

Barbie

The word "Barbie" is written in a large, bold, pink cursive script. Above the letter "i" is a small silhouette of Barbie's head with her signature ponytail.

Sydney Baumbach, Emily DiMarco, Sydney Fox, Rachel Mikolajczyk

Exhibition Merchandising | INDE 302 | Retail Pavilion

phase one



phase three



phase two



PHASE ONE

brand research
programming



PURPOSE:

We empower the next generation to explore the wonder of childhood and reach their full potential.

MISSION STATEMENT:

We create innovative products and experiences that inspire, entertain and develop children through play.

BRAND PROMISE:

Trust is foundational to everything we do. Our relationship with our people, consumers, customers, business partners, and communities is built on their belief that we will do the right thing and live up to our commitments. We take our heritage as a trusted partner to parents and families very seriously.



Created in 1959, 'Barbie' is a fashion doll originally envisioned by businesswoman Ruth Handler after the German 'Bild Lilli' doll. Barbie is owned by toy corporation Mattel.

Barbie's Brand



As a teenage fashion doll, Barbie was launched at the American Toy Fair in the city of New York. Barbie is the most sold doll in toy history.

For the marketing of Barbie dolls, Mattel's marketers aimed to present her as a role model; Mattel focuses on prevailing trends within American society, particularly within the urban & the sub-urban lifestyles. Having the latest cars, trendy accessories & fashionable clothes, the Barbie doll correctly represents the lifestyle that most young girls dream of, while inspiring them to do anything their heart desires.

Source: universityhonors.umd.edu

Target Market



Ages 3-12



Urban-Suburban lifestyle

Female

Case Study

Barbie Flagship Store

Location: Shanghai, China

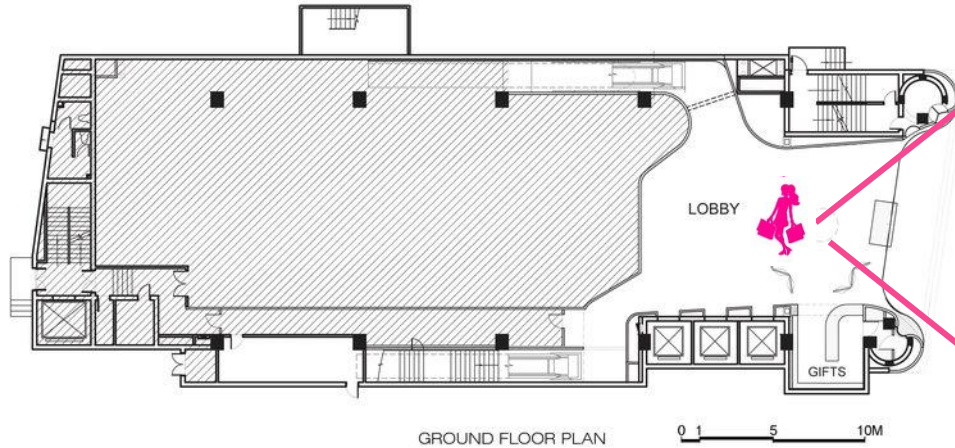
This 35,000 square foot store is the first ever Barbie Flagship Store

Slade Architecture design is a **sleek, fun, unapologetically feminine** interpretation of Barbie: past, present, and future.



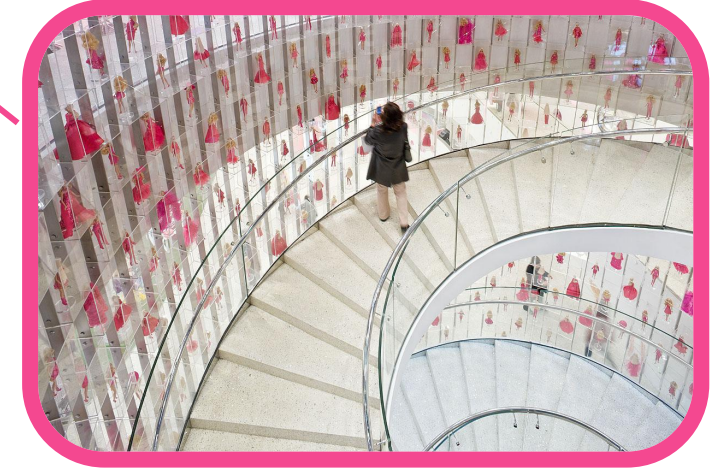
Lobby

entrance | display



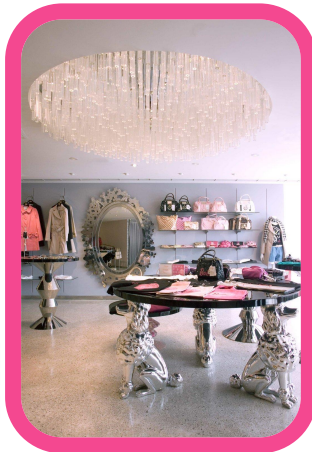
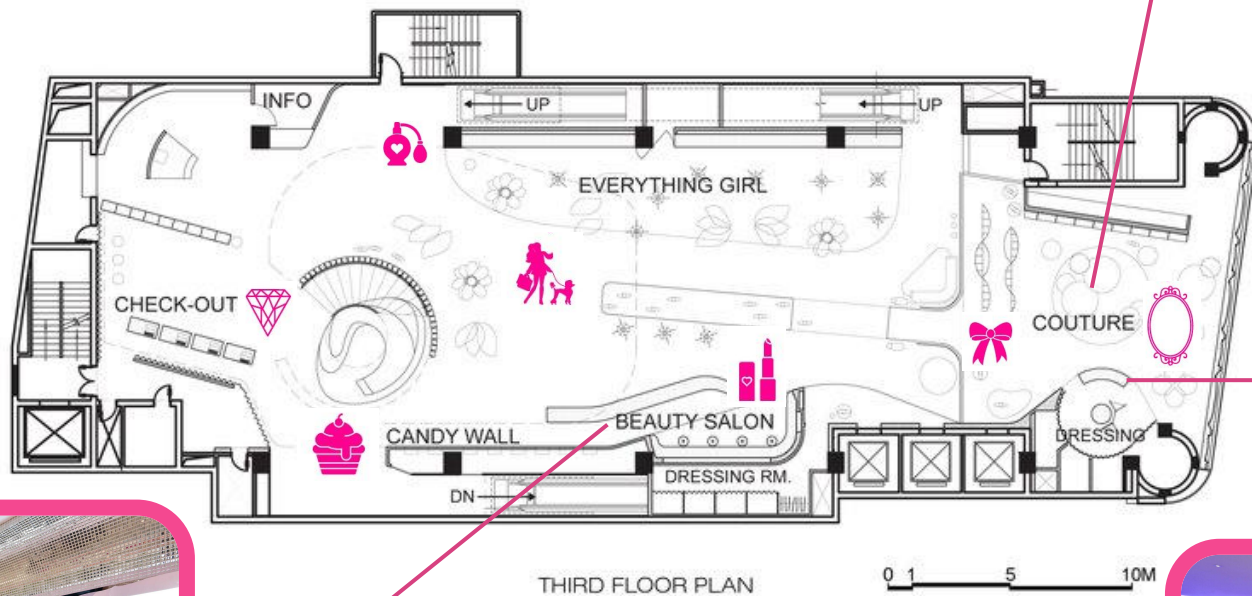
Visitors are enveloped by the curvature elements and pearlescent surfaces of the lobby

Pink escalator tube is included and a three-story spiral staircase enclosed by 800 Barbie dolls is the store's core



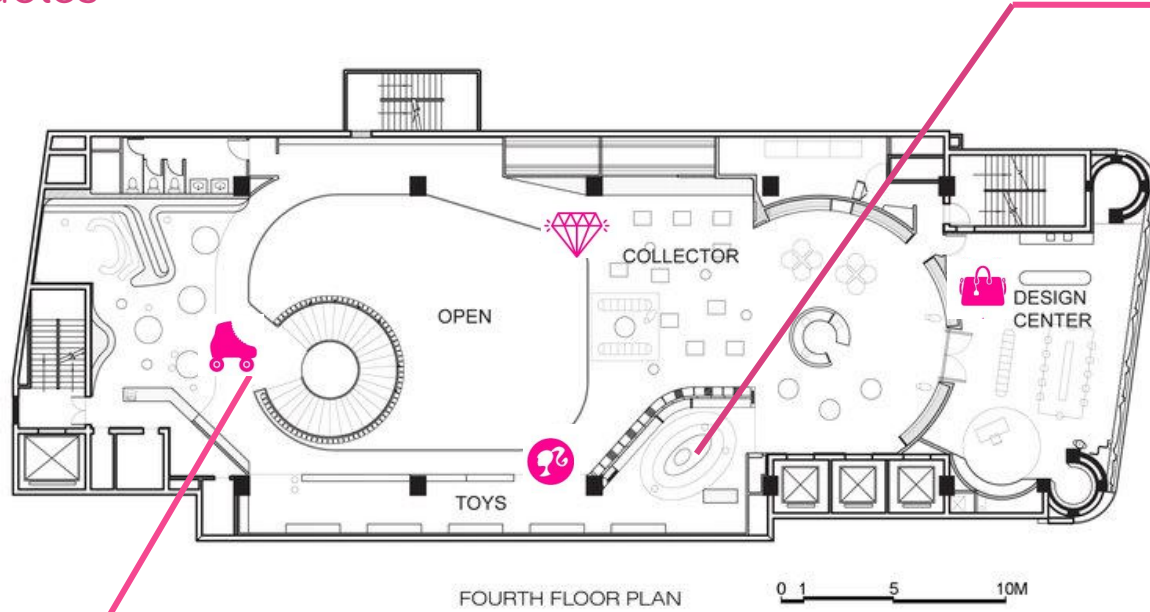
The Women's Floor

salon | couture



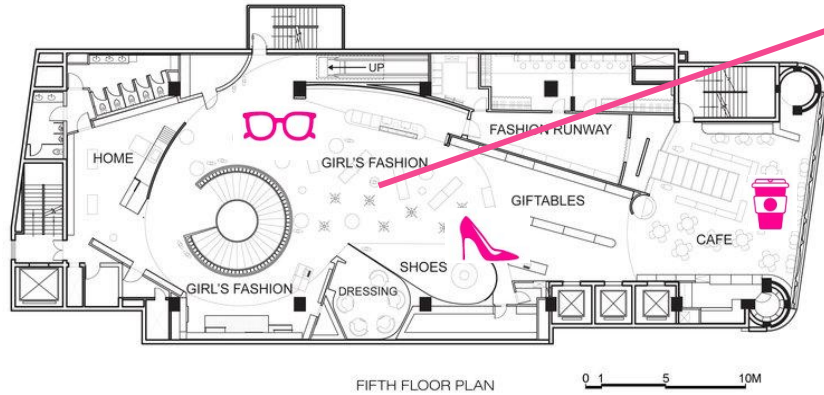
The Doll Floor

toys | collectables



The Girl's Floor

fashion | accessories



Restaurant & Offices



Pop-Ups

Barbie Takes Over Selfridges

Location: London, England

Window displays and cinema experiences, official Barbie merchandise and beauty experiences

