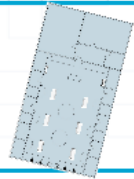


Re-branding Project

Alison Lee
FASH 66
Spring 2015

Plan-o-gram

Store Dimensions 100'x55'
Windows 4'6" x 16"
Sales Floor 39'x68"
Fitting Rooms 7'x10"
Stock Room 23'6" x 30"
Office 19'6" x 30"
Restroom 10'x11"



Creating A Whole New Experience

We intend to create a new personal experience for each of our customers, while continuing to provide quality and style at an affordable price.

By utilizing a more unified design in our stores and providing our consultants with expert training, we are able to distinguish the client and ahead of finding the perfect dress at the perfect price.

Consultants will now be engaged by appointment to ensure each bride gets the personal attention she deserves.

D

Mission Statement:

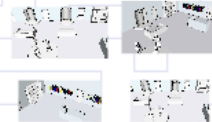
Our mission is to help brides find their dream dress for a beyond dreamy price. With a personal touch, each bride that walks through our doors will get to experience her dress shopping fantasy. At David's Bridal, quality, style, and affordability have come together to create a match made in heaven.

David's Bridal

D



In-Store Design and Wall Display



Store Front



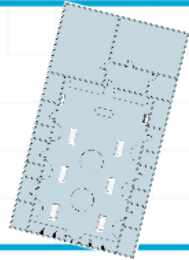
TheCaseSolution.com

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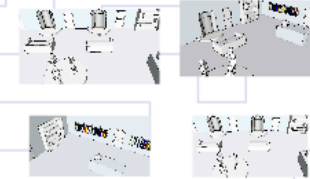
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David's Bridal

David's



In-Store Design and Wall Display



Store Front



TheCaseSolution.com

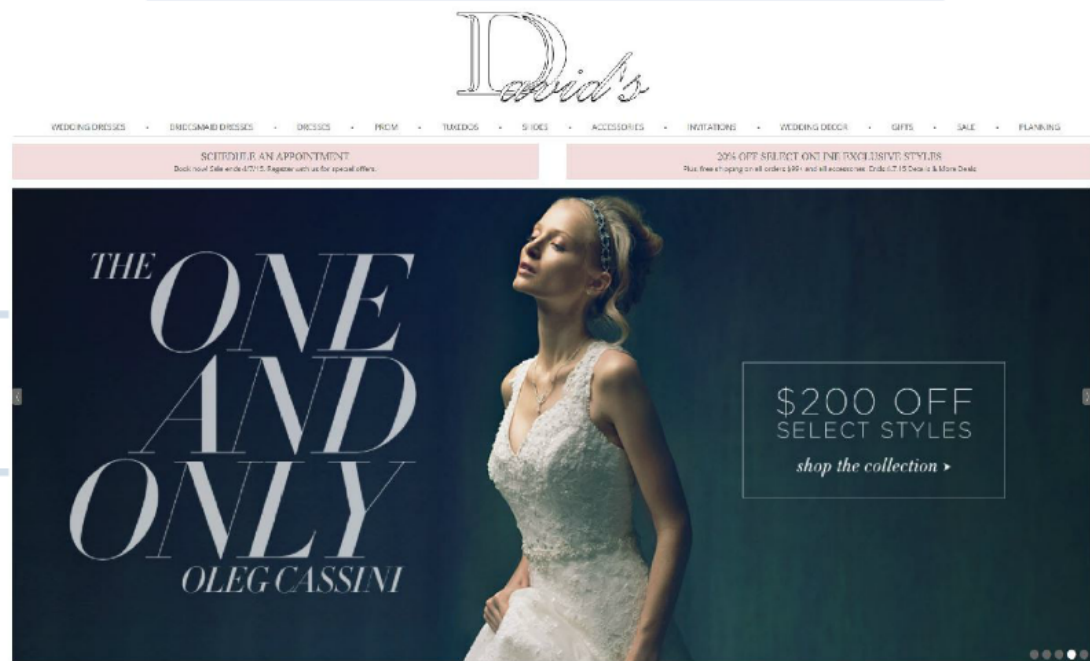
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David's Bridal

