

{ RETAIL EXPERIENCE PLATFORM }

The Freitag logo is presented in a bold, white, sans-serif font within a solid black rectangular box. The text reads "FREITAG" followed by a registered trademark symbol (®).

FREITAG®

EMILEE MARIE OLSON
ID 426 CAPSTONE STUDIO
SPRING 2015

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FREITAG RETAIL EXPERIENCE PLATFORM

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{ BRAND DEFINITION }

WHAT IS FREITAG?

MISSION

“ Re-contextualizing Design Responsibly ”
Creating high quality bags, accessories, and apparel that is unique, functional, sustainable, and stylish.

PAST

Created by Daniel and Markus Freitag.

Est. 1993 in Zurich, Switzerland.

Inspired by the large trucks traveling across Zurich.

First bags were made from old truck tarpaulins, bicycle inner tubes, and old car seat belts.

PRESENT

Employs 150 people.

400,000 products produced each year.

Over 10 FREITAG stores in operation.

450 + Retail partners worldwide.

Reuses 440 tons of truck tarps, 350,000 bicycle inner tubes, and 288,000 old car seat belts used annually.

3 product lines - Fundamentals, Reference, and F-ABRIC.

New Retail Location | 912 South Hill Street, Los Angeles, California



{ CUSTOMER DESCRIPTION }

WHO ARE THE PRIMARY TARGET CUSTOMERS OF FREITAG?



CUSTOMER **1**
THE TECH SAVVY
EDGY CITY - DWELLER



CUSTOMER **2**
THE ADVENTURE - SEEKING
ECO - CONSCIOUS SHOPPER

{ PRODUCT DESCRIPTION }

WHAT DOES FREITAG MAKE?



FUNDAMENTALS BAG

The original FREITAG bag.



REFERENCE BAG

Bags combining functionality + style all into one.



ACCESSORIES

Wide range of goods from wallets to agendas.



F - ABRIC

Sustainable + biodegradable line of clothing unique to the FREITAG brand.

{ COMPARATIVE BENCHMARKS }

WHAT CAN WE LEARN FROM SIMILAR BRANDS + COMPETITORS?



STANDERT

Relaxed.
Warm.
Offbeat.



TIMBUK2

Functional.
Simple.
Customized.



UNIQLO

Colorful.
Modern.
Stylish.



SOLE BICYCLES

Playful.
Inspiring.
Dynamic.

{ EXPERIENCE ATTRIBUTES }

WHAT IS THE INTENDED EXPERIENCE?

URBAN.

Sense of community.
Simple design.
Active atmosphere.

BOLD.

Edgy and daring.
Contrasting colors.
Unique finishes.

INTERACTIVE.

Playful and quirky.
Hands - on.
Lively and friendly space.

MEMORABLE.

One-of-a-kind products.
Personalized experiences.
Perfectly imperfect.

{ ORGANIZING IDEA }

WHAT IS THE PURPOSE BEHIND THE RETAIL EXPERIENCE?

A PLACE WHERE CUSTOMERS CAN GATHER, DISCOVER, AND
EXPERIENCE WHAT MAKES THE FREITAG BRAND AND LIFESTYLE
TRULY UNIQUE AND INNOVATIVE.

{ CONCEPT NARRATIVE }

WHAT IS THE STORY BEHIND THE EXPERIENCE?

The FREITAG customer isn't your average customer. They're different, they know it, and they love it. They're always on the go 24/7, but know they how to kick back and relax with family and friends. They're the downtown worker, working in the office from dawn to dusk. Or, they're the globe-trotting environmentalist, exploring the natural wonders of our Earth. Nothing is stopping them from living their life to the fullest, pursuing their passions, and achieving their dreams.

FREITAG provides products for these customers. FREITAG knows what they want and what they need. The FREITAG customer wants only the best of the best. They want the ultimate combination of style, innovation, functionality, and durability. FREITAG products are made to go the extra mile, just like their customers.

The new FREITAG store will be a place where these customers want to go to again and again. The store is bold, haptic, interactive, and always inviting. Drawing inspiration from the bags, apparel, and history of FREITAG, the store will be the ultimate representation of FREITAG, their brand, and the lifestyle they pursue. The new store will create memorable shopping experiences that set it apart from the rest of retail world.

{ CONCEPT DIRECTIONS }

WHERE WILL THE DESIGN GO?

1

URBAN GALLERY

2

ECO - CHIC OUTFITTER

3

F - ACTORY

{ DESIGN ATTRIBUTES }

WHAT ARE THE CHARACTERISTICS OF THE DESIGN?

1

URBAN GALLERY

Contrast.
Edgy.
Modern.
Artistic.

2

ECO - CHIC OUTFITTER

Green.
Stylish.
Casual.
Natural.

3

F - ACTORY

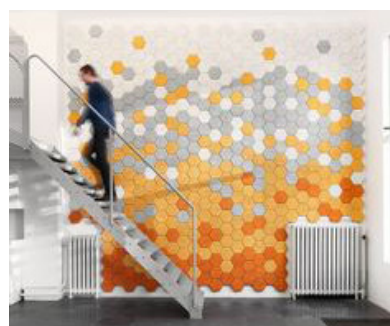
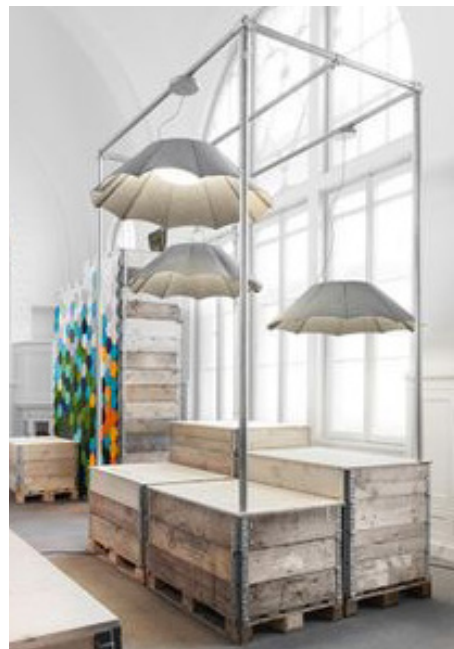
Industrial.
Bold.
Interactive.
Movement.

