

THE HUNDREDS

FALL 2023 STORE TABLE



APPROACH

1. Design

Eco brutalism with calming touches. This should evoke feeling of cracked concrete, streets and sidewalks, post-earthquake debris. This also should be approachable with ample table space for workers to bag, tag, and complete the POS.

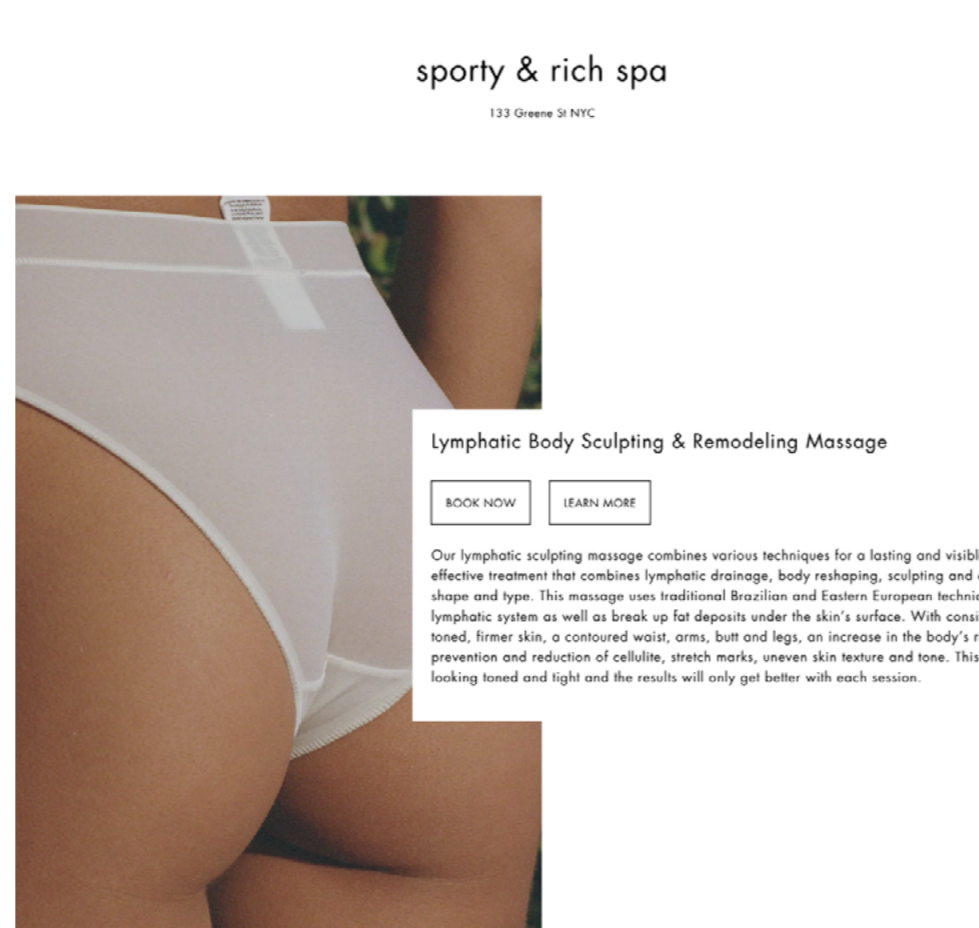
2. Feel

The intention behind this table and centerpiece of the store is to feel welcoming and interactive. Retail stores are making a shift from the sterile atmosphere to something inspiring and community based. Think about Apple and Supreme compared to Aimé Leon Dore and local skate shops. Magazines, books, coffee, chess, and sitting areas feel like a customer can stay and interact than a systematic sale.

