



Com(e)fort(h)

CHARLOTTE PERKINS GILMAN'S
DREAM ATELIER POP-UP SHOP

BROUGHT TO LIFE!

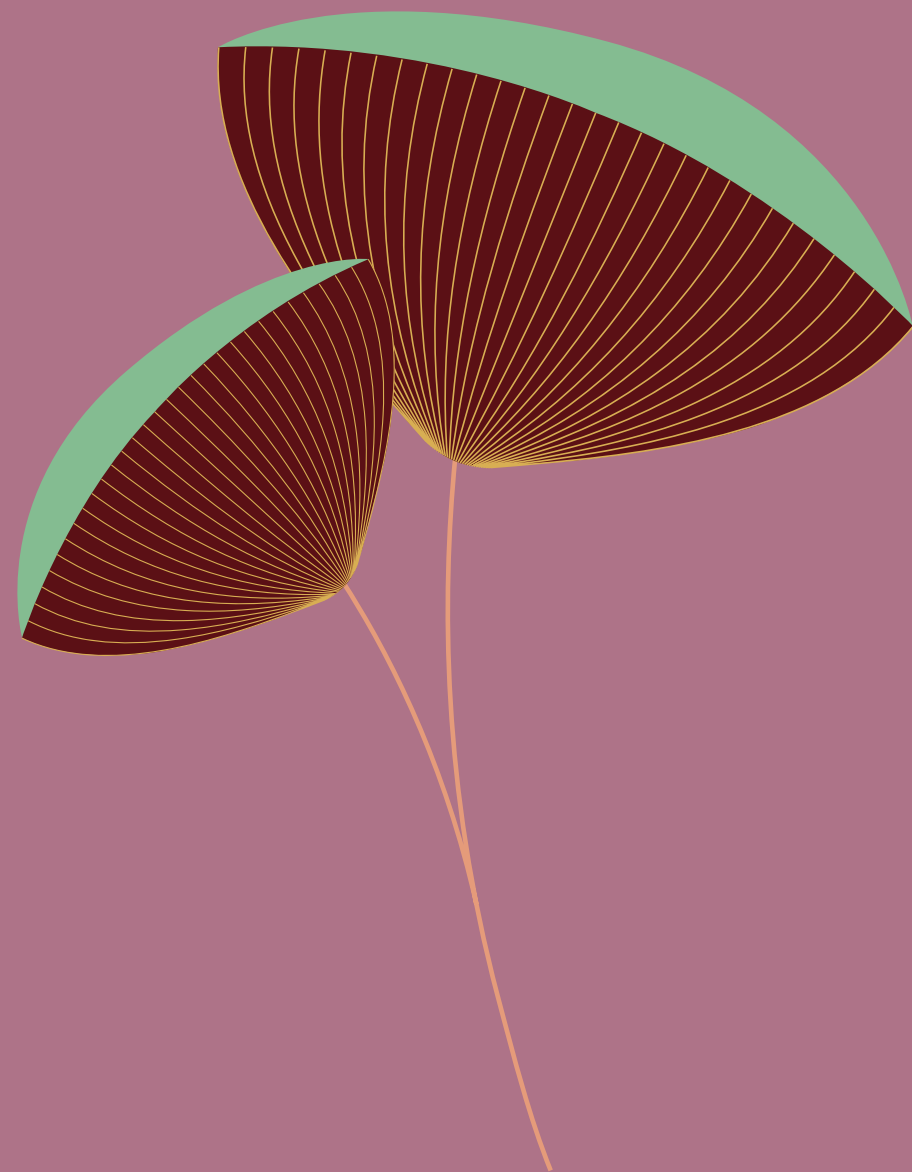


BY TRINH BUI
OCT. 11 2023



Woman
of the
hour!

Agenda



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About



GILMAN'S GOAL

TO CREATE A LUXURIOUS ATELIER FOR THE MASSES!

