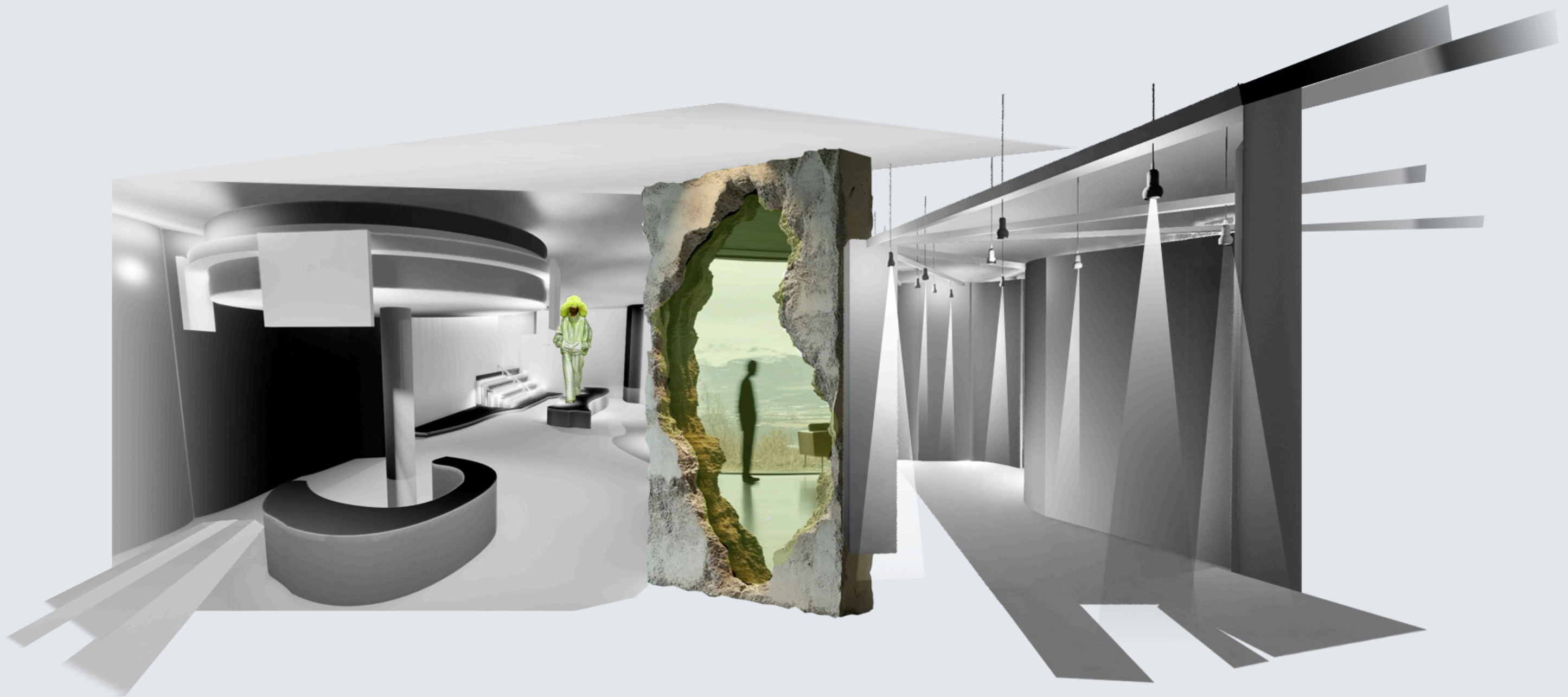Sofia Ivanovska

MORE THAN A STORE

In conjunction with Fendi, I incorporated a take on apres skiing, specifically in the 1960s and 1970s, into fashion and built a pop-up shop for Fendi that showcases freedom and luxury. I was inspired by Fendi's 'Resort 2023' collection, which was previously a collaboration with Marc Jacobs. I took this and made it my own.

