

# Sposa

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Visual Merchandising and Promotion



# Sposa

The name "Sposa" is an Italian word meaning "bride" that comes from the language of love. Our boutique will be for women who are soon-to-be brides, where they can shop for the wedding dress of their dreams.

## Customer Profile

Our customers are newly engaged women between the ages of 25 and 40 who live in the downtown Chicago area. They are women who have signed up and have gone through a wait list to shop at our boutique.

These women are educated and have received a bachelor's degree from a university and are working as professionals in the business world, as well as fashion stylist and designers. They have a salary of \$70,000 or higher and are very successful with their careers.

These women are very fashionable but have a simple and classy style. They are adventurous and do a lot of traveling, for work but are people/family oriented with a free spirit. They live a fast pace lifestyle and like to stay active and fit throughout the year.

## Mission Statement

Our mission is to be one of the leading bridal shops in Chicago by providing exceptional service to women. Sposa will carry unique bridal gowns and accessories made by the most famous luxurious designers and provide one on one fittings with our clients. It is our mission to make sure they have the best experience by helping them find the perfect gown for their special day.

## Goals and Objectives

At Sposa, we set our goals high so that we can strive to be the best bridal shop for our customers. Starting off, our main goal is to offer services to customers and develop strong relationships by helping each woman pick out the right dress and accessories for her with our professional and experienced staff. To achieve this goal, we have hired only the best staff with plenty of experience. We also offer our employees informational and hands-on training sessions.

Since we are a new company, building awareness of our brand image and our services that we offer is crucial. We want our company to have a strong and positive reputation, so we promote Sposa in social media, broadcasts, magazines, blogs, sponsoring events, and many other connections to the outside world.

Along with building a reputation for Sposa, our next goal is to have connections with at least five top designers in the next year. By having these connections, we can have more designer brands in our store, and possibly more designers to design custom made dresses. To achieve this goal, we plan to attend any conventions or shows with top designers so we can talk with them 1:1.

Our customers are our number one priority. It is important to us to provide as many helpful services as we can. We want to provide our loyal customers with access to all the "inside information" they need to get the best deals, the best service, and, of course, the best dress. By hosting the Sposa Workshop, customers can get any information they need about weddings, dresses, and our company.

Another goal is to provide a program that allows customers to have a broad selection of choices for her custom made dress. We have added a Smart Mirror located within the store. This technology has the ability to show what the dress will look like on the bride through the mirror. She can add or take away any details on the dress to her liking. This allows the bride to make her big day even more special by creating her very own dress.

## Brand Image

The bridal shop is designed for women 24 to 35 years of age who want to shop some of the best bridal gowns by the best designers and receive high-end quality service. We want our customers to have the best experience when looking for and picking out their wedding gown. Our purpose is to make the bride feel as if all the attention is on her while shopping our boutique. We have created an elegant and unique atmosphere at Sposa that we want all of our customers to recognize.

Store Merchandise – photos and illustrations – reflects potential customer's taste, your mission and brand image

## Mannequins

Our mannequins are simple and modern to go with the theme of our store. We chose black, chic mannequins to make the dress and accessories stand out more. Our mannequins are also biodegradable to help keep our store environment friendly as possible.



## Furnishings and Fixtures

Our fixtures are chic and modern to intensify the merchandise we are displaying. We have modern styled furniture for family members to sit down and enjoy their time looking for that special dress. The furnishings and fixtures are easy to move around incase we want to change up the store. We chose simple fixtures so brides can see the accessories clearly.





# Interior Atmospherics

## Lighting

Throughout the store, you will find plenty of ambient lighting. Layered lighting with track spot lights pointed on dresses and displays and the name of the store printed on the accent wall. Wall sconces will be placed beside the mirrors and inside dressing rooms so our customer gets the best look at her perfect dress. This will create some task lighting and ambient layered lighting as well. Decorative chandeliers hanging from the ceiling will line up with the pathway and flow of the store to help guide the bride through the store. We will use LED lights because they last longer and are more cost efficient.

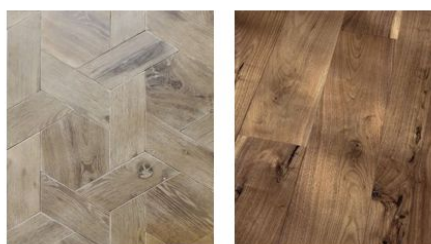


## Colors & Materials

The walls in our store are painted simply white to highlight the modern aesthetic. We have included an accent wall located behind the registers in the front of the store made of white marble.

