

 **jds** JEWELLER DESIGN SOLUTIONS
WWW.JEWELLERDESIGNER.COM.AU

**A TEAM SPECIALISED IN DESIGNING
RETAIL JEWELLERS.**

Retail Design is our passion.

We are a collective of Industrial designers, Interior Designers, and Graphic designers specialised in designing and developing retail concepts for jewellers.

Our team have worked with many Australian and International brands to deliver creative, award winning and cost effective retail jewellers.







Implementing well researched Retail design is not an option anymore it is a necessity. It is an investment that can deliver outstanding ROI.

Good Retail design is a key element in encouraging customers to make a purchase decision.
To touch or not to touch.
To enter or not to enter.
To buy or not to buy.

Consumers are buying an image, a perception that strengthens their desirability for brands. The challenge of the Retail Designer is to ensure consumers like to shop. They should feel comfortable, happy & excited about walking in, walking around and exploring a retail space.

ANDREW MAZZONE

ANDREW
MAZZONE

204

ANDREW MAZZONE

choose **YOUR**
DIAMOND



design **YOUR**
RING

MATTHEWS
jewellers





∞
MOMENTS
in time

Celebrating Time

Time for Family

Time for Family

Time for You





Members of our team have consulted as Retail Design Managers on many shopping centres including the iconic Westfield Chermside, Garden City and Carindale. Our team have worked in many parts of the world and are continually attending major design events such as Euroshop, Global Shop and London's Retail Design Expo.

Our clients benefit greatly from this well-travelled and global experience. This experience identifies not only the current trends in retail, it also identifies trends and technologies that are a number of years away. We have won seven Retail Design Awards- these awards are given based on creativity and innovation in Retail Design.



SECRETS

Shahh

SECRETS



THE SUSTAINABLE
ALTERNATIVE TO
MINED DIAMONDS

SECRETS

SECRETS

Shahh



CRETS
Style



THE SUSTAINABLE
ALTERNATIVE TO
MINED DIAMONDS



PURE
NOT MINED

SECRETS
Style





"We connect your brand with customers"
Retail Design is a very specialised discipline due to the demands placed on retail space. Because the primary function of retail space is to stock and sell product to consumers, the spaces must be designed in a way that promotes an enjoyable and memorable shopping experience for the consumer.

This demands a collection of skills:

Creativity,

Space planning,

Material Selection,

Computer Aided Design,

Drafting,

Graphic Design and

3d rendering.



CROWN
Family
JEWELLERS

CROWN
Family
JEWELLERS

JEWELLER



“DESIGN IS ABOUT LISTENING”

The more we listen to our clients, the more depth & detail we can provide in our designs.

Our philosophy is to ask the right questions and facilitate cost effective, on time, on budget, creative design solutions.





DIAMONDS INTERNATIONAL



DIAMONDS INTERNATIONAL

DIAMONDS INTERNATIONAL

DIAMONDS INTERNATIONAL





OUR 8 STEP DESIGN PROCESS

STEP 1. BRIEFING .

Define the project scope. Gain an understanding of the key project constraints - site information - timing for design work - review required approvals .

Define the construction budget.

Identify the key milestones .

Demolition works. (if required)

Date for the builder to start on site.

Constuction program of works.

Date for stocking and staff training.

Trade date.

Gain an understanding of the site - location - demographics - landlord requirements.

Identify the customer demographic.

Develop an understanding of the functional requirements of the space.

Understand the history of the business and key factors that set it apart from the local competition.

Develop an understanding of the product on offer.



STEP 2 . Signage, logo and branding.

How will the brand be presented?

How will the logo be developed into an effective signage package?

We work closely with your graphic designer to create the most effective retail signage package, or we develop a logo on your behalf. We consider how the logo can transform into a highly effective 3d sign, across packaging and in-store graphics.



Secondary logo

Your secondary logo is used in cases where your primary logo or icon is already present. This allows for a clear and concise representation of your brand without icon repetition.

PRIEST
JEWELLERS



Icon

Your icon is a shortened graphical representation of your brand used to reiterate your presence, often used in support of your primary logo. An icon operates as a subtle nod to your brand, quietly creating deeper brand presence.

Colours

Colours carry meaning and incite an emotional response. They influence a first impression - what a customer sees and in turn feels about your brand. Colours also help a brand convey emotions, feelings and experiences and are critical to identifying a brand.



Pantone 4755C, 40%

#FCF5F3

RGB: 235, 209, 227

CMYK: 6, 8, 7, 0

Pantone 7614C

#A7F77

RGB: 167, 127, 76

CMYK: 26, 44, 67, 17



Typography

Typeface is another visual aid that assists in brand communication. The following typefaces have been chosen to reflect and complement the rich history and tradition of Priest's. They convey a regal presence and balance each other, similar to the hard edges of diamonds in comparison to the curved jewellery that hold them. These fonts are reflected across all collateral, including web, digital & print.

Gill Sans

Light Medium **Bold** **Heavy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

KASAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789



STEP 3. SPACE PLANNING.

The space planning stage of the process requires a detailed understanding of the site. We review the location of the services in the space and what services will be required by the Jeweller .

