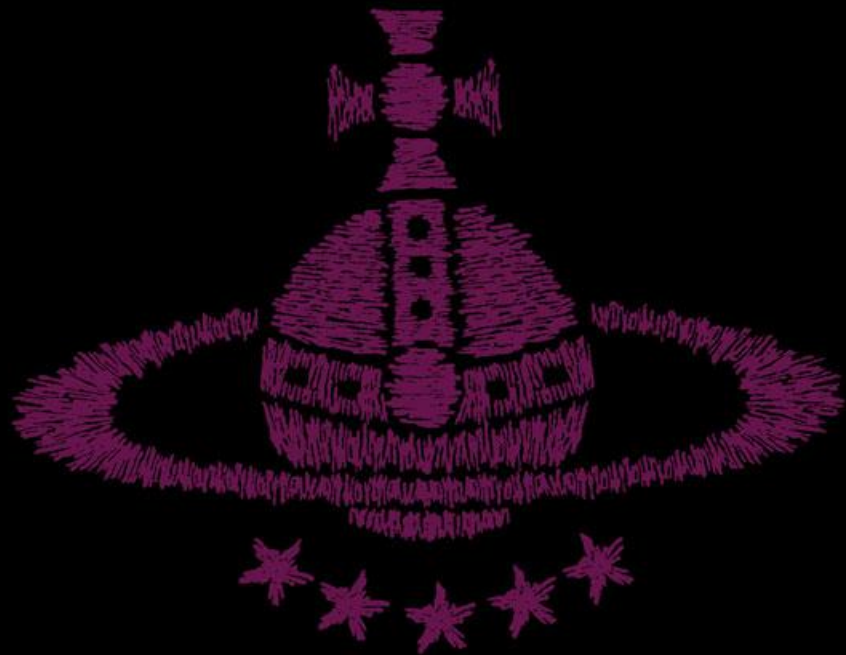


Vivienne
Westwood.

Alan Tung

**Final Project
Vivienne Westwood**

**Visual Merchandising
SUSTAINABLE MATERIALS
STORE & WINDOW DISPLAY**



Brand Identity



▶ Target Market



PRETTY IN PUNK



Target Customers

- * Male & Female from age 20 to 50+
- * Upper middle to elite class w/ disposable income
- * Lives in major metropolitan cities all over the world
- * Fashion conscious with unique way of self-expression
- * Into punk rock street fashion culture & nostalgic of traditional British fashion glamour, history & style



Age Group

20s

30s

40s

50s +



Vivienne Westwood

▶ Sustainable Design Elements

With biodegradable & energy saving in mind for a fashionably "Green" display



Color Kraft Paper
36" Wide 1000 Feet
\$90 / ULINE.com



5050SMD Red LED Strip Light
16 Ft Reel 150 LED Kit
wholesale-leds Inc



H2O LED Water Effect Projector
\$166 / American DJ Supply, Inc
<https://youtu.be/RefofpVlsDc?t=21s>

Benjamin Moore
Natura Zero-VOC
Zero Emissions
Paint \$48.99



Sheathing Plywood 48" x 96"
\$17.95 / Home Depot

Mushroom Material Styrofoam
\$0.66 per board foot
Ecovative Design

<https://youtu.be/P4YEvhUxIEE>





Global Warming Apocalypse



Mona Hatoum

A London & Berlin based Lebanese Palestinian installation artist. Her poetic & political oeuvre is realised in a diverse & often unconventional range of media. Artworks are concerned with confrontational themes such as violence, oppression, imprisonment, and voyeurism. She has participated in numerous group & solo exhibitions including the The New Museum of Contemporary Art, New York (1998), The Fifth Moscow Biennale of Contemporary Art (2013) & Arab Museum of Modern Art in Doha.



Vivienne Westwood

▶ Left Side Window Display – Global Warming Apocalypse



▶ Street View of Window Display



▶ Right Side Window Display – Global Warming Apocalypse



Vivienne Westwood.

CLIMATE
REVOLUTION

GOD
Save the
Queen

And The Earth

▶ Street View of Window Display



▶ Street View of Both Windows

Vivienne Westwood



▶ Props Used In Window Displays



Hans Boodt Mannequins
Paris Paint
F5103-ABSF2

Vivienne Westwood
Crown Logo Sculpture
made with Plywood &
Mushroom Material
Styrofoam Earth Globe



Mushroom Material
Styrofoam
Polar Bear, Penguin &
Iceberg Sculptures



Cotton Fabric Screen Print Banner



Special collaboration
with neon light designer
Chris Bracey and his
"God Save The Queen"
neon sign

Crumpled Paper
for wall texture



▶ Merchandise Featured In Left Side Window



Africa Climate Revolution Tote



Moral Outrage Tote



Amelia Maharajas
Necklace



Vivienne Westwood
Gold Label Stripy Dress



Climate Revolution Beaded Clutch



Rose Gold
Skeleton Earrings



Iman Bracelet

▶ Merchandise Featured In Right Side Window



Jungle Leopard Bag



Anglomania Denim Tracking Jumpsuit



Jordan Pearl Earrings



Lakshmi Leather Cuff



Squiggle Bracelet



Haggie Shoe

▶ In-Store Feature Display



Vivienne
Westwood

▶ Wall Display



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