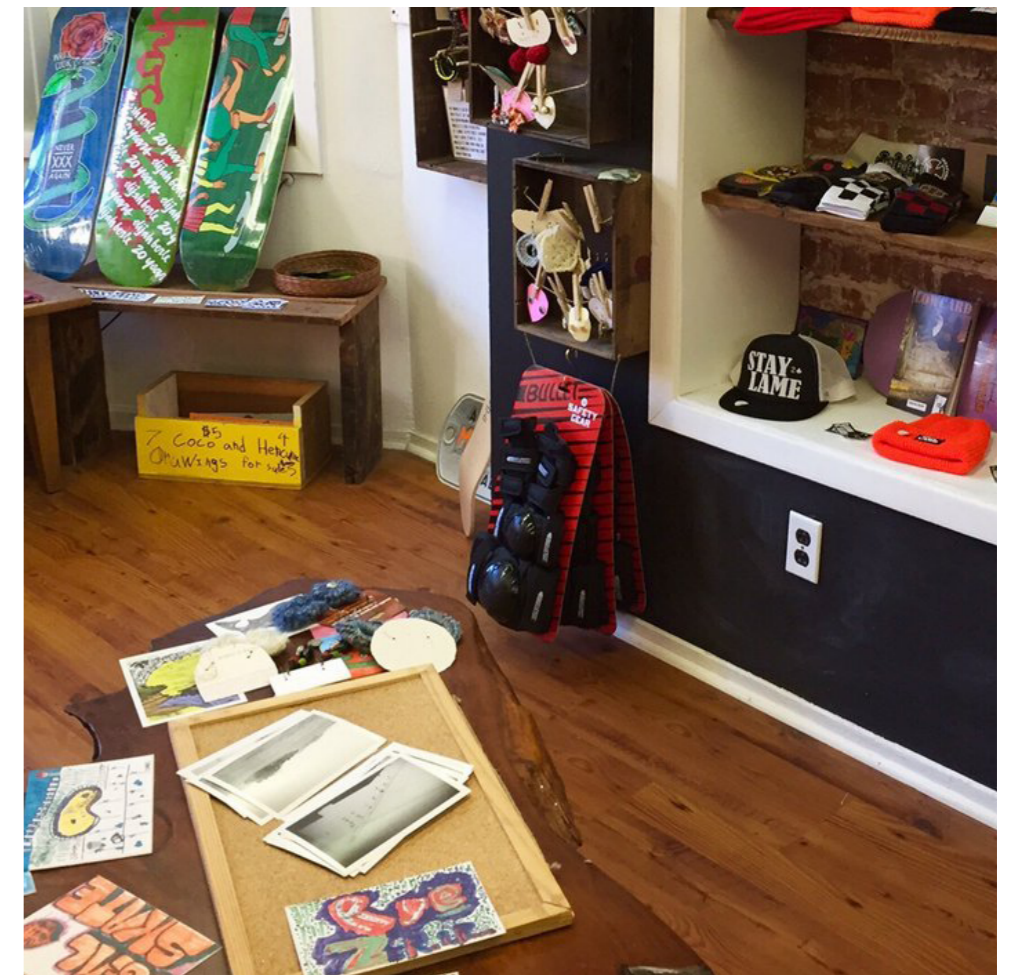
CAFE LEON DORE



SPORTY & RICH SPA



FTC



CAOS MOTÉ

MOODBOARD

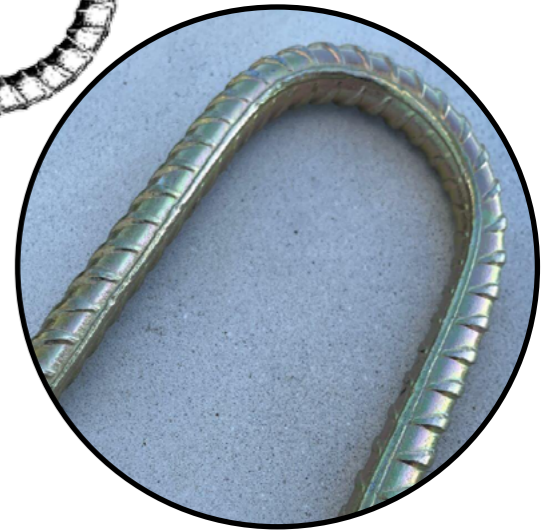


CAOS MOTÉ

SIGNAGE

1. Exposed Rebar

HUNDREDS



1. Embossed Concrete

THE  HUNDREDS[®]



MATERIALS