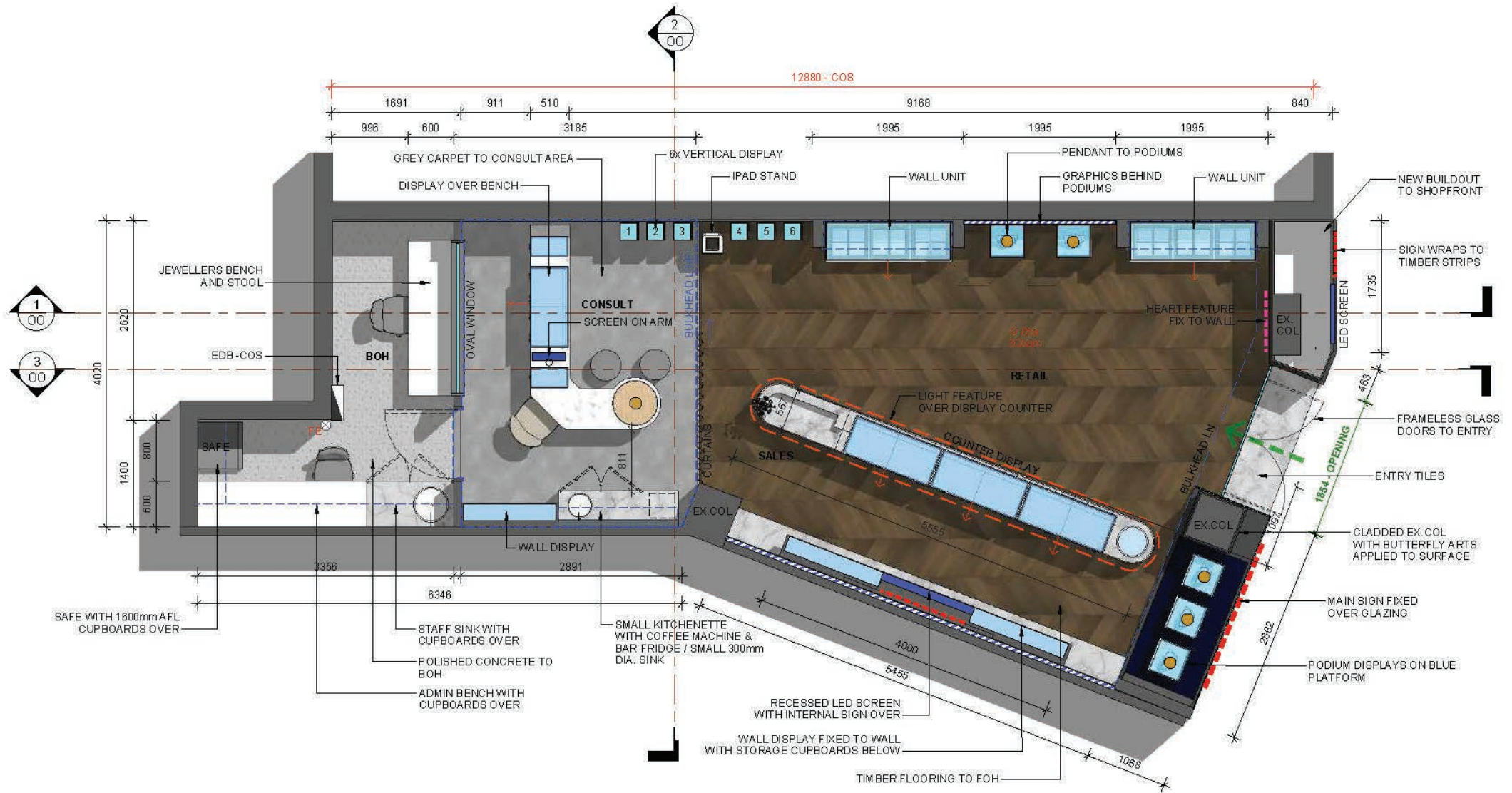
How will the space be divided into retail, consulting, staff amenities, custom make section and repairs section. We review the customer's journey and how the customer interacts with the space.

At this stage all equipment is identified and layouts are generated around both functionality and customer journey.

We gain an understanding of required retail display, manufacturers units (Pandora etc) .

Consideration of the amount of storage required for both product and packaging.