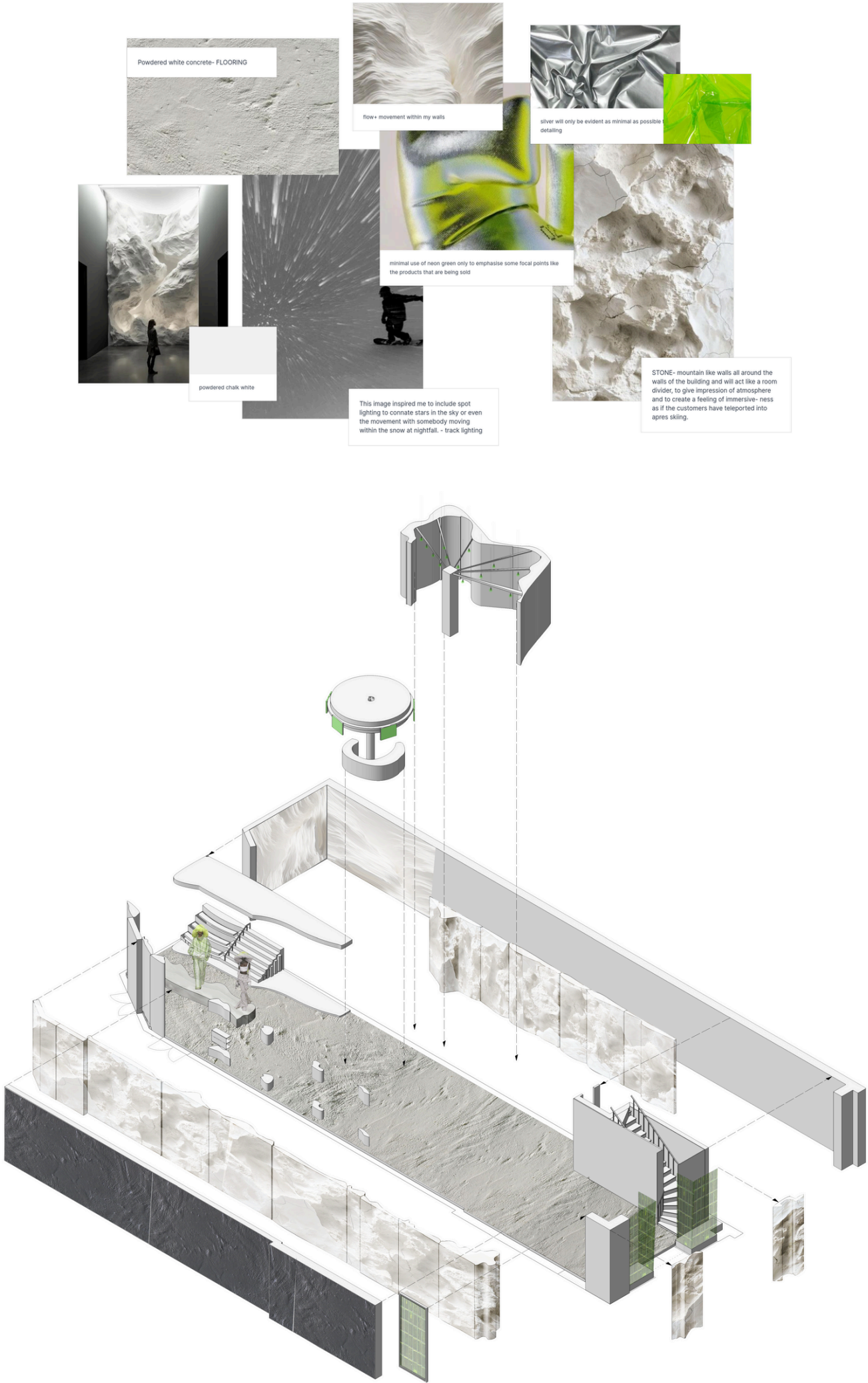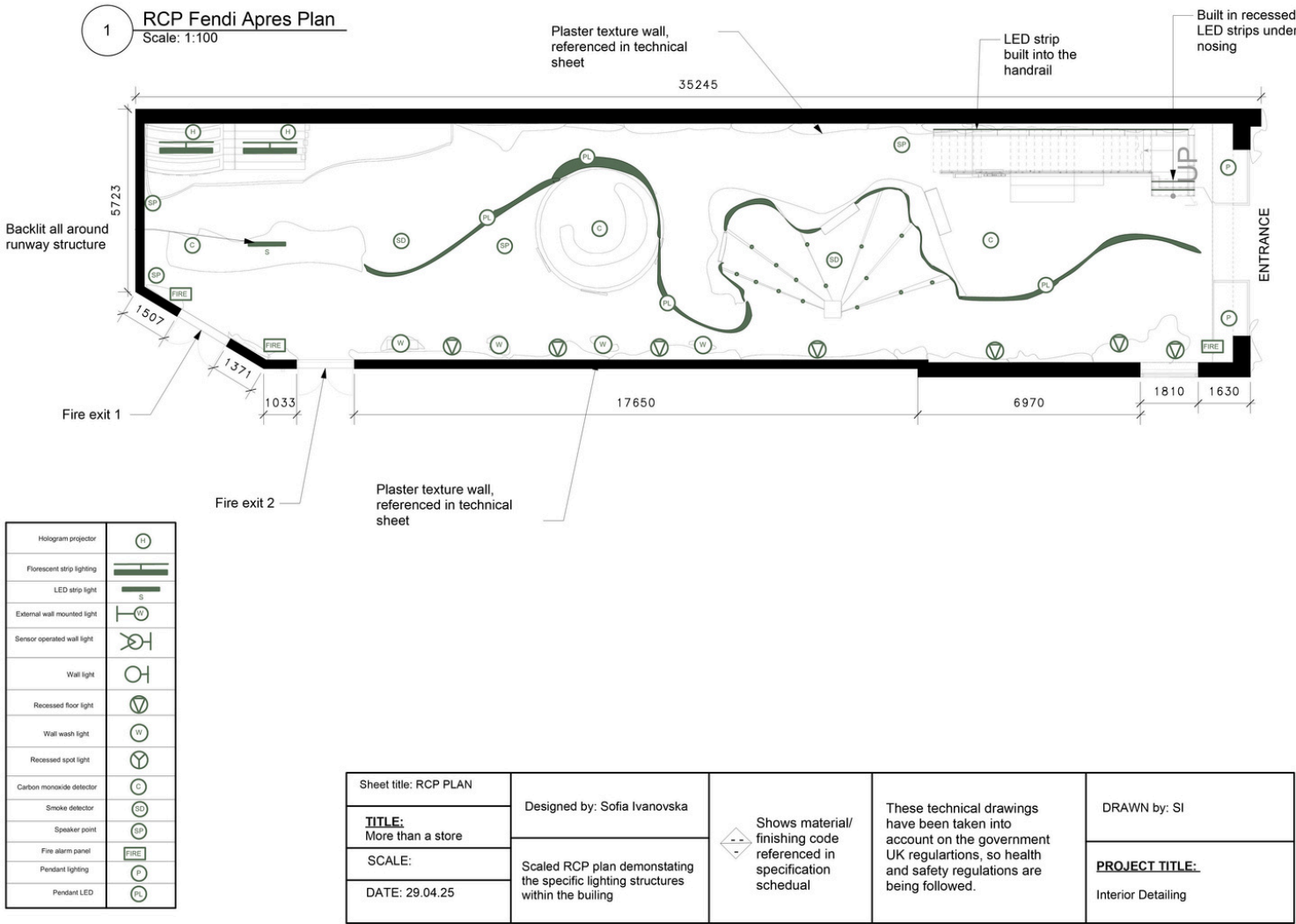BUILDING USED: Footasylum,

