



TAARACH

FLAGSHIP STORE

THE BRAND

Taarach is a Latin American luxury belt brand created by Mireya Gomez de la Torre. It is a sustainable brand that aims to create individual items for individual people. It recognizes the need for sustainability but also a need to give back to those in need and use ethical business practices that better the world in their efforts. Their belts are not simply belts but can be used in many different ways, such as tops or purse straps. Every belt is unique and comes with a history. The materials are handmade from small communities with modern touches for functionality. The belts are made using textile traditions and handmade techniques and help employ women from cultural backgrounds. Their belts are not simply for themselves or to make a profit but to show others the importance of sustainability and to keep handmade traditions alive with original textile practices. Each piece has gone through a specific process and is unique to not only the creator but also the buyer and

their personality. In light of leading the business with values, a portion of each item's sale is donated to children in South American Countries in need in providing education materials and food to schools. The brand has won social impact as well as design and sustainability awards and hopes to not only help other communities but also help its customers. It is important to make their customers feel good about themselves in both beauty and in ethics and Taarach does this in their ethics which makes people want to support the company and its values. Their values champion a better use of resources and helping those less fortunate as well as the planet. It sees that it is important to be better stewards of our community and resources that we have been given to take care of. Looking good and feeling good go hand in hand and this brand helps customers to look good and feel better than when they came in.



EXTERIOR



The exterior of the store is meant to be earthy as well as let natural light in to feel outside while having to be inside. The large windows let in light as well as help people to see inside and window shop when the store is closed. The greenery on the outside walls as well as the outside plants help show the brand identity and down to earth nature of the products as well as the brand values. The sign on the roof clearly identifies the store so that people understand where they are walking into and can remember the brand even after they leave. The industrial windows go with the latest ad campaign so that the brand identity is cohesive and people understand a clear identity and are not confused by

discrepancies between the website online and the physical store. The industrial windows also help to provide texture to the windows instead of a plain glass wall. The light wood on the roof help to show the brand's lightness and carefree feeling that permeates the entire store starting at the zen garden and going to the calming smell and noises inside. The front stones are important as the first step to transport the customer out of a normal experience or store with normal concrete but physically show a move from the ordinary to the luxury and thoughtfulness of the brand and its unique creations for each individual customer that walks in and buys something from Taarach.

EXTERIOR

(EVENING)





EXTERIOR

(NIGHT)

EXTERIOR

(FRONT WINDOW)



The interior of the store starts at the zen garden, which is the only point of entry into the store. The zen garden creates a way for the customer to stop and take a breath in nature and feel the pebbles under their feet and hear the water fountain dripping around them. This oasis shows the customer that this is a calming brand and experience and that they can slow down for a moment. The zen garden has three doors that allow the customer to enter into the belt and clothing side, the back potting table, or the purse strap side. The left side shows the customer how the product can be used to wear as accessories or clothing and is staffed by salespeople helping you feel the products and try on the belts however you like. The back tables have

all the supplies for planting a succulent to take home from the store as a memento. The checkout kiosks are also at the back of the store for a painless self checkout with minimal lines. The right side is the purse section to see the merchandise as purse straps or plant hangers. The entire inside walls are covered in vines and moss to keep the feeling of being outside and the light floor helps to keep the room light but the wood texture makes it easy to clean up as well. The wood tables also help keep the room grounded so as to feel outside and not use any plastics or synthetic materials. Lastly, the individual lamps provide less harsh lighting than overhead LEDs that can cause discomfort and headaches for some people.

INTERIOR



INTERIOR

(CORNER)



ZEN GARDEN

People are constantly in a rush, trying to go from one place to the next. The zen garden at the entrance of the store is a great way to slow down the shopper and create a feeling of serenity. It also introduces the shopper to the brand's identity without pictures or loud visuals but simply by connecting them back to nature, the true focus of Taarach's brand. The sounds of the water and the gravel under

their feet and the smell of the water and the fresh plants creates a feeling of calmness. Spending time in nature has been shown to reduce anxiety and depression and is a beautiful way to calm and slow the shopper while also perfectly displaying the brand identity and creating an experience that people want to come back to because of how comfortable they feel here.



KIOSKS

Waiting in line is one of those human experiences that everyone goes through but no one enjoys. To help reduce time spent standing in line, there are two kiosks at the shopper's disposal to quickly click on the items they would like to buy, insert their money, and walk away. This helps minimize frustration due to long lines as well as create a more autonomous experience for the shopper so that they do not feel

like they are waiting on help from the staff. There are also racks of branded reusable totes next to the checkout kiosk so that shoppers have a nice bag to take their purchases home in. These reusable bags are also great marketing tools as well as incentives to come back to the store because shoppers will want to receive a new tote bag with a different design.



