

SHOP

e3

Retail : Design

There are numerous types of retail stores, but the one thing they all have in common is to provide a product for customers to purchase. Retail is all about making sales. Effective design has the potential to increase sales. Eye catching storefronts will entice customers to enter a store. Creative store design will allow the customer to enjoy the shopping experience. Thus, elongating the amount of time they spend in the store and increase the likelihood that they will make additional purchases.

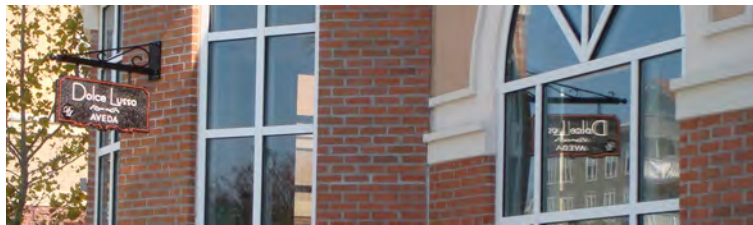
While each store is unique, the same fundamental design criteria is applied to compose each individual store atmosphere and customer experience. It is the harmonious choreography of factors such as store entry design, circulation through the store, display design, merchandise organization, scale, interaction with the products, lighting, signage, music, security, and other details that result in a design that strengthens each individual retail brand and selling power.

Design allows you to plan and control the customer experience. Strategic visual merchandising will capture the customer's attention and trigger impulse purchases. Creatively displaying and highlighting products will evoke the customer's desire to want merchandise.

Design will allow you to remain competitive in the ever-increasing digital age. It is becoming more and more challenging for the brick and mortar stores to stay relevant with online shopping. Visionary store design will attract shoppers by providing them with an experience they would not otherwise have by shopping online.

e3 studio has a vast portfolio of retail and restaurant experience. Our insight to each store and restaurant is strategic and creative resulting in beautiful and experiential spaces.





Dolce Lusso, Aveda

Myrtle Beach, South Carolina
Interior Upfit, 3500 sf
Completed 2008

Dolce Lusso: Aveda is a hair salon & day spa at Market Common, Myrtle Beach. Taking advantage of the corner space, the client is directed in a 45 degree direction upon entering the facility and is greeted with a backlit, textured glass signage wall. The shell space has vertical glazing unlike its neighboring spaces which the design emphasizes. The retail space is deluged with daylighting which highlights the Aveda products.

The hair salon stations have an open deck ceiling exposing the systems of the building, thus allowing the users to observe the interworkings of the facility while accentuating the height of the space. Special attention was paid to the acoustical separation between the salon and the spa with the use of full height partitions in specific locations and detailing of the partition walls around the spa rooms. The color palette was carefully selected to induce a soothing and relaxing mood for the clients.

Stained concrete floors flow throughout the space with the exception of the entry area which is bamboo flooring. This, along with a playful ceiling, was used to define the entry and reception area while keeping the space completely open. The overall space is one that is very light, open and calming.



Floor plan

- 01 Retail
- 02 Cash Wrap
- 03 Retail Closet
- 04 Styling
- 05 Color Bar
- 06 Shampoo
- 07 Mop Closet
- 08 Breakroom
- 09 Office
- 10 Spa Laundry
- 11 Treatment Room
- 12 Processing
- 13 Relaxation
- 14 Restroom
- 15 Juice Bar
- 16 Manicure/ Pedicure



Xtreme Surf

Myrtle Beach, South Carolina
Interior Upfit, 3500 sf
Completed 2008

The client vision for this project was to reflect an image of surfing ~ hawaiian tropics, grass tiki huts, and natural use of materials.

To achieve this, the design centers around a surfboard display, there is much use of natural materials, and a carefully selected color palette. Upon entering the store, the customer comes into direct view of the curving surfboard display. All other merchandise is situated on floor and wall mounted displays. The cash counter is easily spotted as it is sheltered with a wood framed canopy topped with a grass roof taking on the image of a beach hut. The floor is stained concrete, the walls are stained wood slat wall, there is use of clear coat plywood, the dressing room doors are made of weathered boards, and the ceiling is open exposing the structure and ductwork. This project reflects work completed while at Timbes Architectural Group.



Xtreme Surf + SKATEBOARD CO.

Xtreme Surf
& Skateboard Co.

xtreme surf & skate co.