Southampton

DIRECTIONAL SUMMARY

BRAND CHOICE, DESIGN OUTCOME.

My chosen brand: Fendi and its collaboration with Marc Jacob's to celebrate its anniversary of the baguette bag, its called the Resort 2023 collection, this reminded me of a few ideas at first however i landed on my final development idea which was: My Après Fendi ski collection as its a modernised take on 1960/1970's après ski fashion, showcasing freedom and luxury. Inspired by the bold colours and patterns of the '60s ski fashion, my concept combines elements of the 1960s and Fendi's collection with Marc Jacobs' iconic neon green colour and monochromatic colour pallet. My campaign aims to appeal to younger, trend-conscious audiences by incorporating the neon green colour in the collection, as the colour is often associated with futuristic and tech-savvy aesthetics, creating this blend of contemporary history that's coming back into fashion. This could also spark interest to older generations too as the historical aspect of this concept could intrigue different demographic of consumers. My pop-up shop offers a unique, immersive experience as it showcases hologram technology to blend my runway idea and morphing contemporary fashion with my 1960/70s material choices and certain design. It's also blending high-fashion with the thrill of winter sports. My store's design features are white powdered finishes that evoke the serene, fresh allure of snow-covered slopes, while the monochromatic colour scheme creates a sleek, modern atmosphere. The clean, minimalist aesthetic is punctuated and contrasted by bold neon green branding adding a vibrant, futuristic touch that draws attention. This striking contrast of icy elegance and neon energy perfectly embodies the luxurious yet adventurous spirit of my take on Fendi's Après Ski collection, making it an unforgettable and interactive destination for fashion enthusiasts and winter sports lovers.

The signature colour used in the collection i was inspired by has that green colouring which was introduced to me by the clothing of that runway show in specific. Throughout this project i learnt that sustainable material choices don't have to be expensive but with the right idea can emerge creativity.Deconstructive style is something i was heavily influenced by as it break away from traditional forms and order. Instead of clean lines and harmonious proportions, it embraces chaos, fragmented shapes, and an intentional disorientation. Architects like Frank Gehry, Zaha Hadid, and Daniel Libeskind utilise disjointed forms and angular structures to challenge preconceived notions of space and structure which i loved, and therefore used. The result is often a dynamic, complex, and non-linear visual experience, that I'm drawn to. I love how some of my inspirational research used some colour to highlight the importance of certain areas with the space, i find this extremely effective and it shows an abstraction and style that isn't seen very often.

Climate change as a whole was deeply embedded into this design as the whole après skiing concept is a luxurious trait but with the campaign i wanted to showcase that without the economic and global awareness there will be no ski wildlife and no ski in general one day. Bringing importance throughout the Fendi pop up shop is a chance for change and a chance for us.


Powdered white concrete- FLOORING

flow+ movement within my walls

silver will only be evident as minimal as possible detailing

minimal use of neon green only to emphasise some focal points like the products that are being sold

powdered chalk white

This image inspired me to include spot lighting to connate stars in the sky or even the movement with somebody moving within the snow at nightfall. - track lighting

STONE- mountain like walls all around the walls of the building and will act like a room divider, to give impression of atmosphere and to create a feeling of immersive- ness as if the customers have teleported into apres skiing.