1 Floor Plan
Scale: 1:50

CONFIRM ALL DIMENSIONS
ONSITE PRIOR TO CONSTRUCTION

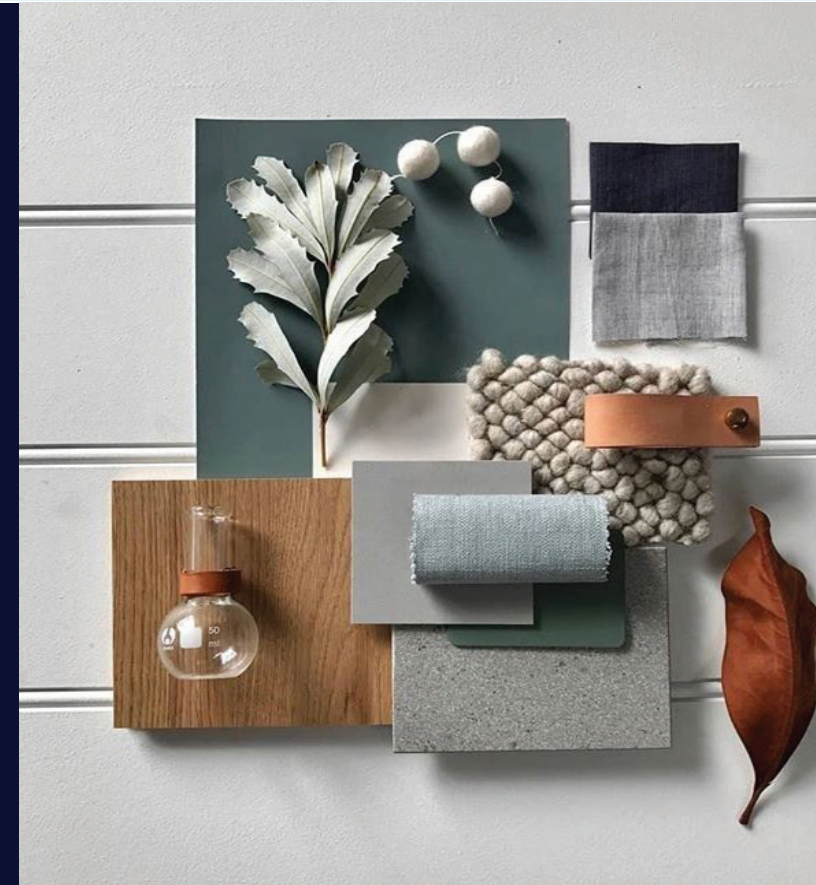


STEP 4. Concept stage 1

At concept stage 1, we develop a number of design options in 3d . While referring closely to the briefing documents, we develop ideas that suit the landlord requirements, customer demographic, functional aspects of the space along with the required displays .

Materials and colours are indicated in 3 or 4 variations for discussion with the Jeweller .

We develop a mood board to illustrate proposed materials , colors and lighting styles.



Feature pendant light for visual impact and to provide high level lighting to feature counter

High brightness 3d led sign white faces / steel sides - Suspended to maximise visual volume of the space

3D screen with branding colour and subtle logo repetition

Connection to brand with colour



Feature watch window

Optional iPad stations to view promotions / product combinations / social media connection

An open shopfront with central counter to promote hero product - counter close to the lease line to encourage customers to be drawn to the hero product and then be encouraged to browse in to the rest of the tenancy.



Similar design principles as design option 1 but with a more neutral colour palette- and signage over product on each walkway



Simple forms, high contrast materials. Large high impact signage, use of volume of space to create light.

STEP 5. Concept stage 2.

The client selects a preferred design direction based on the design options in the first stage.

Close attention is paid to the in-store graphics location. use of digital screens if required.

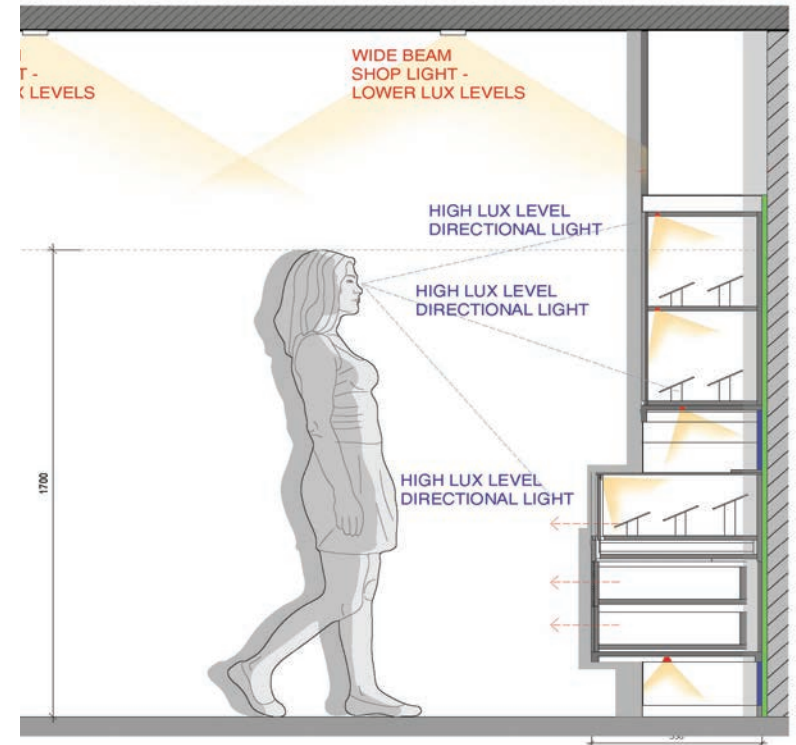
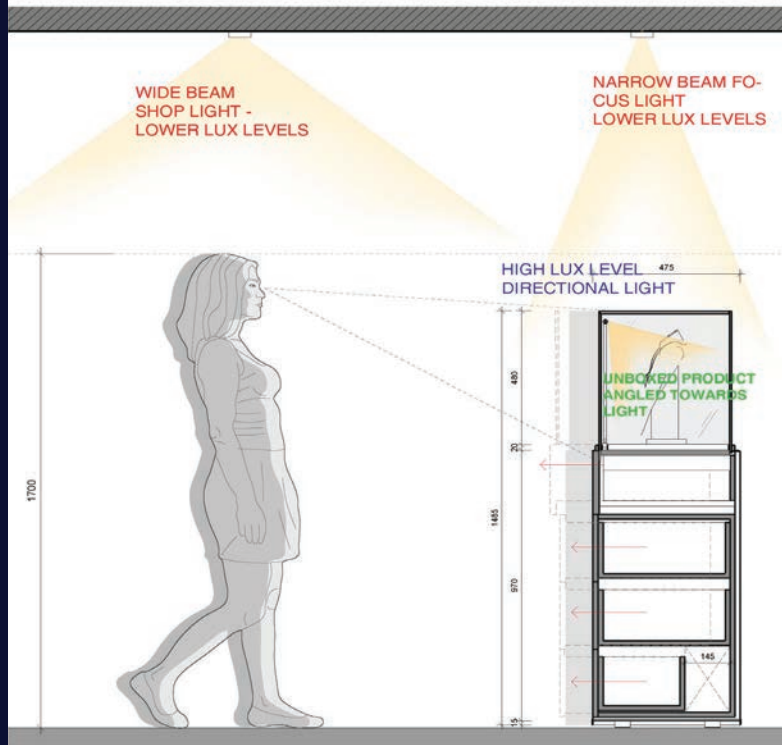
Points of interest are created with materials, colors , finishes, lighting and graphics.