David's

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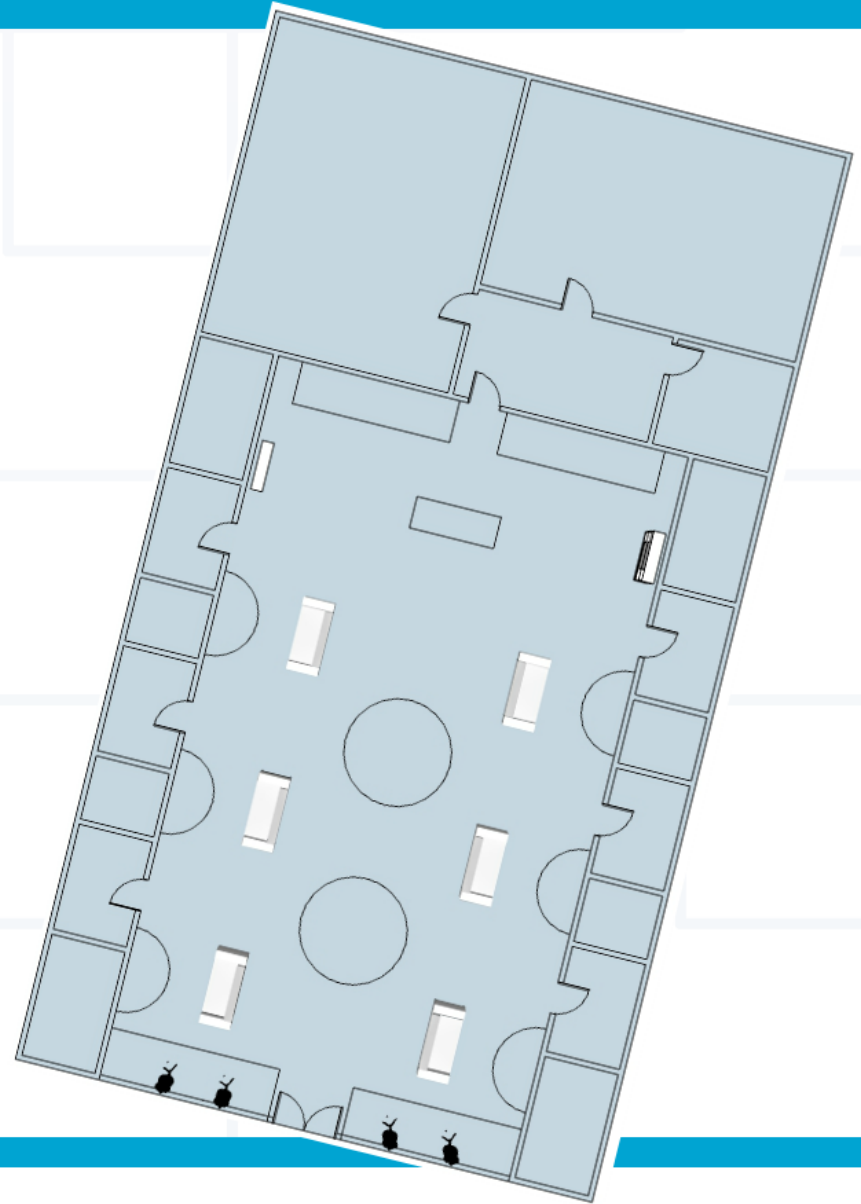
Sales Floor 39'x68'

Fitting Rooms 7'x10'