Plywood & Concrete Lightweight Build

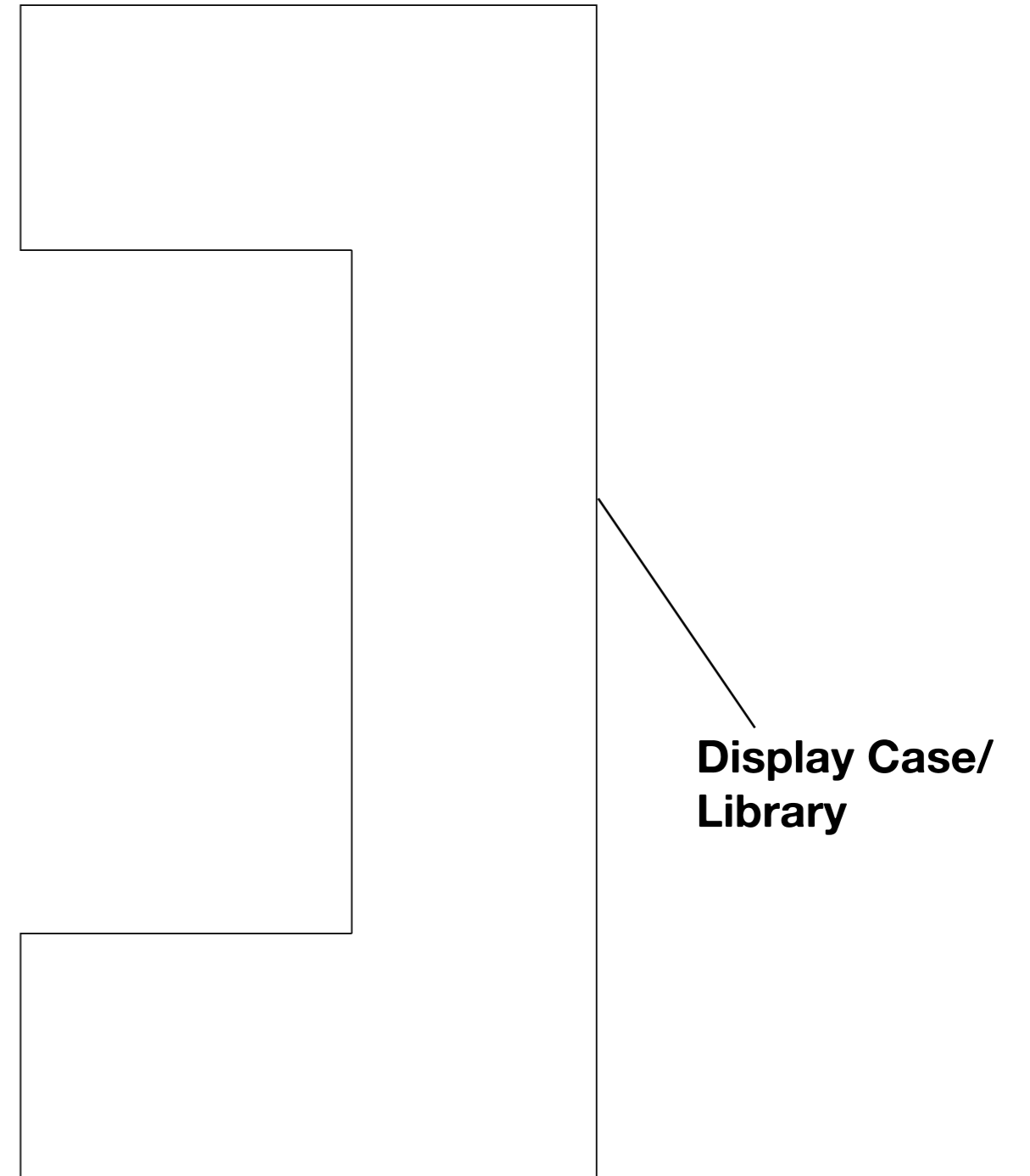
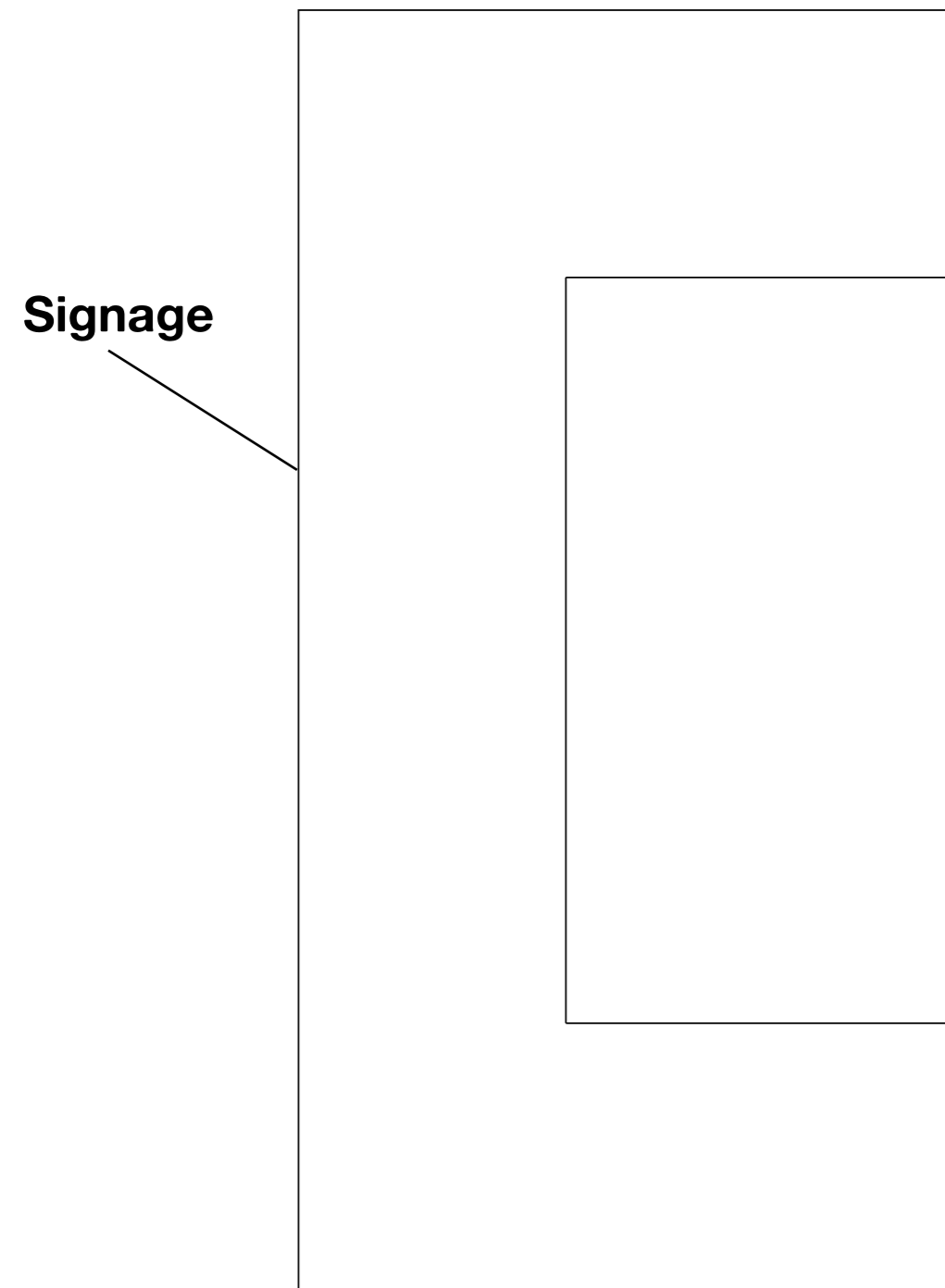
- Plywood Frame
- Fiberglass Mesh
- Primer
- Concrete Tabletop Overlay (mix with marble and sand)
- Sanding
- Matte Sealer



