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Dr. Alexander

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Semester Project

The color scheme I was aiming for was Earth Tones. Earth tones are colors including greens, oranges, browns, yellows, blues, greys, whites, and shades of black. I wanted this theme because I was trying to think of what backgrounds I could use in my house and in the downstairs living room we have the perfect shade of green drapes and I knew that was the perfect background.

I picked out an outfit that I could see on an influencer for a Nashville weekend. I picked out a black knitted sweater and a pair of high-waisted jean shorts and to accessorize the outfit I added a black cowboy hat, a purse and some shades. Then I added my wow factor by adding my Gucci belt and my white high heel boots. After I picked out the outfit the challenge was to create my “store display”. I grabbed my side table that matched my theme and added a plant to add something living to the store front. The white and gold vase compliments the outfit well and goes with my overall earth tone theme. Once I had the store set up I started to display and set up my products. I tapped my hanger to the back of the window and added a string to hang the shorts to display the outfit as a whole since I don’t own a mannequin.

Once I had everything set up I added more lighting to shine on the products to display them better. I also moved the drapes to try to add “Lines” to my store front display. I decided to add a store name and “weekend getaway in nashville” words to my store front display to add some pops of color and to maybe start a conversation with a customer if they walked into my

store. I chose the name “ASH Boutique” because ASH are my mom's initials and I have always wanted to have a boutique called ash.

Overall, I am really proud of my storefront display and had a really fun time doing this project and to actually create something by myself.

ASH BOUTIQUE

Weekend
getaway in
Nashville