{ VISUAL POSITION }

HOW WILL THE DESIGN CAPTURE THE EXPERIENCE VISUALLY?

URBAN GALLERY

Contrast.
Edgy.
Modern.
Artistic.

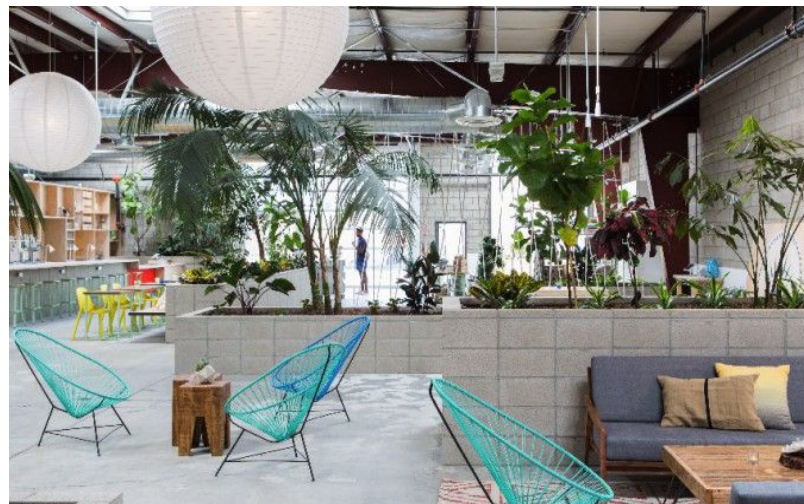


{ VISUAL POSITION }

HOW WILL THE DESIGN CAPTURE THE EXPERIENCE VISUALLY?

ECO - CHIC OUTFITTER

Green.
Stylish.
Casual.
Natural.

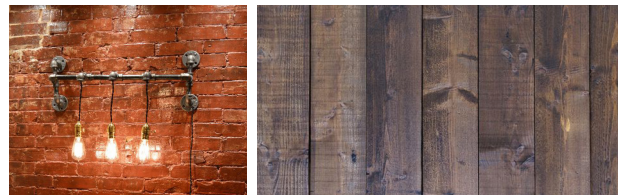
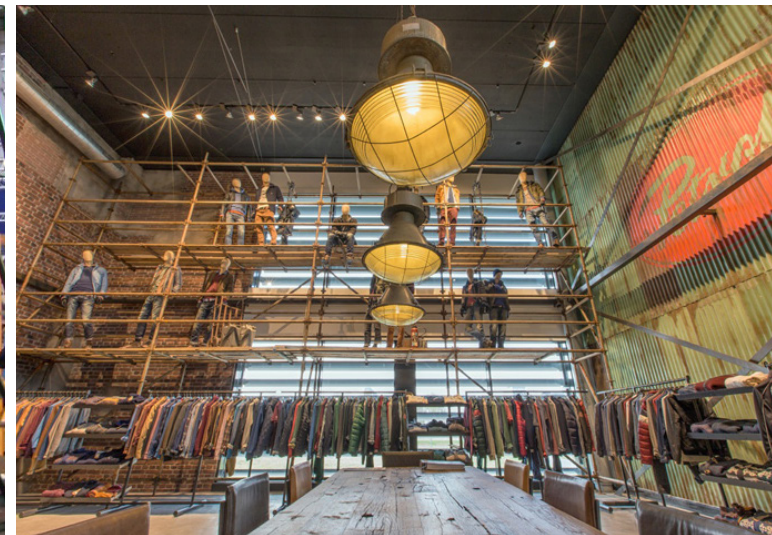
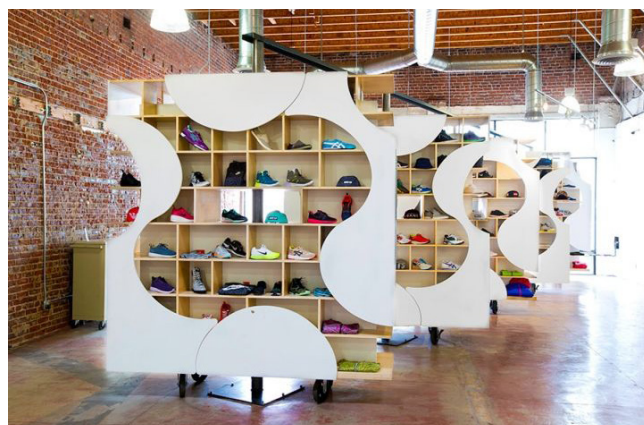
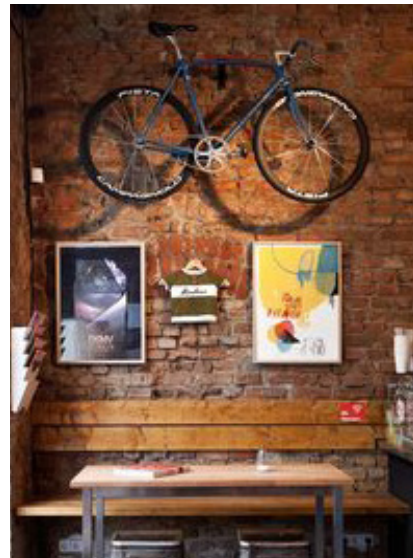
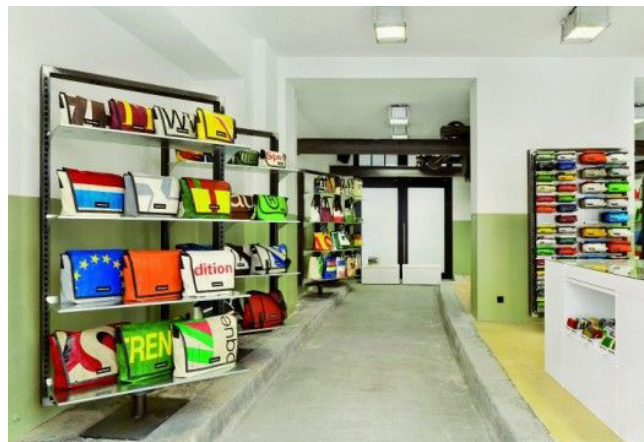
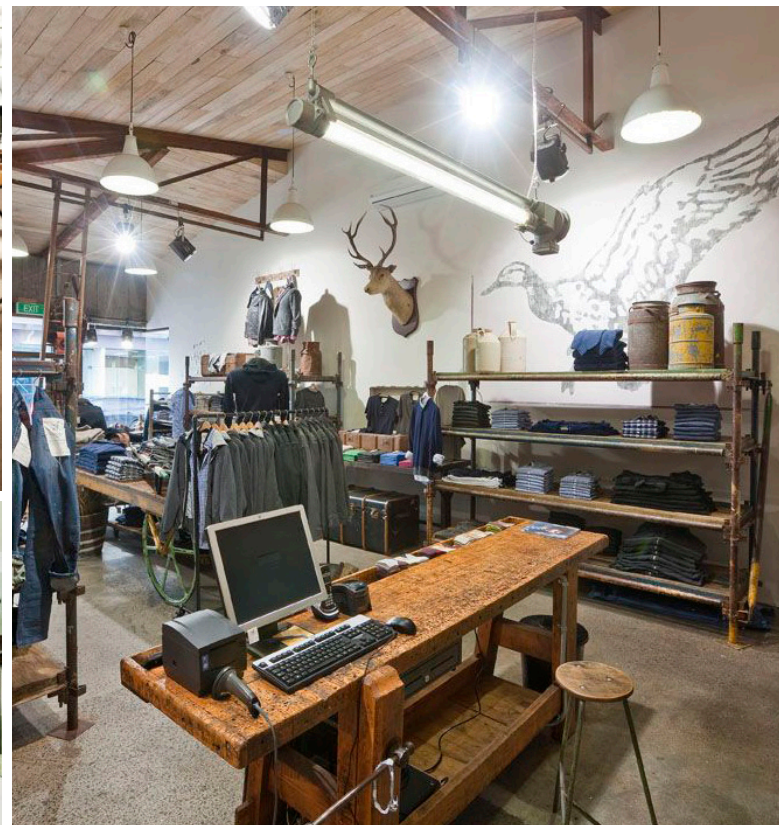