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① RCP Fendi Apres Plan
Scale: 1:100

Plaster texture wall, referenced in technical sheet

LED strip built into the handrail

Built in recessed LED strips under nosing

Backlit all around runway structure

35245

5723

ENTRANCE

Fire exit 1

1507

1371

1033

17650

6970

1810   1630

Fire exit 2

Plaster texture wall, referenced in technical sheet

Hologram projector	H
Florescent strip lighting	
LED strip light	S
External wall mounted light	
Sensor operated wall light	
Wall light	
Recessed floor light	V
Wall wash light	W
Recessed spot light	
Carbon monoxide detector	
Smoke detector	
Speaker point	SP
Fire alarm panel	FIRE
Pendant lighting	
Pendant LED	PL

Sheet title: RCP PLAN	Designed by: Sofia Ivanovska	Shows material/ finishing code referenced in specification schedual	These technical drawings have been taken into account on the government UK regularitons, so health and safety regulations are being followed.	DRAWN by: SI
TITLE: More than a store				
SCALE:	Scaled RCP plan demonstrating the specific lighting structures within the builing			**PROJECT TITLE:**
DATE: 29.04.25				Interior Detailing

BUILDING ANALYSIS

ADAPTIONS, CONCLUSION, SUSTAINABILTY

Smart glass in terms of my research and how its beneficial

- As part of the building analysis, I've seen several adaptations that have been identified to enhance both the functionality and environmental performance of the space. I would say these include the integration of sustainable technologies such as smart glass, which dynamically adjusts light transmission based on sunlight intensity, meaning its reducing the need for artificial lighting and air conditioning. This not only improves energy efficiency but also contributes to the visitors' comfort and will reduce operational costs for the pop up shop.

- From a sustainability standpoint, the implementation of smart glass aligns with green building practices by reducing energy consumption and carbon emissions.

- Additionally, adaptive strategies such as improved natural ventilation, reconfigured internal layouts for better spatial flow, and the use of renewable materials support a more resilient and eco-conscious exhibition design. In conclusion, these strategies not only elevate the building's performance but also future-proof the space by aligning it with contemporary environmental and technological standards, making it more adaptable and sustainable in the long term.

Smart glass sketch visual
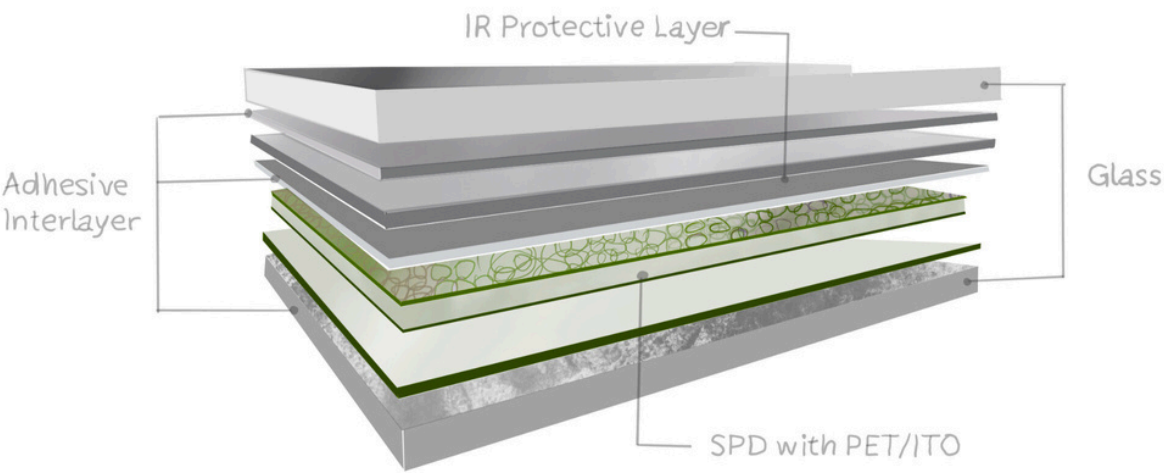
WOODEN GLUE AHESIVE RESEARCH