Following the creative trajectory of the **World of Barbie** over the last decade, embracing inclusive attitudes and positivity

The Toy Store features shelves for your Favorite Barbie or Ken, Impala x Barbie Roller Skates, a Barbie Playground, and The Barbie Movie line & Core Ranges from Mattel

"Welcome to the Dreamhouse"



The Corner Shop

- First ever Barbie Dream Wardrobe Rental
- Dressing Rooms, Beauty Vanities
- Curated by Theo White
- 64-Year History and 250+ Careers
- Makeup, Hair, and Nails



- Pose with Barbies Dream Car
- Pink Vintage Photobooth
- Doll Up in your Favorite Barbie Core

Photo Ops

Merchandise



Barbie Dreamhouse



Barbie Sets



Movie Barbie Doll



Inclusive Barbies



Vehicle Sets



Accessories

Collaborations



Fossil



NYX



Crocs

Who's Competition?...



BRATZ®



ABOUT BRATZ

Owned by MGA Entertainment

Created by former Mattel employee Carter Bryant

"Real Bratz Girl" Mission Statement:

A Real Bratz girl is someone who works hard every day to be the best she can be and stands up for those who cannot stand up for themselves. A Real Bratz girl gives back to her community through her talent, her time, and her knowledge. She knows what it takes to make her dreams come true, even if it means doing the impossible.

Main Demographic:

Tweens who are girls in the age group of 8-12 years. Also became popular among 6-10 yr olds.

Pre-Design Phase

Brand Story

Barbie embodies limitless possibilities and aspirations for young girls. She is an iconic symbol of empowerment and imagination worldwide and has evolved to reflect changing cultural norms, continually inspiring generations of children to dream big and pursue their passions without boundaries.

Concept Statement

Inspired by Barbie's iconic style and empowerment, our retail space will be a vibrant celebration of limitless possibilities. Through innovative design elements and a nod to Barbie's diverse representation, we aim to create an immersive shopping experience that inspires customers to embrace their individuality and pursue their dreams without boundaries.

Design Objectives

- ✓ Design for Multiple Demographics
- ✓ Create Instagrammable Moments
- ✓ Include Workshop Stations
- ✓ Create Interactive Spaces
- ✓ Dynamic/Movable Structures
- ✓ Create a welcoming, neighborhood feeling
- ✓ Integrating the interior and exterior



What's Being Sold?

- ✓ Shoes
- ✓ Beauty Products
- ✓ Dolls & Accessories
- ✓ Clothes
- ✓ Roller Skates
- ✓ Workshop Services



Preliminary Sketches



Entrance



Workshop



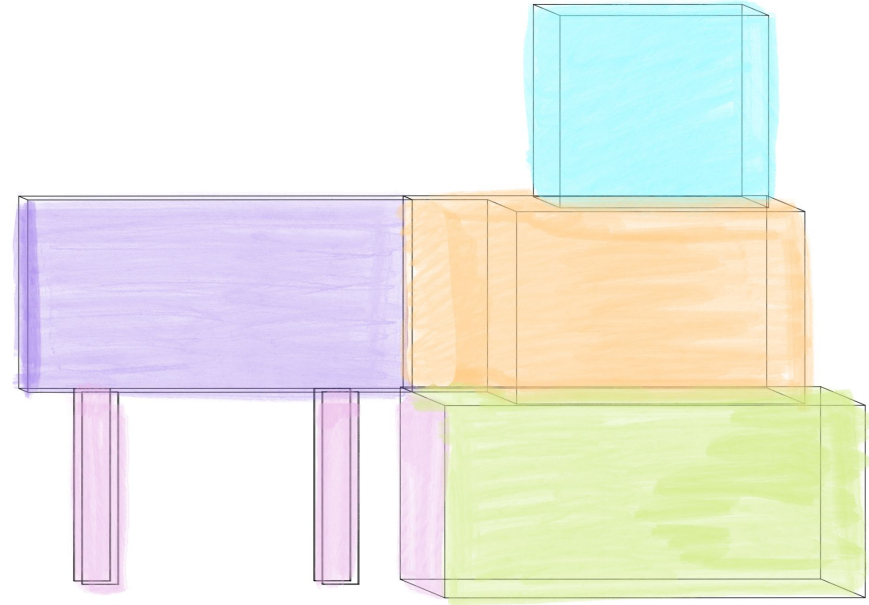
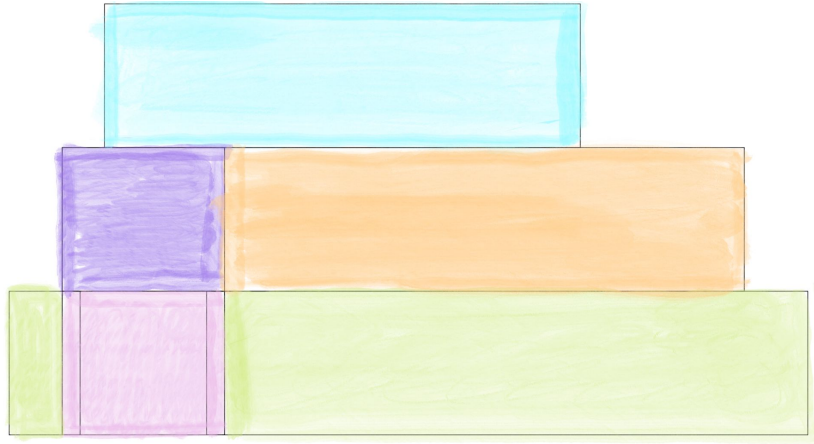
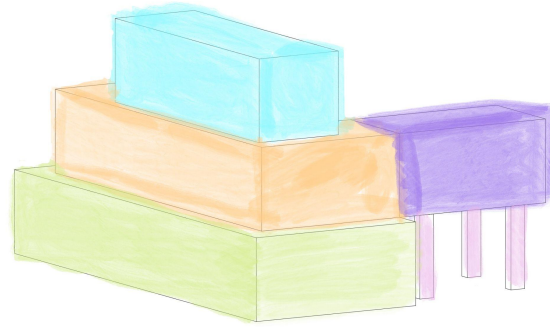
Retail pt.2



Retail



Event Space



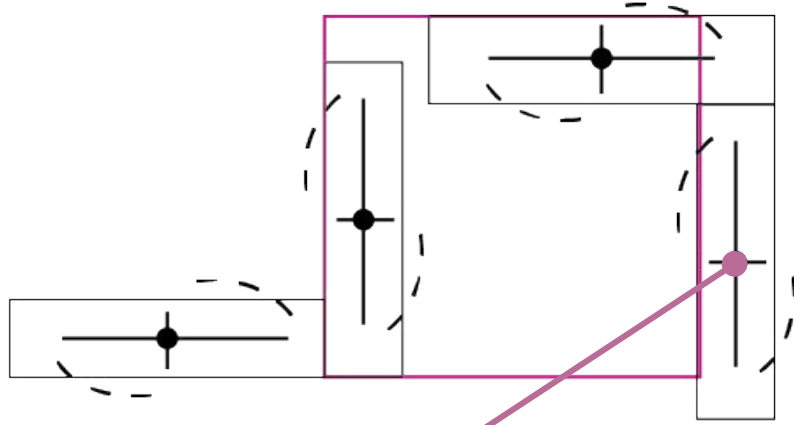
Site Analysis

Toy Stores in Proximity

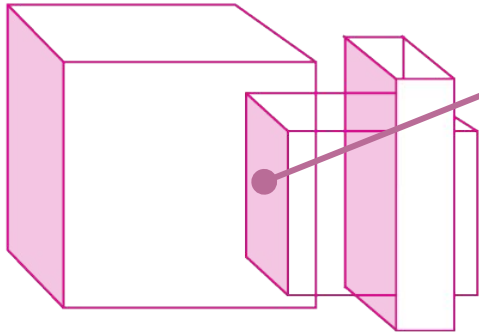
8.7 m	Toyzland
7.2 m	Hobby House Toys
3.6 m	Dan's Crafts and Things
3.8 m	Target