{ VISUAL POSITION }

HOW WILL THE DESIGN CAPTURE THE EXPERIENCE VISUALLY?

F - ACTORY

Industrial.
Bold.
Interactive.
Movement.



{ APPENDIX }

ADDITIONAL INFORMATION + CITATIONS

BRAND DEFINITION

www.freitag.ch

CUSTOMER DESCRIPTION

www.ultraupdates.com/2013/11/random-inspiration-5-architecture-cars-girlsguys-style-gadgets/
www.dropdeadgorgeousdaily.com/2014/05/winter-outfits/
www.tmagazine.blogs.nytimes.com/2014/05/13/echo-park-craft-fair-california-style-spirituality-rises-again/
www.jansport.com/shop/en/jansport-us/shop/collections/skip-yowell

PRODUCT DESCRIPTION

www.freitag.ch

COMPARATIVE BENCHMARKS

www.standert.de
www.instagram.com/timbuk2
www.uniqlo.com/us
www.instagram.com/solebicycles

VISUAL POSITION

All found images and their sources : www.pinterest.com/emileeolson/freitag

{ FLAGSHIP CONCEPT DESIGN }

FREITAG®

EMILEE MARIE OLSON
ID 426 CAPSTONE STUDIO
SPRING 2015

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{ SITE PLAN ANALYSIS }

WHERE WILL THE FLAGSHIP STORE BE LOCATED?