LATEST ADVANCEMENTS IN HIGH-PERFORMANCE BIO-BASED WOOD ADHESIVES: A CRITICAL REVIEW

This article claims that over the last 50 years, the application of wood glues in the production of wood-based panel items has boosted the efficient use of wood resources. Wooden glue has become more common as demand for panels made from wood rises. By 2028, the worldwide market for wooden glues is estimated to reach $21.8 billion.I was inspired by this article as they allowed me to use lignin, tannin, protein, and natural rubber, to make a wooden glue within this project to approach more sustainable approach for the environment.
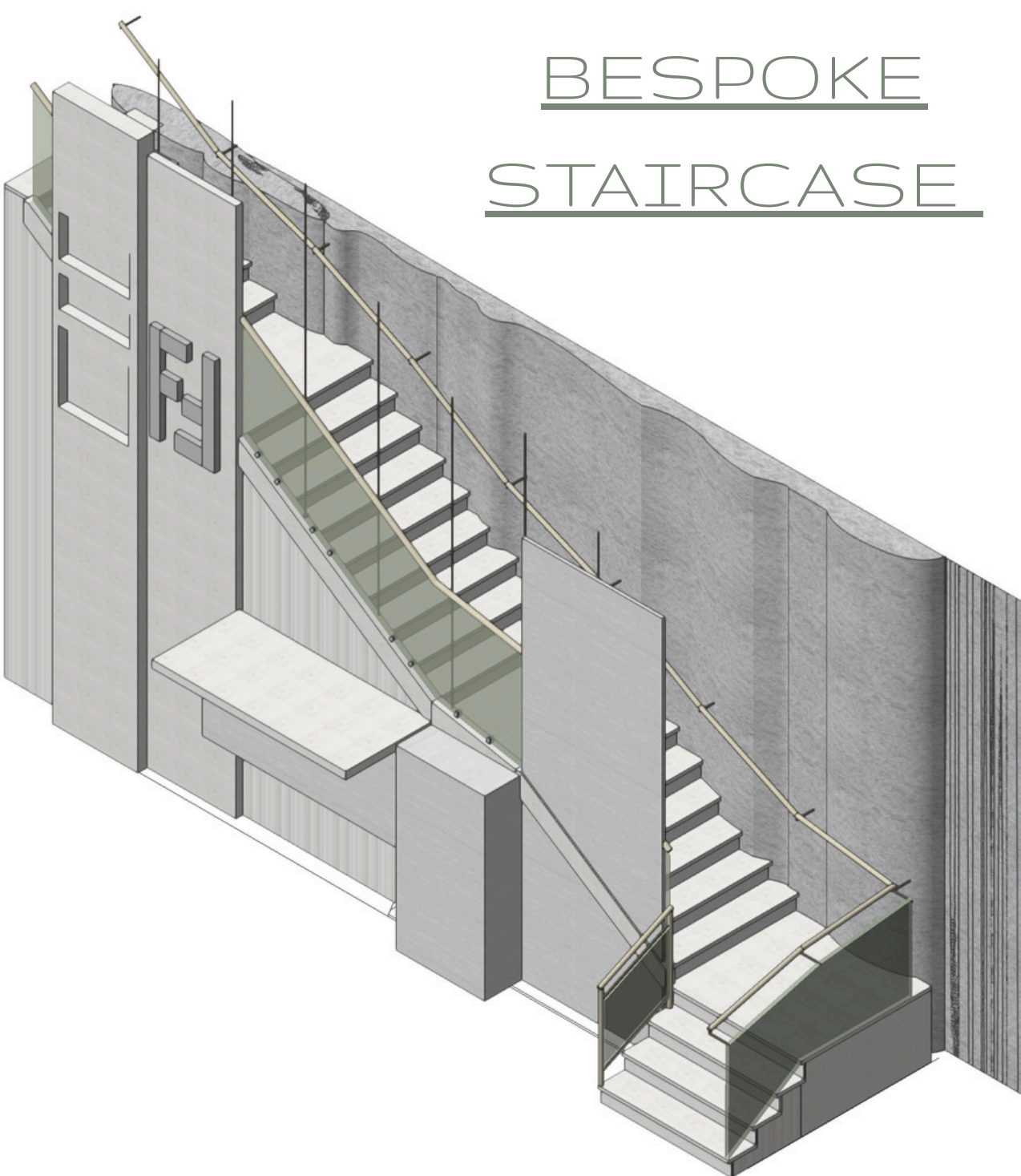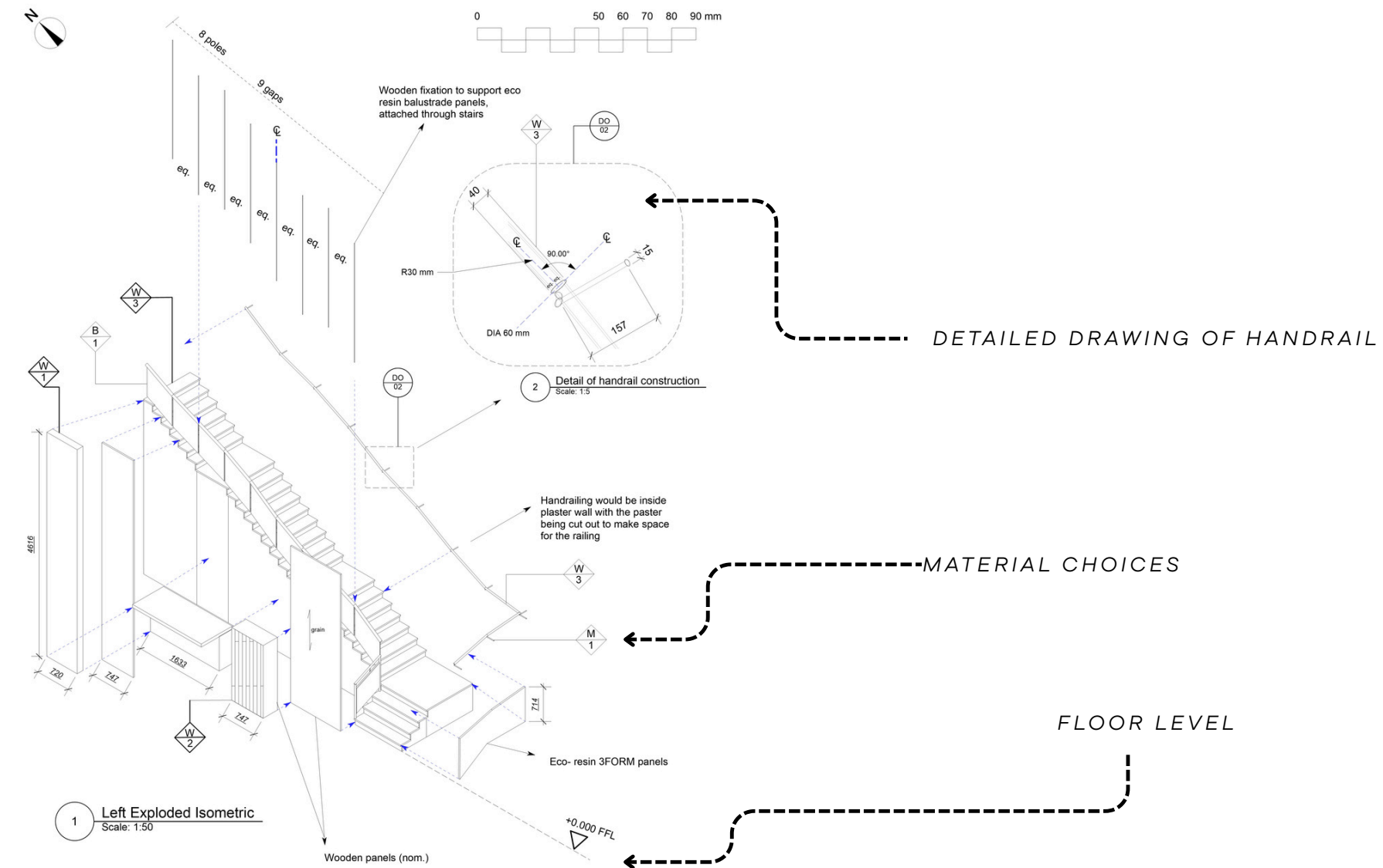