STEP 6 . Lighting .

Lighting the jewellery space correctly is critical to the final concept. Various methods of lighting are designed in to the space to ensure that the product is the hero. The lighting style is driven by the type of product on display and the style of joinery used in the design.





STEP 7. Preliminary plans.

The developed design concept is drafted into a preliminary set of plans.

The plans at this stage will typically be drawn at a combination of 1:50 and 1:100 scale.

The preliminary plan set includes -

Floor plan.

Ceiling plan.

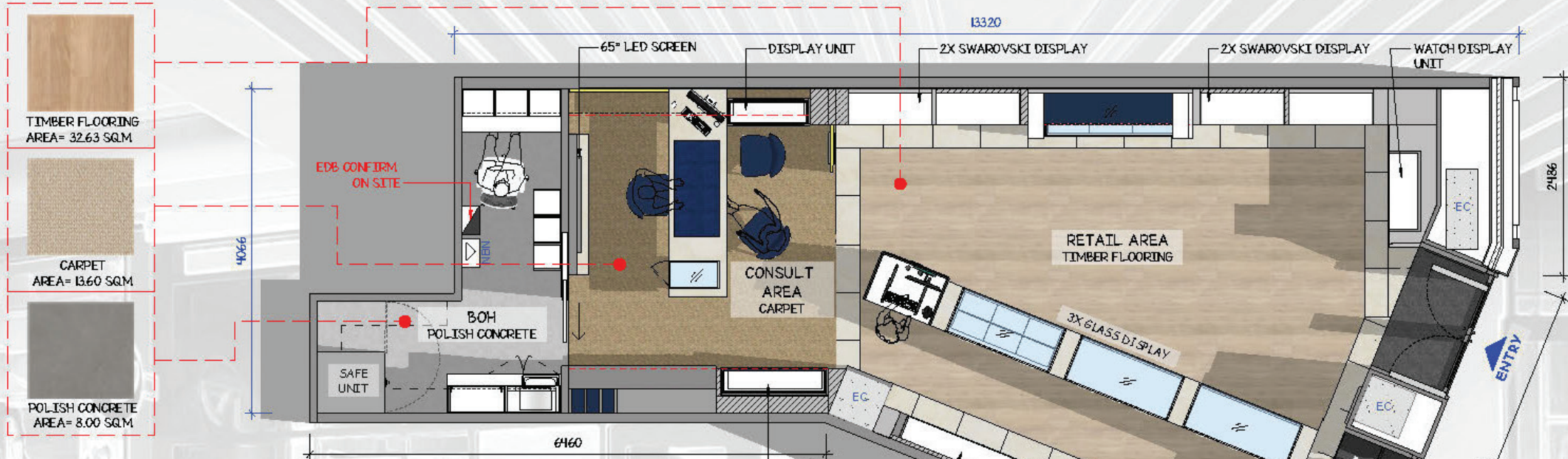
Lighting plan.

Floor finishes plan.

Power and data plan.

Plumbing plan.

Shopfront Elevation.



1 Floor Plan
 Scale: 1:50



2 Shopfront Elevation View A
 Scale: 1:50



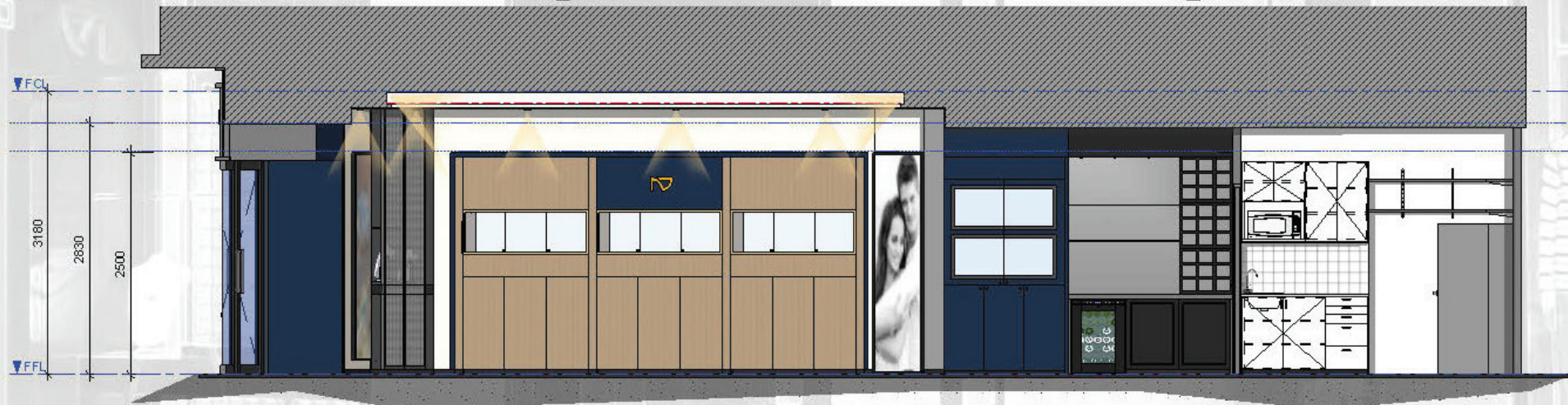
3 Shopfront Elevation View B
 Scale: 1:50