We have chosen a unique hardwood floor pattern for the entry, walkways, the center floor, and the dressing rooms. This creates a path for shoppers, and lets them wander to the back of the store. Wide panelled hardwood will outline the patterned halls.

The colors that we have chosen for our store are all neutral colors so that the wedding dresses and accessories will pop with white color. The all black mannequins will help the customers focus on the details of the dresses. In our lighting fixtures, we have decided to have accents of gold/bronze to reflect on the modern and sophisticated personality of our target market. These colors flow very well together which helps the customers eyes wonder to every part of the store



## Displays

The displays within our store are there to help our customers see what a certain dress would potentially look like on her. Our two window displays will showcase two dresses of the season—one in each window. Our window displays are very simple, only showcasing the gorgeous dress on the mannequin. The displays within the interior of the store will have clean, straight lines to make for a modern and sophisticated aesthetic. We will have several displays along the walls filled with gowns, shoes and accessories that the bride can browse through.



## Store Merchandise

### Wedding Gowns

Choose from our wide variety of unique gowns, or customize your own dress





## Shoes

Various designs of heels and flats in all colors. Simple, elegant, and unique.



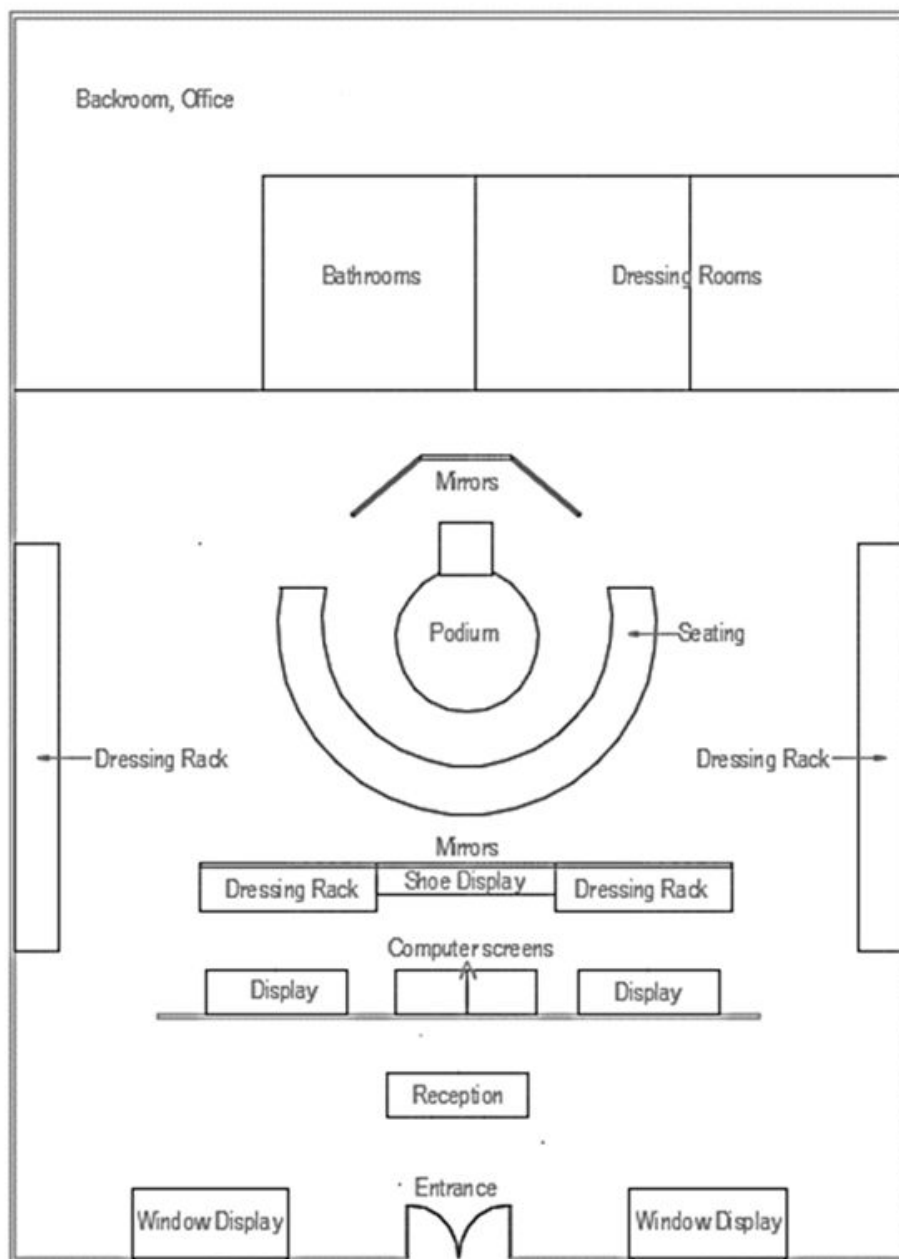
## Hair Accessories/Veils

You will find beautiful hair accessories to top off your wedding outfit. Choose from countless veils to match perfectly with your gown.