Preliminary Sketches



Rotating Wall System

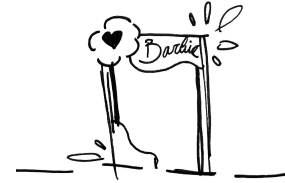


Interconnected Forms

RETAIL



INSTAGRAMABLE
DISPLAYS



ROLLER SKATING

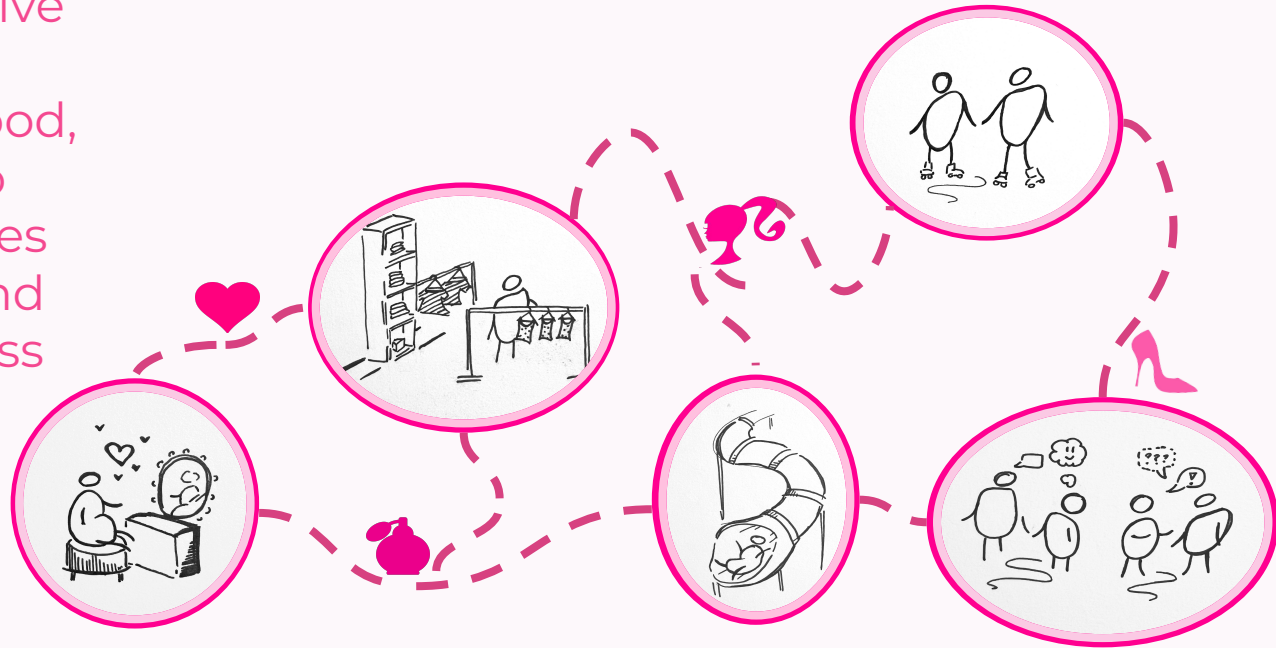


Barbie Neighborhood ♡



Activity Program / Customer Journey

As customers adventure through these immersive shopping pavilions, representing Barbie-hood, people are taught to embrace their identities and come together and experience the limitless possibilities Barbie provides.





PHASE TWO

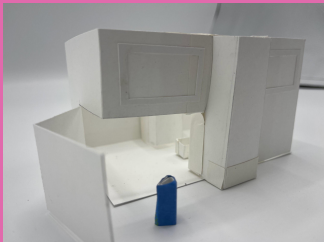
concept design
blackbox technique

PAVILION 1

experience:
photo opts.

size:
approx. 2,000 sqft

key features: floor to
ceiling glass,
geometric shape

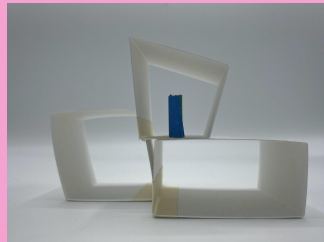


PAVILION 2

experience:
clothing & beauty

size:
approx. 1,000 sqft

key features:
beauty bar, corner
unique display
methods

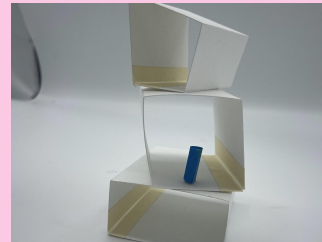


PAVILION 3

experience:
toys

size:
approx. 1,000 sqft

key features:
Custom toy displays,
bench cubbies



PAVILION 4

experience:
lounge & collection

size:
approx. 1,000 sqft

key features:
walk-up cafe/ bar,
accessible lift

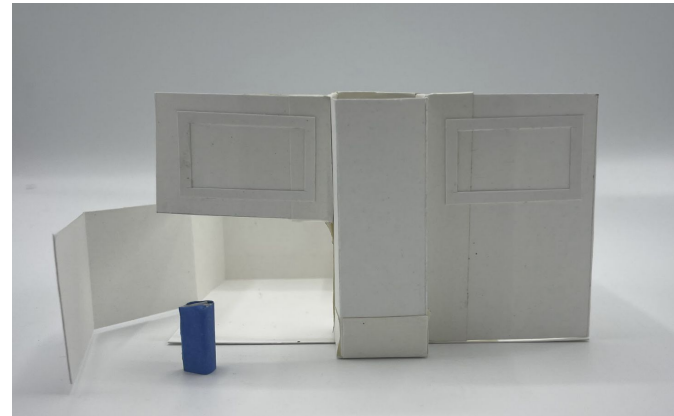
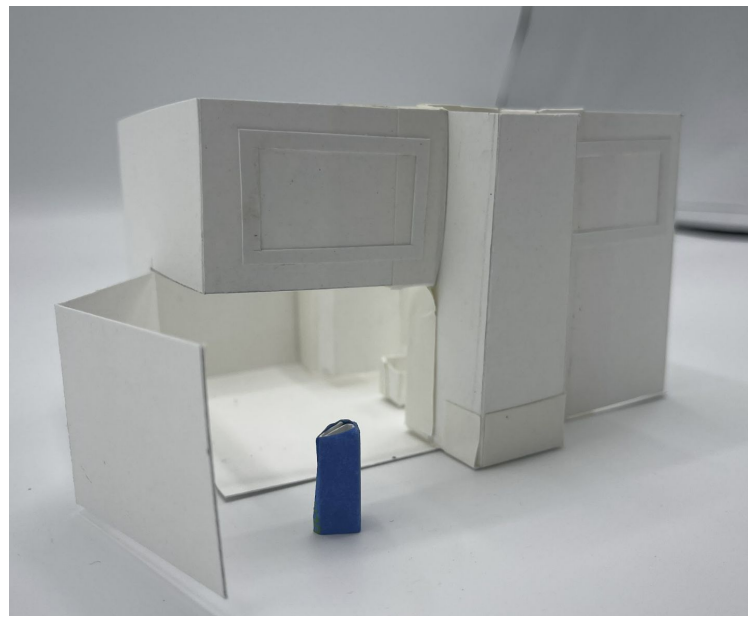
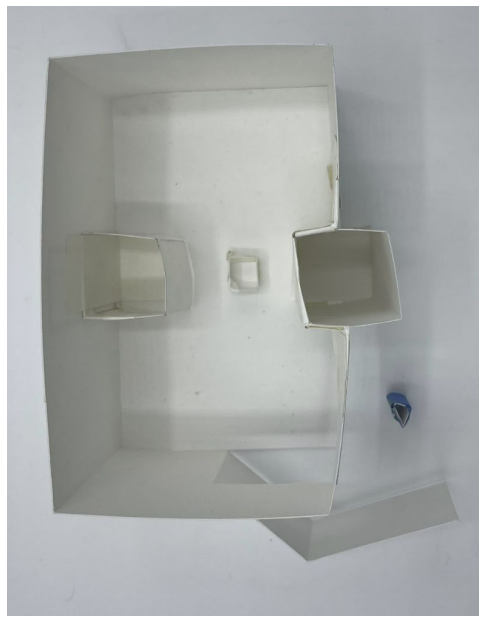


PAVILION 1

experience:
photo opts. &
museum

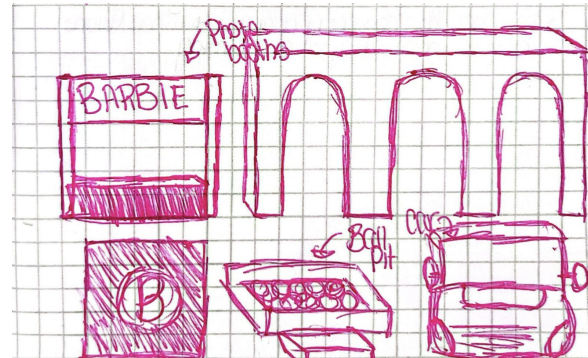
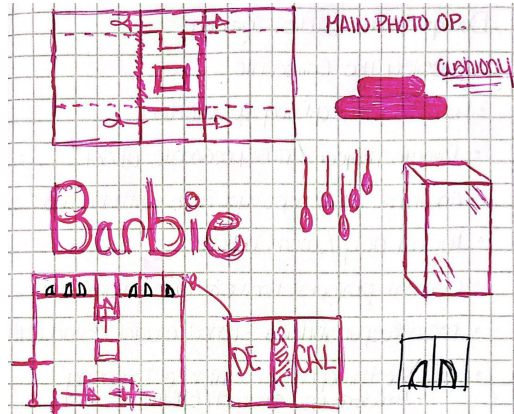
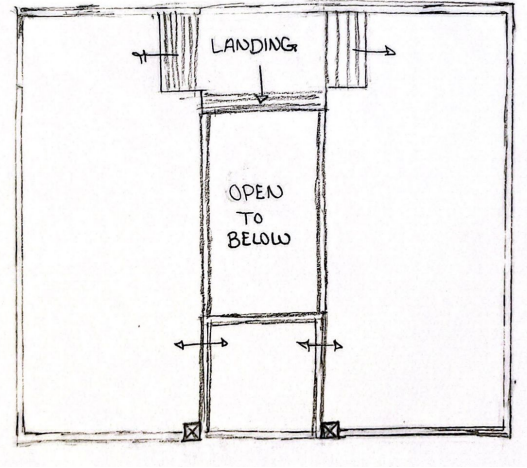
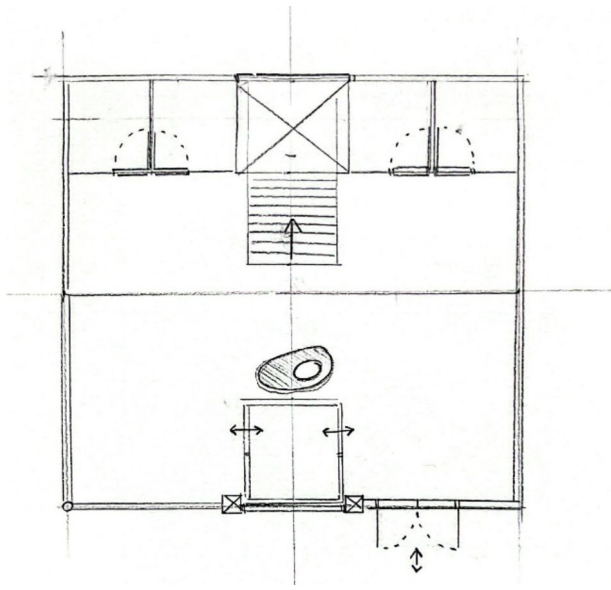
size:
approx. 2,000 sqft

inspiration:



PAVILION 1

preliminary
sketches &
display ideas

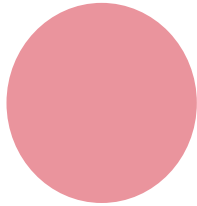
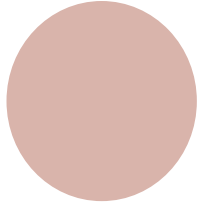
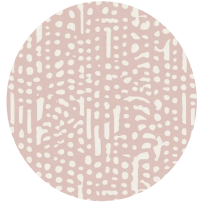
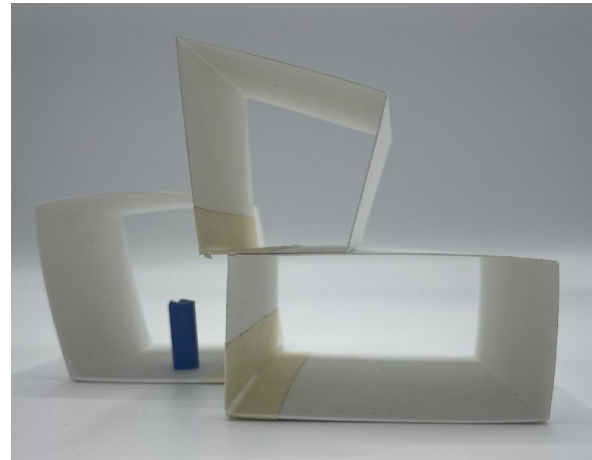
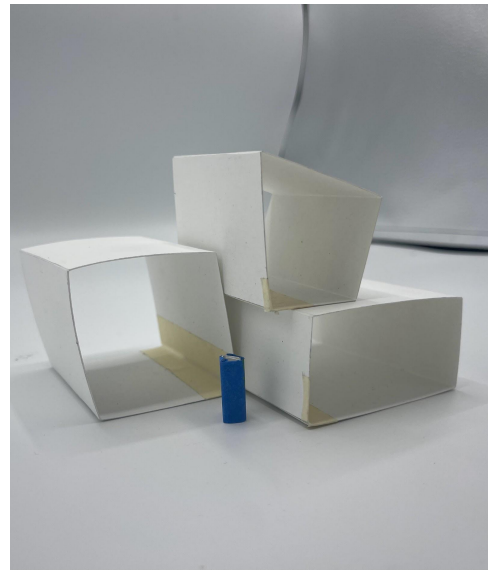
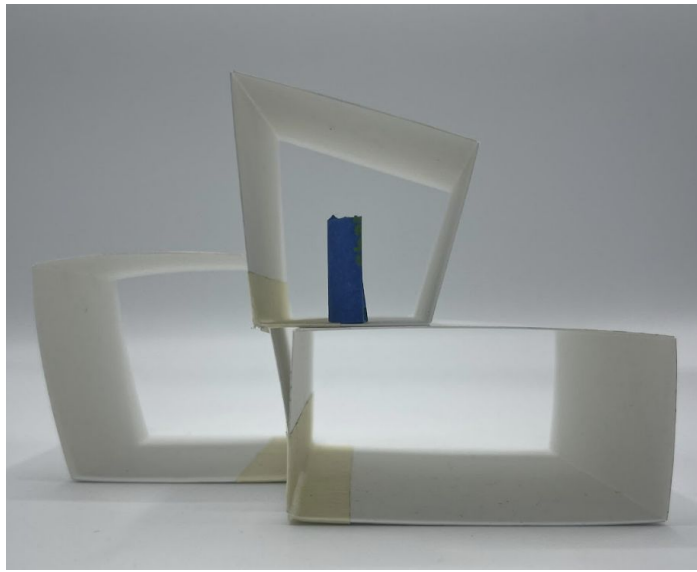


PAVILION 2

experience:
clothing & beauty

size:
approx. 1,000 sqft

inspiration:

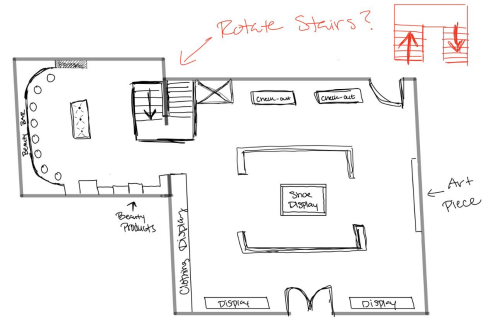
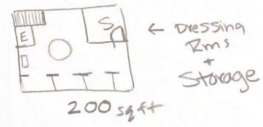
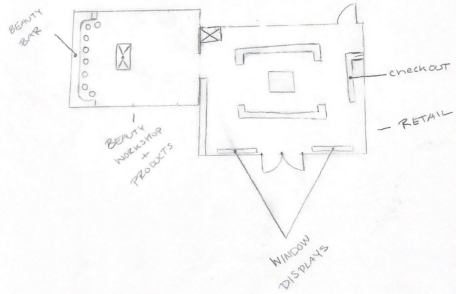
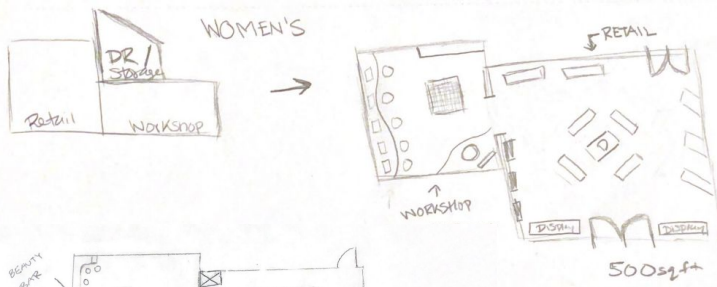


PAVILION 2

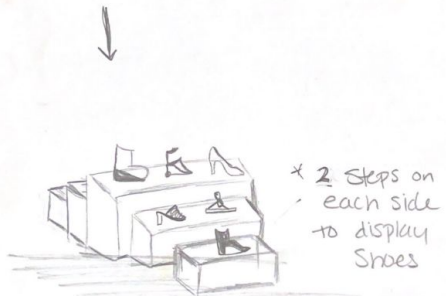
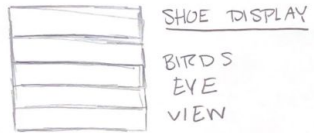
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preliminary
sketches &
display ideas

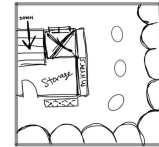
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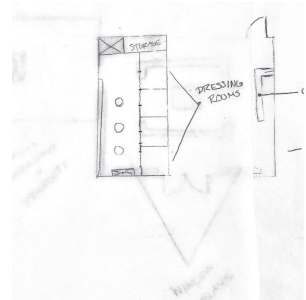
* FIRST FLOOR



WALL DISPLAY
- cubbies -
geometric!



* SECOND FLOOR

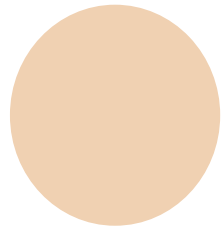
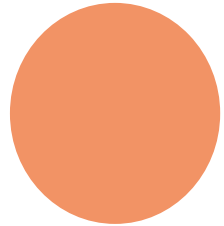
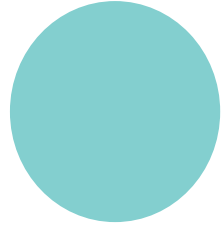
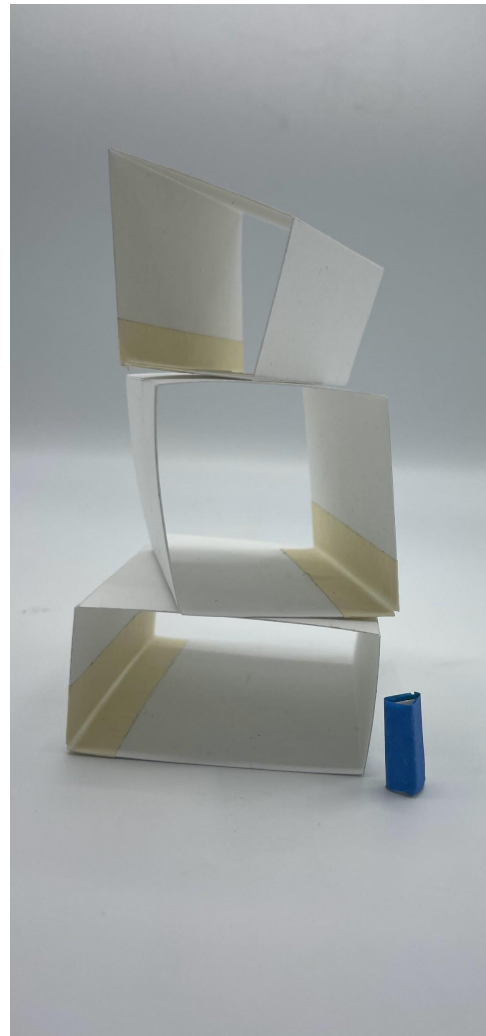
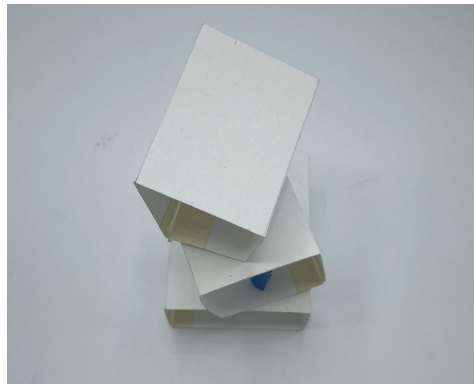