1 **Internal Elevation A**
Scale: 1/50

2 **Internal Elevation B**
Scale: 1/50

3 **Internal Elevation C**
Scale: 1/50



4 **Internal Elevation D**
Scale: 1/50



5 **Internal Elevation E**
Scale: 1/50

STEP 8. Detailed working drawings .

The preliminary plans are developed into a full set of working drawings.

The full plan set is generated and includes all plans in the preliminary plan set with the following details added at 1:10 and 1:20 scale. Sign details.

Graphic details .

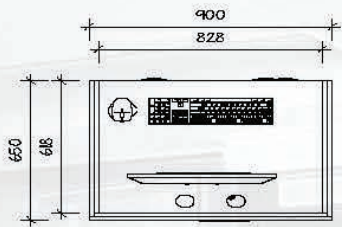
Joinery details.

All required sections.

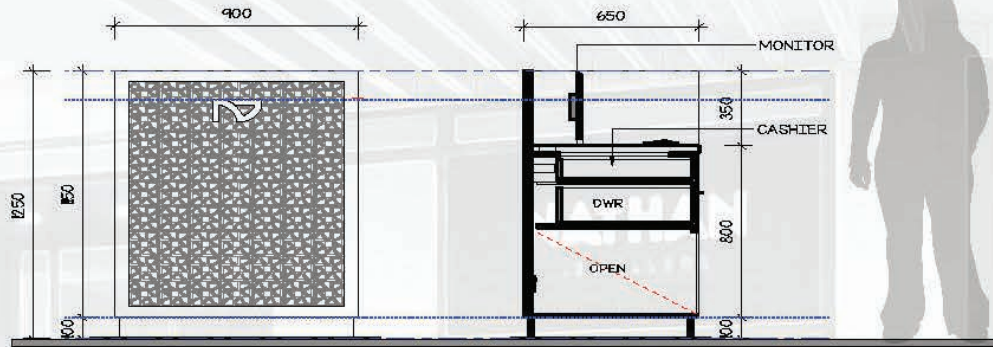
Lighting details.

Sections through the space.

3d renderings.

