

DANDELION
SMALL-BATCH
CHOCOLATE

RETAIL POP-UP DESIGN

MADE, January 2025
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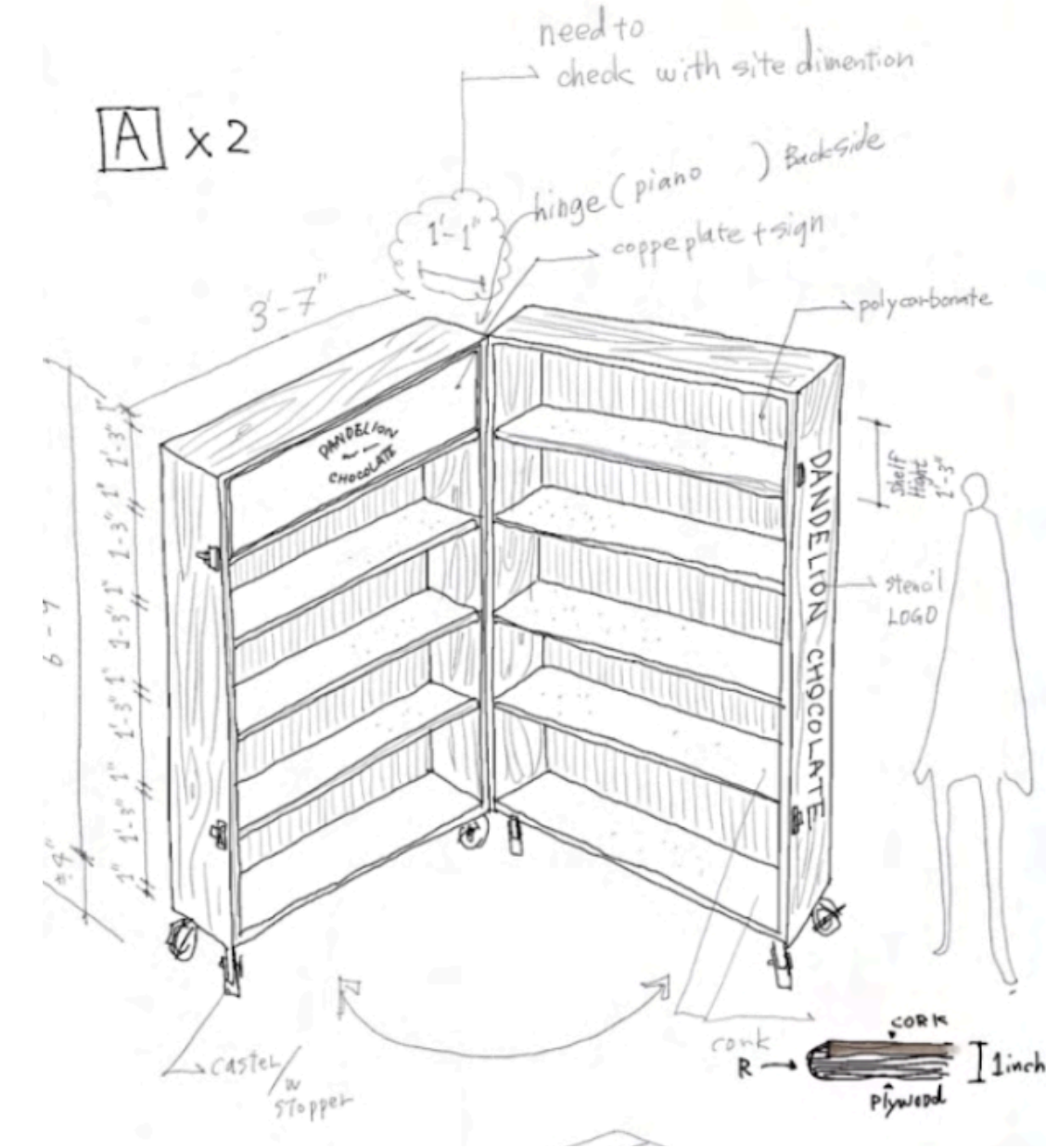
CLIENT BRIEF

DANDELION CHOCOLATE SEEKS A MODULAR SOLUTION FOR POP-UP RETAIL.

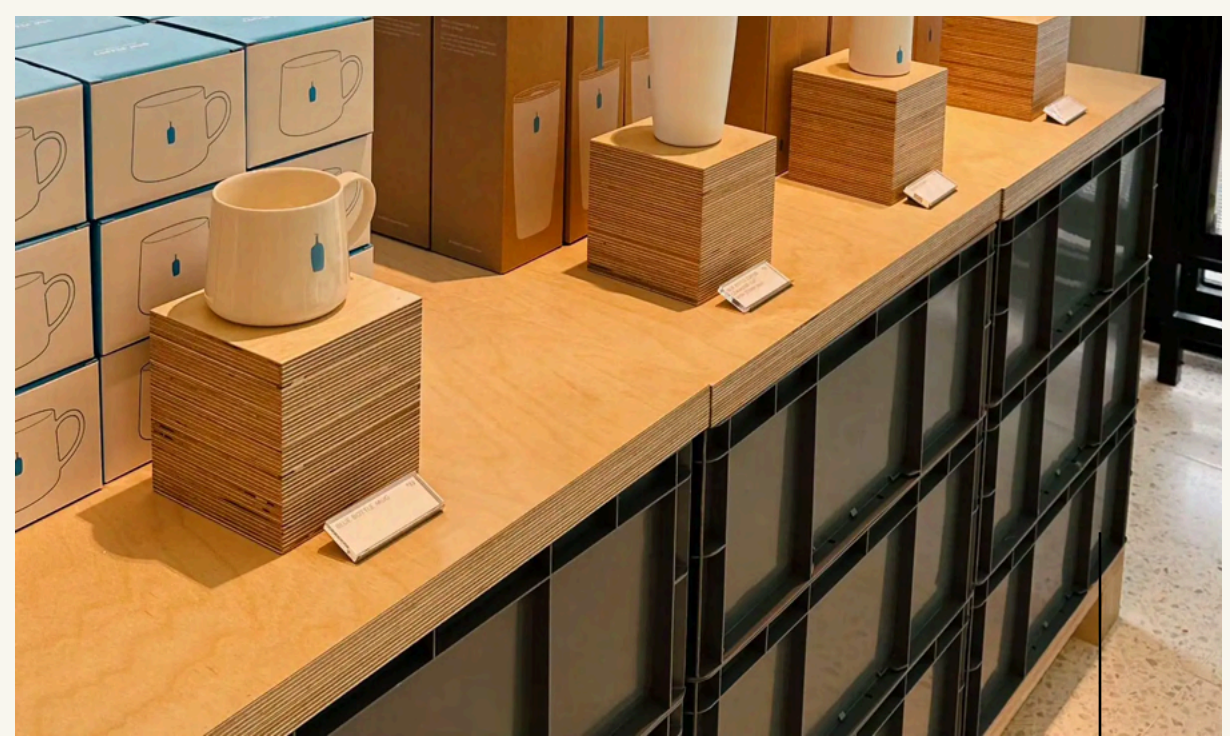
Emphasizing minimalist design, easy assembly + portability and scalability for locations.

EXISTING POP-UP

OBSERVATIONS



BLUE BOTTLE TAKEAWAYS



low cost + easy to ship and assemble modular units



clunky / box shelf unit



inconsistency between units



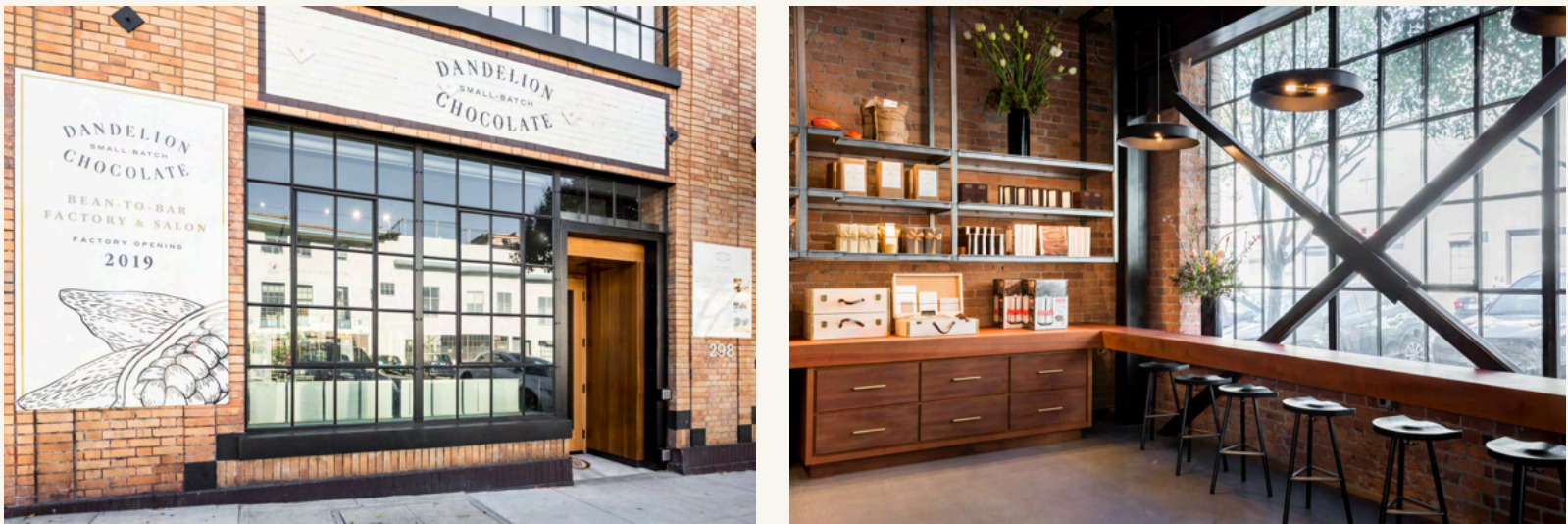
industrial

minimalism

EXISTING

MATERIAL PALETTE

16th Street
Factory



CUTLERY	POLES / ACCENTS / CHAIRS / SIGNANGES	SHELVES / DOORS	FLOORING / CEILING	WALL
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Fillmore
Street