FREITAG FLAGSHIP STORE ADDRESS

1912 South Hill Street
Los Angeles, California 90015

LOCATION FEATURES + SURROUNDINGS

LOCATION FEATURES

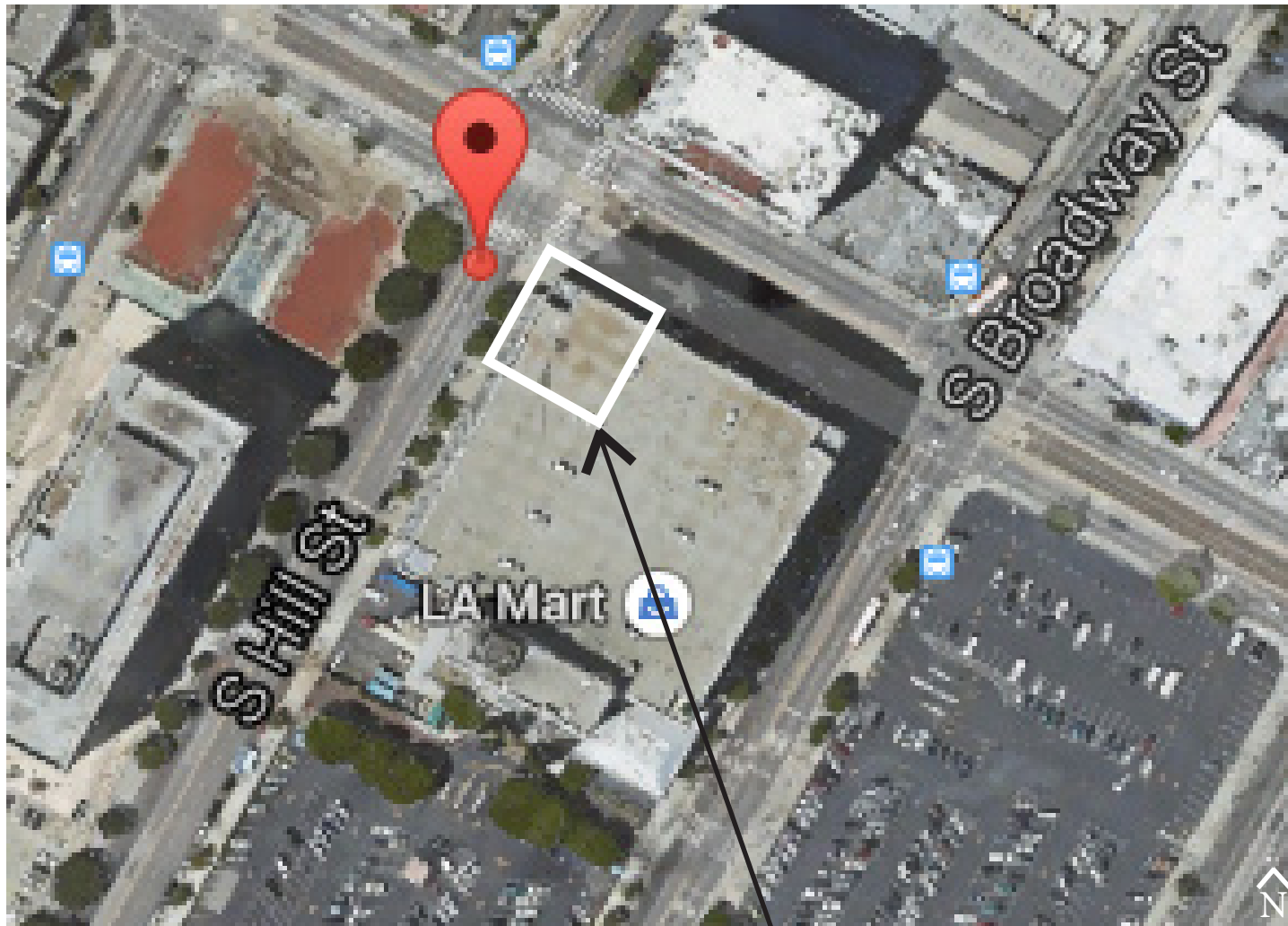
- + In the heart of Downtown Los Angeles
- + Surrounded by large parking lots + numerous bus stops
- + Located near 2 major freeways

SURROUNDINGS

- + Mix of historic buildings & modern high-rises
- + Booming cultural center filled with art, music & life
 - + Glizty & Ritzy Downtown Nightlife
 - + Eclectic & Historic meets Modern & Edgy

LOCATION SIGNIFICANCE

The current building site for the FREITAG Flagship Store is located right in the heart of Downtown Los Angeles. It is the perfect location for a new, innovative, and creative brand, such as FREITAG, to call home. The new flagship store location will become the base upon which the FREITAG brand can build, grow, and help people discover all that it has to offer.



SITE OF NEW
FREITAG FLAGSHIP STORE

{ CONCEPT DESIGN + DIRECTION }

WHERE WILL THE DESIGN OF THE FLAGSHIP STORE GO?

2

URBAN OASIS + OUTFITTER

Green.
Simple.
Engaging.
Inviting.

CONCEPT IDEA BEHIND THE URBAN OASIS + OUTFITTER

The new FREITAG Flagship Store will create the perfect “urban oasis” for the busy and ambitious go-getter. The store will be designed to provide customers with unique, memorable, and engaging social and retail experiences unique to the FREITAG brand, and its only US location. The store will become a sanctuary where people can escape to, relax at, shop in, and enjoy themselves while experiencing the FREITAG brand and all it offers.

{ CONCEPT DESIGN ATMOSPHERE }

WHAT KIND OF ATMOSPHERE WILL THE DESIGN CREATE?

WHAT KIND OF ATMOSPHERE WILL THE FLAGSHIP STORE CREATE?

A green, simple, engaging, and inviting place where customers can gather, discover, and experience what makes the FREITAG brand and lifestyle truly unique and innovative.

GREEN.

- + Reclaimed & recycled materials.
- + Greenery.
- + Natural light.

SIMPLE

- + Store layout.
- + Product design.
- + Brand ideology.

ENGAGING.

- + Product customization.
- + Social interaction.
- + Brand connection.

INVITING.

