

An aerial photograph of a city street corner. On the left is a large, historic stone church with a tall, ornate tower. Adjacent to it is a multi-story red brick building. In the center is a modern, white, angular building with a 'DKNY' sign on its corner. To the right of the modern building is a row of historic brownstone townhouses with multiple stories and bay windows. On the far right is another historic stone building with a large, arched Gothic-style window. The street below has cars, pedestrians, and some greenery.

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



A photograph of three women standing outdoors, likely in front of a store. They are holding large shopping bags. The woman on the left is wearing a white long-sleeved shirt and blue jeans. The woman in the middle is wearing a striped short-sleeved shirt and dark blue trousers. The woman on the right is wearing a dark blue jacket over a black top and striped trousers. The word 'Merchandise' is overlaid in a large, white, serif font on the left side of the image.

Merchandise

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

- ❖ Pea coats
- ❖ Trench coats
- ❖ Blazers

- ❖ Ankle boots
- ❖ Heels
- ❖ Chic flats

Formal wear:



Outerwear:



Shoes:



Visual Merchandising: Exterior



Storefront



Store Signs

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**Flooring and
Lighting**

Visual Merchandising: Interior

Merchandise Layout



Seating Area



Mirror



Fitting Rooms



Checkout Counter



A grayscale image of a brick wall with a repeating pattern of rectangular bricks and mortar lines. The text is centered on the wall.

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*,

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