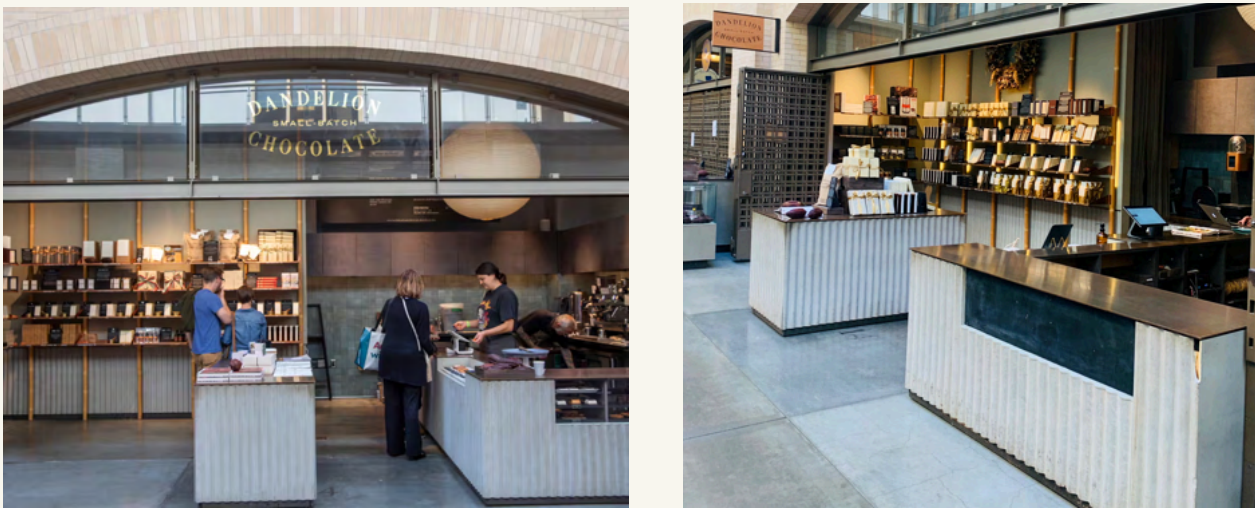
SHELF	DOORS / FRAMES	FLOORING / CEILING	WALL	BRICK WALL
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Tokyo,
Japan



STEEL	POLES / ACCENTS / CHAIRS / SIGNANGES	SHELVES / DOORS	FLOORING / CEILING	WALL
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Ferry
Building



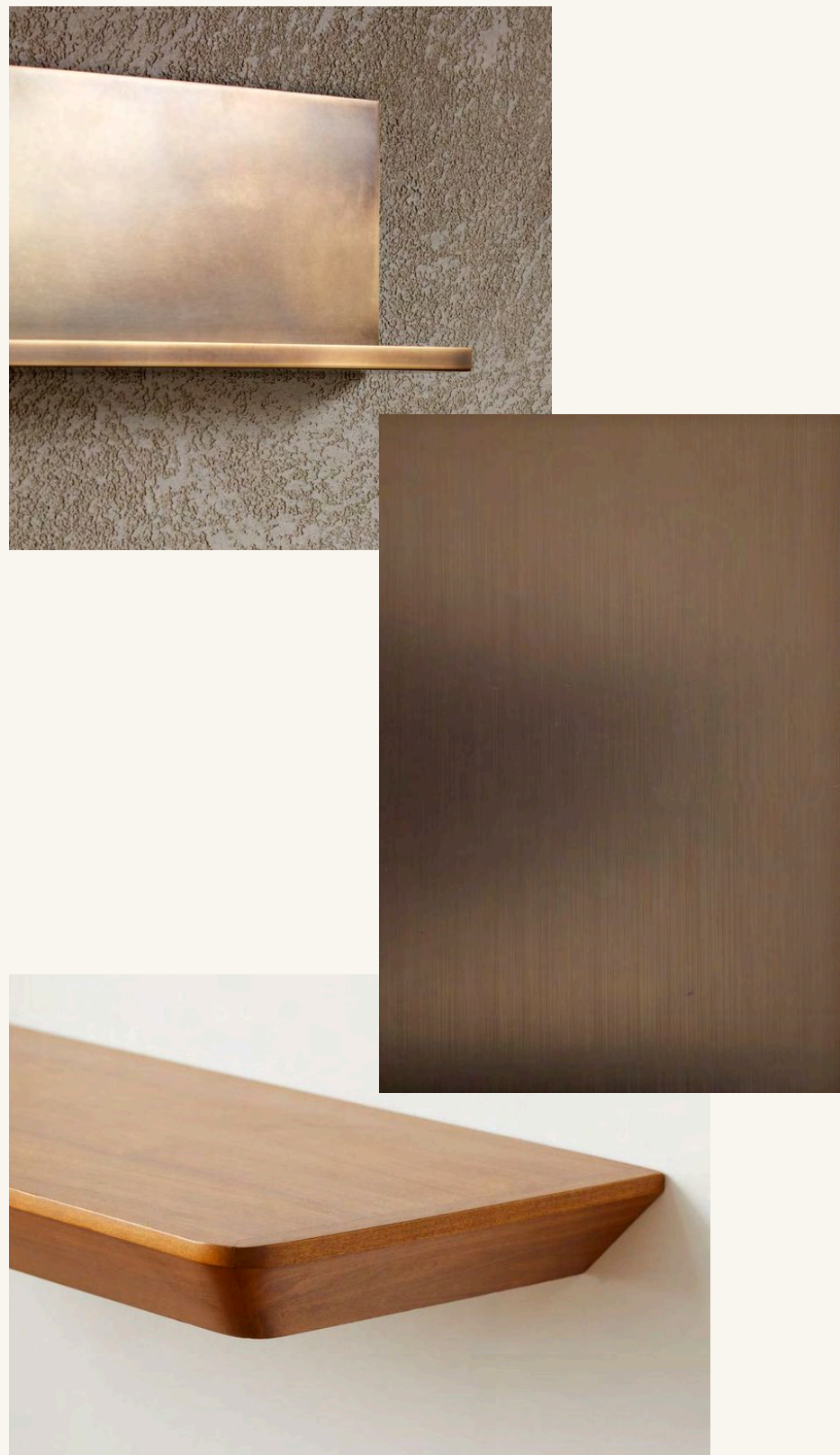
UTENSILS	ISLAND / SIGNAGES / POLES	SHELVES / DOORS	FLOORING / CEILING / ISLAND UNIT	WALLS
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DEVELOPING A