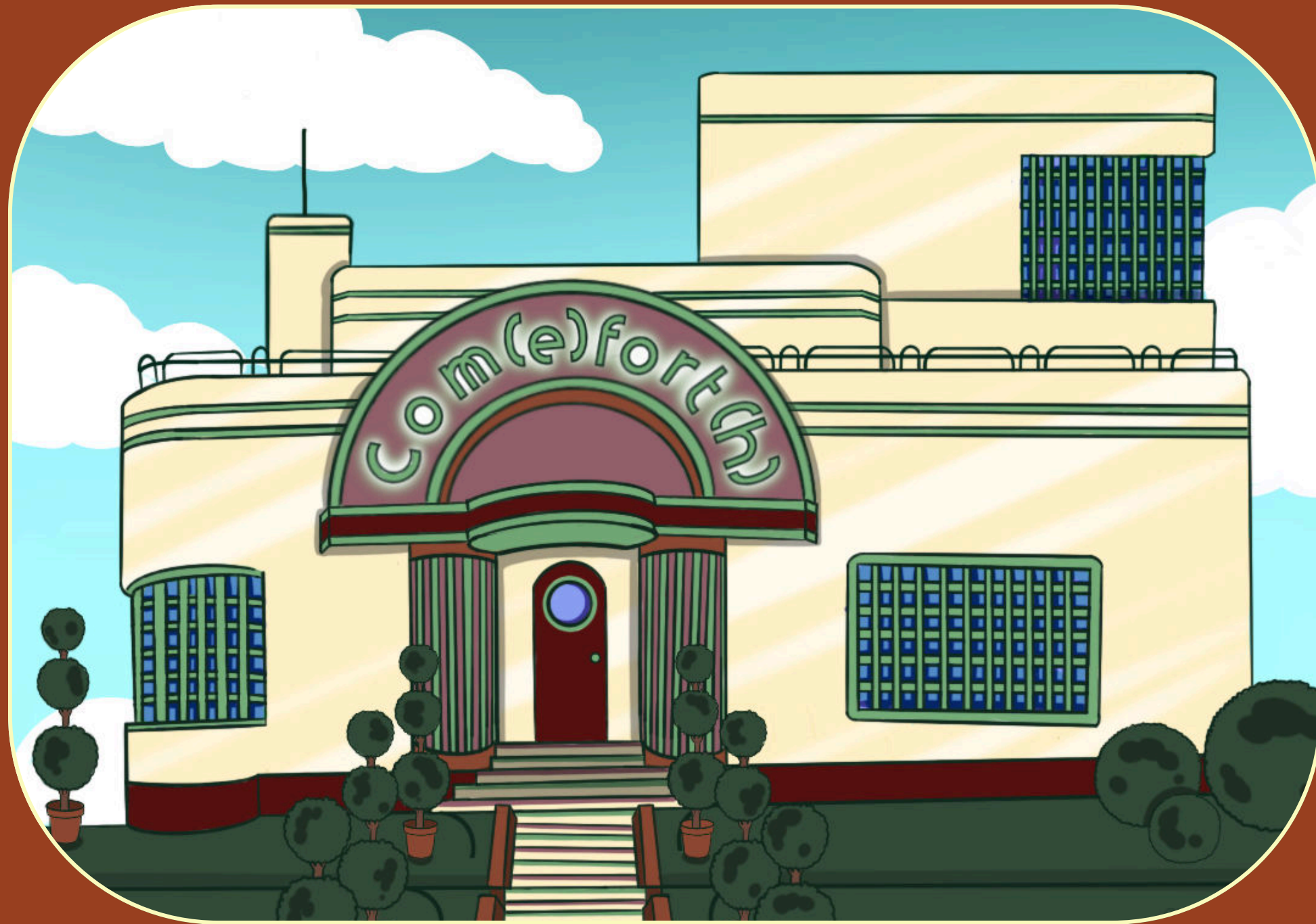
ABOUT

"COM(E)FORT(H)" IS CHARLOTTE PERKINS GILMAN'S DREAM ATELIER ACTUALIZED AS A POP-UP SHOP BETWEEN THE 1920S - 1930S. THIS POP-UP SHOP WILL HIGHLIGHT GILMAN'S VALUES, ENCOURAGE SELF-EXPRESSION, COMFORTABILITY, AND THE FREEDOM OF CUSTOMIZATION

GILMAN'S VALUES

- DRESS FOR THE HEALTHY BODY
- ANDROGYNOUS DRESS
- SUSTAINABILITY & APPRECIATE HISTORICAL DRESS
- EDUCATED TASTE
- COMFORTABILITY
- DON'T ACT ON "SEXUAL IMPULSE"

Exterior



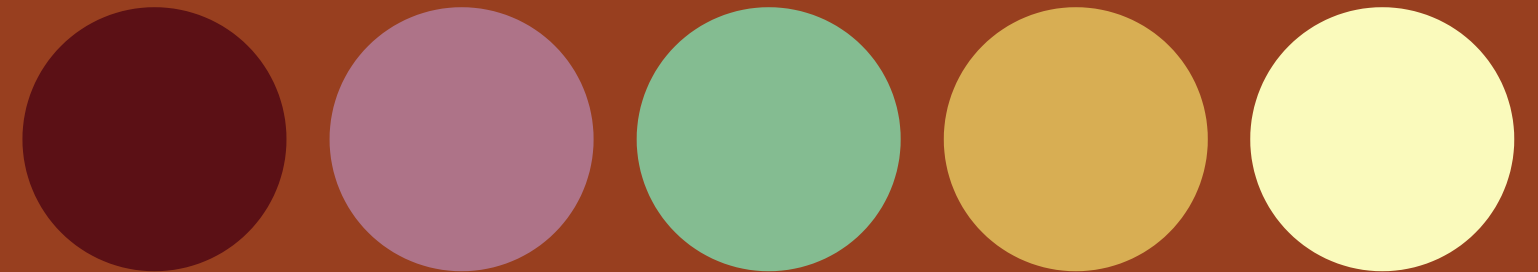
GILMAN IS NOT BLAND OR BASIC...

THE ARCHITECTURE OF "COM(E)FORT(H)" IS HEAVILY INFLUENCED BY THE ART-DECO STYLE POPULARIZED DURING THIS TIME (1920S-1930S). THIS STYLE SYMBOLIZES PROGRESS, MODERNISM, AND TASTEFULNESS.

WHAT STANDS OUT:

