

RETAIL PROJECT IND4242C 2024

AIDANI NOIR

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WELCOME TO AIDANI NOIR



AiDANI NOIR's brand is displayed proudly along with their wine as an allusion to their sustainable practice of repurposing wine production waste.

BRAND STRATEGY

AiDANI NOIR is devoted to providing individuals with **high quality business attire** and accessories that are made to last. Paired with their custom brand of wine, their products are produced using materials from wine production waste. AiDANI NOIR branded products make use of **grape-skin leather** and **recycled wine corks** to create collections that are sophisticated and sustainable with an elevated color palette of whites, blacks, and a bold pop of red. The in-store experience includes unique clothing and accessory displays that engage customers as well as wine pairings available for purchase. AiDANI NOIR also features opportunities to schedule group fitting appointments with different wine tasting packages. Located in a business heavy area of Tallahassee near The AC Hotel and mere minutes from the Capital, AiDANI NOIR will cater to a range of working professionals as well as Tallahassee tourists looking for quality clothing and accessories.

DESIGN CONCEPT: POMACE (puh•muhs)

Derived from the sustainable production process of AiDANI NOIR's products, **pomace**, the pulpy residue remaining after fruit has been crushed in order to extract its wine juice, is the conceptual inspiration of their retail space. The idea of using the excess of product making to create something beautiful directly aligns with AiDANI NOIR's mission statement of **"Professional Clothing through Sustainable Means"**. Reinterpreted into this project, the concept of pomace will bring elegance, deep hues, and sustainability into the space. This **confident** and **distinguished** ambiance will be seen through the angular lines that are used in the space **juxtaposed** by the fluidity of the wine. As pomace contains the skin and seeds of the fruit, sustainable and organic materials will be seen through the use of leather and cork. This **organic** nature of the concept will dictate the interior architecture of the space.