MATERIAL BLUEPRINT

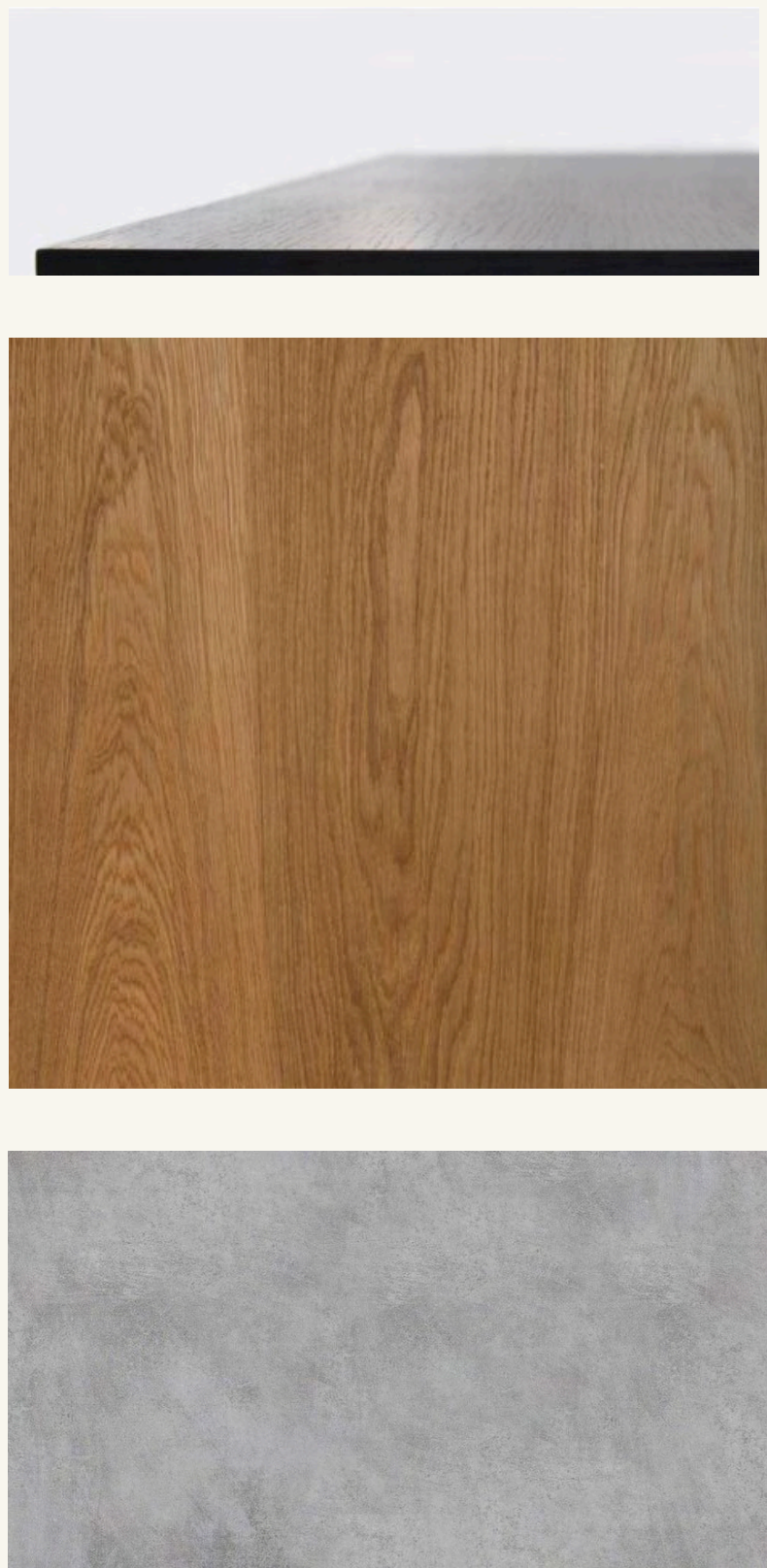
WALL

- black metal
- warm medium wood
- burnished brass



ISLAND

- black metal
- warm medium wood
- microcement



SIGNAGE

- black cardstock
- brass



WALLS / FLOOR

- smooth white
- brick
- cement



THREE TRACKS

1 Small improvements to
existing setup

2 Stackable prefabricated
components

3 Flat-packed
custom elements

WALL

ISLAND

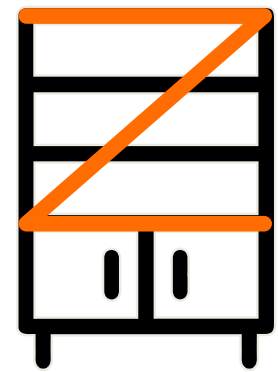
SIGNAGE

TRACK 1

PURPOSEFUL, MINIMAL CHANGES

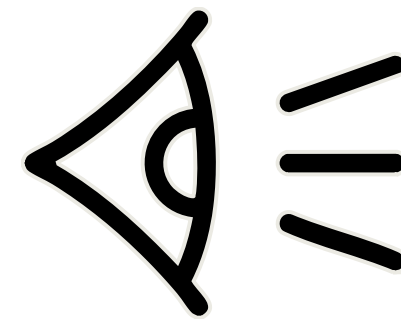
DEFINING

PRINCIPLES OF A RETAIL UNIT



Z philosophy

People will more likely compare products horizontally.



Eye level

Natural eye level is 15-30 degrees below eye level.



Numbers game

Repetitions stand out. A set of 3 is more satisfying.

USING **PRINCIPLES OF A RETAIL UNIT**

SELVING

Addition of
storage units



Painted
edges for a
more
finished
look

SIGNAGE



In-sync with
brand language
(Ref: The Container Store)



ISLAND
UNIT



Is this the
best use of
an island
space?