- 2-STORY BUILDING
- ROUNDED STRUCTURAL FEATURES
- TRIPLE BALLS TOPIARY
- METALLIC-LIKE SHINE

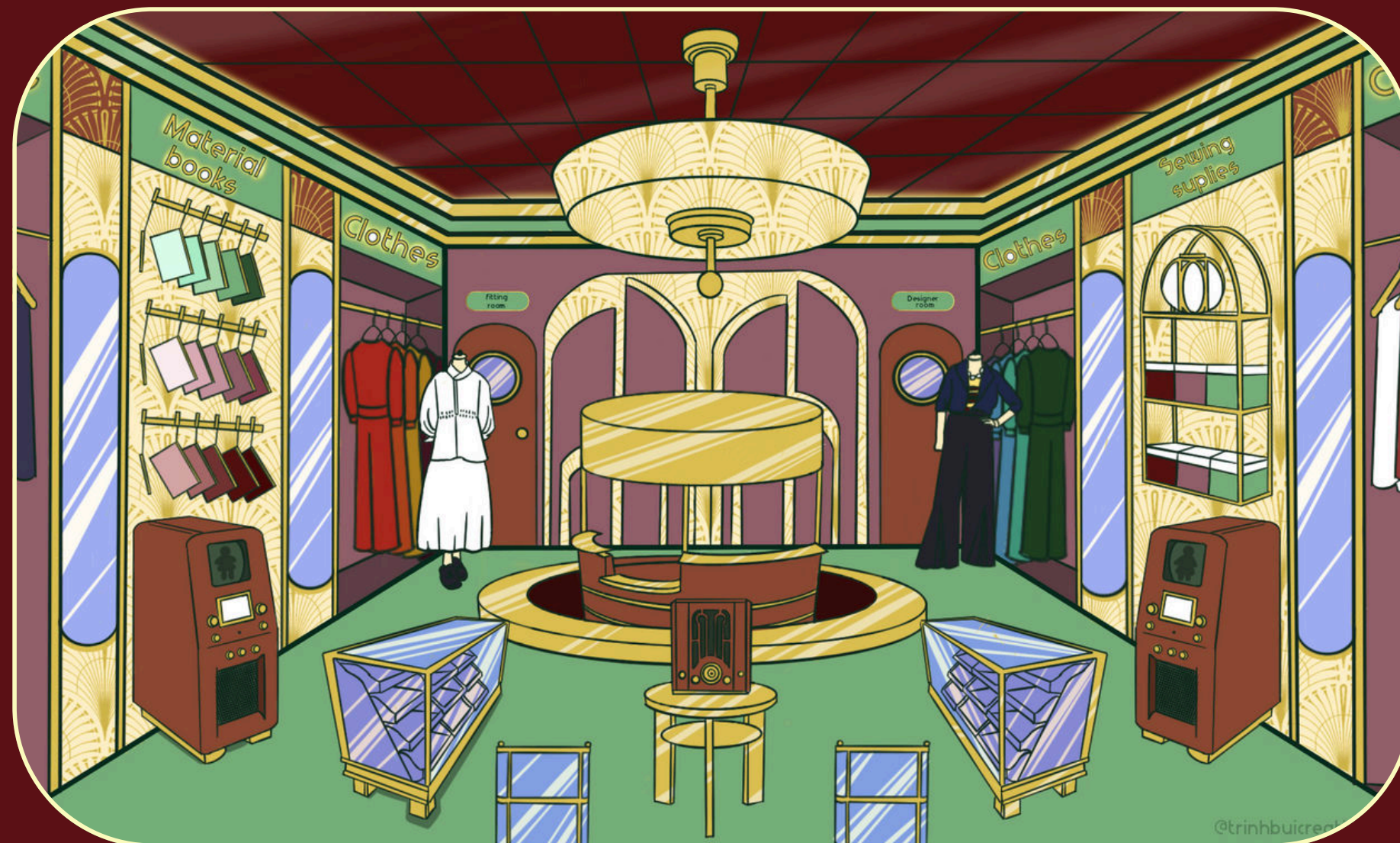
SIGNATURE COLOR PALETTE



Interior

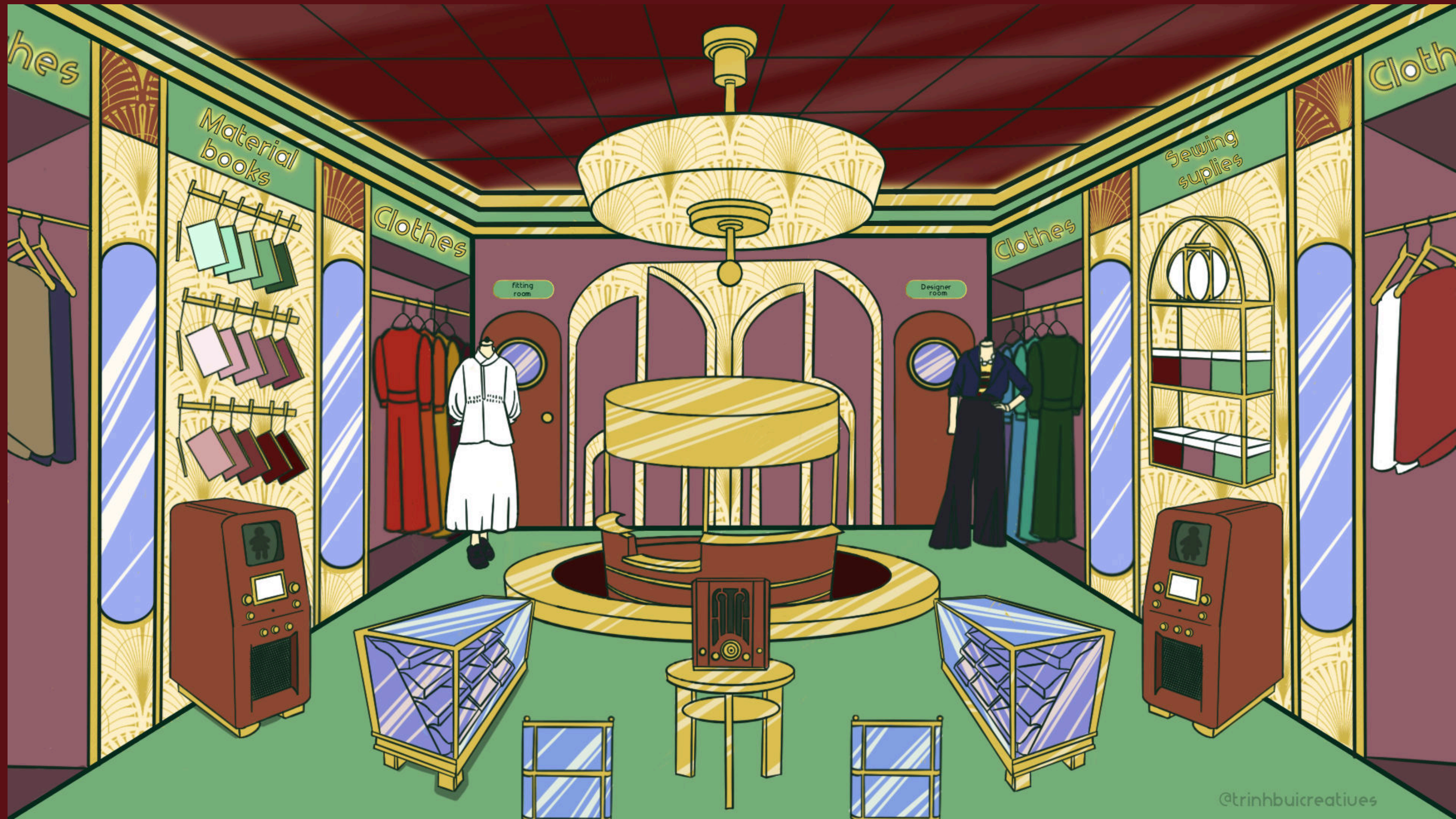
LET'S REITERATE...LUXURIOUS EXPERIENCE FOR THE MASSES!

