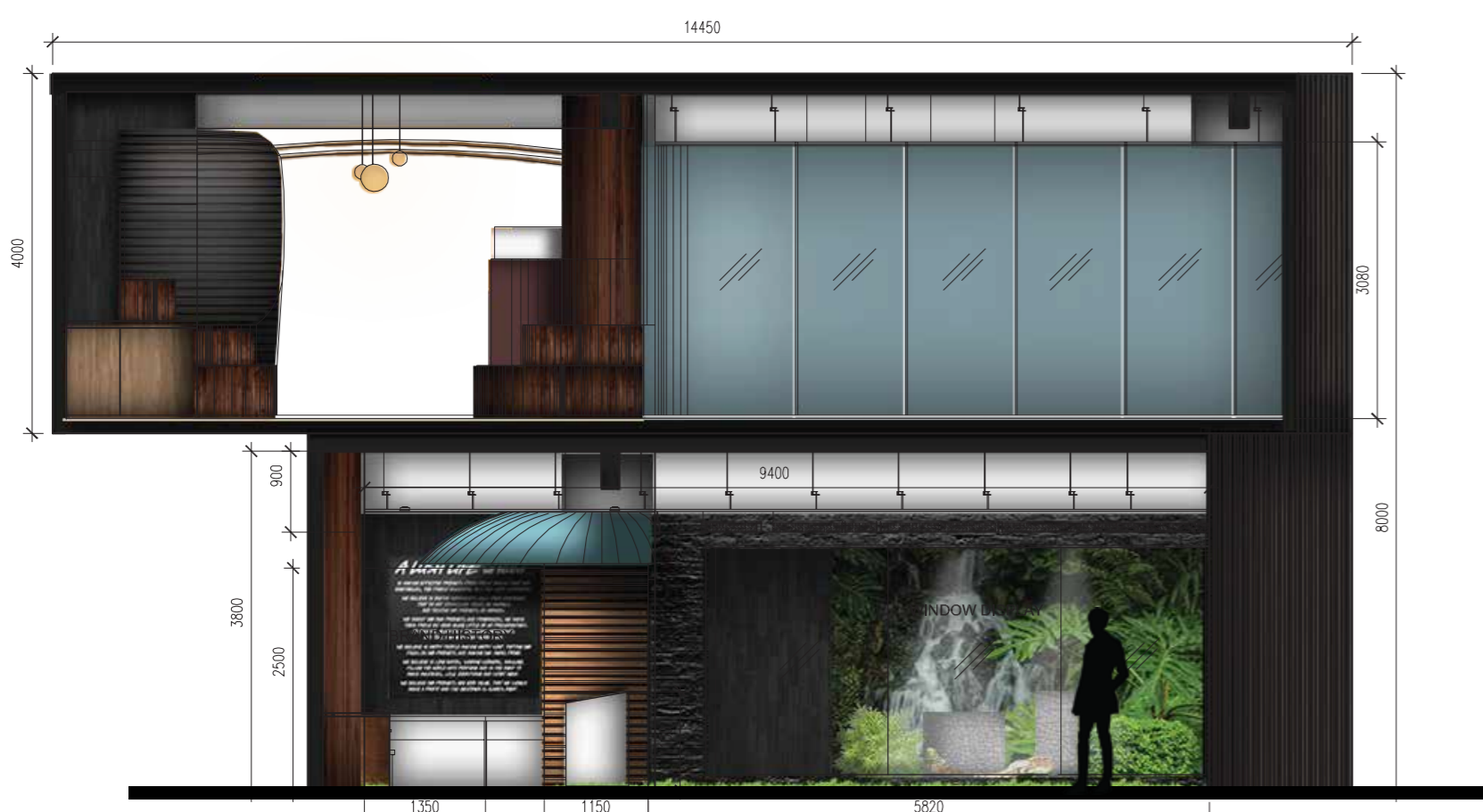
2ND FLOOR PLAN
SCALE 1 : 120



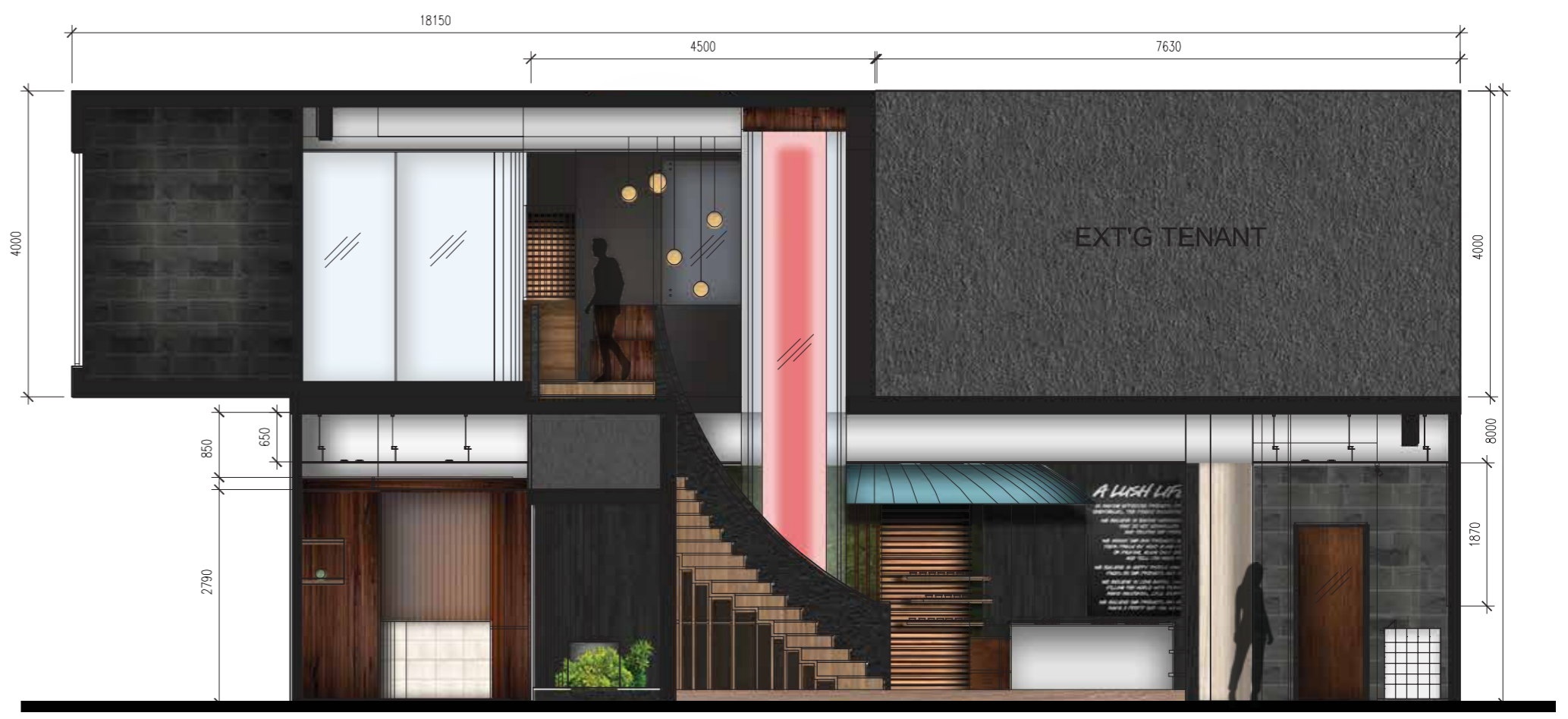
ELEVATION 1
SCALE 1 : 75



ELEVATION 2
SCALE 1 : 75

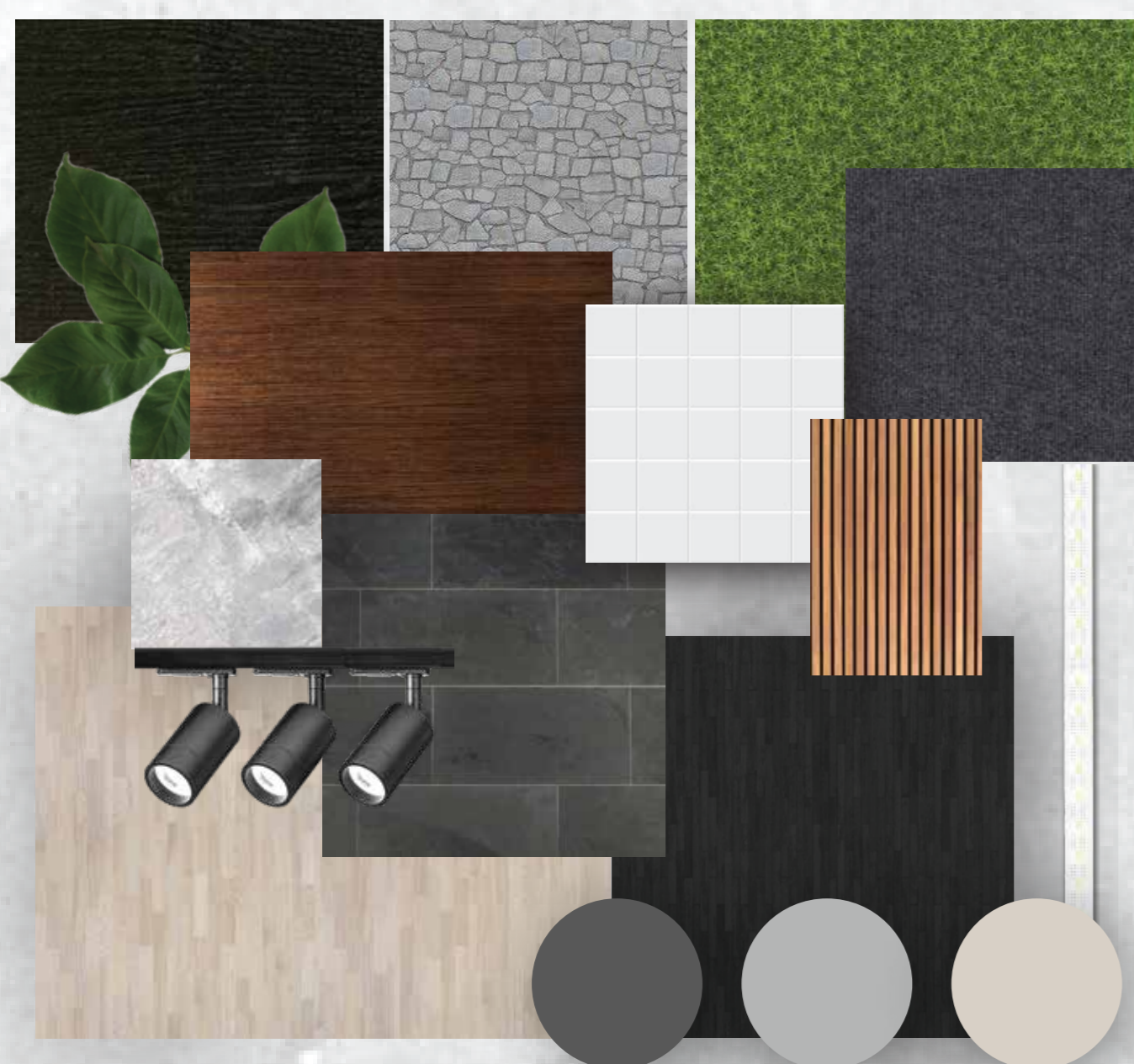


SECTION A-A
SCALE 1 : 75



SECTION B-B
SCALE 1 : 75

SCHEMATIC MATERIAL BOARD



STUDY MODEL
SCALE 1:100



SUSTAINABILITY



FURNITURE

The built-in furnitures are made from sustainable materials such as salvaged, recycled and reused wood. As such, it is eco-friendly for the environment.

PACKAGING/MACHINE

The automated machine carries brown packaging bags that are cleansed and recycled. The recycled bags dispenses only if a customer do not have any carrier/bags. This is because the store intends to encourage customers to be free from packaging use.