No storage space
The thin frames
look busy

ISLAND
UNIT



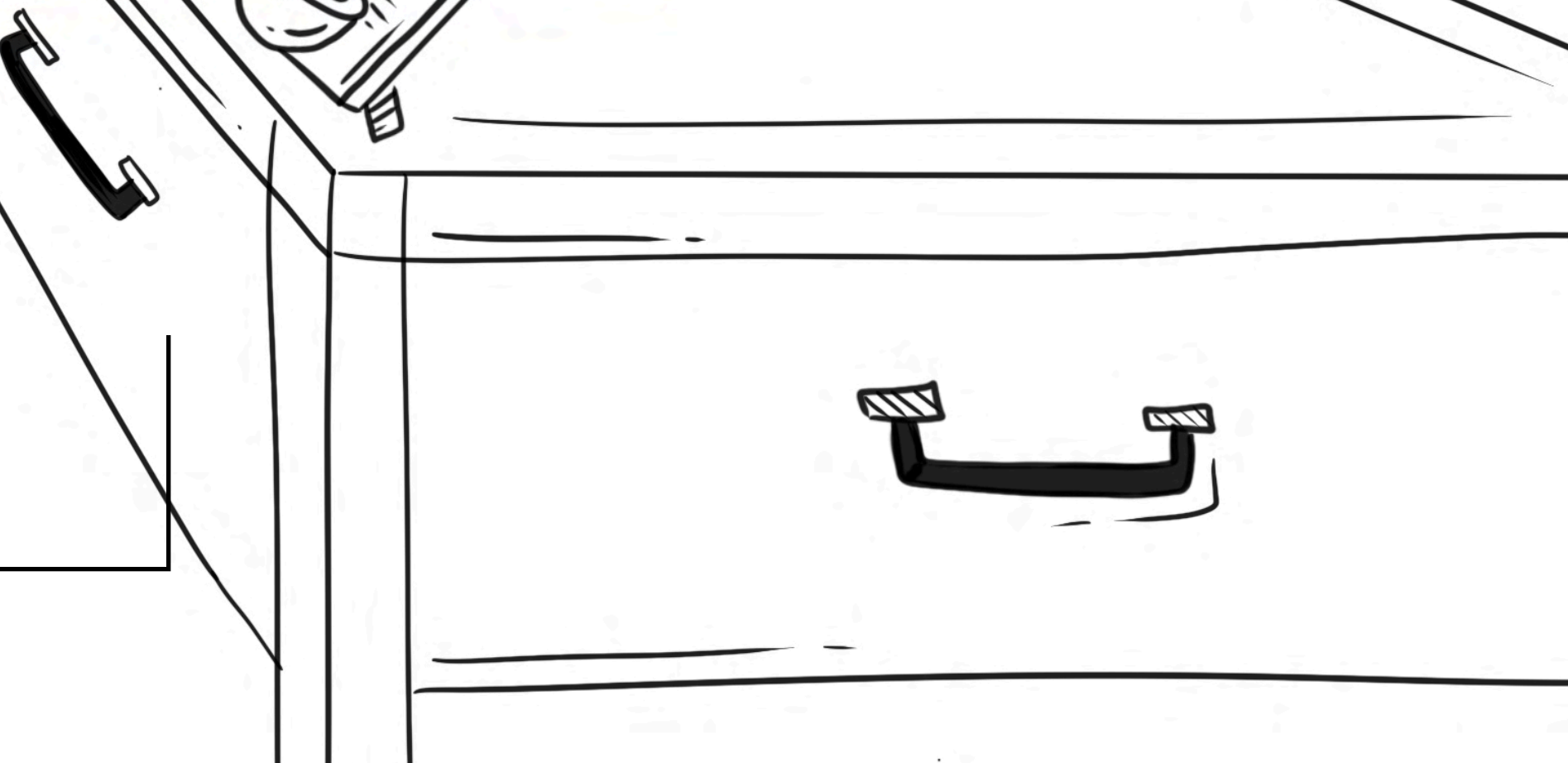
Ref: Lacuna
with drawers



Tasting accessible
with larger space



Storage areas



ISLAND
UNIT



Ref: Global Sources