FITTING ROOM

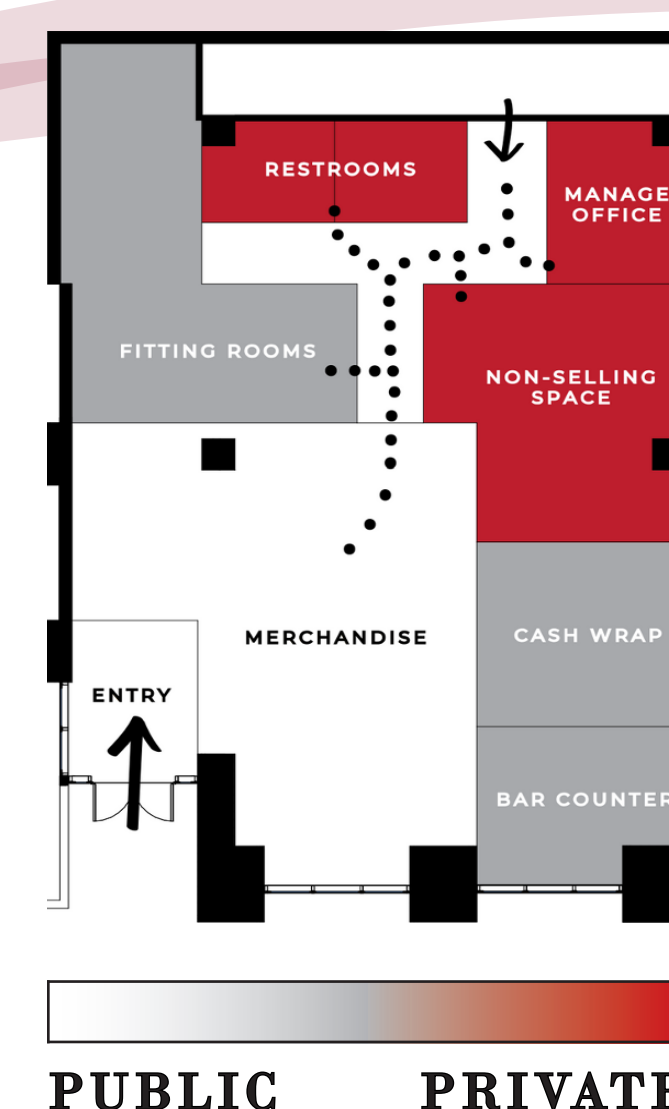
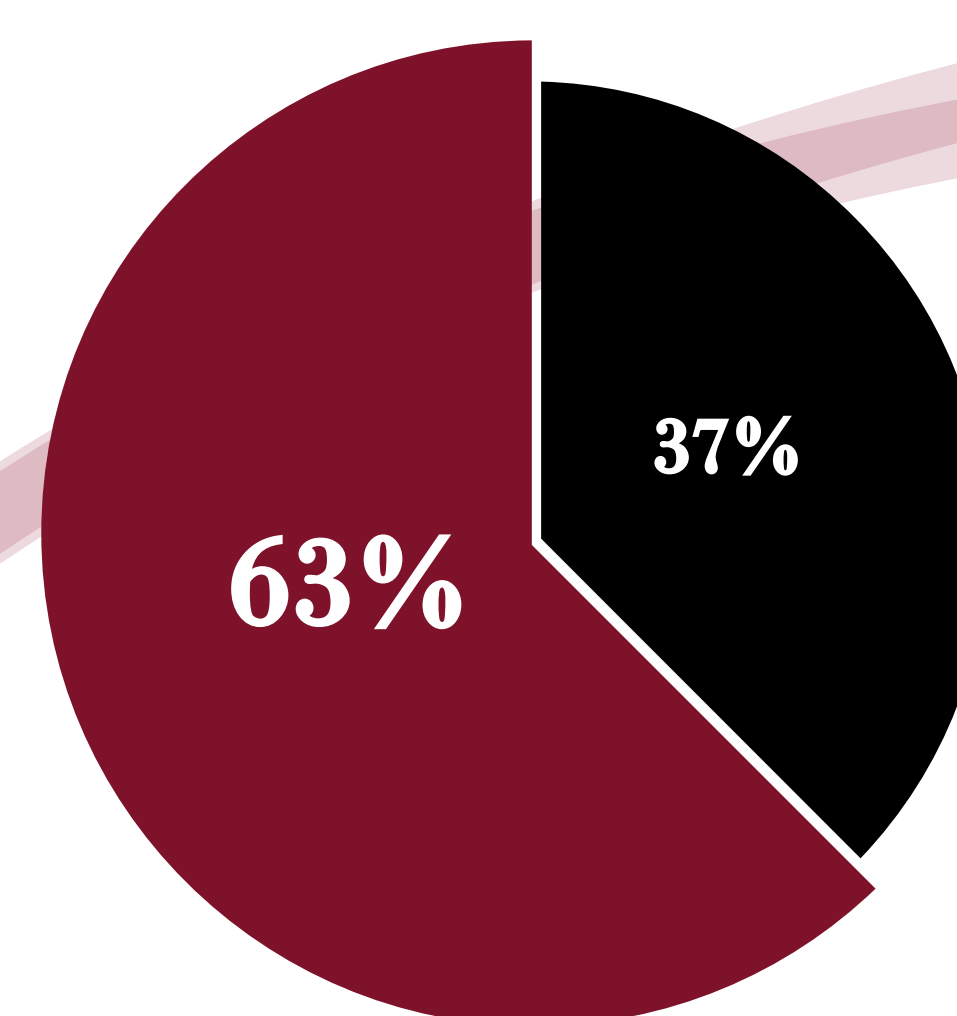


The AiDANI NOIR's experience is amplified by the environmental graphics of the fitting room. Abstract depictions of figures in business attire empower customers as they try on clothing.