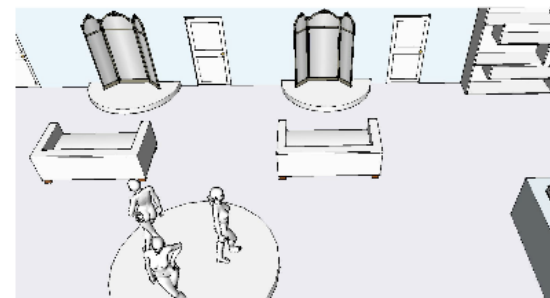
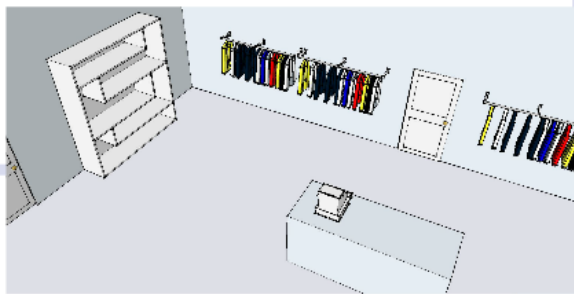
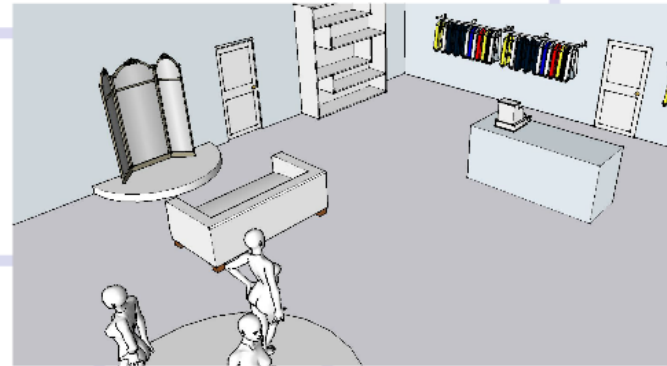
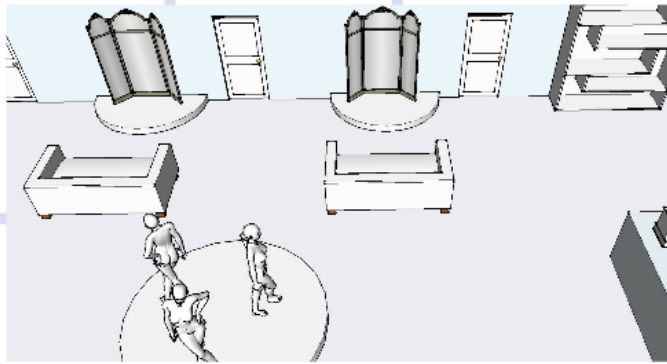
Stock Room 23'6"x30'

Office 19'6"x30'

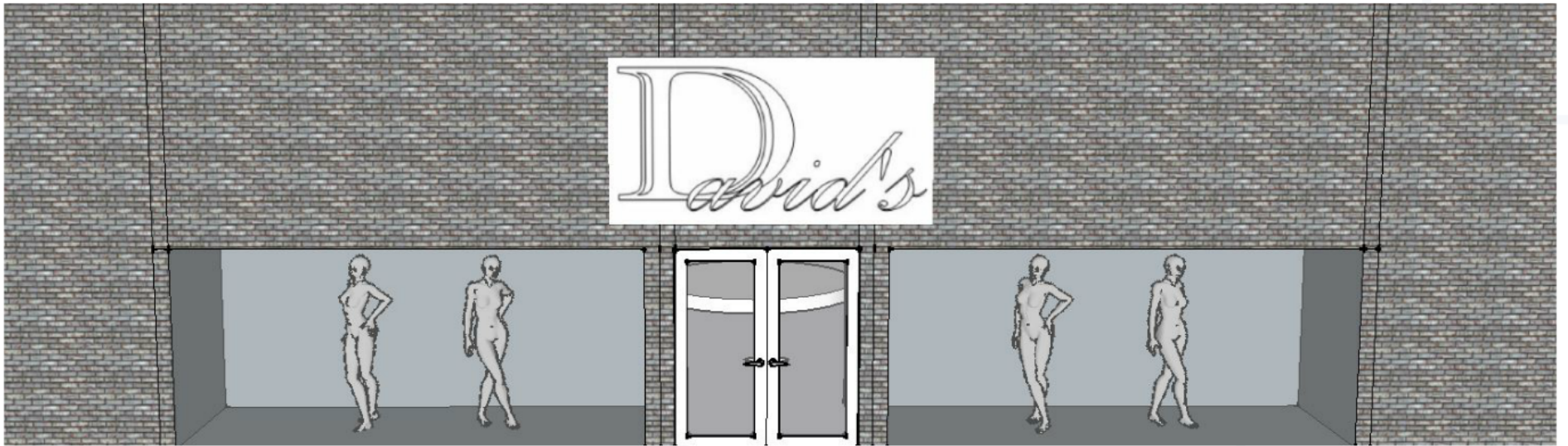
Restroom 10'x11'



In-Store Design and Wall Display



Store Front

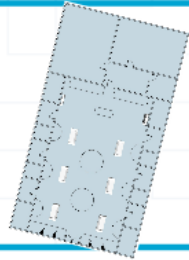


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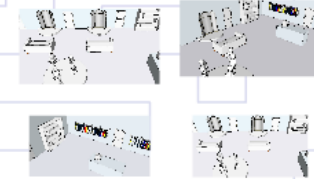
David's Bridal

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In-Store Design and Wall Display



Store Front



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