Stackable and approachable
from all directions

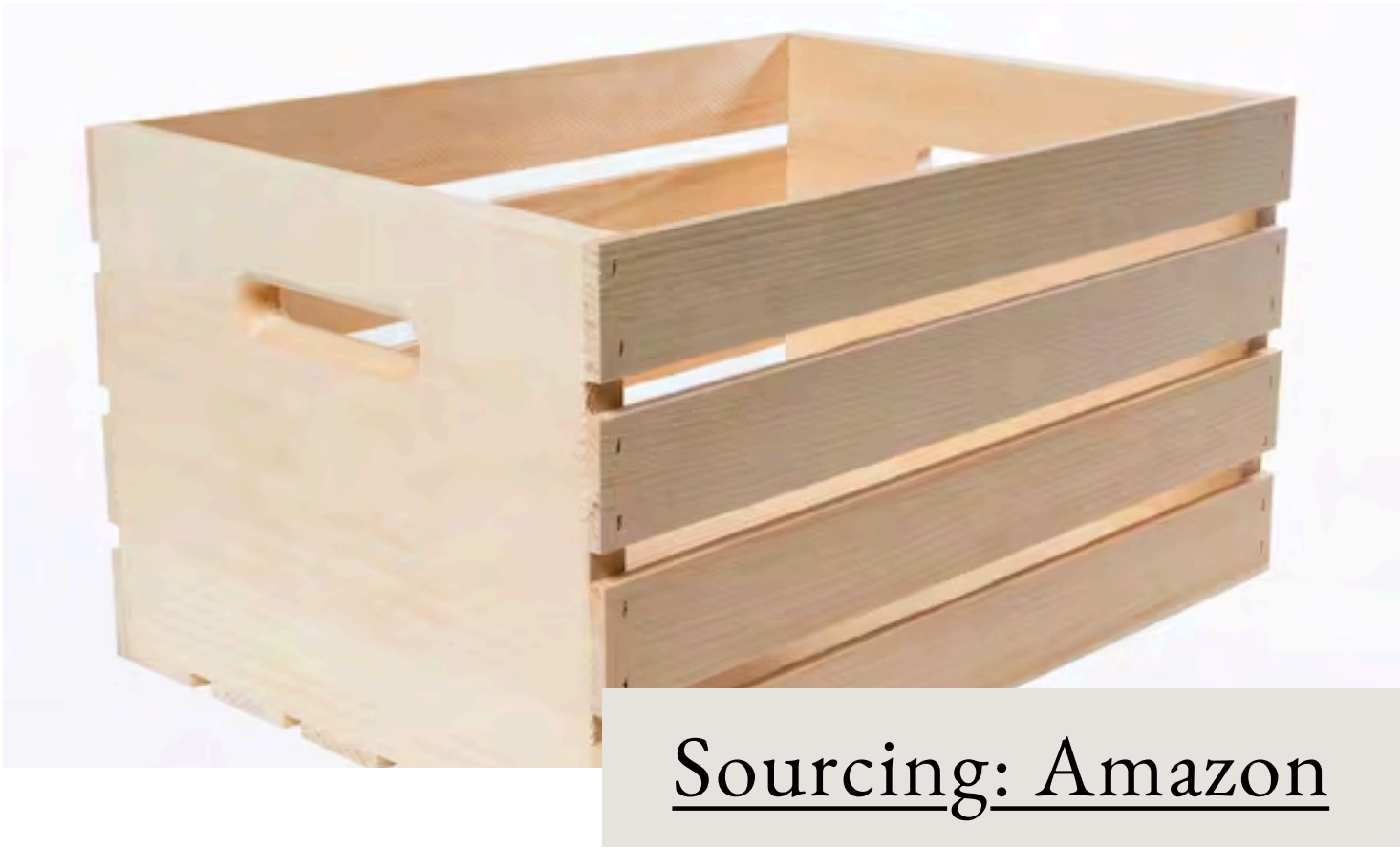


Accounts for spaces that
are compact

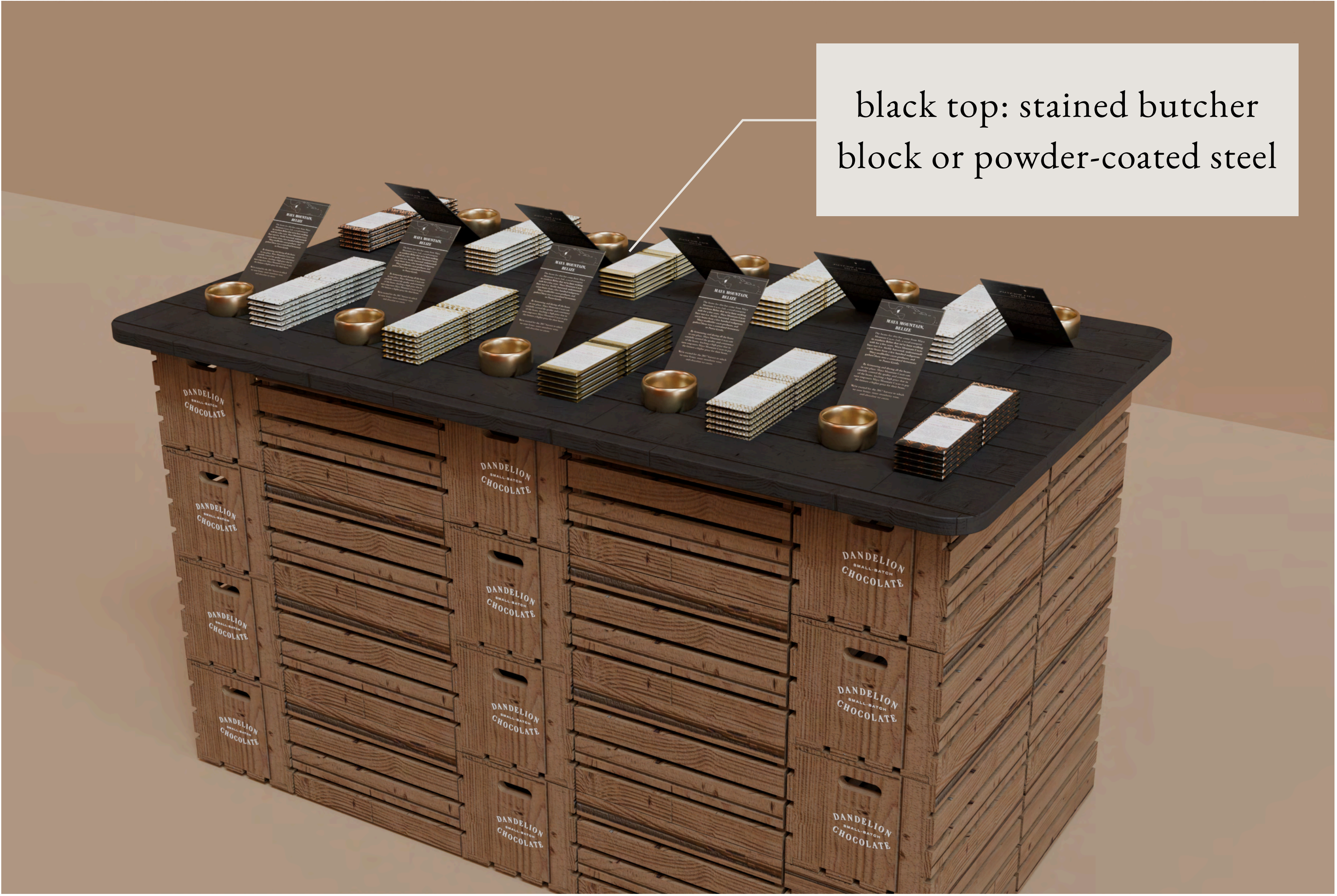
TRACK 2

NEW USES FOR FAMILIAR ITEMS

WALL
UNIT



ISLAND
UNIT