LIGNIN MATERIAL   TANNIN MATERIAL   NATURAL RUBBER MATERIAL

FENDI X APRES

My Après Fendi ski collection is a modernized take on 1960/1970's après ski fashion, showcasing freedom and luxury. Inspired by the bold colours and patterns of the '80s ski fashion, my concept combines elements of the 1960s and Fendi's collection with Marc Jacobs' iconic neon green colour and monochromatic colour pallet. My campaign aims to appeal to younger, trend-conscious audiences by incorporating the neon green colour in the collection, as the colour is often associated with futuristic and tech-savvy aesthetics, creating this blend of contemporary history that's coming back into fashion.

The interior of my pop-up shop will feature white powdered finish on mountain walls, rock product design, and seating, with occasional neon green accents. My campaign is my own ski apparel that I've designed and it aims to appeal to younger, trend-conscious audiences and showcase the luxury and freedom of skiing.

GA PLAN

COLOUR, TEXTURE WITHIN INTERIOR

Green glass bricks not illustrated on window display to demonstrate products and rock structure.

SOFIA IVANOVSKA

I believe that in a pop-up shop environment, material longevity should be balanced with practicality. While some argue that investing in durable materials like hardwood or metal ensures structural integrity and future reuse, I think it's often unnecessary for a temporary space. Since pop-up shops are designed to be short-term, using lightweight, cost-effective materials like MDF, plasterboard, or reclaimed wood makes more sense. These materials are easier to transport, assemble, and dismantle without a huge financial commitment. For me, the key is finding the right balance—choosing materials that are sturdy enough to last for the shop's duration while keeping costs and sustainability in mind.