SQUARE DISPLAY

TOP VIEW

Two halves of a rounded square that have openings on either side for employees to enter and move.



SQUARE DISPLAY

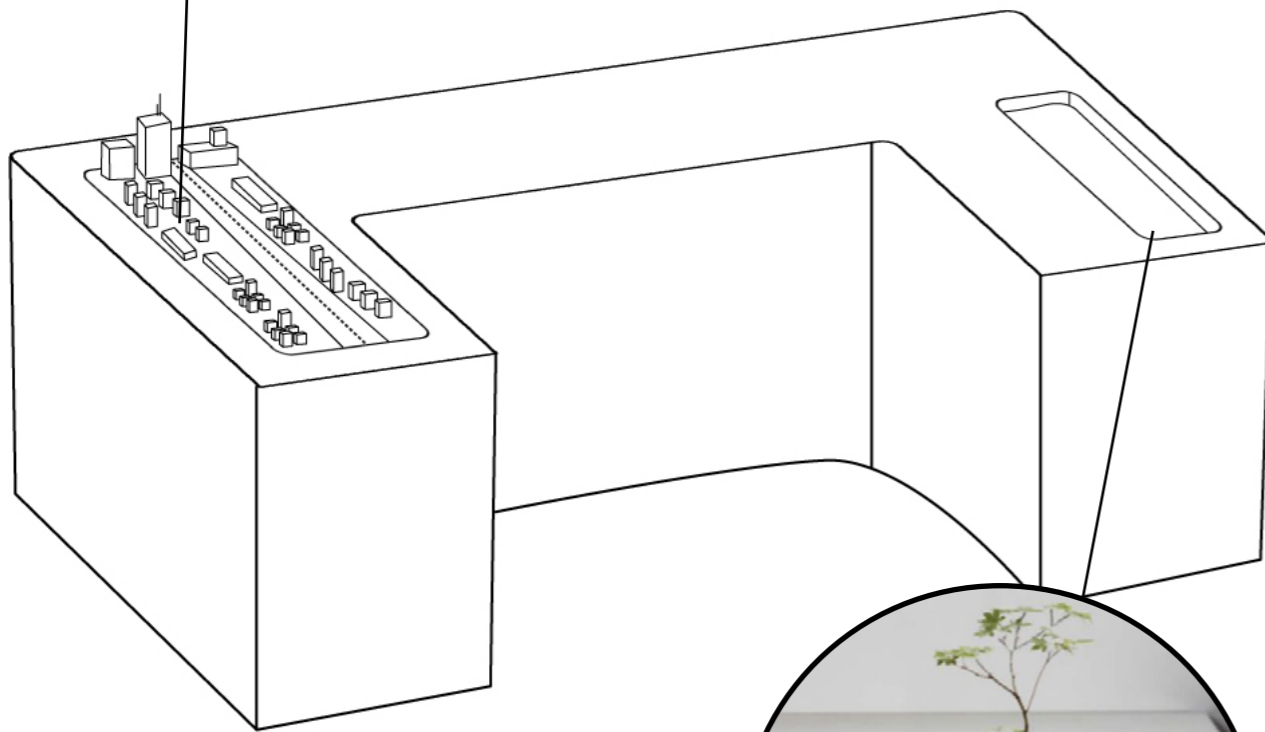
SIDE VIEW



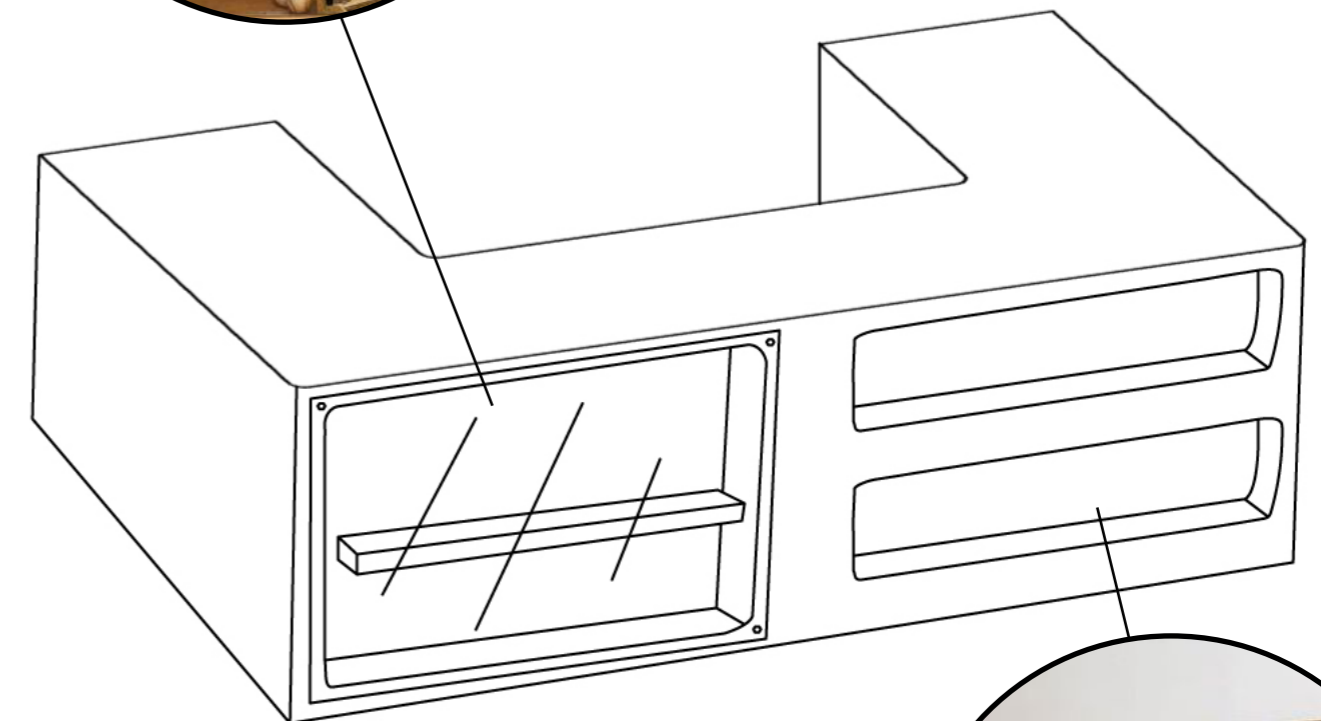
Los Angeles 3D
Concrete Diagram