Clarke Development

11,500 sf
North Myrtle Beach,
South Carolina

e3 studio was the Architect for the Clarke Development on Main St. Situated on .9 Acres of land, this new building will include a new restaurant, a retail space, and offices on the second floor. The architecture is influenced by New Orleans Architecture which was the client's vision for the project and fits within the context of the character of Main St., North Myrtle Beach. The site plan revolves around preserving several existing oak trees, one of which is being used as the focal point for the restaurant courtyard. The design team has integrally designed the building with sustainable systems including sustainable materials, high efficiency HVAC units, tankless water heaters, rain harvesting, energy efficient lighting, and pervious paver parking areas.





Loco Gecko at Crown Reef Resort

Myrtle Beach, SC
Interior Renovation
3,000 sf

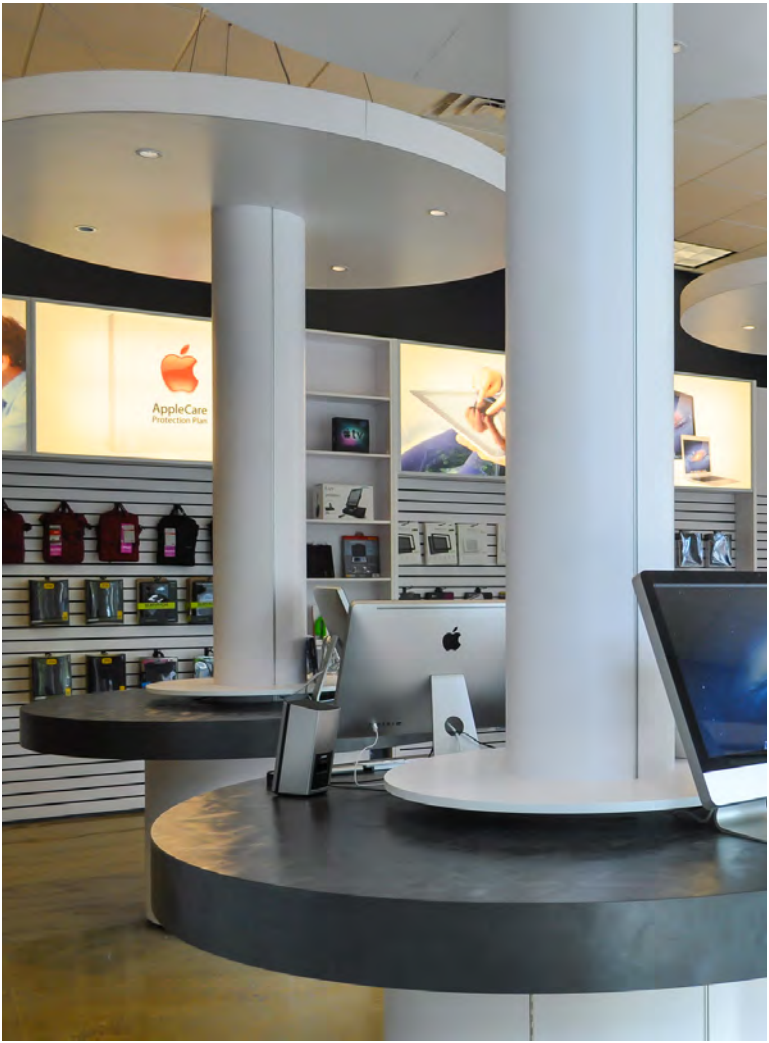
e3 studio worked in collaboration with WHCI to complete this project. Located within the Crown Reef Resort, the Loco Gecko is a restaurant chain Vacation Myrtle Beach devised. The look is nostalgic and rustic lending itself to the beach atmosphere. The motif incorporates old vintage signage and paraphernalia along side reclaimed barn wood. The existing space was opened up with overhead doors to connect the outdoor pool deck to the interior bar area.



CityMac, Market Common

Myrtle Beach, South Carolina
Interior Upfit, 3230 sf
Completed 2010

In many retail projects, the Architect is a key team member to execute the lease for a particular space. This is an example of such project. CityMac was contemplating two separate spaces. e3 studio led a design charette with the Landlord and Tenant over two days to determine which space would be most efficient for the store. Working around the conference table at the Market Common office, we corroboratively planned the store for each space. The exercise revealed which space would be most profitable and the lease was signed. e3 studio worked diligently to deliver construction documents within two weeks. The exterior facade of the building was designed to reflect the CityMac brand and the Interior Design reflects the tech company's image.