THE INTERIOR OF "COM(E)FORT(H)" CONTINUES THE ART-DECO STYLE. ONE CAN DESCRIBE THIS STORE AS A HIGH-END BUT APPROACHABLE SHOP AND IS HEAVILY SYMMETRICAL



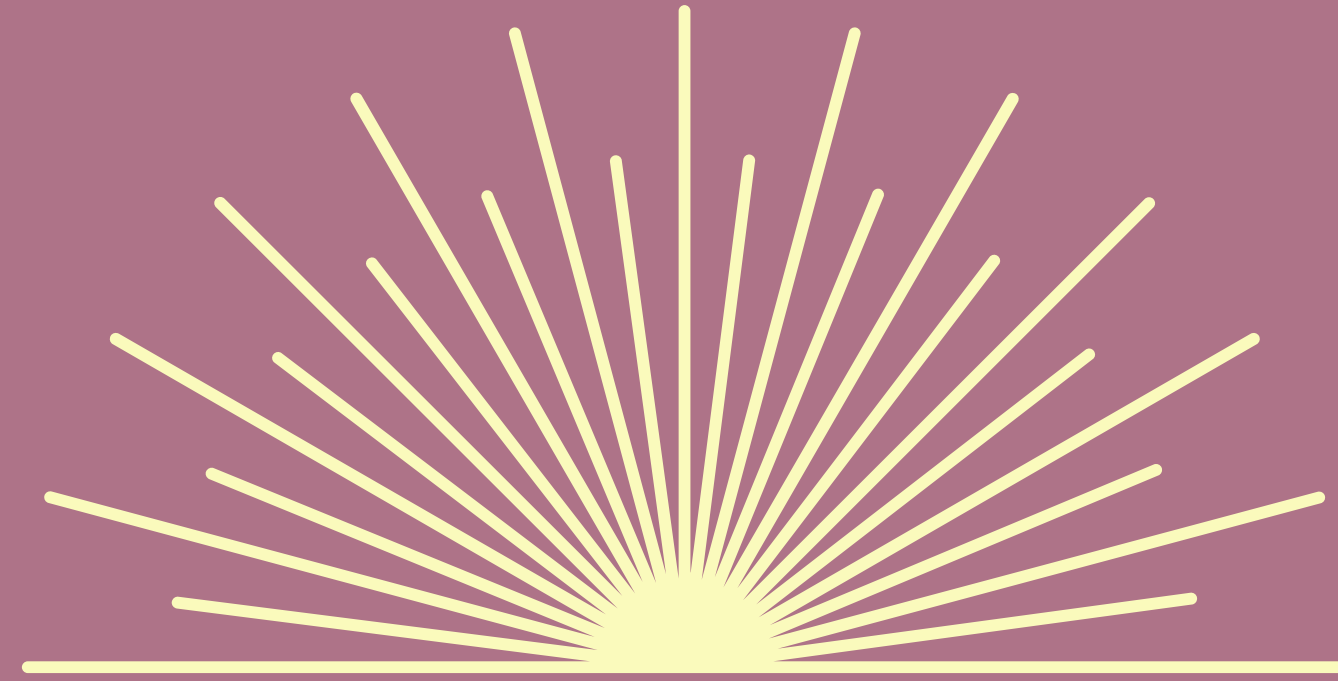
STRUCTURAL FEATURES

- RECEPTION/EXPERT DESK
- DESIGN ROOM (RIGHT BROWN DOOR)
- FITTING ROOM (LEFT BROWN DOOR)
- 2 TELEVISION SETS
- 1 RADIO (SURROUNDING SOUND)
- 4 HUGE MIRRORS
- WIDE VARIETY OF MATERIAL/TEXTURE BOOKS (ON THE LEFT)
- SEWING SUPPLIES (ON THE RIGHT)
- 4 DISPLAY CASES FOR ACCESSORIES & OTHER APPAREL
- MANNEQUINS