PAVILION 3

experience:
toys

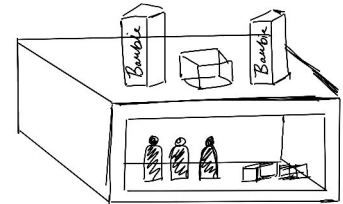
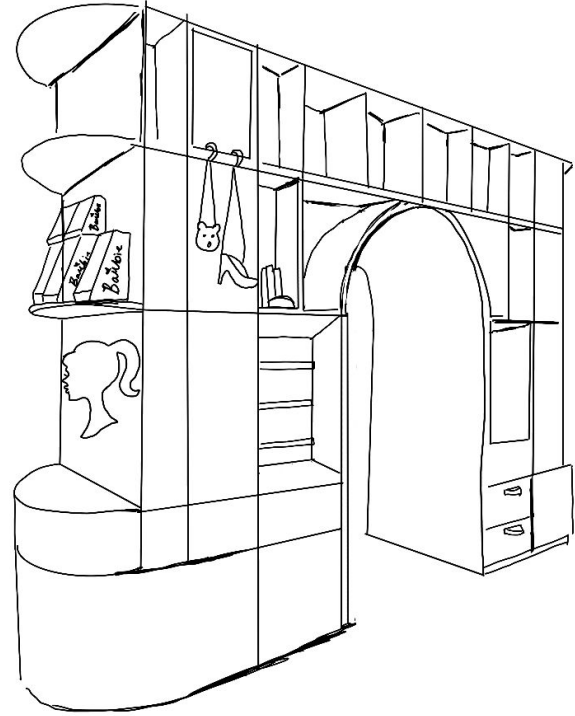
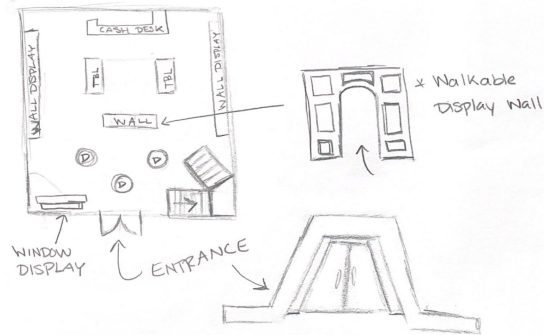
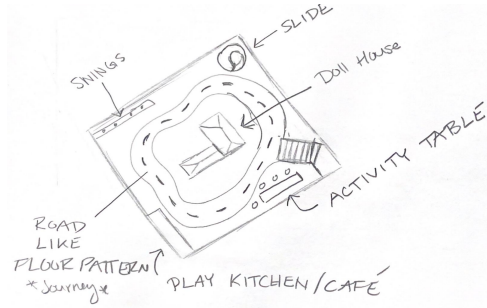
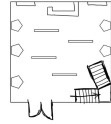
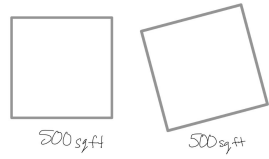
size:
approx. 1,000 sqft

inspiration:



PAVILION 3

preliminary
sketches &
display ideas

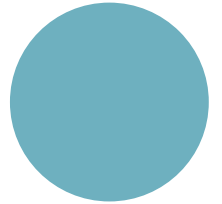
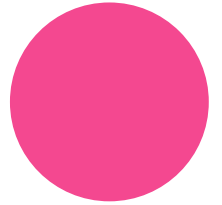
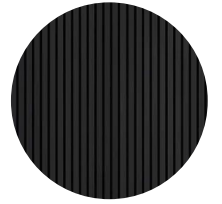
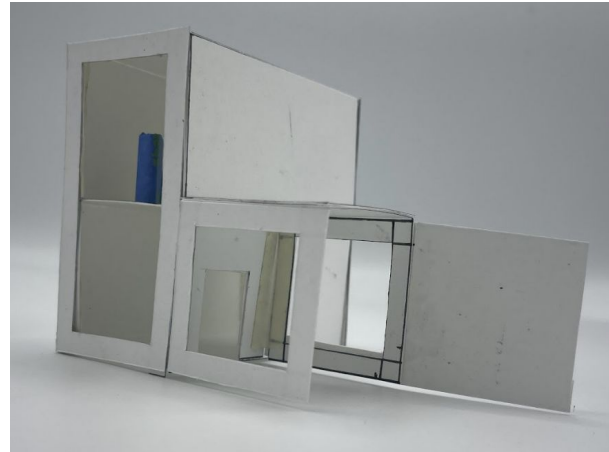
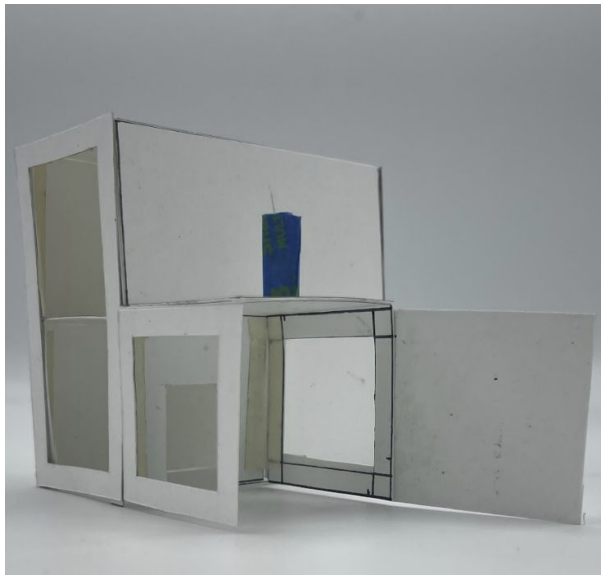


PAVILION 4

experience:
lounge & waiting

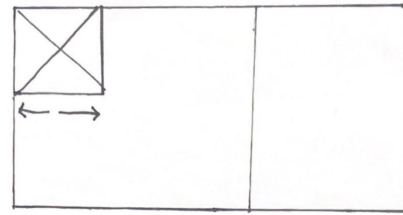
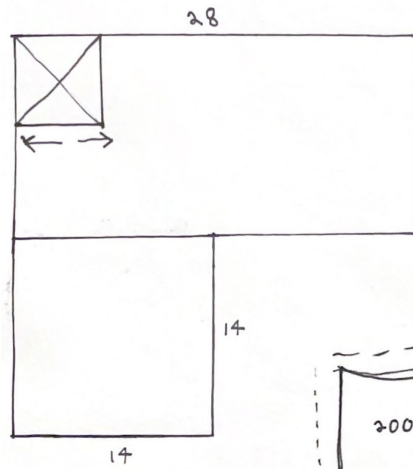
size:
approx. 1,000 sqft

inspiration:

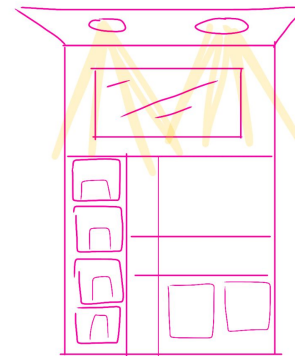
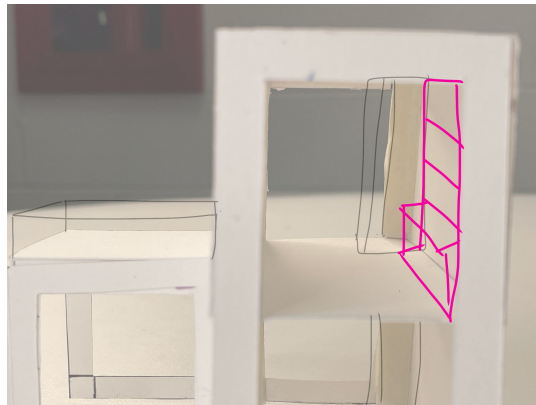
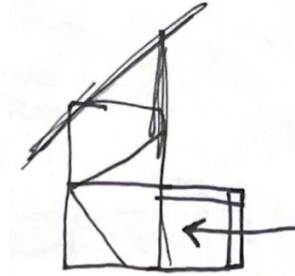
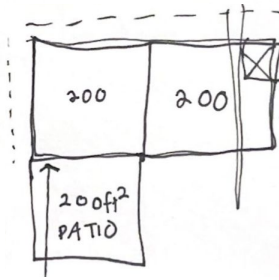