CO Sushi

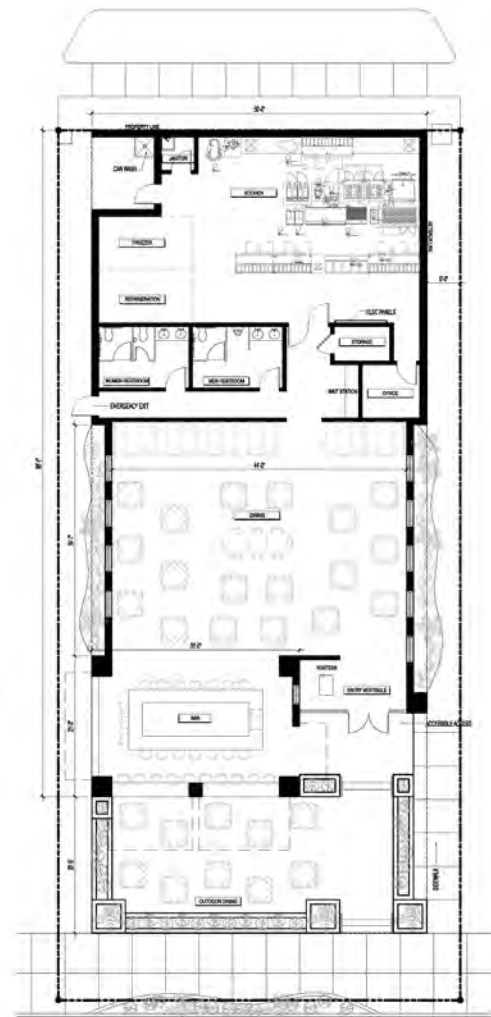
Interior Renovation 2,000 sf
Market Common
Myrtle Beach, South Carolina
Completed 2014

CO Sushi is a 2,000 sf restaurant at Market Common, Myrtle Beach. This project was an interior renovation to an existing retail store. e3 studio worked hand in hand with the Landlord, Tenant, and Contractor to complete this project within four months including construction documents.

The interior design of this project takes cues from the established CO Restaurant located in Charleston, SC. There is a balance mix of old materials with new contemporary materials for a unique interior setting. Lighting control was another major factor in creating the inviting dining room.

The floor plan is arranged in a very efficient manner maximizing the amount of seating while allowing for a very functional kitchen at the same time. Overhead garage doors were punched into the existing exterior wall of the building to allow a connection between the interior and exterior bar. Moreover, an exterior dining area provides a much desired outdoor social setting.





19th Ave. Restaurant

Design for 6000 sf New Construction
Myrtle Beach, South Carolina

e3 studio provided three conceptual design studies for the 19th Ave. Restaurant demonstrating various aesthetics the project could pursue. The designs ranged from contemporary to low country. Taking advantage of the ocean view to the east, outdoor dining is situated along Ocean Boulevard. The outdoor dining area is raised to create a separation from the sidewalk and to elevate diners to take full advantage of the ocean view and the park to the southeast. The bar was designed such that it could be open to the outdoors when the climate allows and closed to the indoors during the cold season. The kitchen and support areas were planned for full functionality while maximizing square footage for dining.



BoJangles

Interior Design + FF&E 4,000 sf
Coastal North
North Myrtle Beach, South Carolina
Completed 2014

e3 studio worked in collaboration with Tungsten Corporation to design the interior of BoJangles for a fresh, new contemporary dining experience. BoJangles is moving away from a prototypical interior design for each restaurant and integrating interior design that coincides more closely with its location. This particular BoJangles is located on the east coast in North Myrtle Beach and implements a lowcountry, coastal aesthetic.