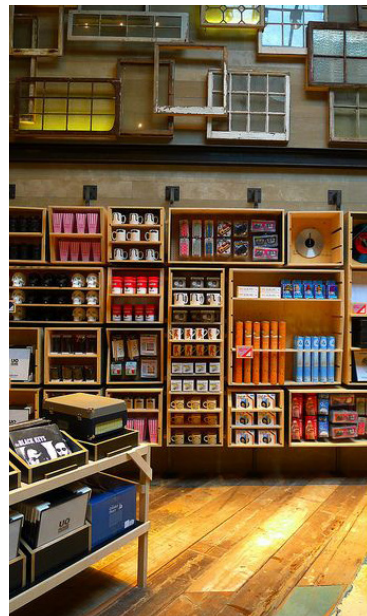
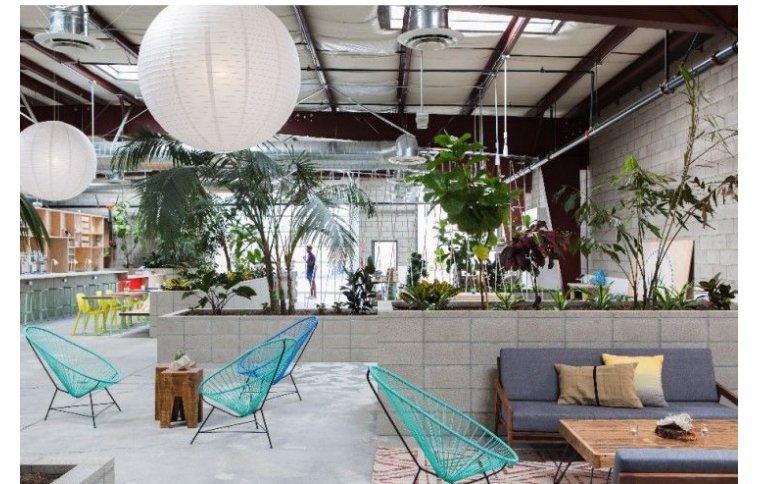
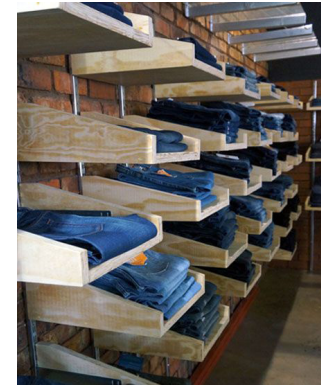
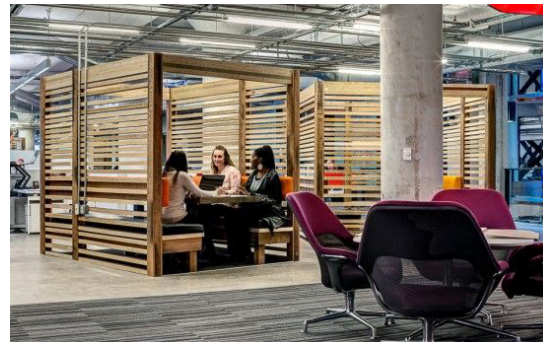
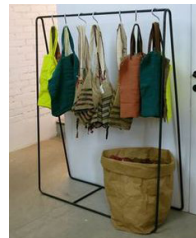
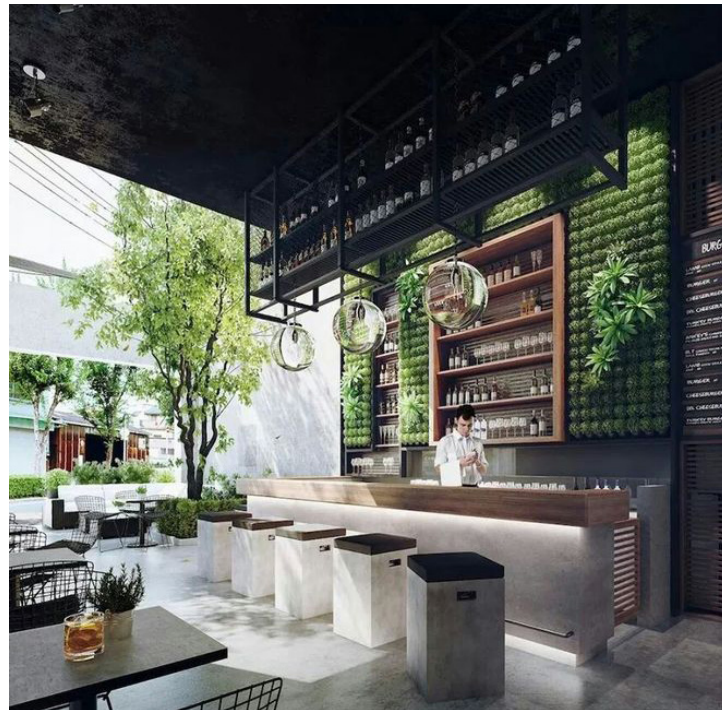
- + Delicious food & beverages.
- + Unique products & brand.
- + Friendly & warm atmosphere.

{ CONCEPT DESIGN ATMOSPHERE INSPIRATION }

WHAT INSPIRED THE DEVELOPMENT OF THE CONCEPT DESIGN?

URBAN OASIS + OUTFITTER

Green.
Simple.
Engaging.
Inviting.