PAVILION 4

preliminary
sketches &
display ideas



2ND FLOOR





PHASE THREE

concept design
final development

PAVILION 1

experience:
photo opts. &
museum

PAVILION 2

experience:
clothing & beauty

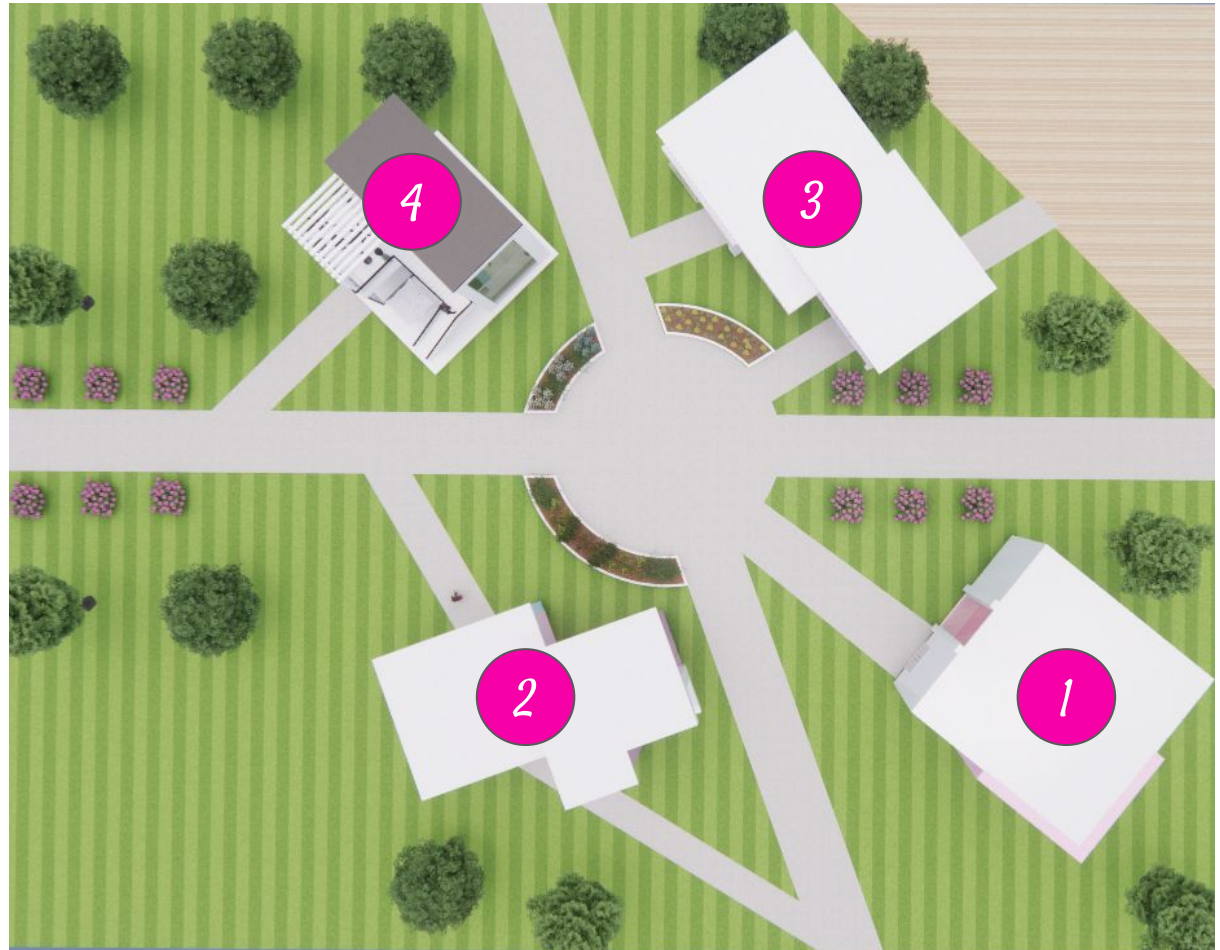
PAVILION 3

experience:
toys

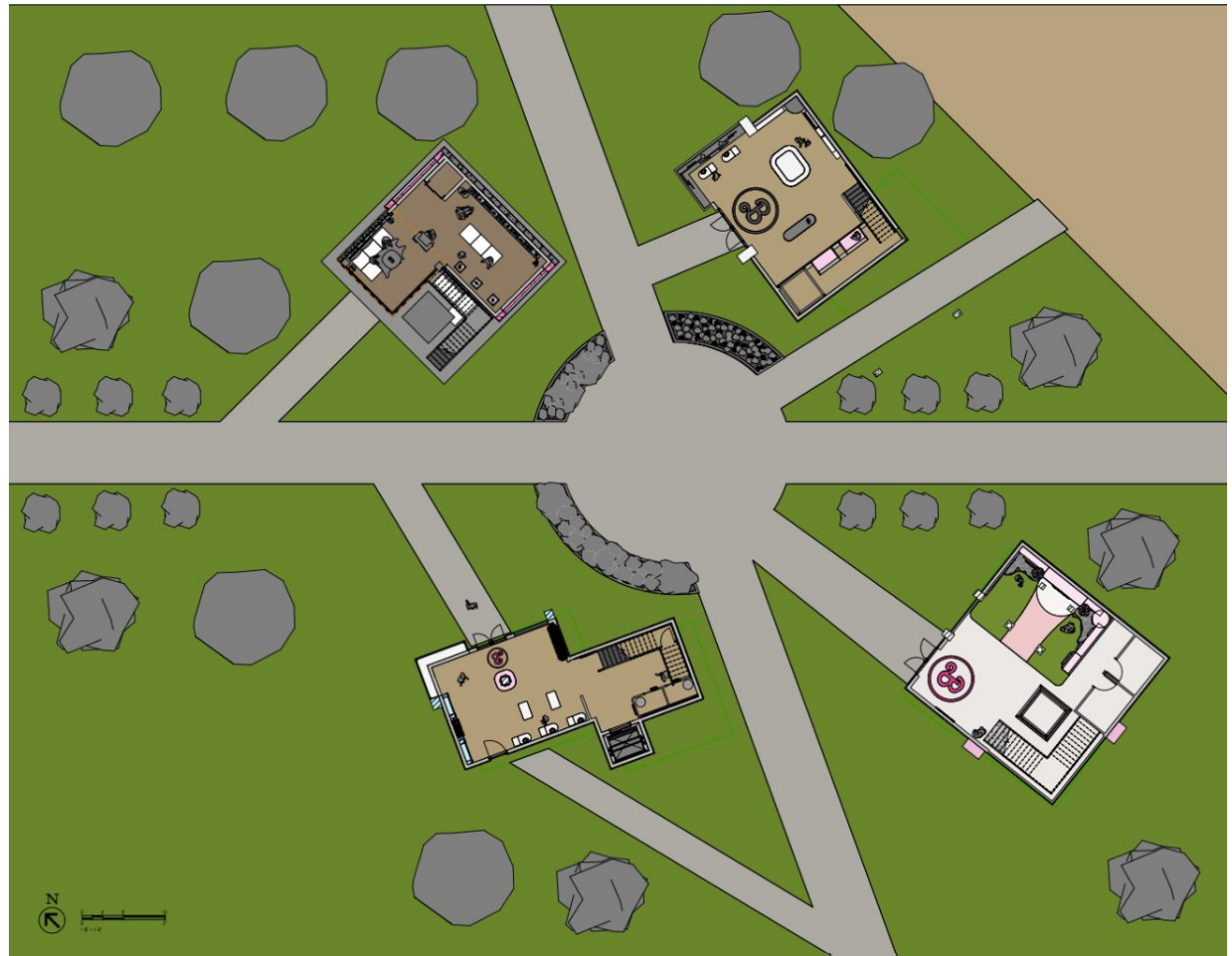
PAVILION 4

experience:
gallery & lounge

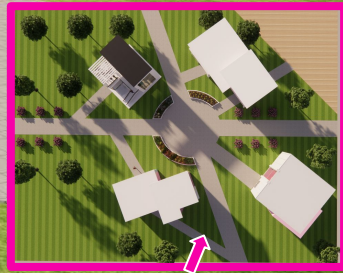
Site Plan



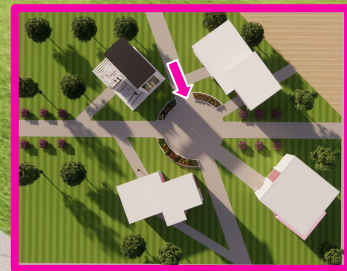
Floor Plans









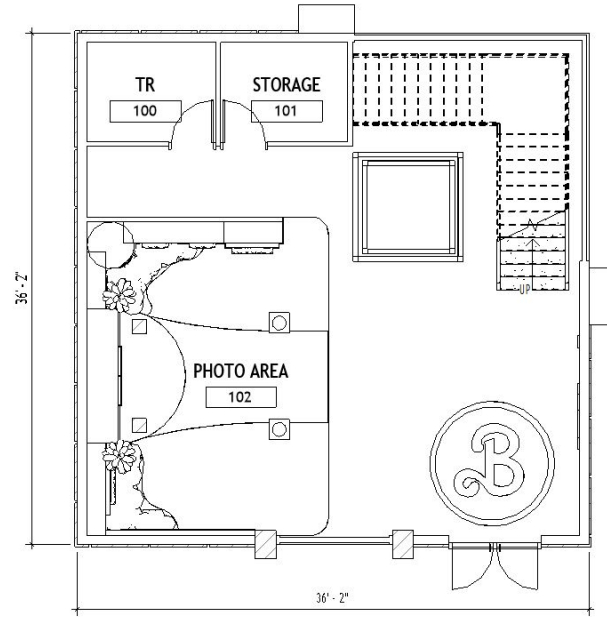


PAVILION 1

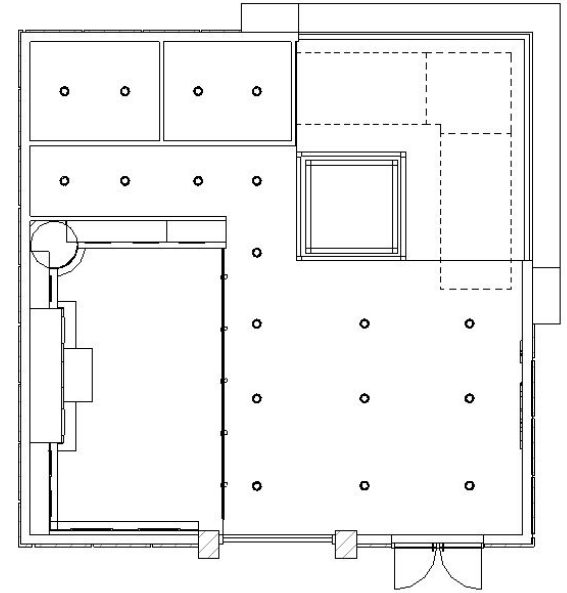
photo opts. & museum



Floor Plan & RCP



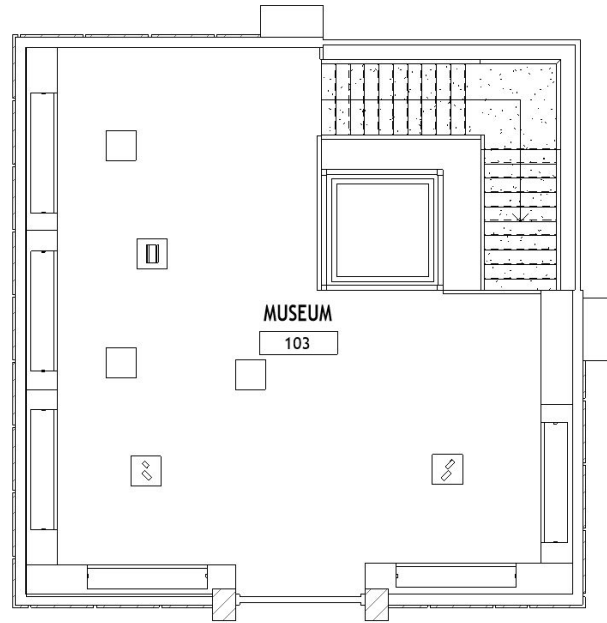
FIRST FLOOR



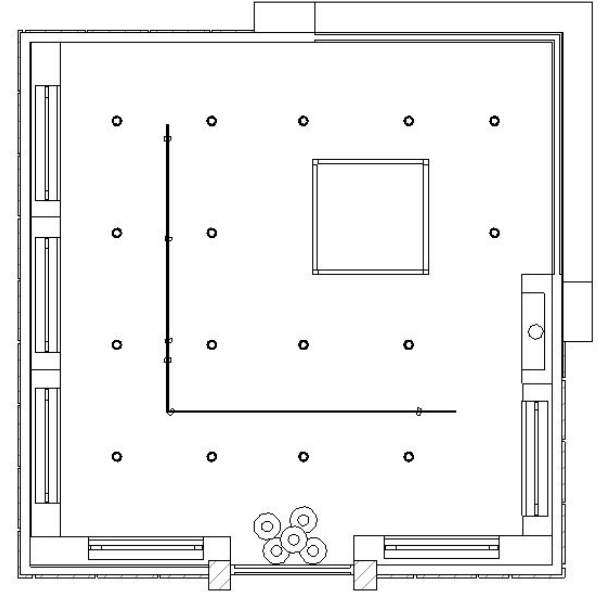
REFLECTED CEILING PLAN



Floor Plan & RCP



SECOND FLOOR



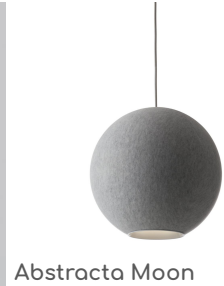
REFLECTED CEILING PLAN



