

Design

Briefing

Space: 243, 50 m²
"Convert it into a retail shop"

Exposed Products: men's and women Clothing

A strong brand name, with history in casual clothing

Target group: 16 - no limit

Prices: not to expensive.... But expensive

Clothes: sport, athletic, no age

The Firm

The Crocodile

Brand Name

LACOSTE

L'HISTOIRE LACOSTE
LACOSTE STORY



Advertising Campaign



Competitors



Research

Tutor: Stordas George
Student: Typenou Emmanil

Module: IIA 2000 Interior Studies





TRIANGLE



CIRCLE



STRAIGHT

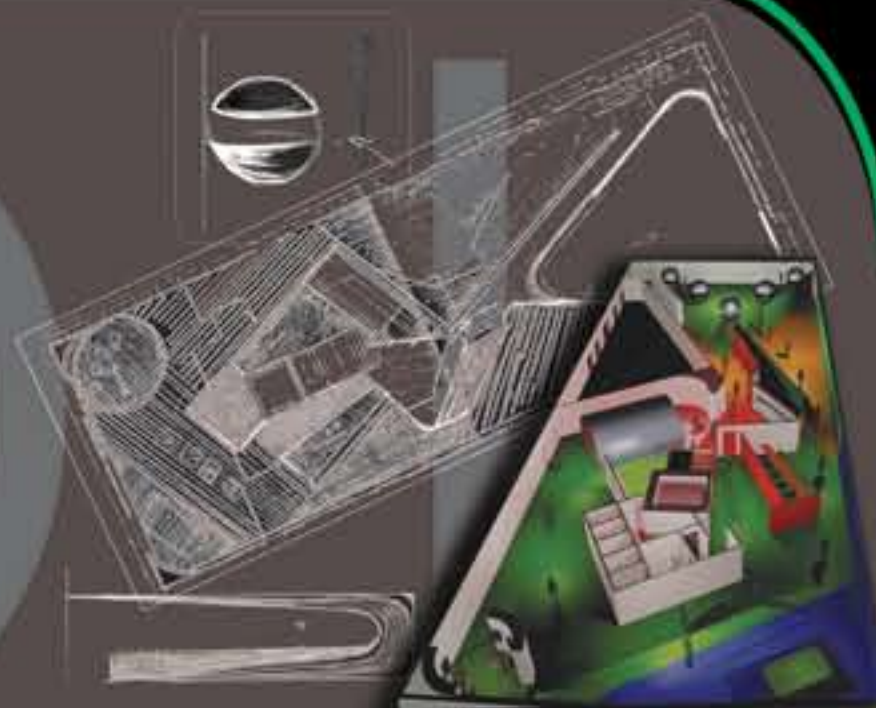


CRUSH



SPEED

INSPIRATION



VIRTUAL TOUR



DISPLAY SCREENS



SUVENIER SHOP - EXIT

PC GAME



LIVE POOL GAME ROOM

FLOOR PLAN