Acrylic Collectable Case



Bonzai/Moss Garden



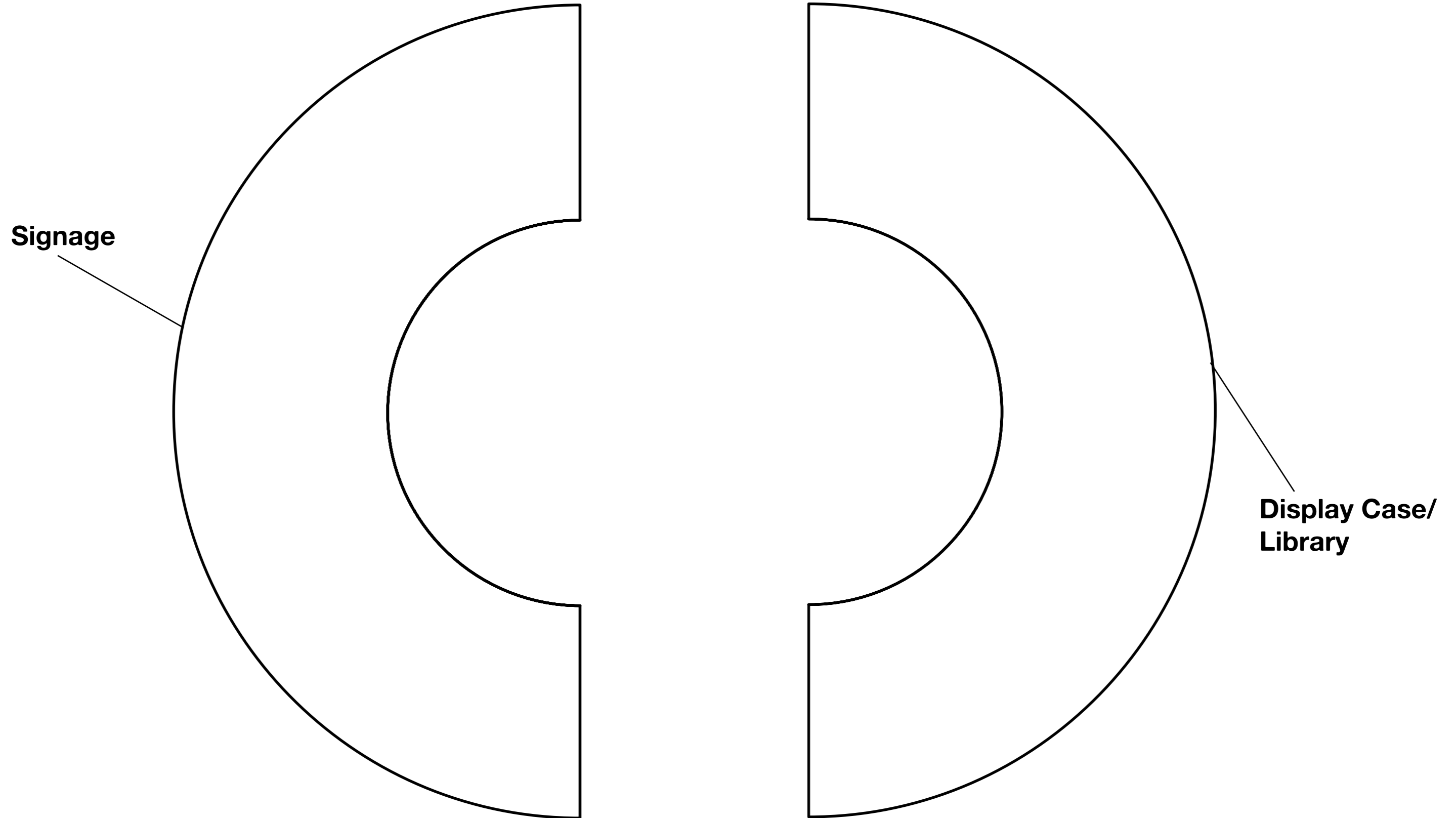
Customer Library



ROUND DISPLAY

TOP VIEW

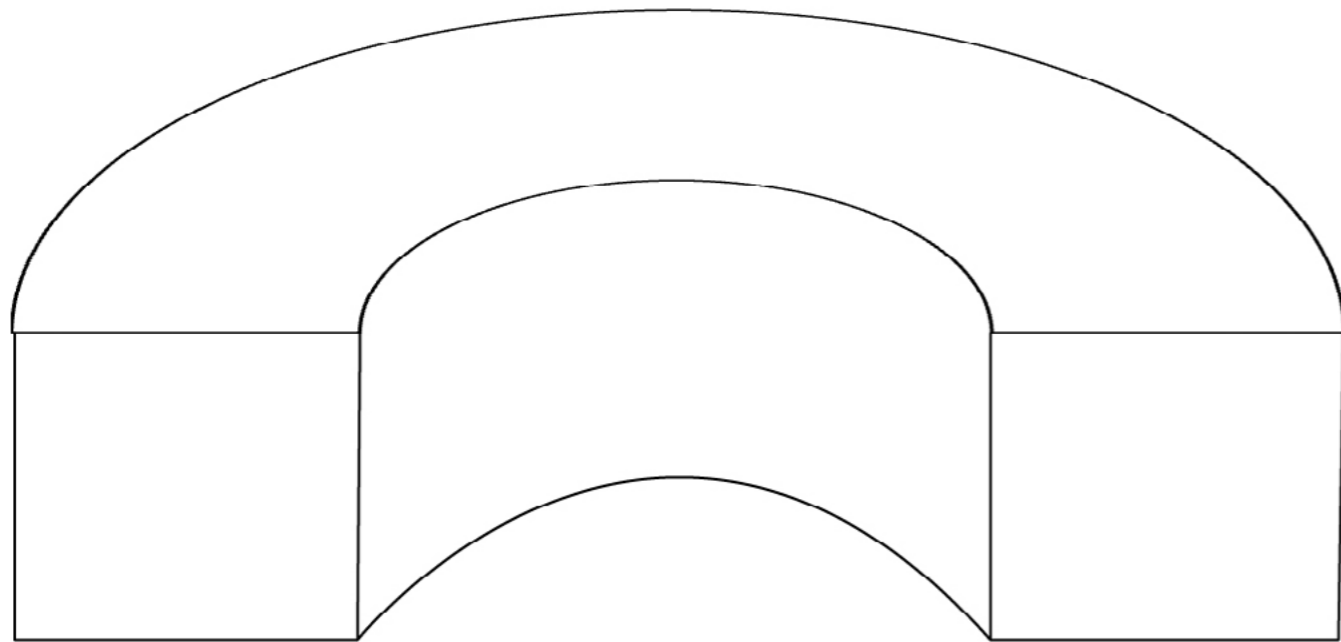
Two halves of a rounded sides that have openings on either side for employees to enter and move.