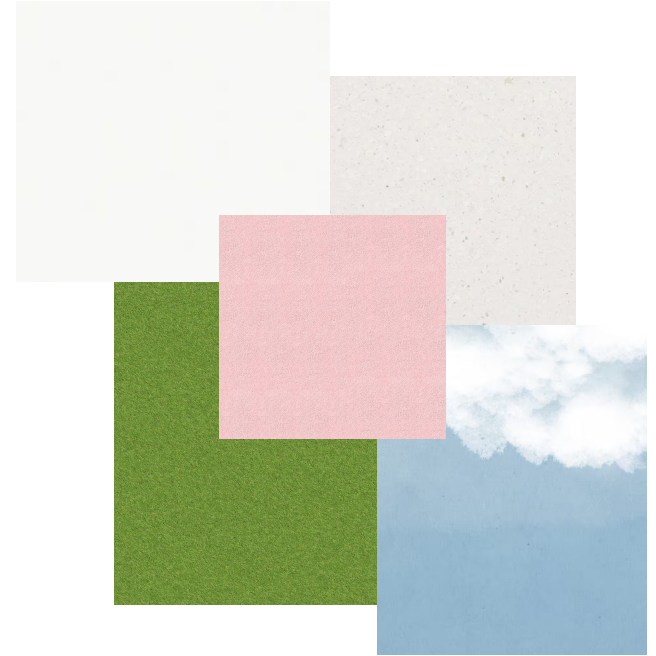
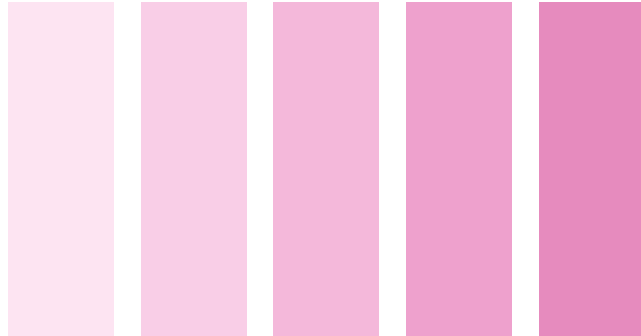
Exterior



Lighting & Materials



VTFM Can

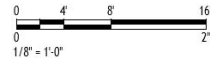
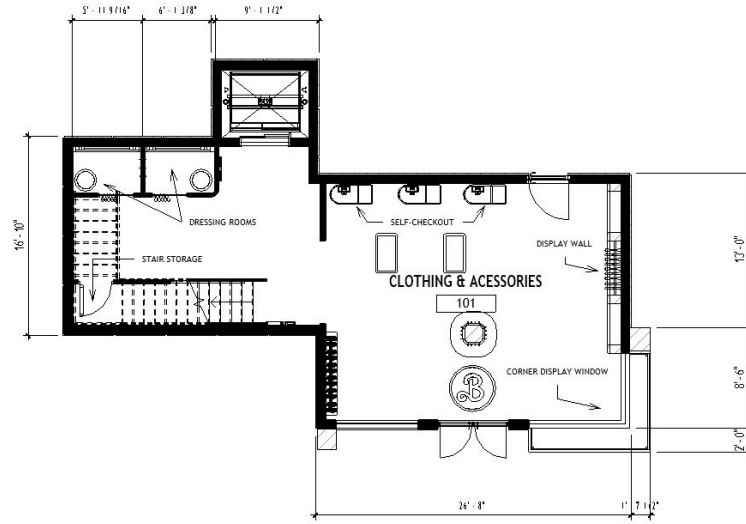


PAVILION 2

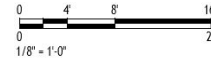
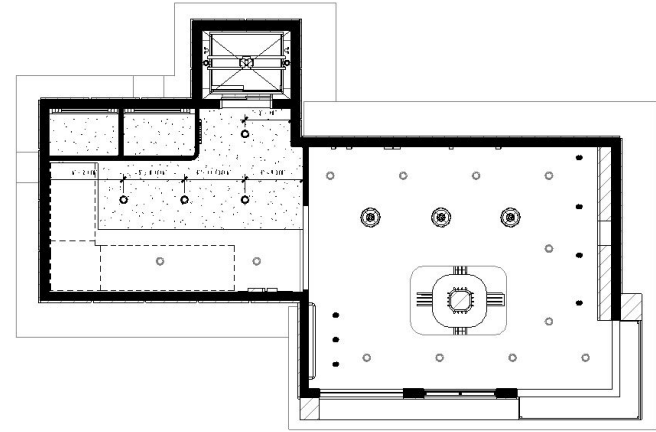
clothing & beauty



Floor Plan & RCP



FIRST FLOOR



REFLECTED CEILING PLAN

Final Design

first floor



Central Retail Space



Second Entrance View



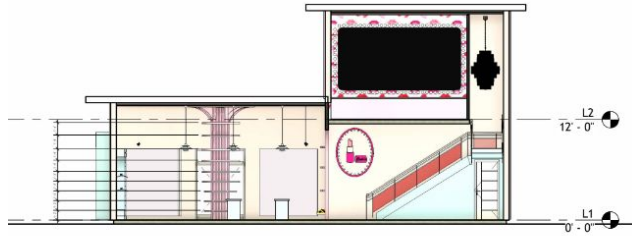
Checkout





Night Time

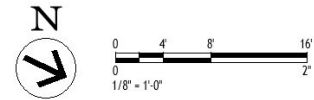
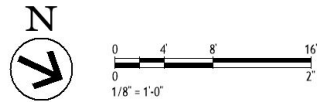
Dressing Rooms & Stair



Stair View



Dressing Rooms

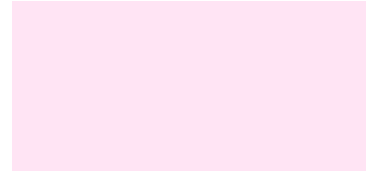
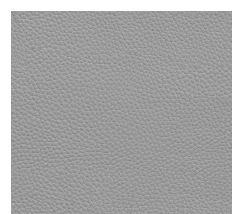
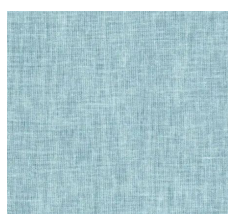
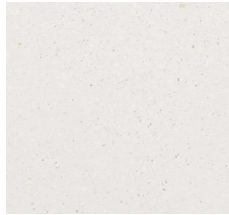