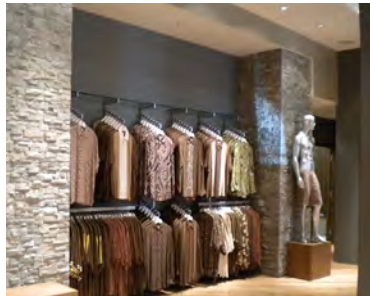


BobbyChan

Myrtle Beach, South Carolina
Interior Upfit, 3230 sf
Completed 2010

e3 studio began providing Interior Architecture services for the BobbyChan store in Market Common, Myrtle Beach. The owner then commissioned e3 studio to provide services for them for all of their new stores. e3 studio was instrumental in establishing a material palette and interior aesthetic which reflected the BobbyChan Brand. The BobbyChan stores ranged in size from 2500 sf to 5000 sf and were either interior renovations or interior upfits. e3 studio was responsible for the complete interior design and storefront design of each store as well as the merchandising plan.

*Myrtle Beach, SC
Temecula, CA
Valencia, CA
Branson, MO
Woodlands, TX
Rancho Mirage, CA
Anaheim, CA*





CityMac

Interior Upfit
3230 sf
Completed 2012



Random Clothing

Interior Upfit
1500 sf
Completed 2008



Xtreme Surf

Interior Upfit
1350 sf
Completed 2008



Francesca's

Interior Upfit
1300 sf
Completed 2008



Co Sushi

Interior Renovation
2000 sf
Completed 2014



Crepes Creations

Interior Upfit
1500 sf
Completed 2013



Dolce Lusso: Aveda

Interior Upfit
3500 sf
Completed 2008



BobbyChan

Interior Upfit
3230 sf
Completed 2010

Francesca's Collections

Random Clothing

Lazy Gator

BobbyChan

Dolce Lusso

CityMac

Yoga in Common

Coastal Dance Center

Co Sushi

Crepes Creations

Xtreme Surf & Skateboard Co.

Retail Services

New Construction

Vanilla Boxes Upfits

Interior Upfits

Interior Renovations

Storefront Design

Landlord Lease Plans

As-built Drawings

Visual Merchandising Evaluation & Design

Store Display Design

Signage Design

Architectural Design Review for Tenant Drawings

Logo Design

Conceptual Renderings

Feasibility Studies

Cost Estimates

Accessibility Analysis

Market Common, Various Stores and Restaurants

Myrtle Beach, South Carolina

Market Common is a live, work, play community in located at the old airforce base in Myrtle Beach, SC. e3 studio has been instrumental in the execution of many tenant lease agreements and upfits for Market Common. The center was designed by a midwest firm and in 2008 e3 studio filled the essential role of local architect to provide tenants with Architecture and Interior Design services for individual store upfits. At the same time, we were assisting the development team with several vanilla box upfits to increase the appeal of the spaces to prospective tenants. We have proven to be an essential part of the team on the forefront and behind the scenes. Over the course of time we have established an intimate familiarity with the complex which allows us to continue to support the general management team with a wide variety of services necessary to complete tenant lease agreements and upfits [See sidebar for a complete list of services we provide for the Market Common]. Our hands on collaboration, responsiveness, creativity, and professionalism are all contributing factors of successful tenant integration.



_about e3 studio

e3 studio, a certified woman owned business by the Governor's office of SC, is an interdisciplinary design firm providing architecture, interior architecture, and graphic design services. Our expertise lies within the Interior Architecture realm with a vast amount of experience in new construction, interior upfits building additions, and renovation projects. Our project portfolio focuses on Hospitality, Retail, Restaurant, Corporate, and Education projects. Located in Myrtle Beach, e3 studio was founded in 2008. e3 studio is a growing firm that has secured the confidence of many clients in the Grand Strand with its exceptionally talented design team. Our passion for our craft is exhibited in our beautiful and functional interiors. This is achieved with our visionary use of material, color, lighting, and fluid arrangement of spaces. We approach projects with a design thinking methodology implementing strategic design decisions resulting in environments that support and enhance the use of each project.

e3 studio is a growing firm that has successfully completed projects ranging in size from \$30,000 small interventions to \$2,000,000 new construction projects. Our services are all encompassing within the field of Interior Architecture including programming, conceptual design, mechanical, electrical, plumbing, and structural coordination, finish selection, equipment selection, lighting and plumbing fixture selections, furniture selection and layout, construction documents, and construction administration.

Our reputation is built on our passion and dedication for creating remarkable environments for people. Our primary objective is to achieve the client's project vision with a creative and innovative approach while respecting the project budget and time constraints. e3 studio's creative team is recognized for its team focused, holistic approach to projects.