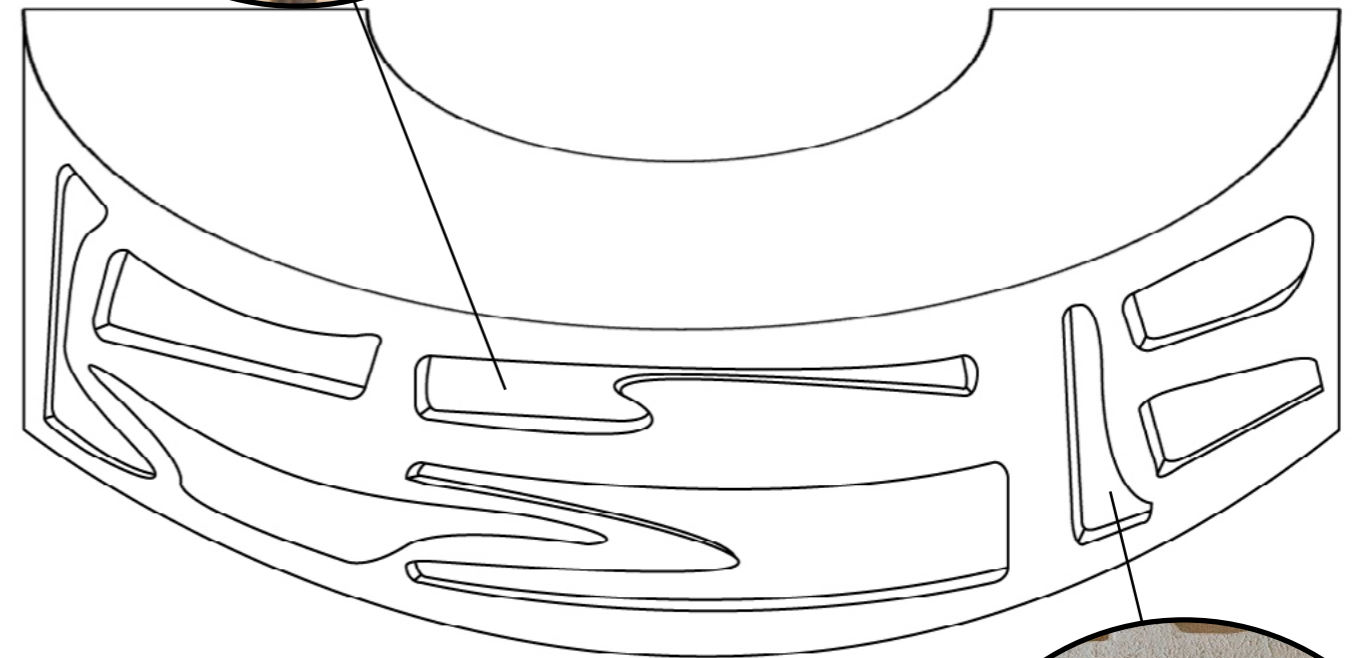
ROUND DISPLAY

SIDE VIEW

A more organic approach with abstract shaped shelves that feel industrial yet domestic.



Abstract Shelves

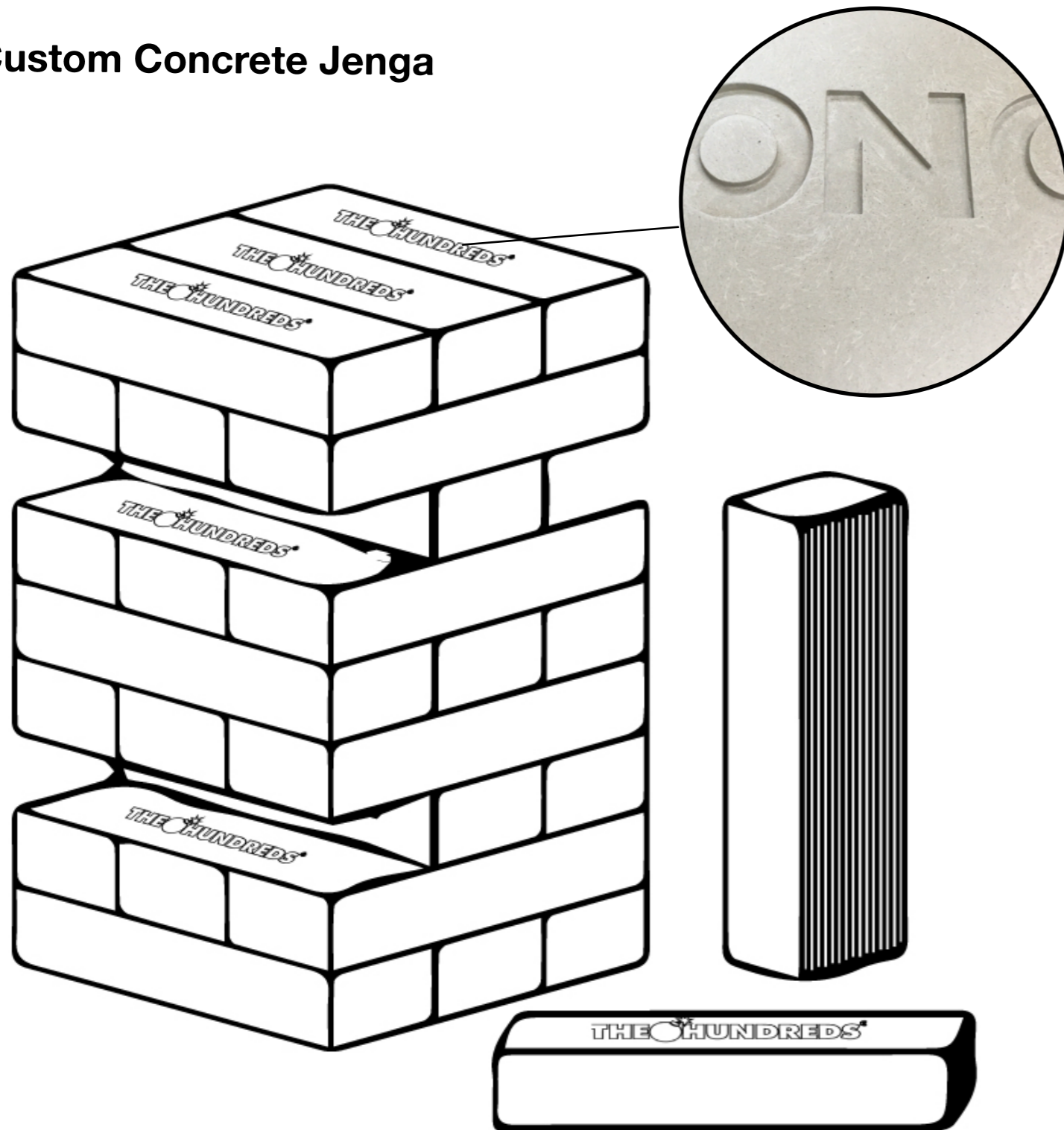


Customer Library

TABLE ITEMS

Accessories for table additions or customer engagement.