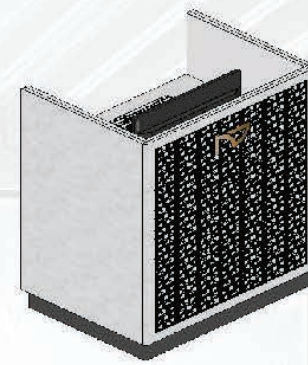


PLAN

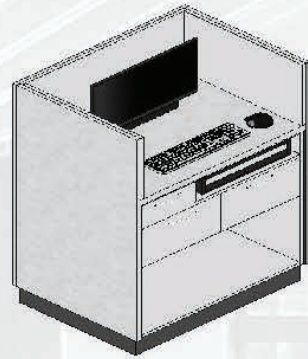


FRONT

SECTION



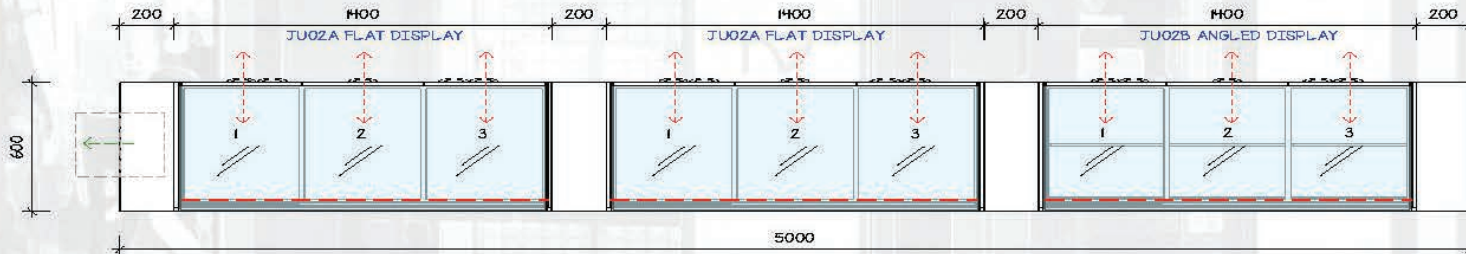
customer view



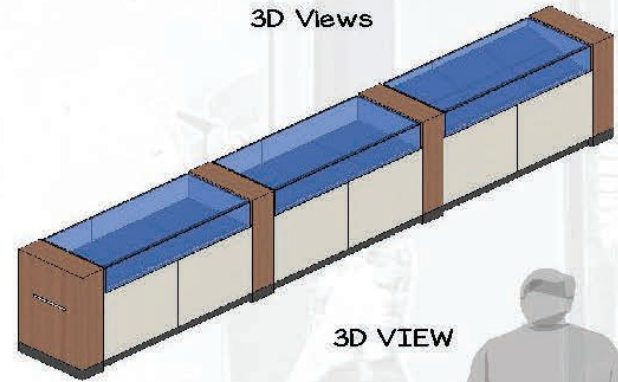
staff view

3D Views