black top: stained butcher
block or powder-coated steel



inspiration

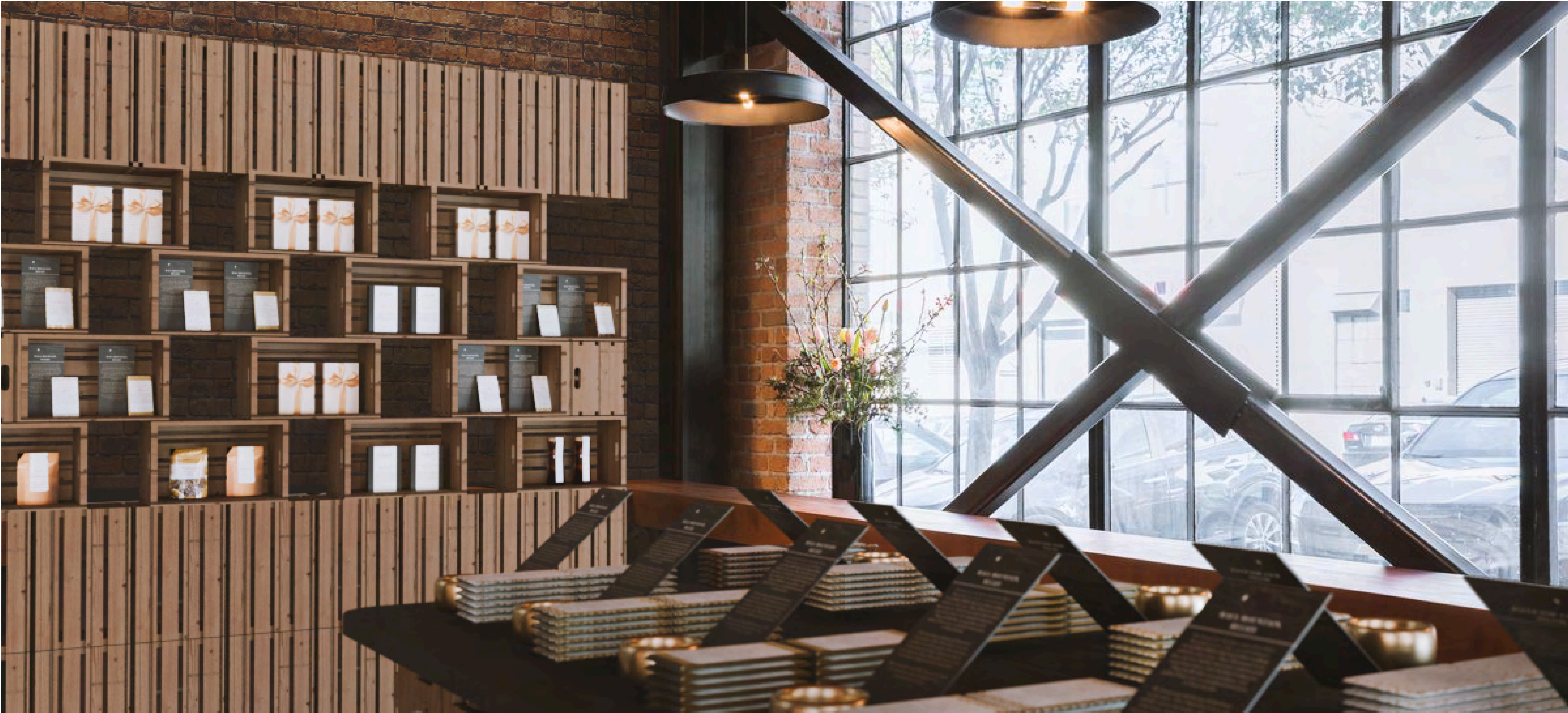
brand touchpoints



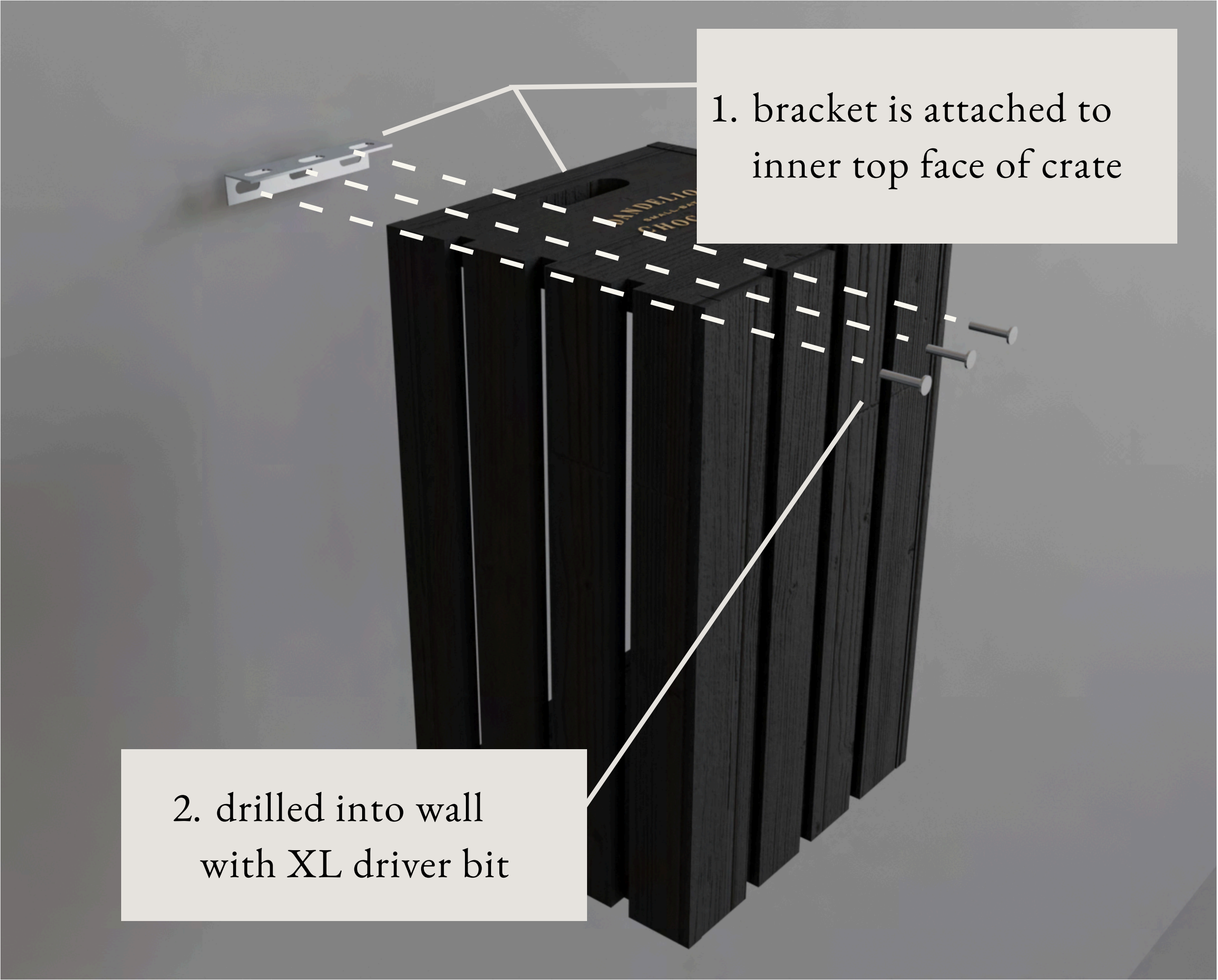
OVERALL SETUP



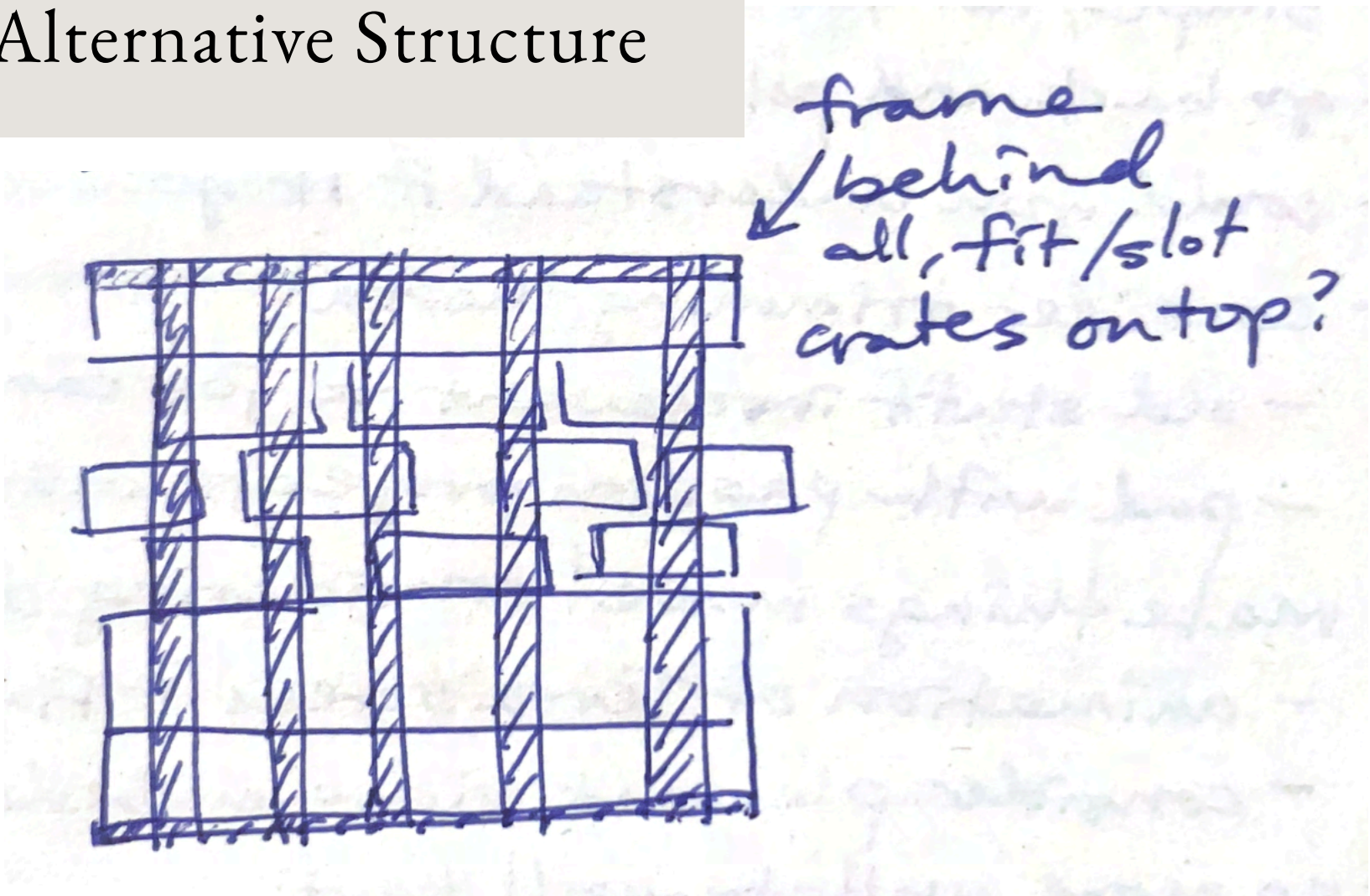
OVERALL SETUP