Custom Concrete Jenga



Custom Concrete Chess Set

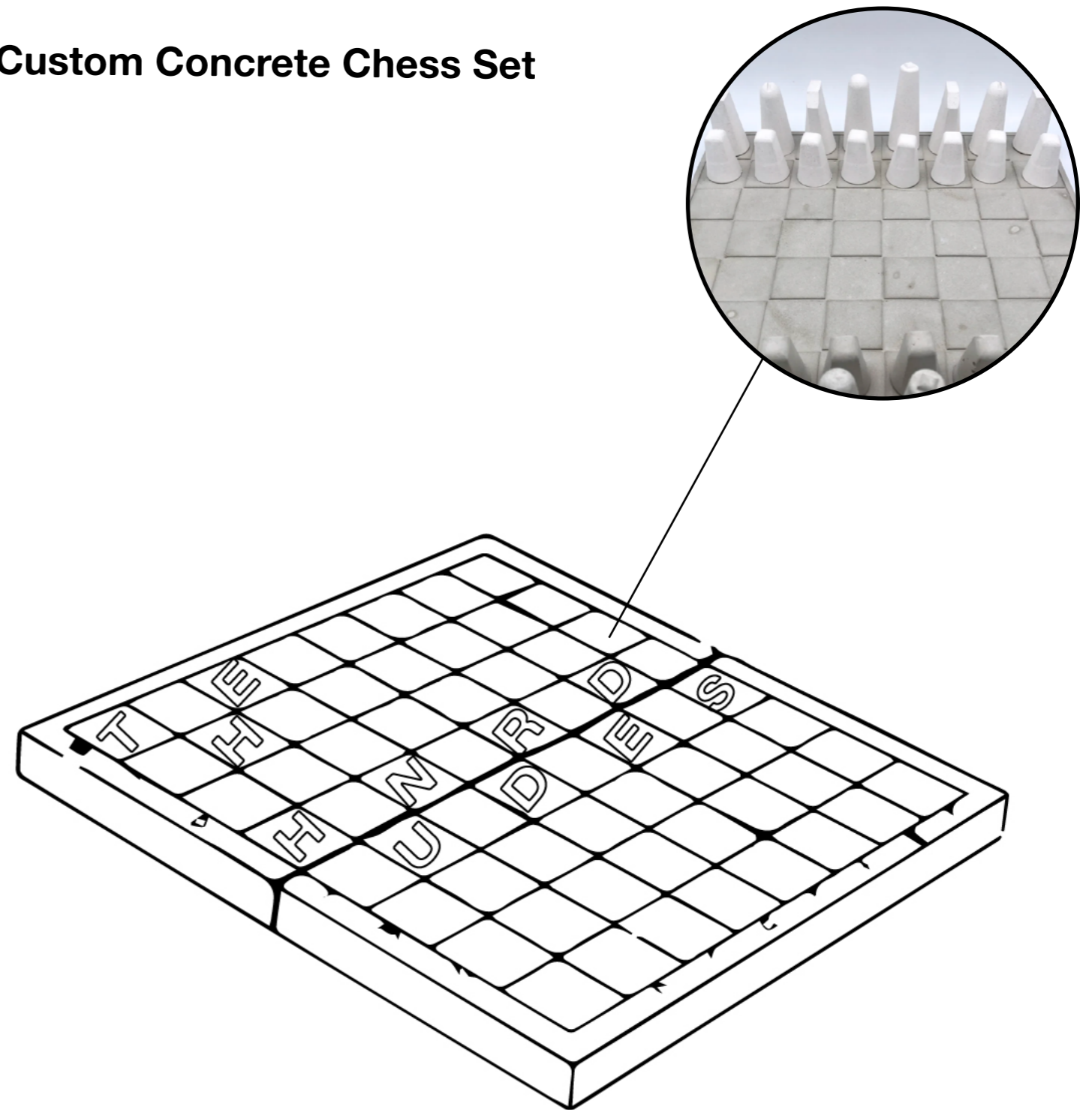
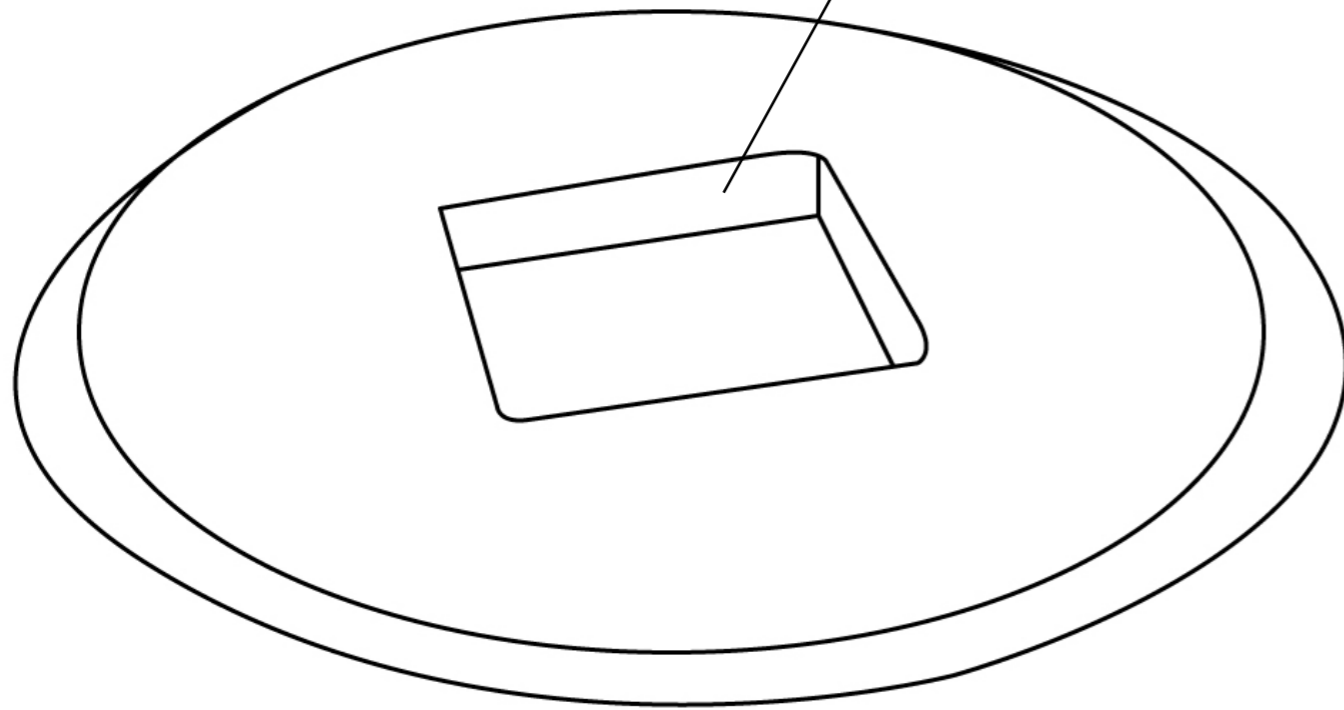
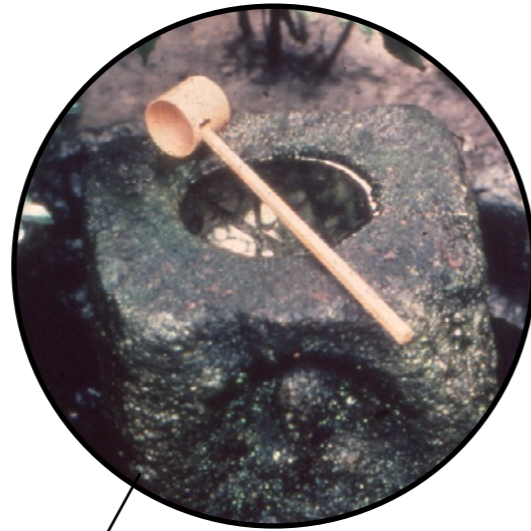