REFLECTED CEILING PLAN



Beauty Bar

Lighting & Materials

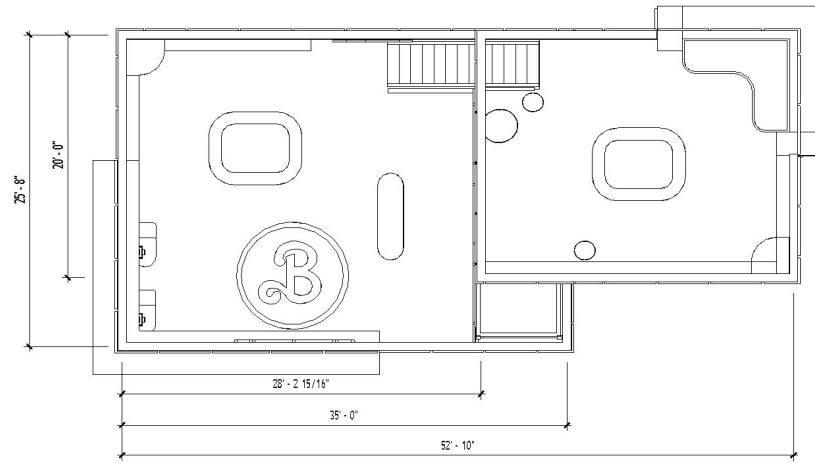


PAVILION 3

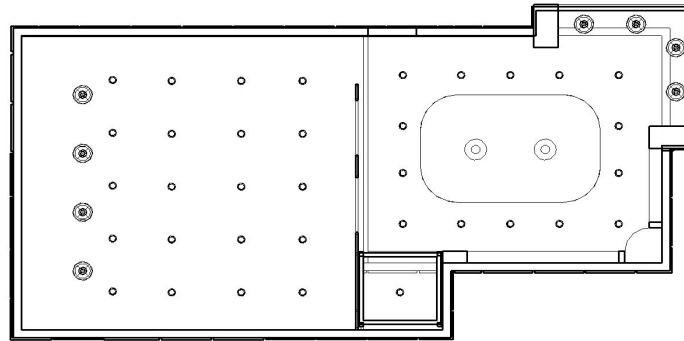
toys



Plans

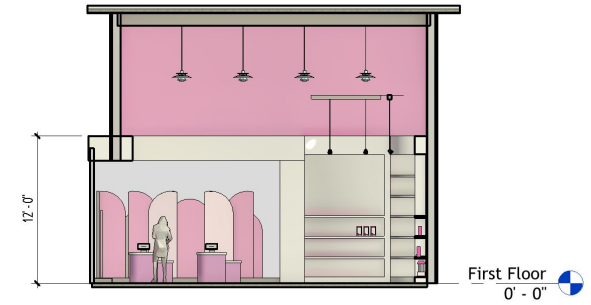


FLOOR PLAN

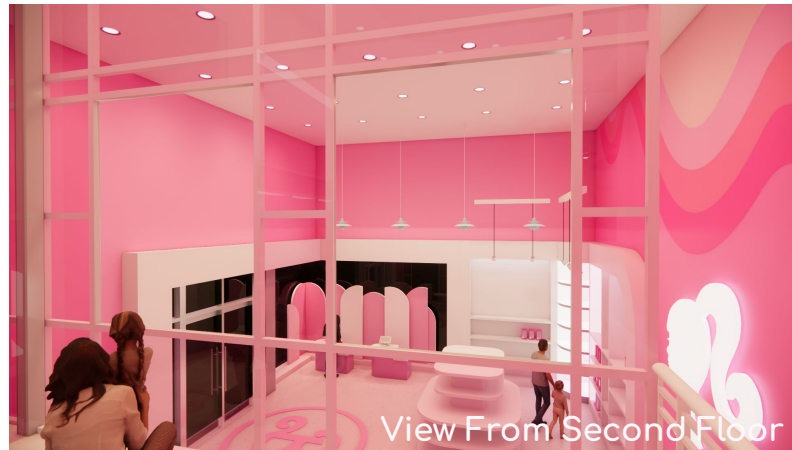
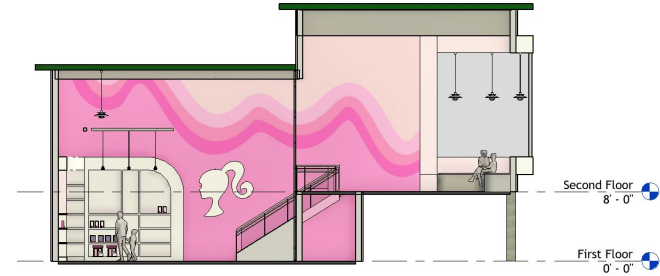


REFLECTED CEILING PLAN

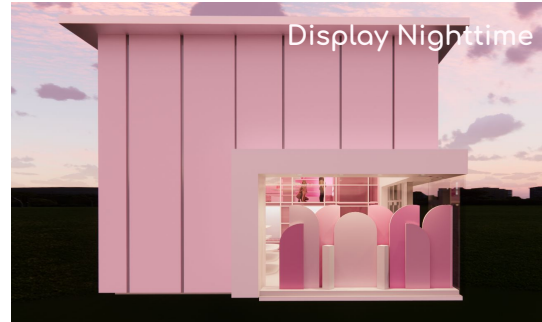
Final Design



Night Time Views



Exterior



Lighting & Materials



Louis Poulsen PH5 Pendant



Eureka Focus
Stem Spot



Abstracta Moon



VTFM Can

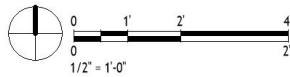
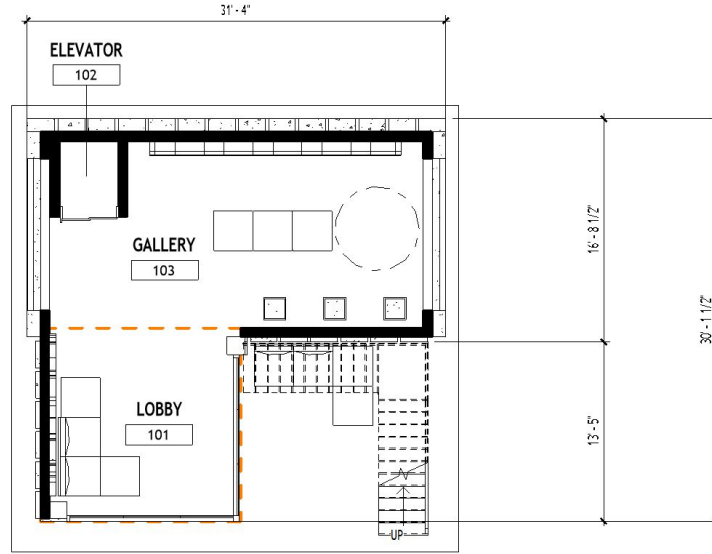




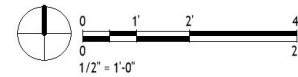
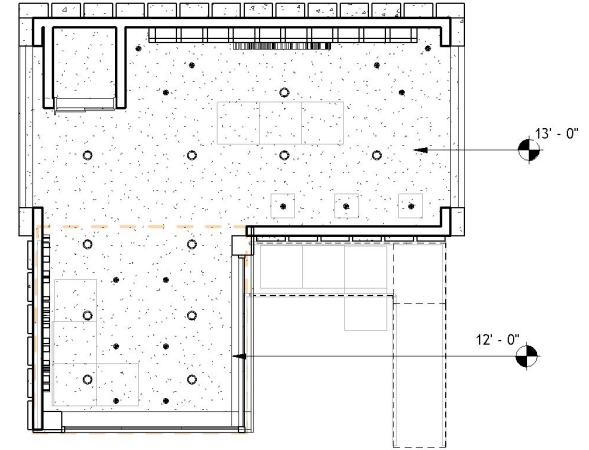
PAVILION 4

gallery & lounge

Floor Plan & RCP

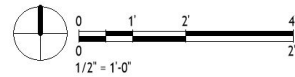
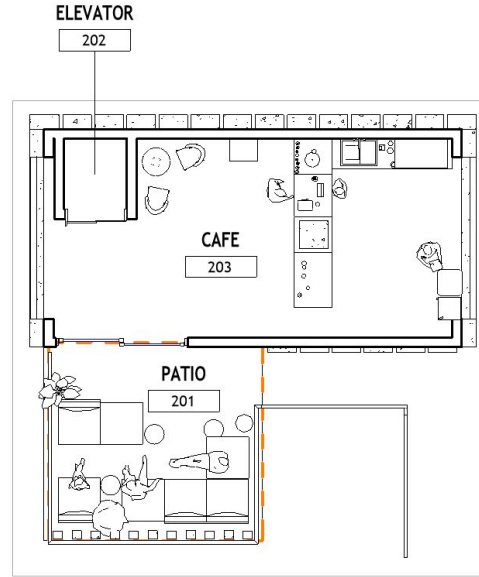


FIRST FLOOR

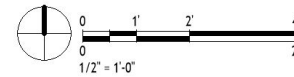
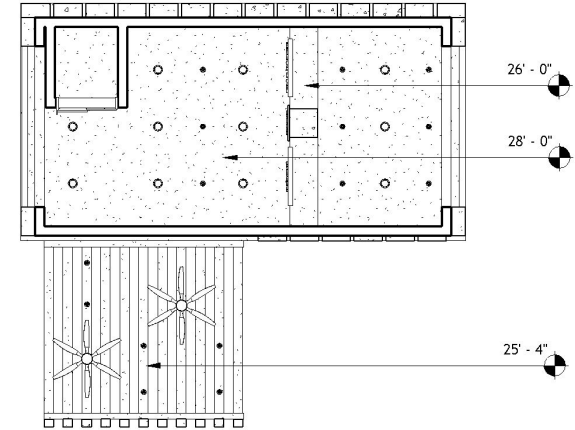


REFLECTED CEILING PLAN

Floor Plan & RCP



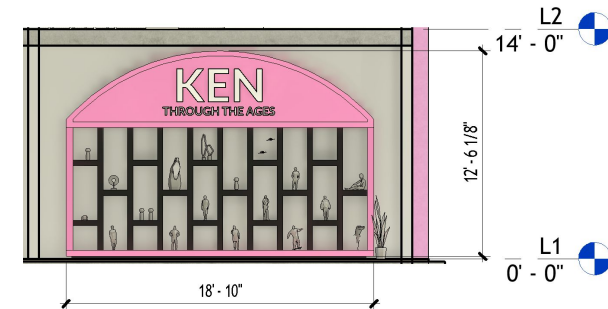
SECOND FLOOR



REFLECTED CEILING PLAN

Renders

final design



Renders

final design



Lighting & Materials



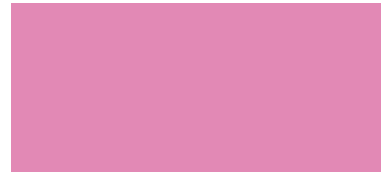
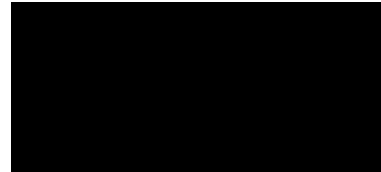
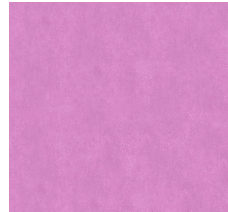
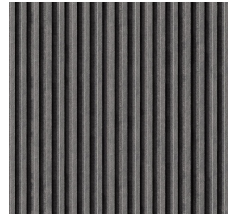
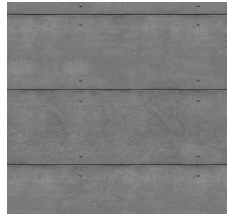
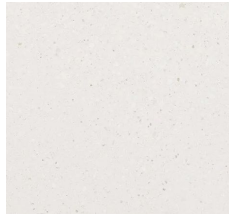
Eureka scout pendants



Eureka Focus
Stem Spot



VTFM Can



An aerial, top-down view of a suburban neighborhood. The scene features several houses with white and light-colored roofs, interspersed with green lawns and trees. A central road intersection with a circular median is visible. The median and surrounding areas are landscaped with small trees and shrubs. The overall lighting suggests a bright, sunny day with soft shadows.

Thank You!