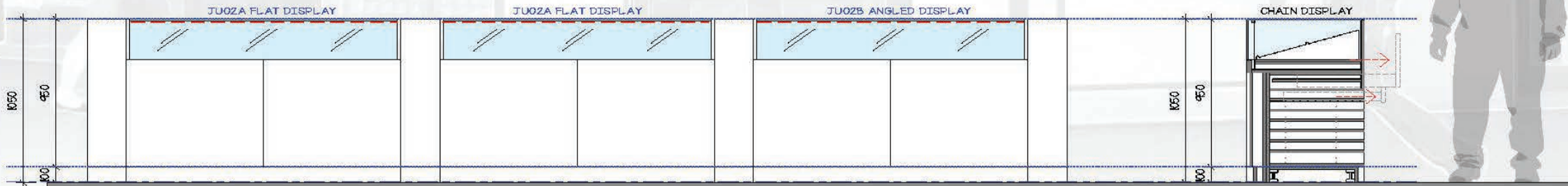
1 POS
Scale: 1:20



PLAN



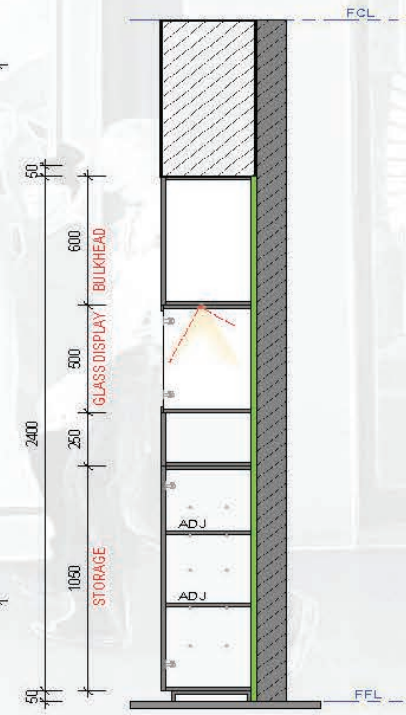
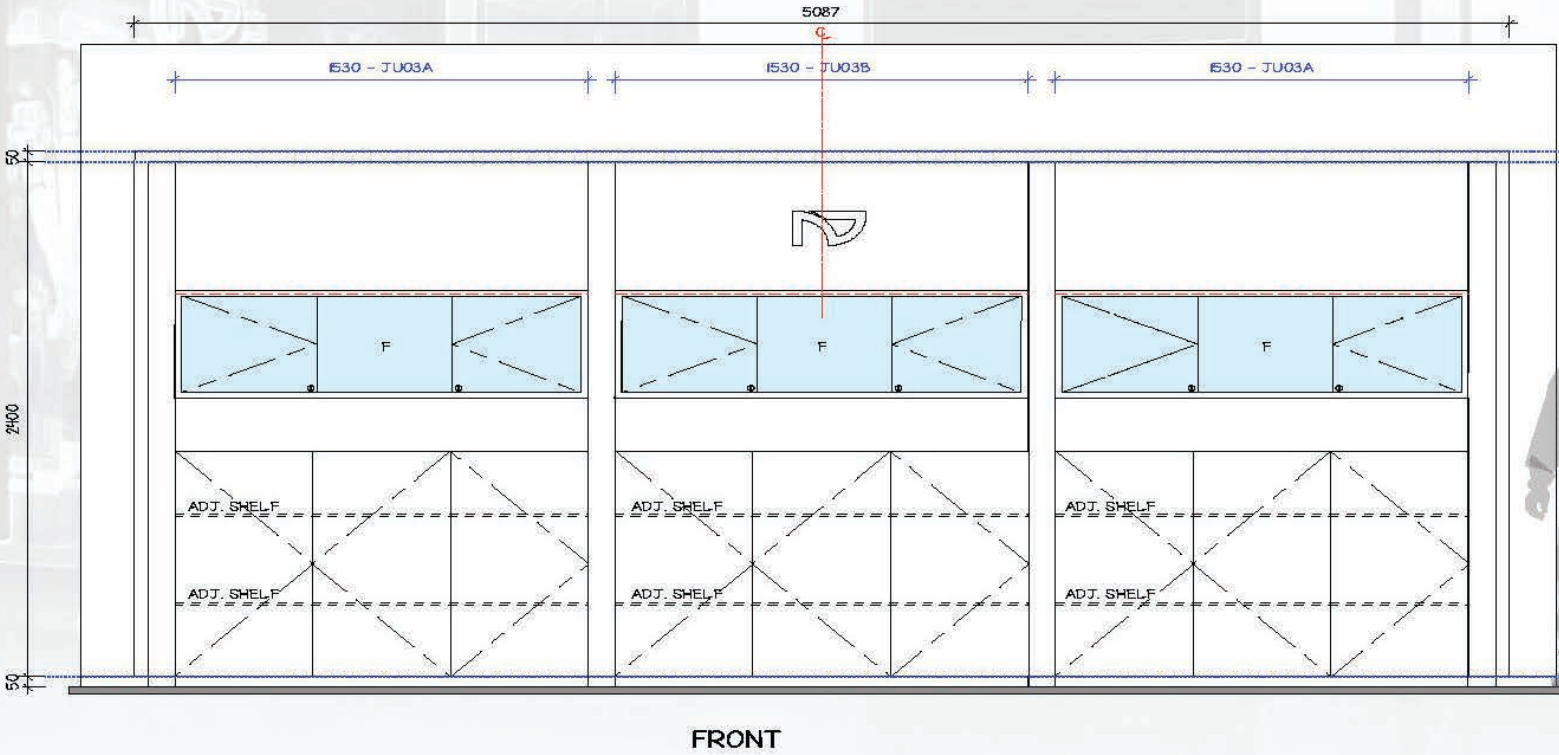
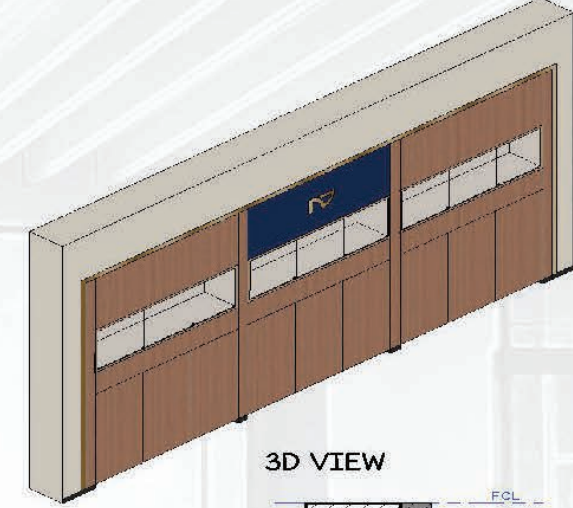
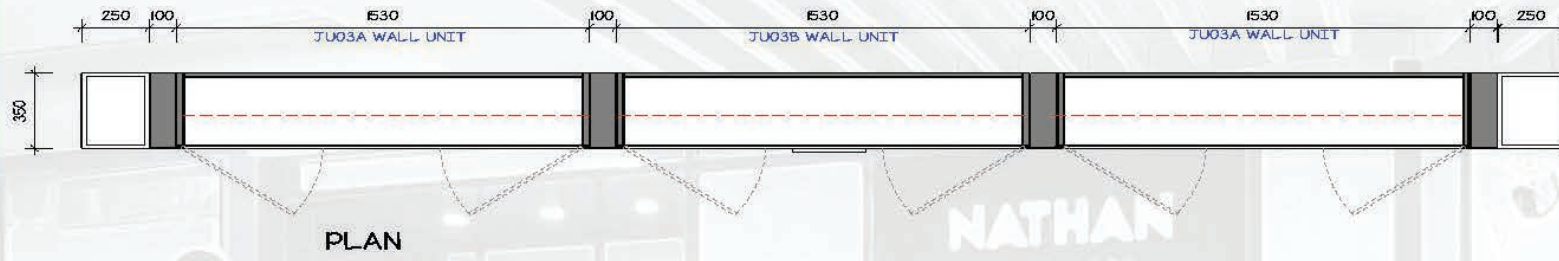
3D VIEW