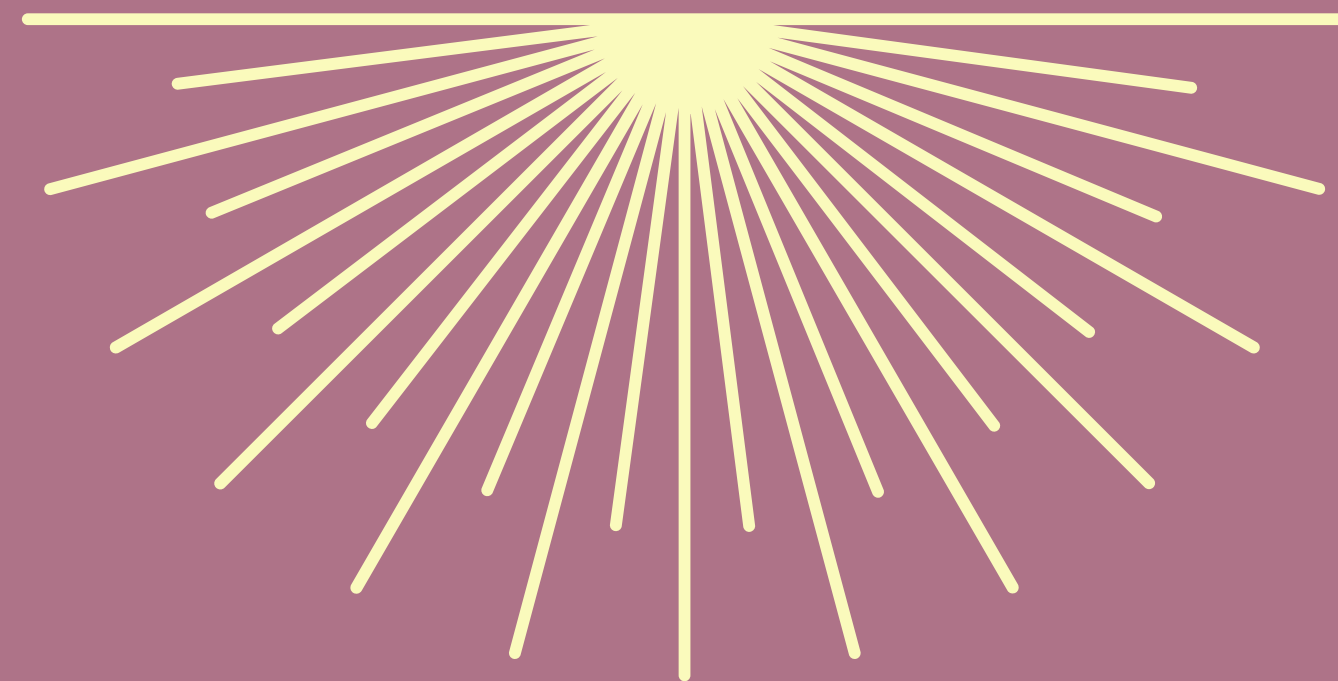


@trinhbuicreatives

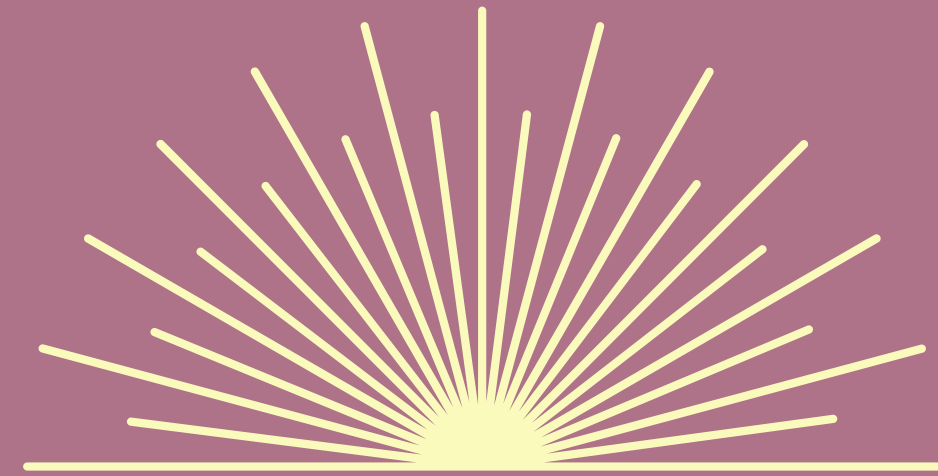
The full picture of the interior



Structural features worth noting



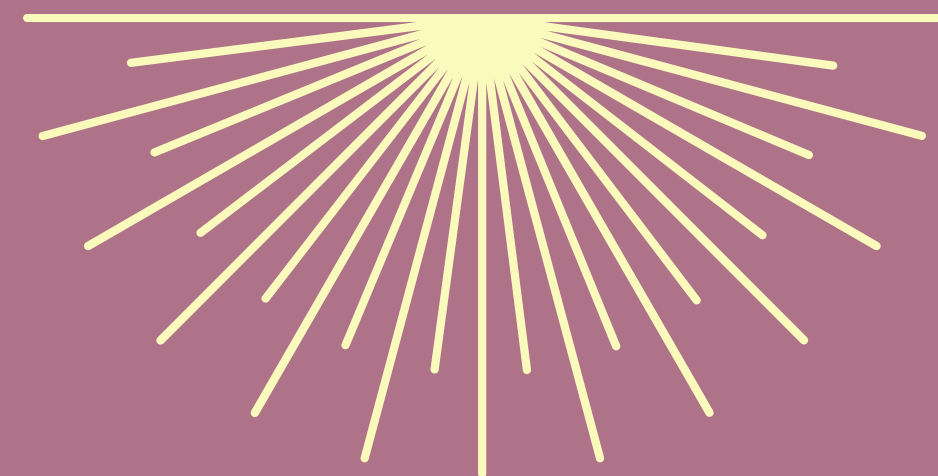
The T.V. Set



THERE ARE 2 TELEVISIONS SETS IN TOTAL AND ARE ON THE OPPOSITE SIDES OF EACH OTHER, MIRRORING.

FUNCTION: THEY ARE SET TO ONE STATION THAT DISPLAY A FASHION LOOKBOOK CATERED TO A VAREIETY OF STYLES ON A LOOP!!!

