Bella's Boutique

By: Allison, Melanie & Sammy

Bella's Boutique

Store type:

A modest chic women apparel store for the everyday business look.
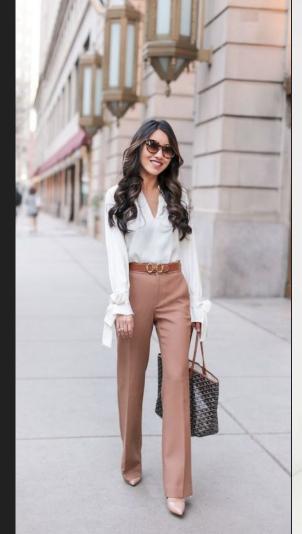
B. **Target Customer**

Demographics:

- ❖ Age: 25 to 40 years old
- ❖ Female
- ❖ Income: $80,000 - $100,000
- ❖ Education: Grad School and higher
- ❖ Occupation: Business Workers
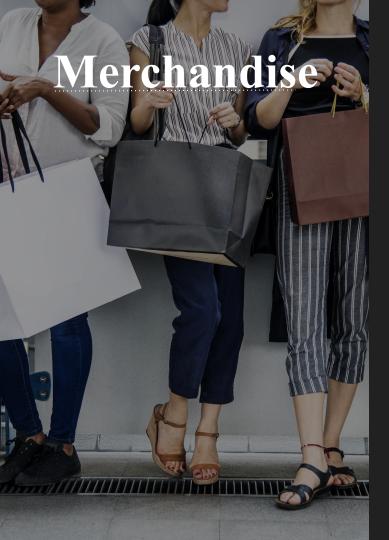
B. Target Customer (cont.)

Psychographics:

- ❖ Going on multiple vacations

- ❖ Having dinner parties

- ❖ Fine dining

- ❖ Go boating & sailing

- ❖ People who play golf & tennis

Location:

Newbury Street, Boston MA

Brand Image:

❖ Modest

❖ Neat

❖ Cutting-edge

❖ Poised

❖ Chic

Merchandise

- ❖ Formal dresses
- ❖ Button down shirts
- ❖ Blouses

- ❖ Pea coats
- ❖ Trench coats
- ❖ Blazers

- ❖ Ankle boots
- ❖ Heels
- ❖ Chic flats

Formal wear:

Outerwear:

白色

Shoes:

Visual Merchandising: Exterior
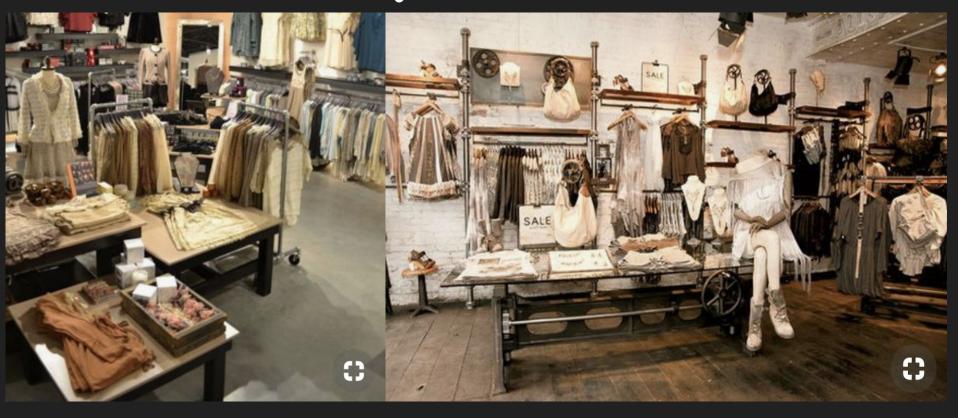
Storefront

Store Signs

Flooring and Lighting

Visual Merchandising: Interior

Merchandise Layout

Seating Area

Mirror

Fitting Rooms

Checkout Counter

Thank you!

Are there any questions?

Works Cited

- Fisher, Jenna. "How Much You Need To Earn To Be Rich In Boston." *Boston, MA Patch*, Patch, 2 May 2018,

  patch.com/massachusetts/boston/how-much-you-need-earn-be-rich-boston. (Income in Boston)

- suburbanstats.org. "Current Boston, Massachusetts Population, Demographics and Stats in 2017, 2018." *SuburbanStats.org*,

  suburbanstats.org/population/massachusetts/how-many-people-live-in-boston. (Population Demographics)