## Store Layout

As you walk in the double doors of Sposa, you will be greeted by a friendly staff member. Since you cannot see directly to the back of the store, shoppers will wonder what is behind the checkout area, and this will be the start of the racetrack/free-flow store layout. The flow will move towards the back of the store to more dresses and rooms. The pathway of patterned hardwood flooring opens up into a space for the bride to show off her dress to her loved ones.



## Physical Image

The physical image that we would like our customers to perceive, is a new bridal shop for young, sophisticated women who are getting married. The modern design that we have created invites the customer in with a relaxed and peaceful vibe.

When customers shop, our main goal is to make the bride feel like all the attention is on her and her special day. Our store layout provides a high tech computer screen that allows you to browse through other dresses that we may not have in stock. This computer also allows you to custom make your dress to fit your exact wants and needs. This interactive strategy makes sure that the bride doesn't leave the store without being offered all dress possibilities that we have available. Since our main goal is to make our brides feel like all the attention is on them, we have put in an area in the center of the store where she can be surrounded by family and friends while showing off her potential future wedding dress.

## ADA Considerations

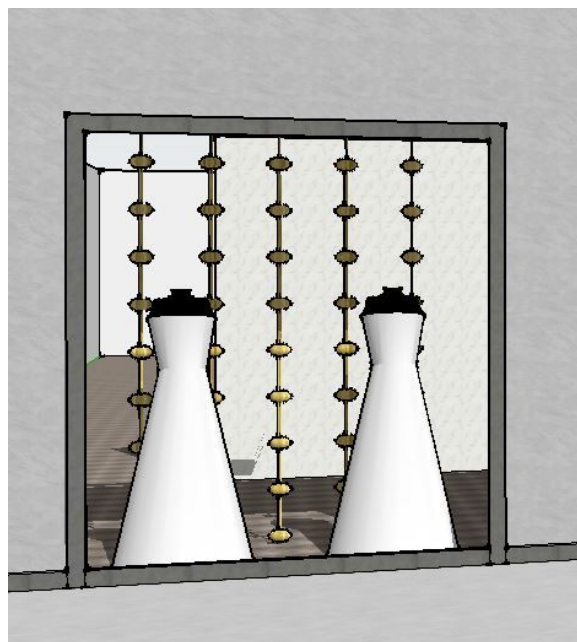
We want anybody who enters this store to feel comfortable and welcome. While designing our store, we included 3 foot wide walkways, 3 foot wide doorways, and multiple 5 foot turnarounds in tight spaces. Although we have several different types of flooring throughout the store, we have made sure that the transition is easy to wheel anything over. This not only allows walkers/wheelchairs to browse the merchandise in every part of the store, but it also makes it easier on employees when restocking shelves and displays. Walls were reinforced for grab bars in the handicap accessible bathroom and also in the dressing rooms for extra support. The podium in the center of the store includes a ramp leading up to the platform so that all customers get to be involved in the perfect wedding dress planning experience.

## Sustainability

Incorporating sustainability in our store design was our top priority. By choosing light fixtures that use LED bulbs, we can cut our energy consumption by about 80%, as well as creating a cost-friendly solution for our store.

## Windows

The type of windows in our store are flush. We have two windows, with double doors in between them. The main purpose of our windows is to allow passersby a quick peek at the latest wedding gowns for the season. There will be a gold backdrop of metal pieces hanging from the ceiling to match the design of our chandeliers located in the store. Although it seems as if the metal pieces will outshine the dresses displayed, they are matted and set back further so it appears more subtle from outside. Since our store is high-end, and clients must shop by appointment, we like to keep our windows more low-key. We don't want to display too much merchandise because we believe displaying the wedding gown by itself, would say it all. This design strategy will make potential customers more interested to make an appointment and see what else our store has to offer.





## Store Logo and Graphics

Our signs are based on our modern concept so we wanted to keep them simple and readable. Our store will not have written signs because we want to stay within the modern concept. Our store logo is gold lettering in the Raleway font to make it look more sophisticated and modern.



RESTROOMS    BACKROOM    ACCESSORIES

DRESSING ROOM 1

SMART MIRROR



## Lifestyle

Our target customer inspired us to use black and white lifestyle graphics because they make a space look more elegant, classy, and modern, just like our clients.