NOTE: 1930S TV SETS ARE NOT ADVANCED TO HAVE THE FUNCTIONALITIES OF A SMART MIRROR,

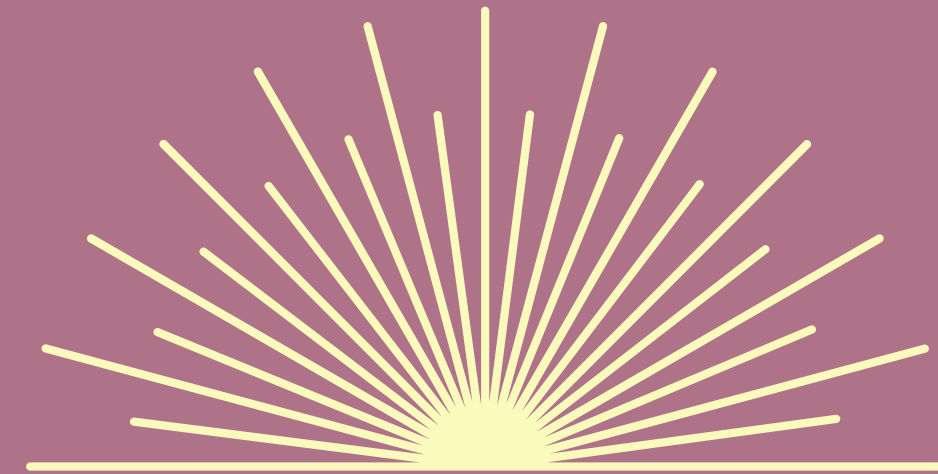


The affirming radio



YOU'RE BEAUTIFUL
AND A WORTHY OF
EQUAL RIGHTS!

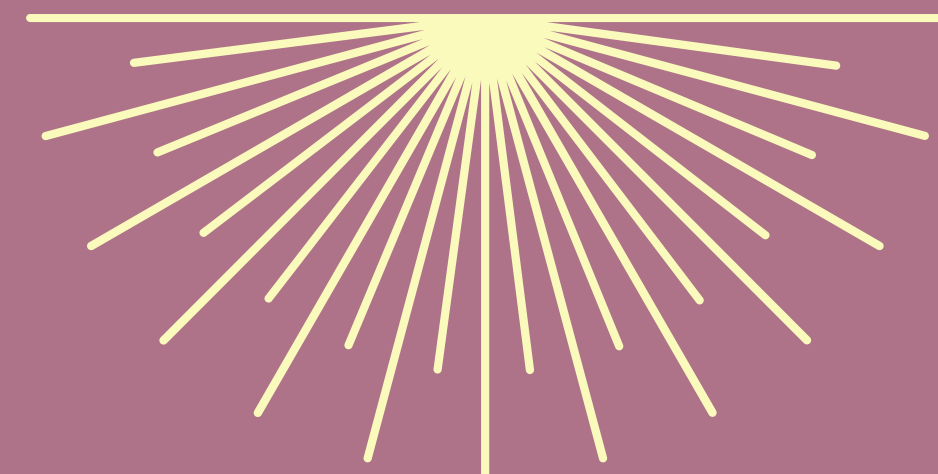
DRESS
HOW YOU WANT TO
DRESS!



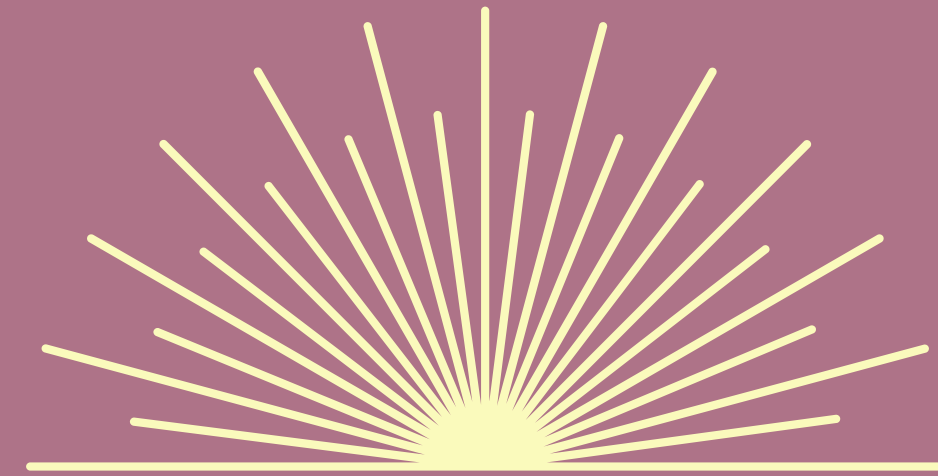
THERE IS ONE RADIO SET IN THE MIDDLE OF THE
STORE THAT FILLS THE WHOLE ROOM!

FUNCTION: INSTEAD OF MUSIC, THIS RADIO
VOCALIZES POSITIVE AFFIRMATIONS AND SPREAD
BODY POSTIVITY!

GOAL: TO EMPOWER BOTH THE BODY AND MIND!