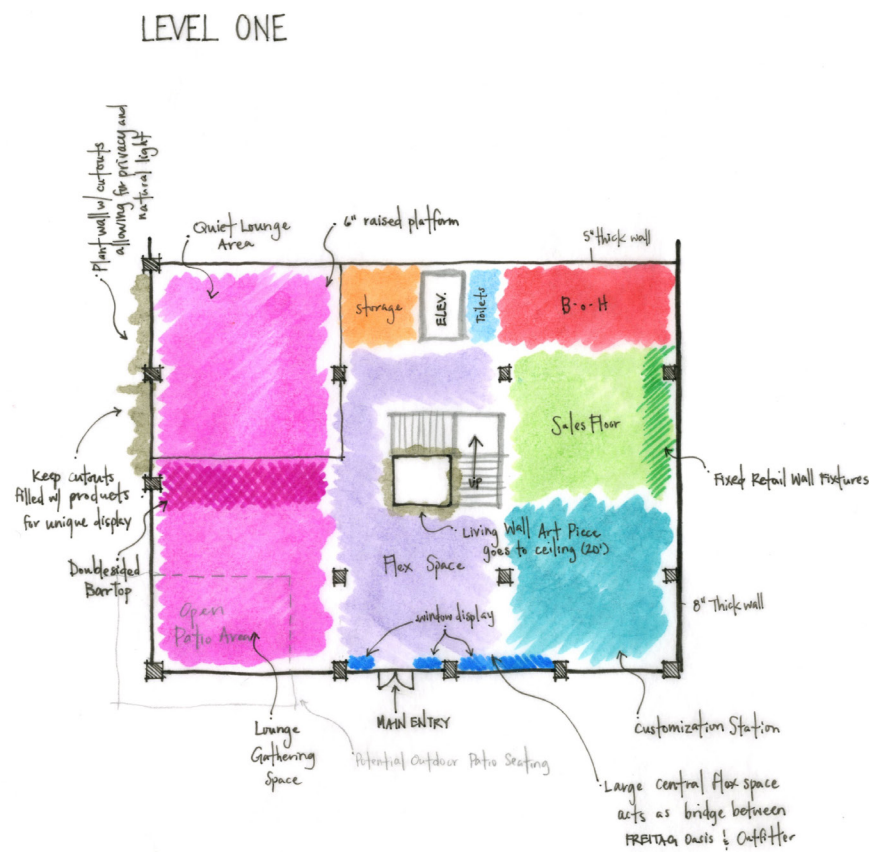
{ FREITAG FLAGSHIP STORE PROGRAM }

WHAT ARE THE REQUIREMENTS AND SPACES OF THE FLAGSHIP STORE?

PROGRAMMATIC SPACES

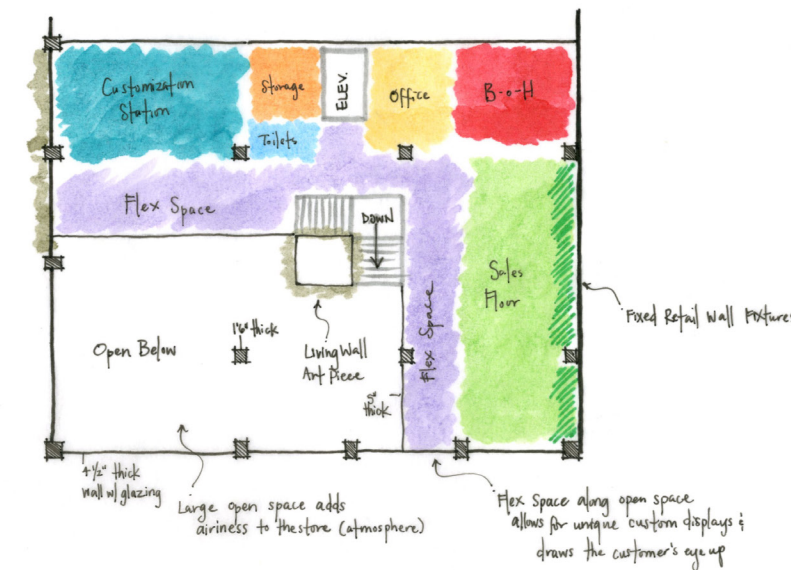
LEVEL ONE

- + Back of House (employee, service, and product storage spaces)
 - + Storage
- + Restroom (ADA Accessible)
 - + Retail Sales Floor
 - + Flex Space
- + FREITAG Bag Customization Station
- + Point-of-Sale Terminals (POS terminals)
 - + Food and Beverage Counter
 - + Quiet Lounge
 - + Gathering Lounge
 - + Outdoor Patio



LEVEL TWO

- + Back of House (employee, service, and product storage spaces)
 - + Storage
- + Restroom (ADA Accessible)
 - + Retail Sales Floor
 - + Flex Space
- + FREITAG Apparel Customization Station
 - + Fitting Rooms
 - + Office



TOTAL PROGRAMED SQUARE FOOTAGE USAGE = 5,581 SQUARE FEET

{ SPECIAL DESIGN CONSIDERATIONS }

WHAT ARE EXTRA FLAGSHIP STORE FEATURES AND REQUIREMENTS?

SPECIAL DESIGN CONSIDERATIONS

FREITAG BAR AND FOOD SERVICE COUNTER

- + Serving expertly hand-crafted beverages with featured food items from local restaurants, bakeries, and markets.
- + Enticing customers with food and beverages to create sensory responses and memorable experiences tied to the FREITAG brand.
- + Having the "FREITAG - Friday Happy Hour" every week and will feature a variety of free cocktails and food to attract and retain customers.
 - + Bar top seating allows customers additional seating and socialization options.

FREITAG LOUNGE

- + Providing ample amounts of lounge seating and tables for different levels of social interaction.
- + Providing more open social spaces for more people to gather, as well as more secluded private spaces for people to retreat to.
- + Providing a variety of artificial and natural lighting to keep the space well lit.
 - + Modular seating units allow customers to create their own unique seating arrangements.

INSPIRATION IMAGES



INSPIRATION IMAGES



{ CONCEPT DESIGN GOALS }

WHAT ARE THE DESIGN WANTS, NEEDS, AND PROJECTED OUTCOMES?