ASSEMBLY DETAILS



Alternative Structure

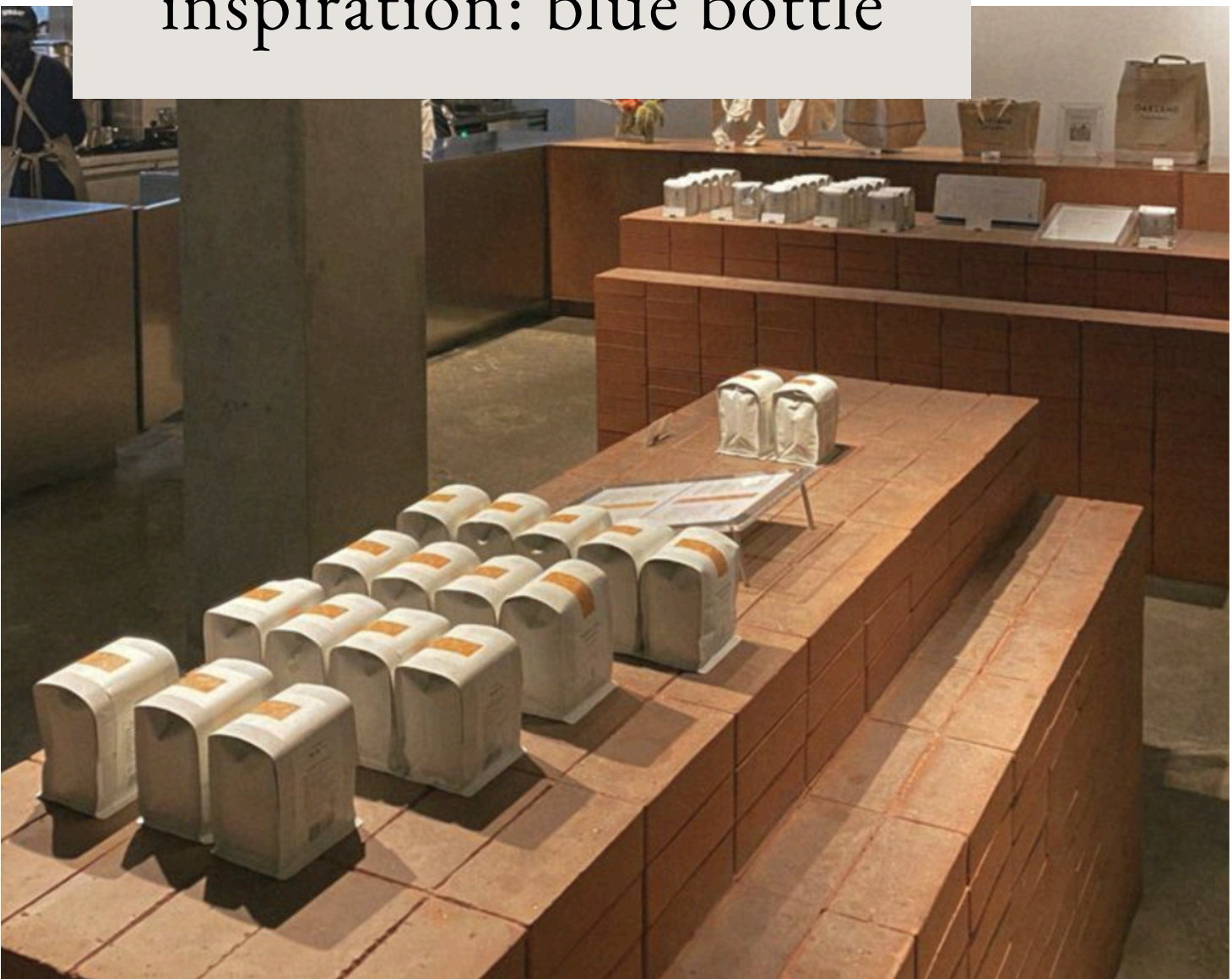


WALL
UNIT

more expensive option



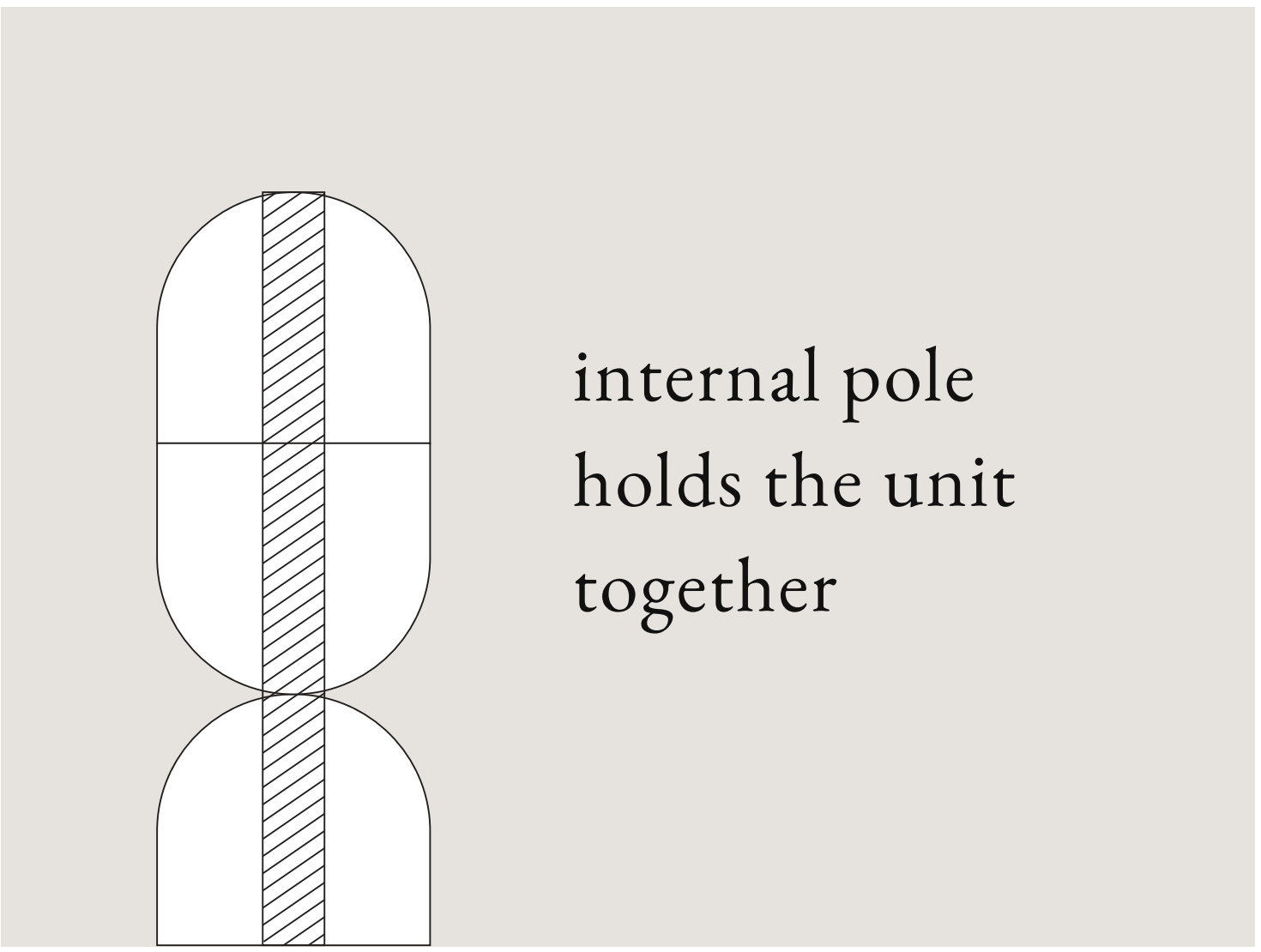
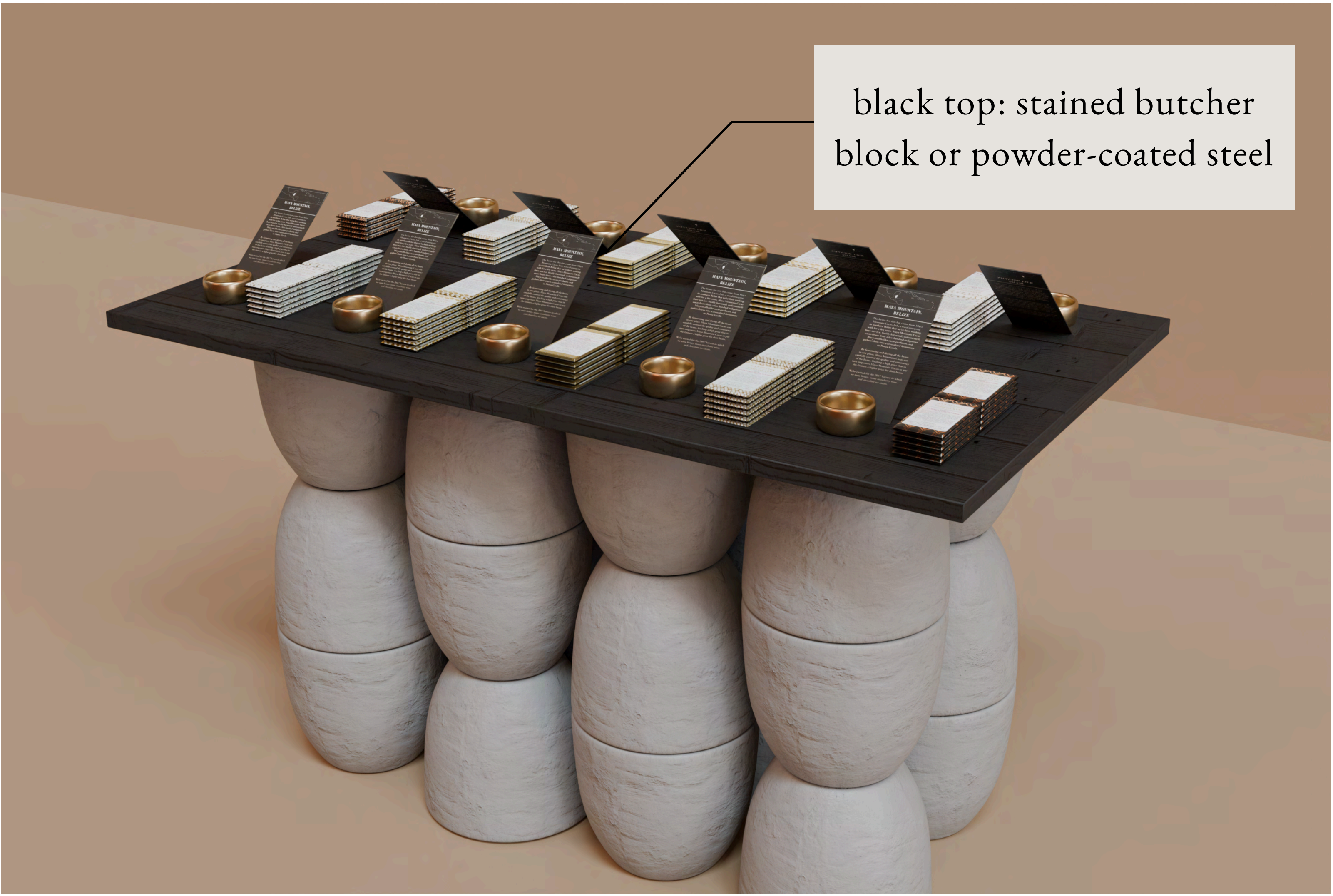
inspiration: blue bottle