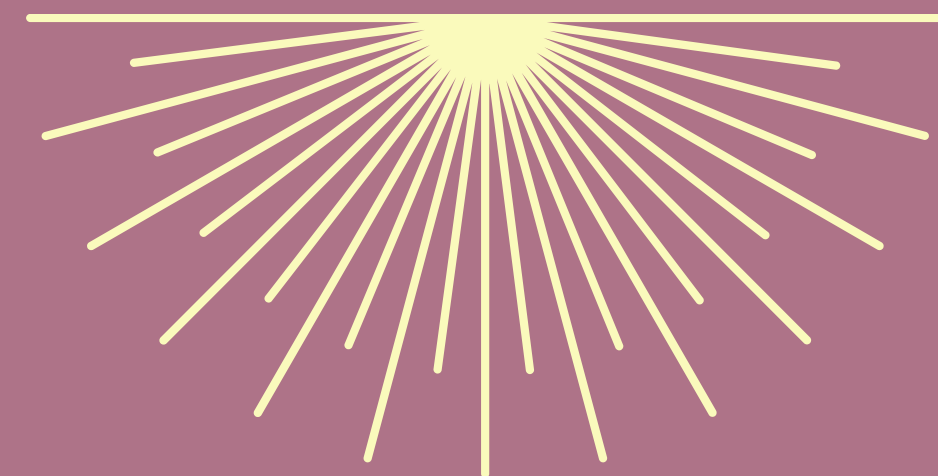
Material books



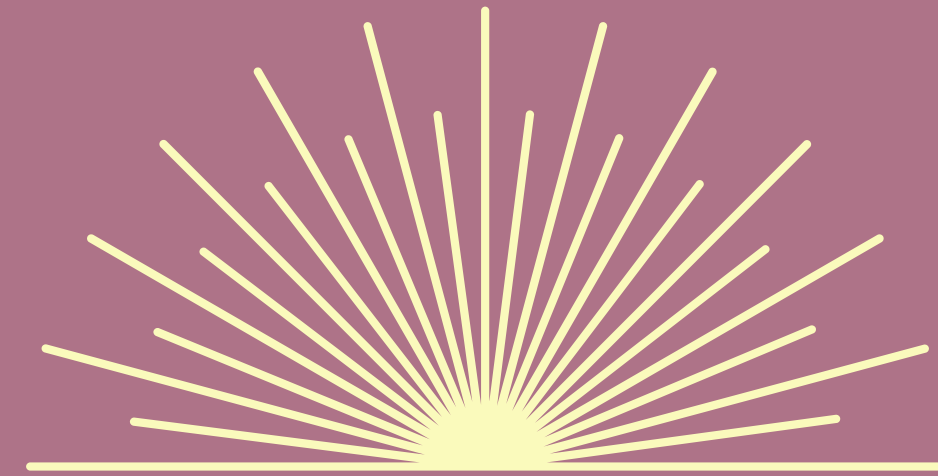
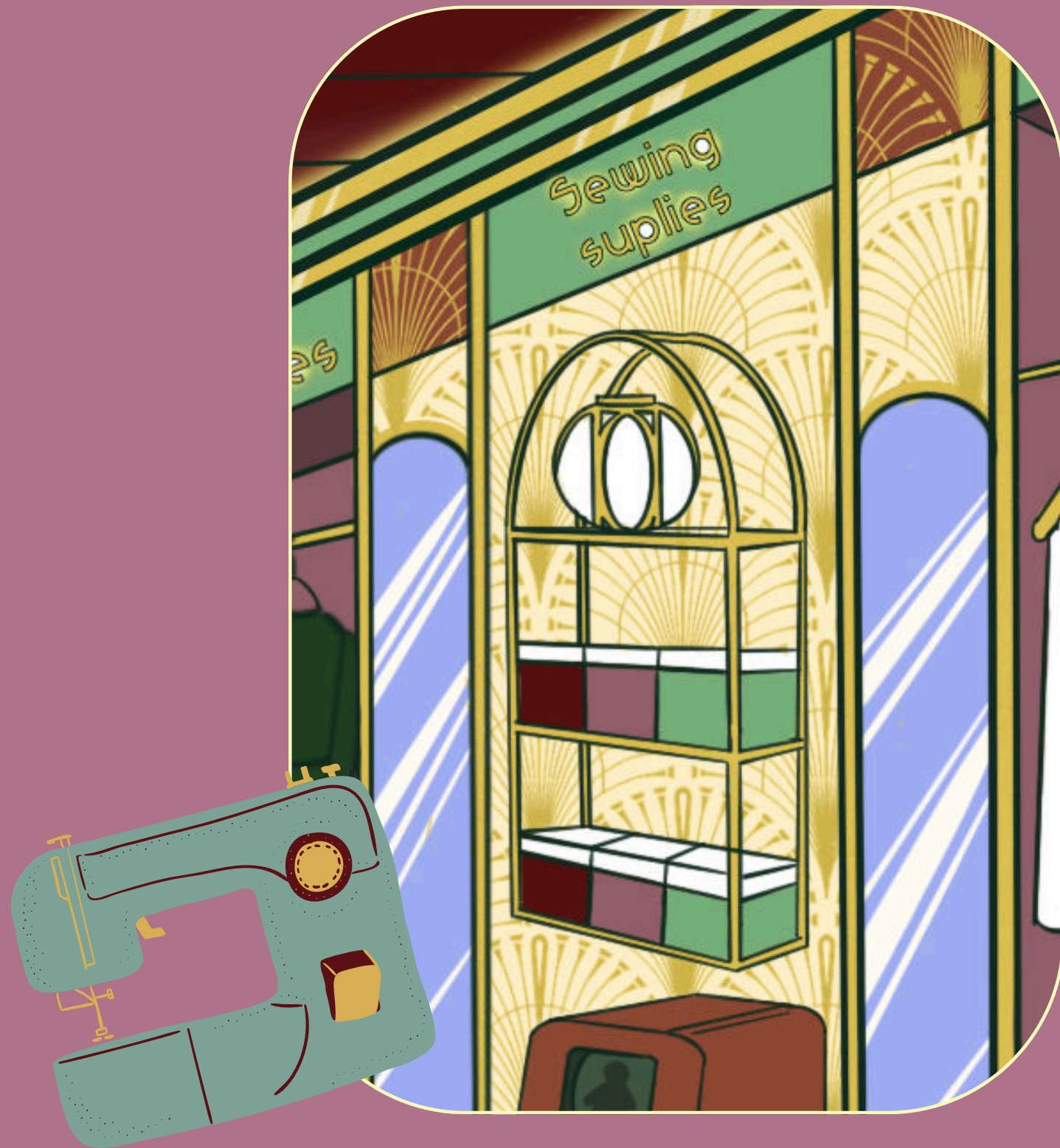
LET'S PRIORITIZE CUSTOMIZATION!