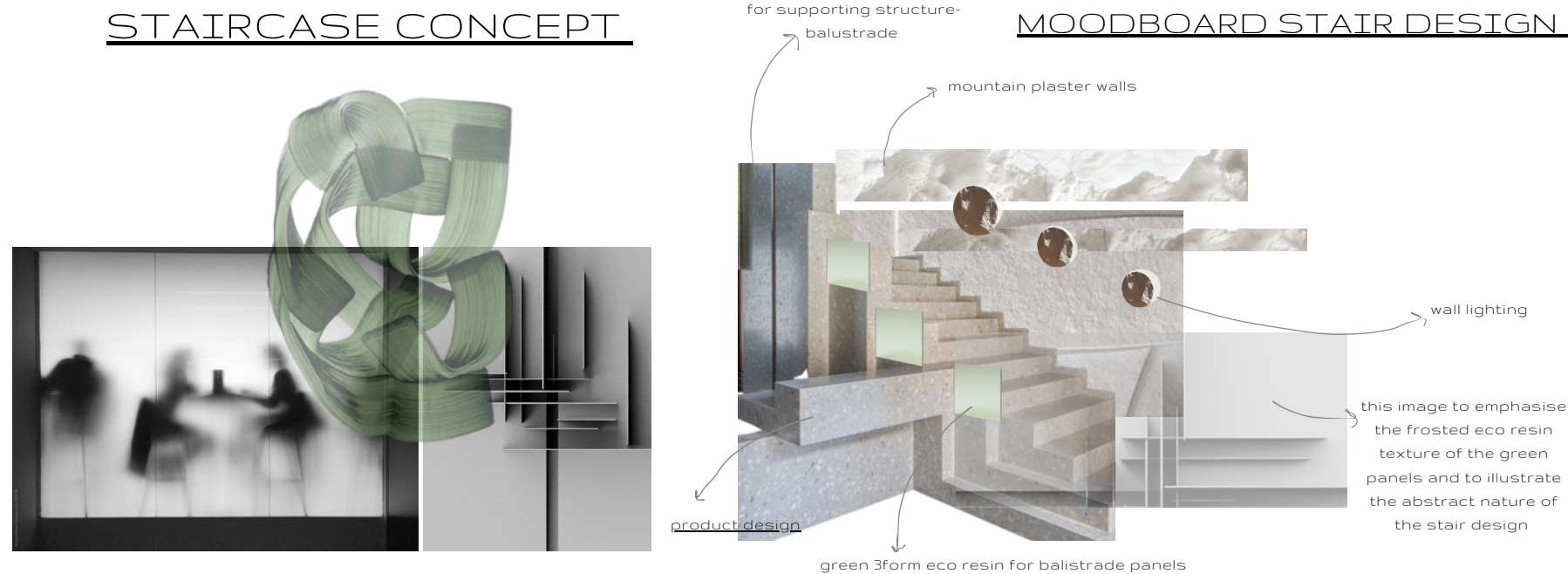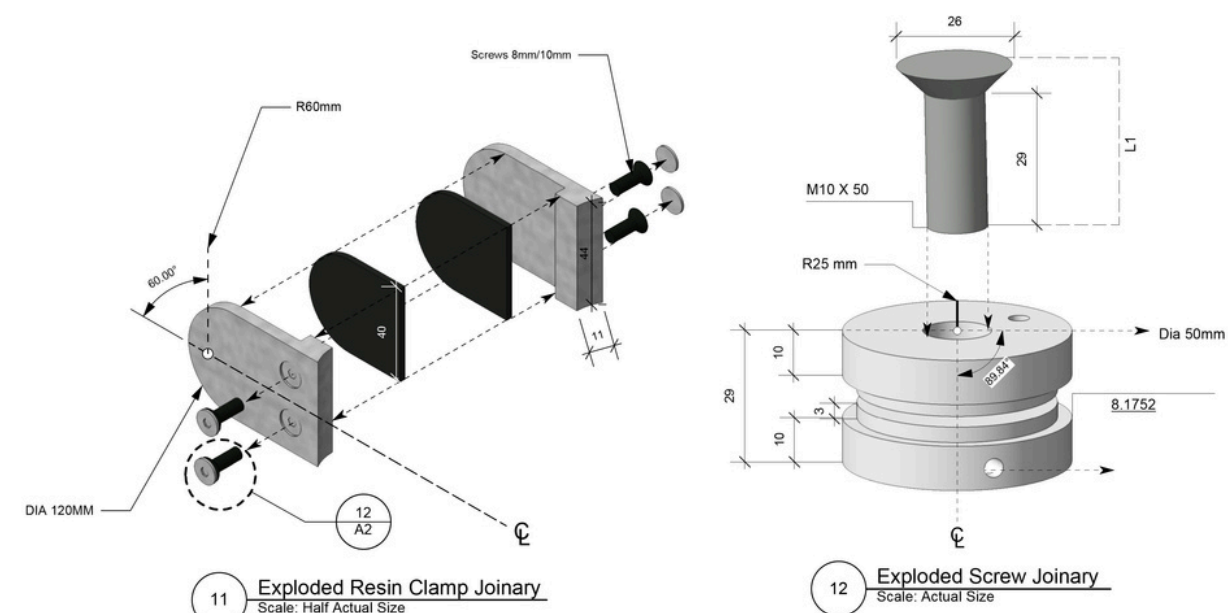
I think that also opting for recyclable or biodegradable materials can further reduce environmental impact. For me, sustainability in a pop-up shop isn't just about longevity—it's about choosing materials that serve their purpose efficiently while minimising the waste and promoting responsible sourcing throughout the design.

CONSTRUCTION

BESPOKE STAIRCASE

8 poles
9 gaps

eq. eq. eq. eq. eq. eq. eq. eq.

Wooden fixation to support eco resin balustrade panels, attached through stairs

0   50 60 70 80 90 mm

R30 mm
90.00°
DIA 60 mm
40
15
157

DETAILED DRAWING OF HANDRAIL

2 Detail of handrail construction
Scale: 1:5

Handrailing would be inside plaster wall with the paster being cut out to make space for the railing

MATERIAL CHOICES

grain

Eco- resin 3FORM panels

FLOOR LEVEL

+0.000 FFL

Wooden panels (nom.)

1 Left Exploded Isometric
Scale: 1:50

TITLE BLOCK

JOINARY

Screws 8mm/10mm
R60mm
60.00°
40
11
DIA 120MM

12
A2

11 Exploded Resin Clamp Joinary
Scale: Half Actual Size

26
29
L1
M10 X 50
R25 mm
Dia 50mm
29
10
10
3
8.1752

12 Exploded Screw Joinary
Scale: Actual Size

STAIRCASE CONCEPT

MOODBOARD STAIR DESIGN

3D printed material (lightweight) for supporting structure- balustrade

mountain plaster walls

wall lighting

this image to emphasise the frosted eco resin texture of the green panels and to illustrate the abstract nature of the stair design

product design

green 3form eco resin for balistrade panels

IMMERSIVE PRODUCT DISPLAY

This is my final render of my bespoke whitewashed wooden structure. I wanted to slightly incorporate an aspect of my deconstruction design style from my last module- design visualisation.