stacked cement planters
evoke bean shape



ISLAND
UNIT



OVERALL SETUP



TRACK 3

BESPOKE AND
OPTIMIZED FOR
SHIPPING

WALL
UNIT



inspiration



optional fourth shelf
for storage drawers



ISLAND
UNIT



inspiration: blue bottle

OVERALL SETUP

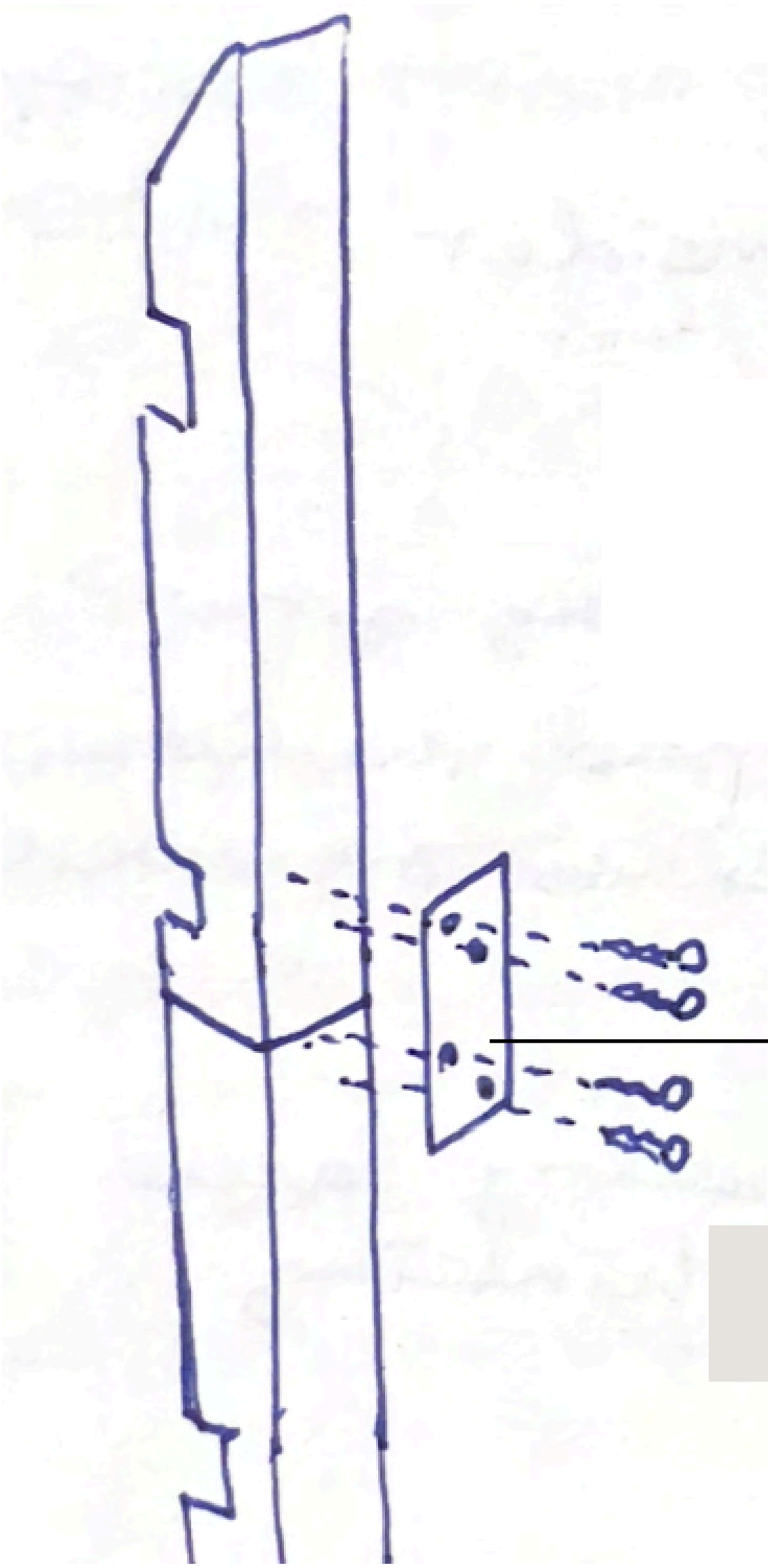


signage inspiration

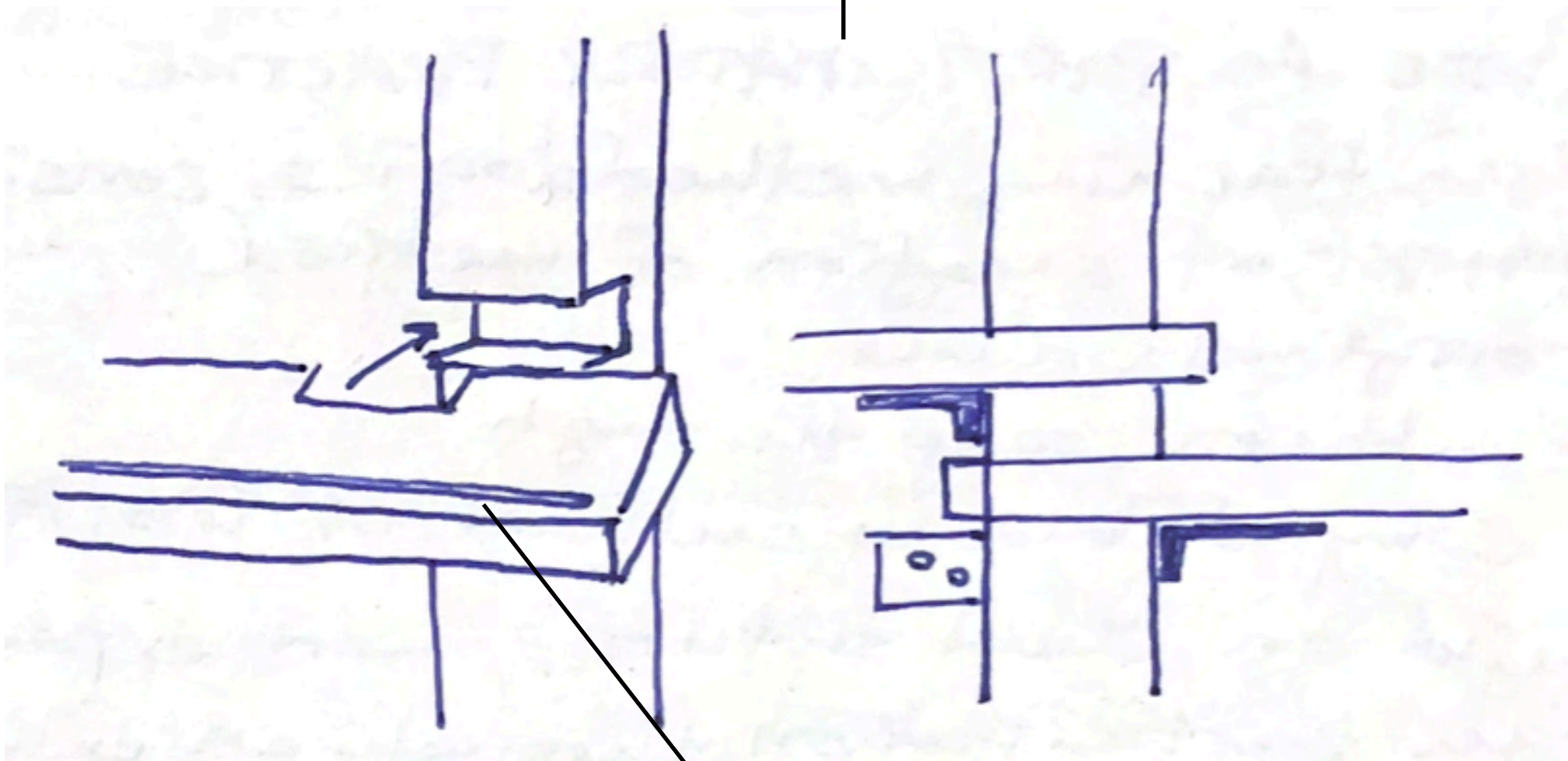
Supplier: Amazon



ASSEMBLY DETAILS



shelf assembly and securing
with brackets



beam assembly

groove for product
label clips

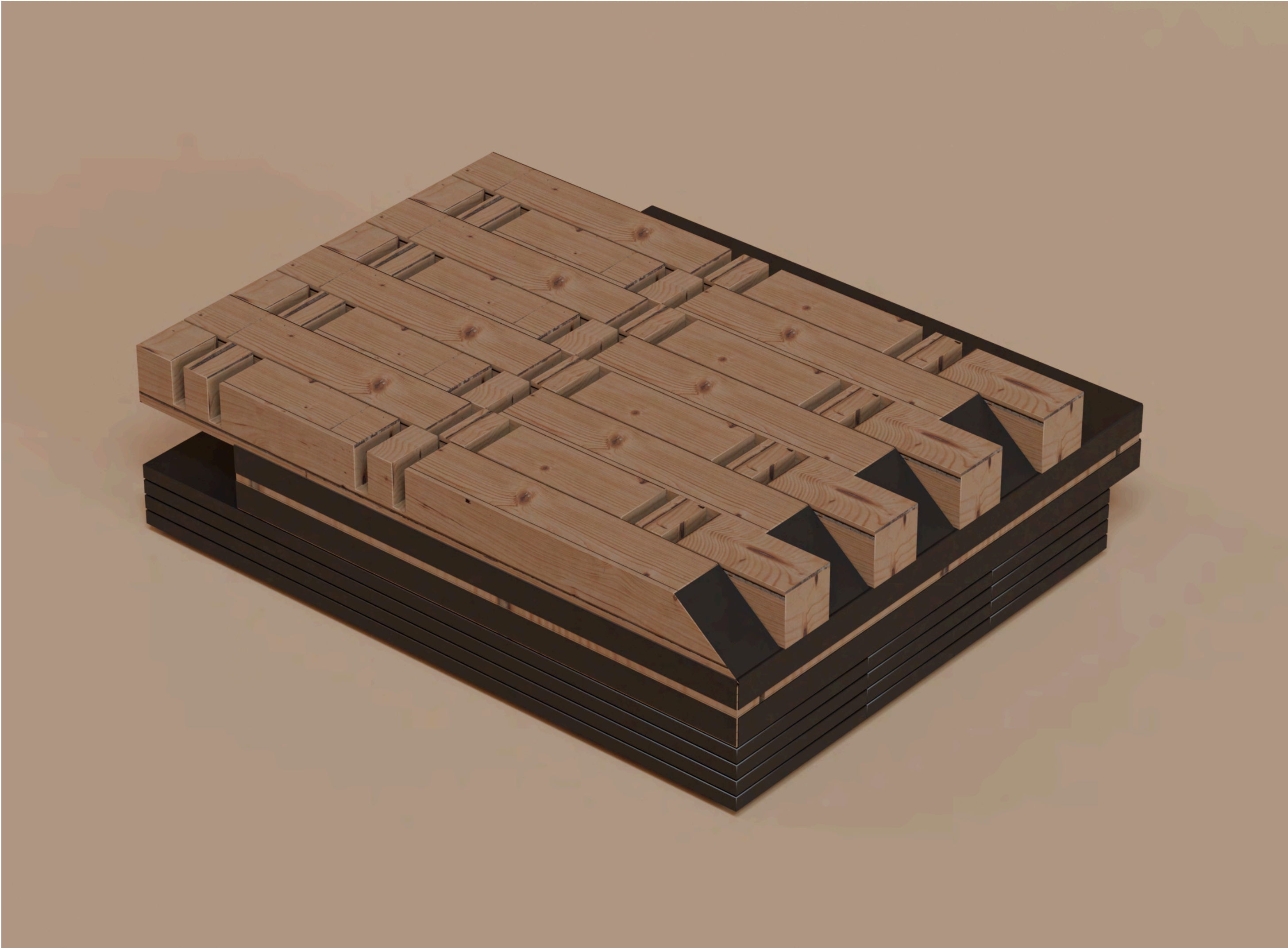
OVERALL SETUP



OVERALL SETUP



OVERALL SETUP



Wood Crate - 48 x 40 x 42" with Pallet



"Vault-like" protection for your export shipments.

- Ships flat for easy storage.
- 1/4" thick plywood. Outside dimensions include 5" pallet.
- Assembles in minutes with only a screwdriver.
- Export certified. Meets ISPM 15 requirements.
- Attached wood pallet is heat treated and stamped for export shipment.

[More Images & Video](#)

MODEL NO.	OUTSIDE DIMENSIONS L x W x H	INSIDE DIMENSIONS L x W x H	WEIGHT CAPACITY	STACKING STRENGTH	WT. (LBS.)	PRICE EACH			IN STOCK SHIPS TODAY
						1	5	10+	
S-9922	48 x 40 x 42"	47 3/16 x 39 3/16 x 36 1/2"	3,000 lbs.	10,000 lbs.	89	\$270	\$248	\$235	1 ADD

SHIPS VIA MOTOR FREIGHT

OVERVIEW

THREE TRACK COMPARISON

OVERVIEW

1



👍 Materials Estimate \$1000
1X Labor Multiplier
👎 Impact
— Portability

2



👍 Materials Estimate \$2400
1.5X Labor Multiplier
👍 Impact
— Portability

3



👍 Materials Estimate \$1900
2X Labor Multiplier
👍 Impact
👍 Portability

SOURCING AND COST CALCULATIONS (BACK-OF-ENVELOPE)

Components	Note	Example Link	Price/Unit	Units/Assm	Total Price	Total Cost
Island stacked	Sold in bulk (smaller minimum elsewhere)	Global Sources	\$54.00	1	\$54.00	\$1,081.00
Black table	Cost quoted, this is estimate	Lacuna Modern	\$1,000.00	1	\$1,000.00	
Product Labels	Sold in bulk 4/pk	Container Store	\$9.00	3	\$27.00	

SOURCING AND COST CALCULATIONS (BACK-OF-ENVELOPE)

Components	Note	Example Link	Price/Unit	Units/Assm	Total Price	Total Cost
Wooden Crates	Sold in dozens, actually need 78	<u>Amazon</u>	\$11.84	84	\$994.35	\$2,411.54
Wall Anchors	L brackets	<u>Lowe's</u>	\$3.87	78	\$301.86	
Screws	Estimate	<u>Lowe's</u>	\$14.37	1	\$14.37	
Product Labels	Sold in bulk 4/pk	<u>Container Store</u>	\$9.00	3	\$27.00	
Stain	Sealant optional	<u>Lowe's</u>	\$42.98	2	\$85.96	
Tabletop	Xometry test quote, aluminum	<u>Xometry</u>	\$474.00	2	\$948.00	
Brand	Custom stencil < sticker < screenprint	<u>Etsy</u>	\$40.00	1	\$40.00	

SOURCING AND COST CALCULATIONS (BACK-OF-ENVELOPE)

Components	Note	Example Link	Price/Unit	Units/Assm	Total Price	Total Cost
Wood 4x4	Fir	Home Depot	\$12.85	4	\$51.40	\$1,842.92
Wood 1x12	Whitewood	Home Depot	\$26.63	5	\$133.15	
Sheet Metal	Xometry test quote, aluminum	Xometry	\$474.00	2	\$948.00	
Shelf Brackets	Any L brackets	Lowe's	\$1.25	18	\$22.50	
Wall Anchors	Wider L bracket	Lowe's	\$0.90	8	\$7.20	
Product Labels	Sold in 10pk	Amazon	\$2.58	20	\$51.58	
Screws	Estimate	Lowe's	\$14.37	1	\$14.37	
Wood Plywood	Pine	Home Depot	\$31.76	8	\$254.08	
Shipping Crate	Premade w pallet	Uline	\$270.00	1	\$270.00	
Beam Tie Plates	Connect central posts	Lowe's	\$1.17	4	\$4.68	
Stain	Sealant optional	Lowe's	\$42.98	2	\$85.96	