FUNCTION: ALLOWS THE CUSTOMER TO BUILD A CREATIVE EYE AND GAIN AN EDUCATED TASTE. LET'S EXPLORE ALL THE FABRICS AND TEXTURES THAT THE FASHION WORLD HAS TO OFFER!

LET'S EXERCISE THE FREEDOM OF SELF-EXPRESSION!



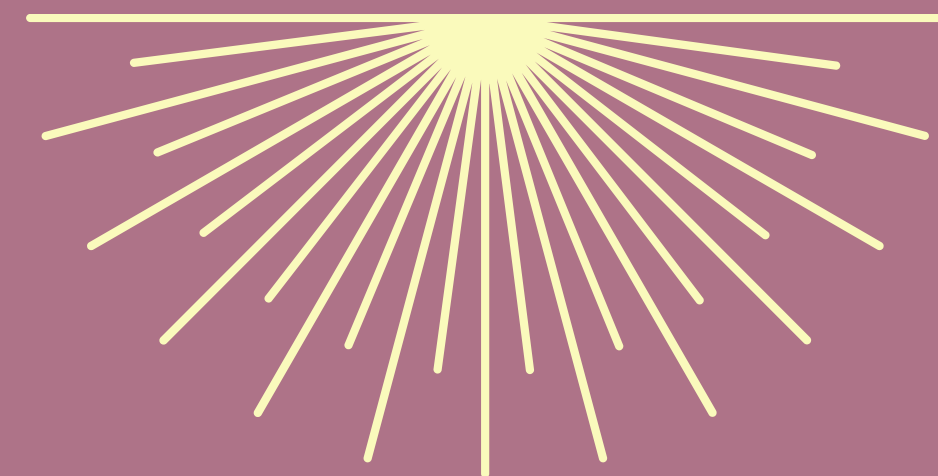
Sewing Supplies



SEWING SUPPLIES? WE GOT YOU!

FUNCTION: TO PROVIDE SEWING NECESSITIES TO BE ABLE TO FIX YOUR CLOTHES!

LET'S PREVENT BUYING UNECESSARY CLOTHES OFTEN AND LEARN THE SKILLS TO INCREASE THE LONGEVITY OF OUR CLOTHES!



Employees & Their standard dress

ALL ARE WELCOME! LET'S BUILD A COMMUNITY!

"COM(E)FORT(H)" CONSISTS OF 2 TYPES OF EMPLOYEES. THE STANDARD EMPLOYEE AND THE IN-STORE STYLIST/EXPERT SEAMSTRESS

- BOTH PURPOSES: IS TO MAKE A COMFORTABLE AND NON-JUDGMENTAL SPACE FOR CONSUMERS
- BOTH ARE SKILLFUL AND KNOWLEDGEABLE ABOUT THE WORLD OF FASHION,
- BOTH CAN AID IN BUILDING UP THE CONSUMERS TO HAVE AN EDUCATED TASTE!
- BOTH ATTIRE INCLUDE THE FEATURE OF ATTACHABLE/DETACHABLE SLEEVES



The Standard employee

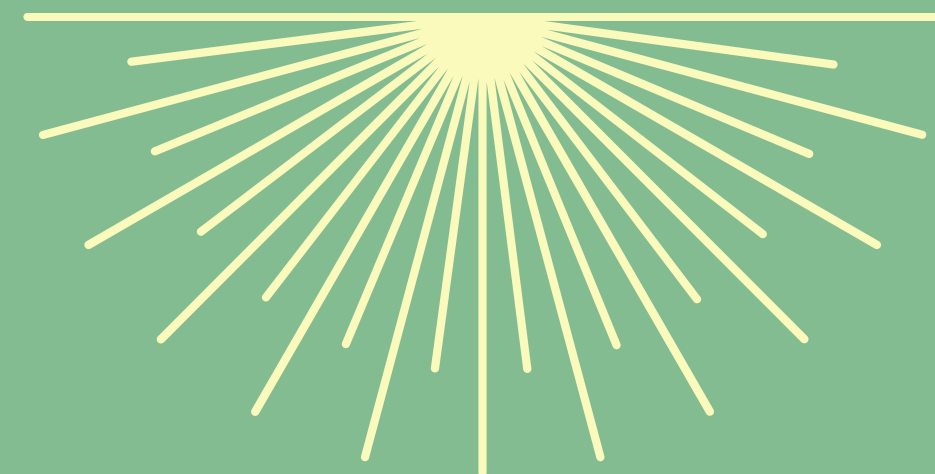


STANDARD ATTIRE FOR THE STANDARD EMPLOYEE

- A STRETCHY, ELASTIC, & COMFORTABLE MOCK NECK KNITWEAR SWEATER WITH DETACHABLE/ATTACHABLE SLEEVES
- ONE-BUTTON SUIT PANTS
- MATCHING RIBBED SOCKS
- SLIDE-ON LOAFERS

ALL OF THE ATTIRE IS OF GREAT QUALITY!

NOTE: GILMAN RECOMMENDED KNITWEAR FOR ITS COMFORTABILITY AND ELASTICITY.



In-store stylist/expert seamstress



STANDARD ATTIRE FOR THE IN-STORE STYLIST/EXPERT SEAMSTRESS

- A RIBBED SATIN BLOUSE PAIRED WITH A BLAZER & SUIT PANTS , PLUS DETACHABLE/ATTACHABLE SLEEVES
- SNAP-ON BUTTONS
- MATTE & BREATHABLE TEXTURE
- RIBBED SOCKS
- SLIDE-ON LOAFERS

CONSUMERS SHALL BE ABLE TO DIFFERENTIATE THE 2 TYPES OF EMPLOYEES!



Let's promote diversity! WITH THIS ADVERTISING POSTER!





Sources



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