BELTS AND TOPS

The left side of the store is a selling space for the merchandise to be shown as wearable accessories, such as belts and tops. There are mannequins that display the merchandise as belts and as tops as well as salespeople demonstrating how to wear as well as tie or fasten the merchandise. The salespeople are also wearing the merchandise themselves to provide inspiration for how to wear the merchandise and what to wear it with in different situ-

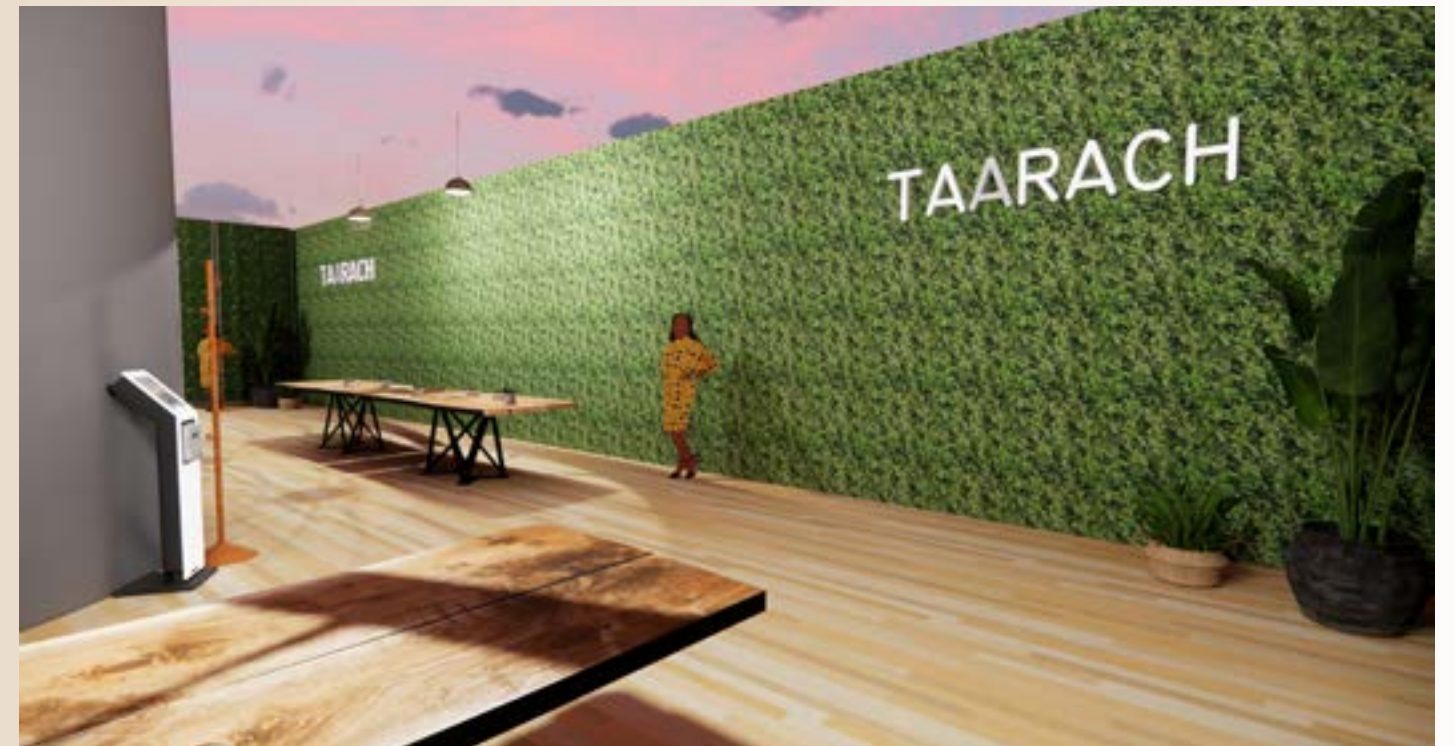
ations. The customers are encouraged to touch the different materials and textures as well as try on everything they see to enhance their experience. The customers need to see what looks good on themselves as well as feel how comfortable the merchandise will be when they wear it. Having a piece as diverse and as usable as this merchandise is a great selling tool and should be used to our advantage.



PURSES

The right side of the store holds a display for the merchandise as shown for use as purse straps or potted plant straps. The salespeople will be wearing the straps with purses at the end to show how the straps go with any outfit and to highlight the diversity of the merchandise. Customers are encouraged to walk around the store using the merchandise as a strap for their purse to feel the texture and

understand how the merchandise will look and perform in their daily lives. Walking around the store using the merchandise also helps them to see the other sections of the store and how the purse strap they picked can also be worn as a belt or a top for different occasions and the usefulness of one item in your wardrobe to be a statement piece for any outfit.