WANTS

- + To stay true to ethos behind FREITAG products, lifestyle and brand.
- + Incorporate innovation and sustainability of FREITAG in design of flagship store.
- + All customers to leave with a lasting and positive memory of FREITAG.
- + Highlight durability, functionality, quality and design of FREITAG products.
- + Customer and Brand interaction/ connection.
- + Place for customers to interact and try out products.
- + To provide customers with exclusive take away item (key chain, small FREITAG item, etc...).
- + A unique and never before seen shopping experience.
- + Create a sense of community for busy adventure seekers, commuters, go getters to relax and experience FREITAG.



NEEDS

- + To display all types of FREITAG products (bags, apparel, accessories).
- + Plenty of display space (hanging, stands, and fixtures).
- + Ample lighting (natural and electric), good color selection, and quality materials.
- + Simple but effective layout (easy for customers to navigate through).
- + Transferrable design.
- + Advertising and social media coverage (#FREITAGusa, #whatisFREITAG, #discoverFREITAG).
- + To grab attention and attract people into the flagship store.



OUTCOMES

- + To design a flagship store that creates a place where customers can gather, discover, and experience what makes the FREITAG brand / lifestyle truly unique and innovative.
- + To create a strong, growing, and brand loyal American FREITAG customer base.
- + To create a unique retail experience that can be transferrable and installed into FREITAG stores around the world.
- + Enable people to discover the brand behind the bags, and all that is FREITAG and more.

{ BUSINESS STRATEGY }

HOW WILL THE FLAGSHIP STORE BE PROFITABLE?

ATTRACTION OF CUSTOMERS

- + Unique and simple store layout design.
- + Product customization.
- + Local food and beverage counter.
- + Open and quiet lounge spaces offer different levels of social interaction amongst people.
- + Outdoor patio lounge space.
- + Social media interaction between the customer and the brand creates attachment to the brand, as well growing brand excitement.
- + Hosting a weekly "FREITAG - Friday Happy Hour" to draw in new and returning customers for a variety of free cocktails and food.

RETENTION OF CUSTOMERS

- + Telling the story of the FREITAG brand through the variety of products and product displays.
- + Interaction between the customers and the brand to create lasting memories.
- + Enticing customers with high quality food and beverages to create sensory connections with the brand and store.
- + Product customization gives the customer the control to create and design their own unique and special FREITAG product.
- + FREITAG associates will help outfit customers with a variety of FREITAG products that will help suit their lifestyle.
- + Providing a warm, friendly, and inviting atmosphere that people will want to visit over and over again.

LOYALTY OF CUSTOMERS

- + Provide a unique "Take Away" item for new customers to encourage their return to the store and loyalty to the FREITAG brand.
- + Honest, genuine, and engaging customer service.
- + Giving people a space that provides them with something more than just a typical, mundane shopping experience.
- + Loyalty program offering special incentives and bonuses for frequent returning customers and may include limited edition items, secret sales, and private events.

{ MATERIALITY }

WHAT ARE THE MATERIALS AND FINISHES USED?

MATERIALS AND FINISHES



RECLAIMED
WOODEN PALLETS

- + Furnishings
- + Retail Fixtures
- + Decoration



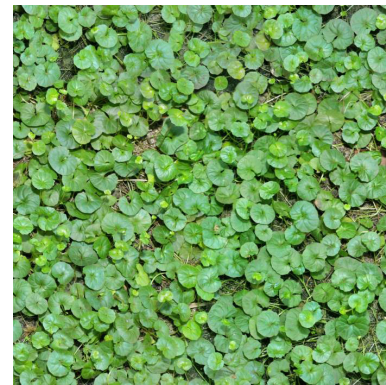
RECLAIMED LUMBER

- + Surfaces
- + Furnishings
- + Retail Fixtures



RECYCLED METALS

- + Surfaces
- + Textures
- + Retail Fixtures



PLANTS AND
GREENERY

- + Surfaces
- + Textures
- + Decoration



CONCRETE

- + Surfaces
- + Textures



RECYCLED COTTON

- + Upholstery
- + Textures



RECLAIMED
TRUCK TARPS

- + Upholstery
- + Textures
- + Decoration

{ CONCEPT DESIGN COLOR PALETTE }

WHAT ARE THE PROPOSED COLORS TO BE USED?

FREITAG FLAGSHIP STORE COLOR PALETTE



SIMPLE. NEUTRAL. NATURAL.

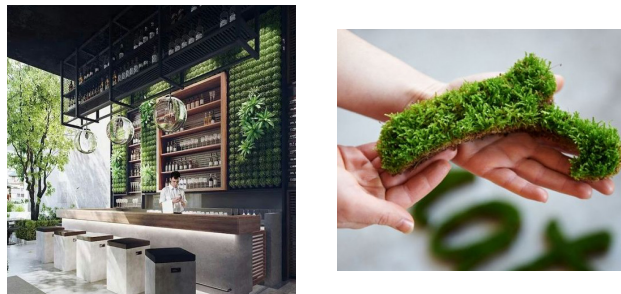
An earth-toned color palette creates a visual balance between the bold, colorful FREITAG bags and the simple reclaimed materials used throughout the space. The colors chosen are meant to compliment the products of the FREITAG brand, not distract from them.

{ FURNITURE + FIXTURES + EQUIPMENT }

WHAT TYPES OF FURNITURE, FIXTURES, AND EQUIPMENT WILL BE USED?