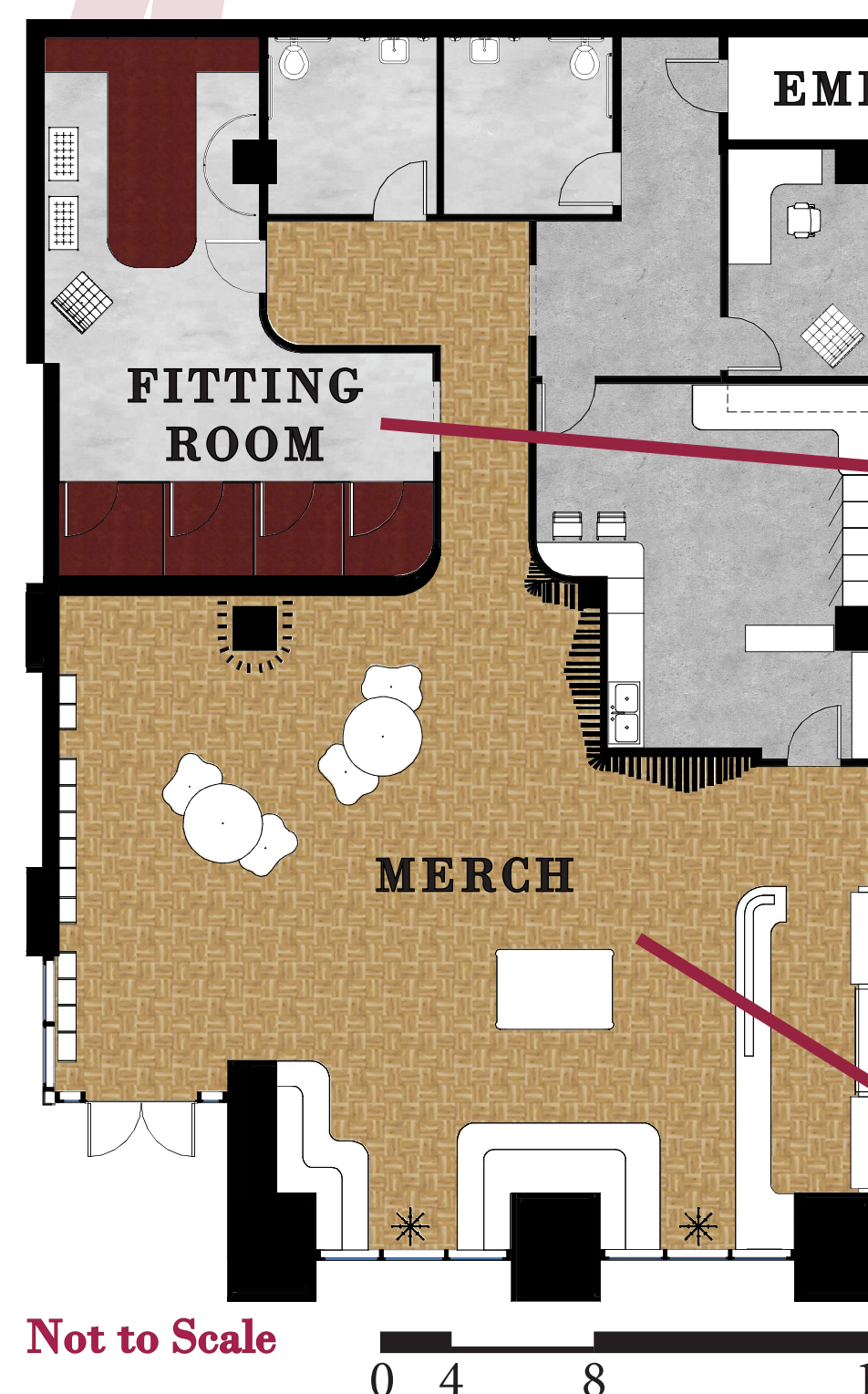
RESEARCH AND PLANNING

Do you feel that you have access to good quality business attire in the area?