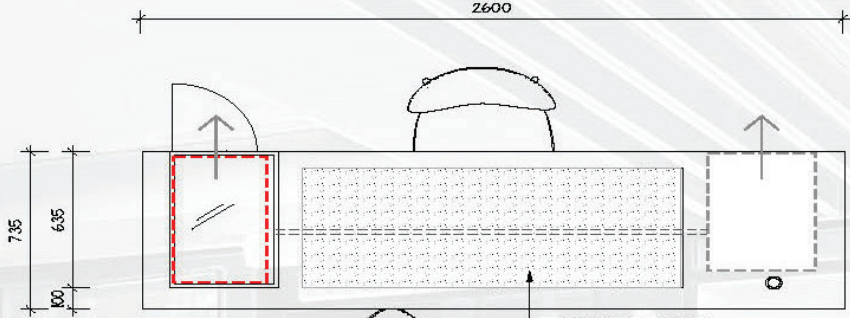
FRONT

SECTION

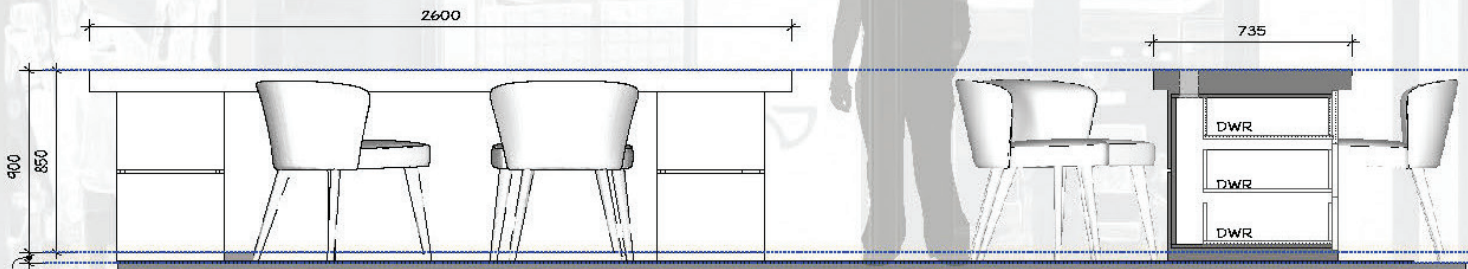
2 SALES COUNTER
Scale: 1:20



WALL UNIT
Scale: 1:20



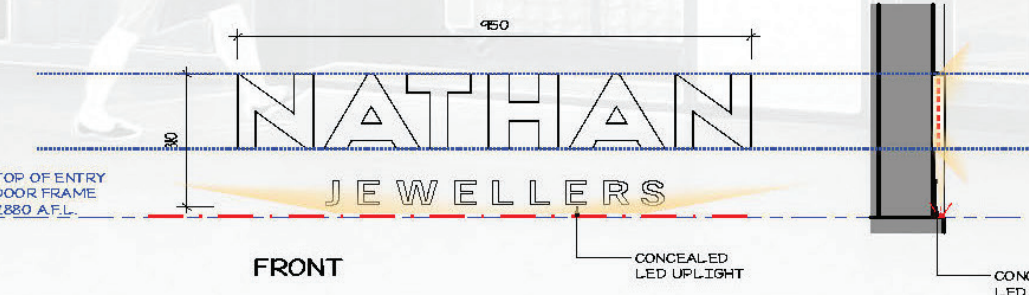
PLAN



FRONT

SECTION

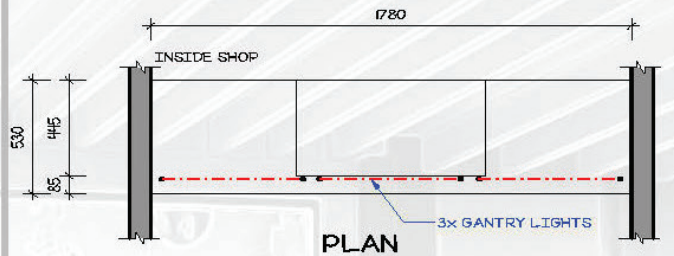
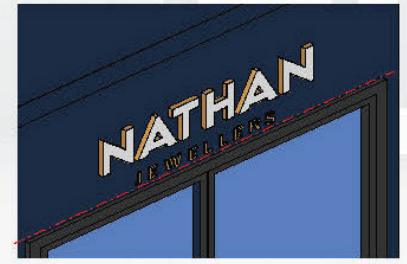
1 CONSULT DESK
Scale: 1/20



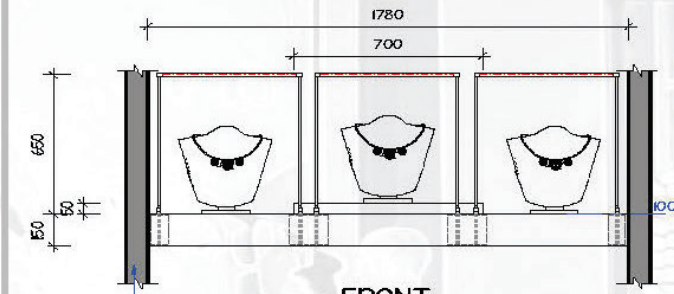
FRONT

SECTION

2 MAIN SIGN
Scale: 1/10

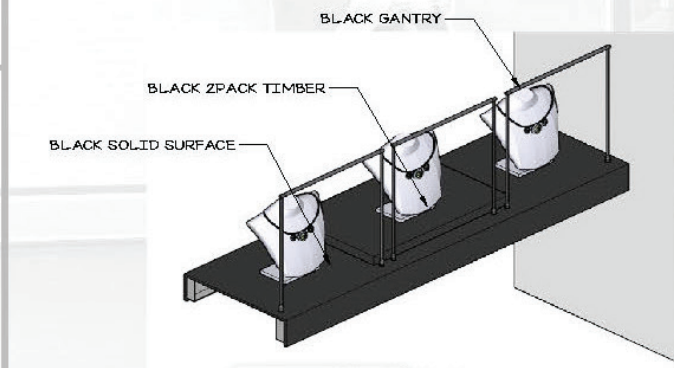


PLAN



FRONT

SHOPFRONT BUILDOUT SIDE



3D-VIEW

3 SHOPFRONT DISPLAY
Scale: 1/20

SERVICES- RETAIL CONSTRUCTION

The most important results of Retail are delivered long after we have designed and drafted a Retail space. The critical stage of construction brings the vision to life.

Some of our designers have been creating retail spaces for over 35 years .This time in Industry has allowed us to develop very solid relationships with a number of highly regarded shopfitters, along with many specialised and critical trades. Our clients benefit greatly from these long-standing relationships.

The shopfitters we work with have had experience in the most challenging builds and are all extremely efficient in delivering cost-effective, on time, high quality builds. We work hard to align our clients with the most suitable building partner.

This allows us to confidently deliver and end to end process- from concept to creation.



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INSTAGRAM



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