PLANT POTTING

The interactive portion of the store is a succulent and cactus potting station where the customer can pick a plant and a pot to put it in and plant it themselves. They are able to make many decisions such as what type of pot, what type of mulch, what type of pebbles, and which plant they want. They can take the plant home afterwards and it will help them remember the store and want to come back to

make another plant or purchase another item in the store. This interactive activity will cause people to stay in the store longer, helping them to purchase more items and become more familiar with the brand identity. Customers also have a great view of the store as they make their plants, helping them to see all the merchandise as well as the different options of merchandise and the different uses provides.

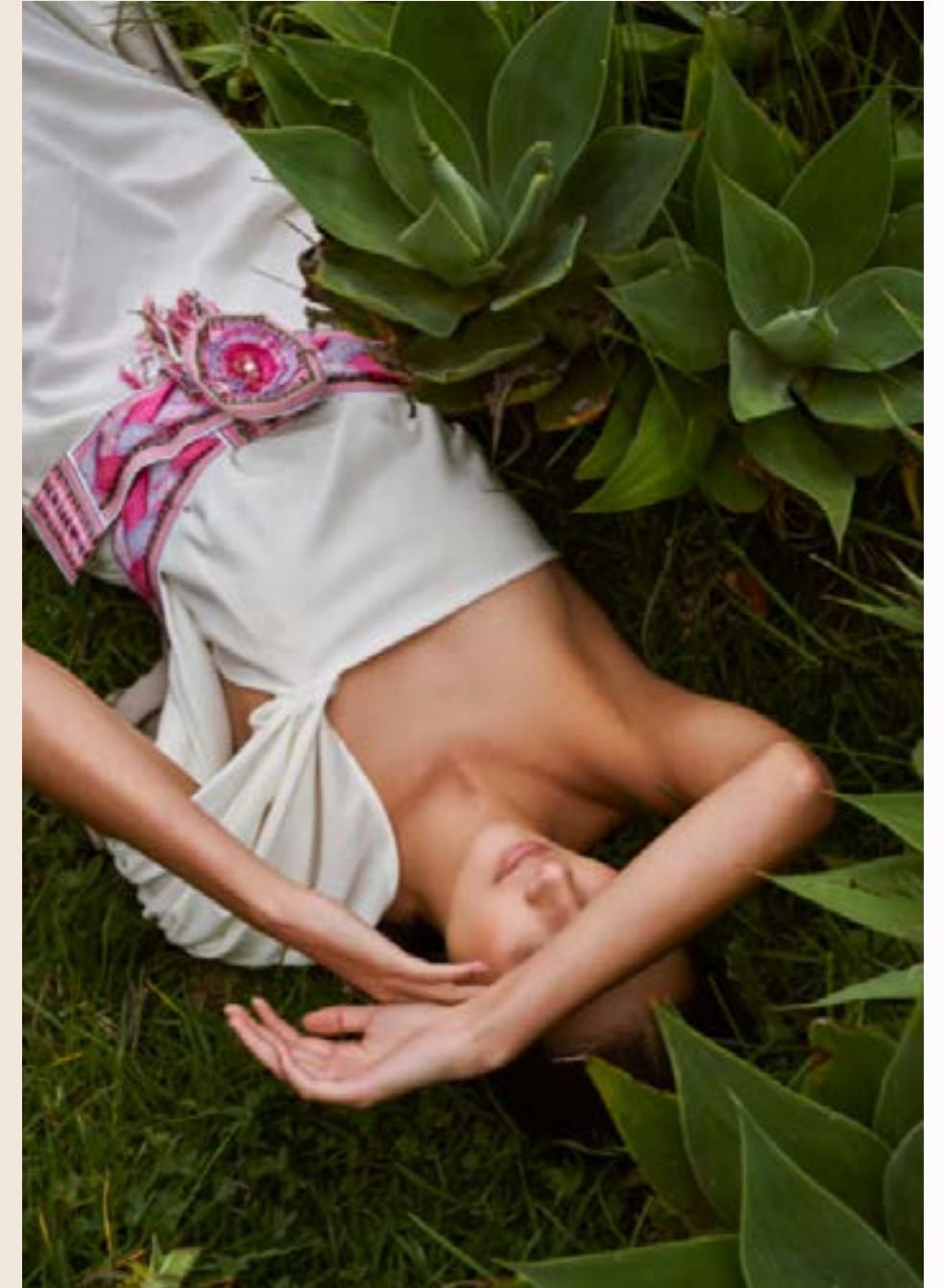


SOUNDS AND SCENTS



The music in the store has an earthy feeling of water and waves but also calming instrumental sounds as well. The feeling of calm from the zen garden and the noise from the water fountain permeate into the store through the music choice as well as through smells. The scents in the store are fresh and florals for a

clean but calming experience. The smells will have lavender and eucalyptus for a calming effect and also smells of rain to go along with the fountain and the feeling of a rain forest. The sounds and smells both exhibit calming and earthy experiences that coincide with the brand image of natural materials and outdoor happiness.



TAARACH