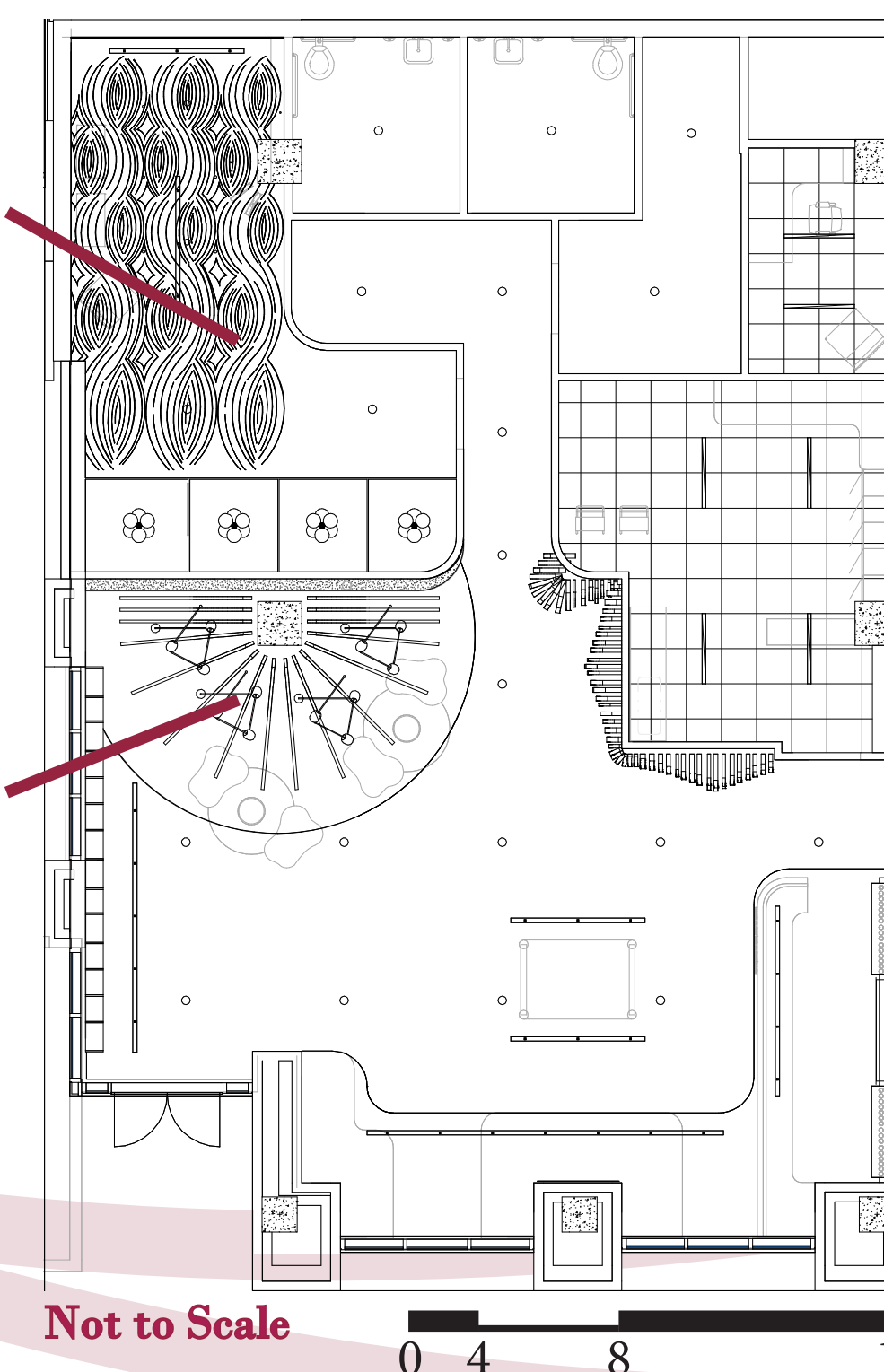
NO
YES



FLOOR PLAN



CEILING PLAN



AiDANI NOIR's signature grape skin-leather is suspended above the runway.

FF&E

The Cork Tree



MERCHANDISE DISPLAY



AiDANI NOIR's clothing is displayed on the cork tree: a custom structure made with recycled wine corks that have been collected and repurposed.



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