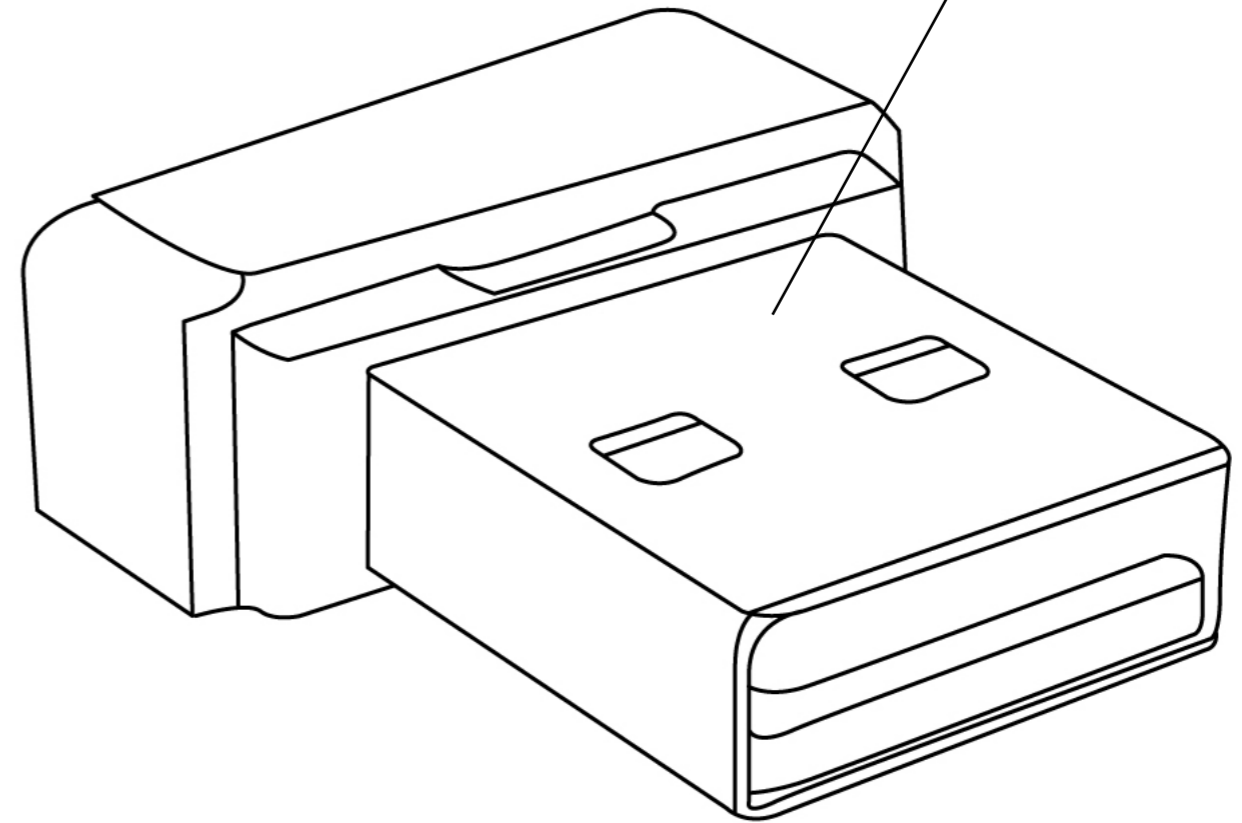
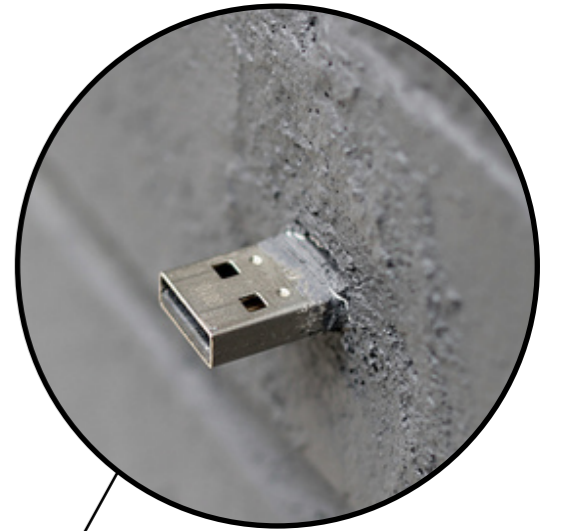
TABLE ITEMS

SIDE VIEW

Sukubai for Water Lilies



Data Drop USB Socket for
NFTs, PDFs, .WAVs, etc.



NEXT STEPS

- **Discussion**
- **Choose Items**
- **3D Render**
- **Sizing**
- **Meet with Contractors**