

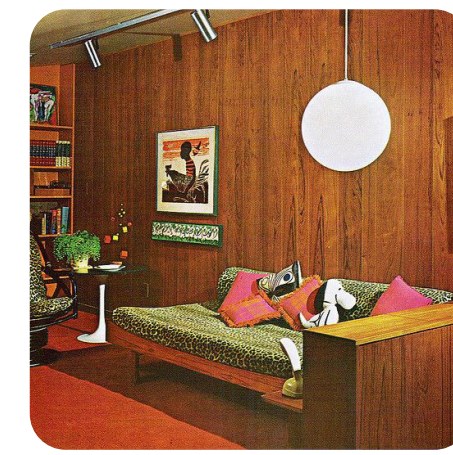
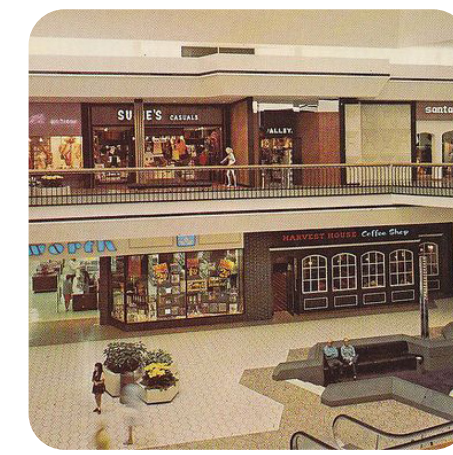
# Love Shack EARRING CO.

## Meet the Client:

- Shannon Greene, owner of Love Shack Earring Company.
- Started her 70s inspired business two years ago as a small earring company.
- Traveled around Houston, TX in her previously designed Airstream Travel Trailer for a year before saving enough funds to move into a brick-and-mortar retail space in The Heights.

## Design Concept: Good Vibes

Introducing the groovy design for Love Shack, a 70s accessory shop that's all about self love and finding fun ways to express yourself. Love Shack is a boutique hitting the Heights Mercantile shopping center in Houston, Tx that will bring back the good vibes of the 70s with its retro inspired products and 70s color palette. The design will reflect Shannon's love for the era's music and pop culture and will provide a platform to sell her quirky and groovy jewelry and accessories. Love Shack will offer its original range of quirky earrings, as well as crochet accessories, retro-styled jewelry, and authentic 70s merchandise. The goal of this business is to help individuals express themselves with fun, unconventional accessories that will bring them confidence in a time when younger generations are struggling with their mental health. A percentage of profits will be donated to non profit organizations such as the Montrose Center. This organization started as a mental health center but has evolved into much more. The non-profit offers a clinic, domestic-abuse shelter, and loads of other programs from yoga to housing and job training for homeless LGBTQ+ teens. The Montrose Center is the fifth largest LGBTQ+ community center in the nation and Love Shack is proud to give support during unprecedented times.



Sales Floor Perspective



70s Music "Hall of Fame"



70s Lounge Perspective



Oak Wall Paneling  
Parkway Plank



Main Flooring  
Engineered Floors



Office Carpet  
Aloe - Masland Carpets



Breakroom Backsplash  
Colorwave - Daltile



70s Credenza  
Broyhill Brazillia



Breakroom Table  
Risom - Knoll



Breakroom Chairs  
Krusin - Knoll



Office Desk  
Bankside - Kravet



Office Side Chair  
de Armas - Knoll