Technical drawings (titles/labels):

- 78 mm x78 mm panels
- 46.14°
- Light formation on panels 3,2,1 and then 2,3,4
- Attached with metal holder/ bracket and screwed into the base structure
- Hollow structure attached by brackets and screws within, and the top panel attached by ahesive
- W 1
- W 3
- DO 02
- DO 03
- Brackets fixated along the 90 degree axis of these corners, and last panel to be attached will be attached by aheisve (bracket detail shown in drawing 4)
- 3434
- Panels 530mm x 530mm
- **1. Left Isometric** Scale: 1:50
- 43 x 43 mm central panel
- eq. eq. eq. eq.
- **2. Center construction detail- DO02** Scale: 1:50
- 3434
- Built in shelving
- nom.
- nom.
- Fendi Logo (backlit) LED strips
- Shelving going outwards
- 7227
- 6447
- 591
- 1440
- **5. GA plan** Scale: 1:100
- Beam panel is connected inside the central panel via one sided bracket
- A second bracket would be installed on both sides of each beam panel
- Beam panel
- M 2
- 46.25°
- Metal aheisive glued onto the inside of wooden structure
- Glued onto the inside wall
- **3. Beam construction- DO03** Scale: Half Actual Size
- 240.00°
- M 2
- 5x screws per side
- Screws- 26 x29mm
- **4. Joinary of central panels** Scale: Half Actual Size

Title block:
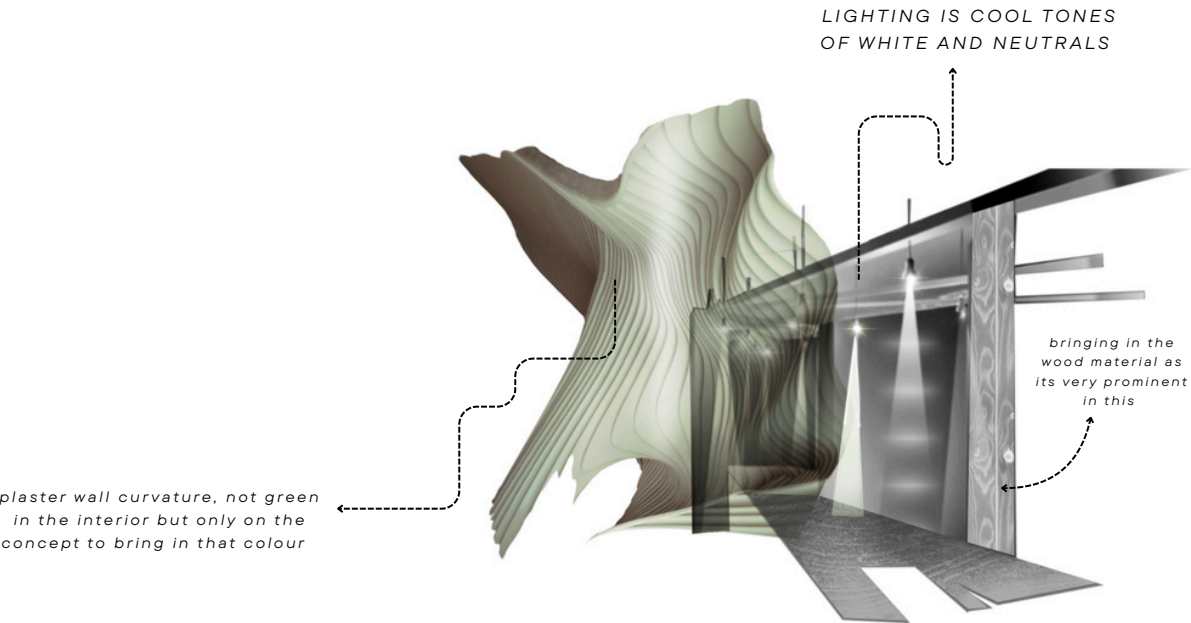
Scaled bespoke detail of construction of brackets, and joinary of central panels

These technical drawings have been taken into account on the government UK regulartions, so health and safety regulations are being followed.

Designed by: Sofia Ivanovska

Sheet title: page 1

TITLE: More than a store

SCALE:

DATE: 06.04.25

Shows material/ finishing code referenced in specification schedual

DRAWN by: SI

PROJECT TITLE: Interior Detailing

BESPOKE CONCEPT

LIGHTING IS COOL TONES OF WHITE AND NEUTRALS

bringing in the wood material as its very prominent in this

plaster wall curvature, not green in the interior but only on the concept to bring in that colour

BESPOKE MOODBOARD

- I wanted to create an abstract mood board to fit the design visualisation module into this module as they go hand in hand, as my design style in the last module was deconstructive style of presentation
- This mood board i wanted to depict the feeling you would get entering a cave or when you would go skiing
- The curvatures and parametric demonstration is something i enjoy designing as its so much more fluid and can be made differently every time.
- Again adding some materials that will comply with the bespoke element like the green fabric swatches and the wooden panel on the right to add some realism to the mood board since its a edit i made.

MODEL MAQUETTE