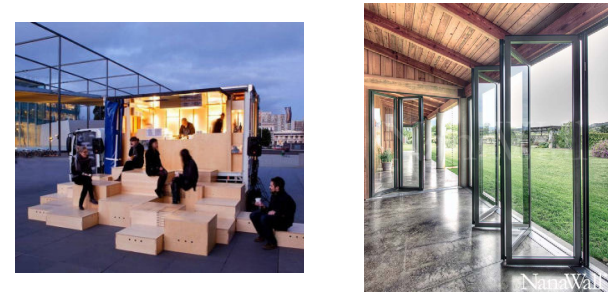
FURNITURE + FIXTURES + EQUIPMENT

FREITAG BAR + FOOD SERVICE COUNTER



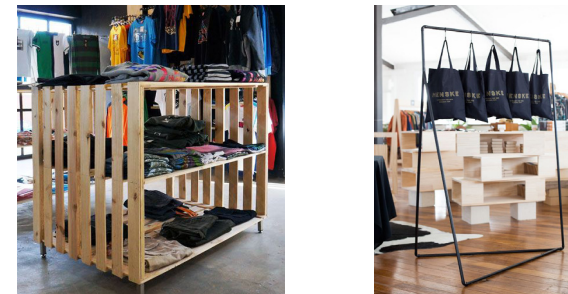
- + 2 under-counter refrigerators
- + 1 under-counter bottle cooler
- + 1 beer and Wine tap dispenser
- + 2 bar utility sinks with drying racks
- + 1 under-counter dish and glass washer
 - + 2 cold workstations
 - + 1 speed rack
 - + 1 coffee machine
 - + 1 espresso machine
- + Display cases for food
- + Storage cabinets for glasses, plates, utensils, and other items
- + Storage shelves for glasses, plates, and drink display
 - + Cash register
 - + Bar stools
- + Custom living wall system
 - + Artwork
- + Ambient, focal, and accent lighting

FREITAG LOUNGE



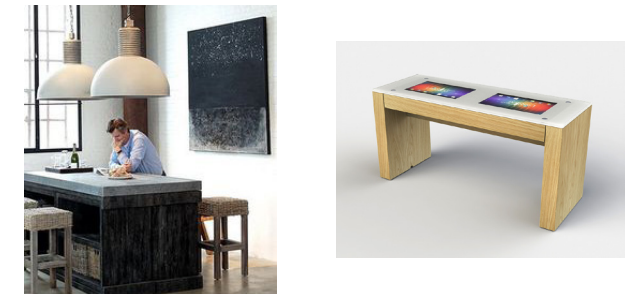
- + Custom moveable and stacking seating system
 - + Sofas
 - + Lounge chairs
- + Casual dining chairs
 - + Café tables
 - + Side tables
 - + Coffee tables
 - + Artwork
- + Folding glass doors
- + Ambient and accent lighting

RETAIL SALES FLOOR + FLEX SPACE



- + Custom built-ins
- + Custom movable displays (various sizes)
 - + Custom bag display stands
 - + Custom apparel racks
 - + Artwork
- + Ambient and focal track lighting

CUSTOMIZATION STATIONS



- + Custom touch-screen table tops
 - + Bar stools
 - + Lounge chairs
 - + Side tables
 - + Custom built-ins
- + Custom moveable displays
 - + Artwork
- + Ambient, focal, and accent lighting

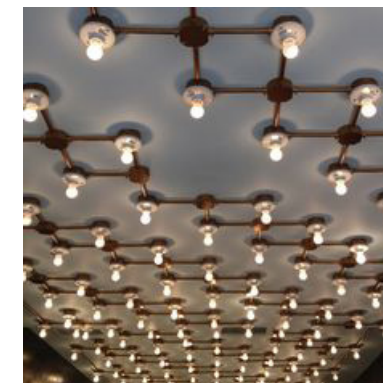
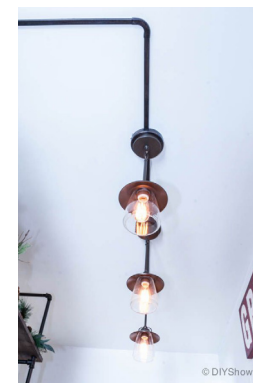
{ LIGHTING DESIGN CONCEPT }

HOW WILL LIGHT BE USED IN THE FREITAG FLAGSHIP STORE?

CREATING LAYERS OF LIGHT

THE USE OF VARIOUS LIGHTING FIXTURES, LUMINOUS OBJECTS, AND NATURAL DAY LIGHT WILL HELP TO:

- + highlight products and displays
- + keep the store well-lit
- + create an exciting and enjoyable atmosphere



THE LAYERS

- | | | | | | | |
|--|---|---|---|---|---|---|
| <p>FOCAL LIGHT</p> <ul style="list-style-type: none"> + Task lighting + Mounted light fixtures + Track lighting | + | <p>AMBIENT</p> <ul style="list-style-type: none"> + Hung or mounted light fixtures + Recessed light fixtures + Portable light fixtures | + | <p>FEATURE LIGHT</p> <ul style="list-style-type: none"> + Hung or mounted light fixtures | + | <p>NATURAL LIGHTING</p> <ul style="list-style-type: none"> + Ambient light from windows and folding glass wall doors + Focal light from windows |
|--|---|---|---|---|---|---|

{ APPENDIX }

ADDITIONAL INFORMATION + CITATIONS

SITE ANALYSIS

Google Maps

<https://www.airbnb.com/locations/los-angeles/downtown>

SPECIAL DESIGN CONSIDERATIONS

All found images and their sources : www.pinterest.com/emileeolson/freitag

CONCEPT DESIGN VISUAL INSPIRATION

All found images and their sources : www.pinterest.com/emileeolson/freitag

MATERIALITY

<https://www.freitag.ch>

<http://www.cgtextures.com/>

FURNITURE + FIXTURES + EQUIPMENT

All found images and their sources : www.pinterest.com/emileeolson/freitag

LIGHTING DESIGN

All found images and their sources : www.pinterest.com/emileeolson/freitag