
MIRA MAREFA

SKINCARE AND AESTHETICIAN STUDIO

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TABLE OF CONTENTS



3	CLIENT OVERVIEW/HISTORY
4	PRECEDENT ANALYSIS
6	DIAGRAMS
7	CONCEPT
8	VISUAL POSITION
9	SPACE PLAN
10	RETAIL
13	RELAXATION
15	TREATMENT
17	REFERENCES



CLIENT OVERVIEW

Mira Marfa is a Skincare Boutique and Aesthetician Studio located and operated in West Texas. Their Philosophy is to bring out the **natural beauty** in one's skin and avoid invasive treatments unless or until necessary. Mira Marfa's creator, Jacqueline Delolmo was born in El Paso, TX. She returned to **West Texas** to start her business after studying nursing and growing her medical knowledge in Austin, TX. She uses her crafted knowledge of medical-grade skin treatments and herbal remedies to create natural skincare products. Mira Marfa is now getting ready to open a new location in Lockhart, TX featuring a **retail** and **studio space** to service their central Texas customers.

MIRA MARFA

*"Being a **Latina** business owner in Marfa means I can be a role model to other women just like me who need to know we are strong, capable, and can do whatever we put our minds to."*



ME & JOE

Me & Joe is the flagship store of the me & joe brand, which specializes in handmade optical frames, designed in Thessaloniki. The space shown below was designed by the architecture firm, Urban Soul Project. The flagship store is located in the center of the city and has a multi-level, narrow floor plan that extends back from the main entrance (Arvaniti-Pollatou, 2020).

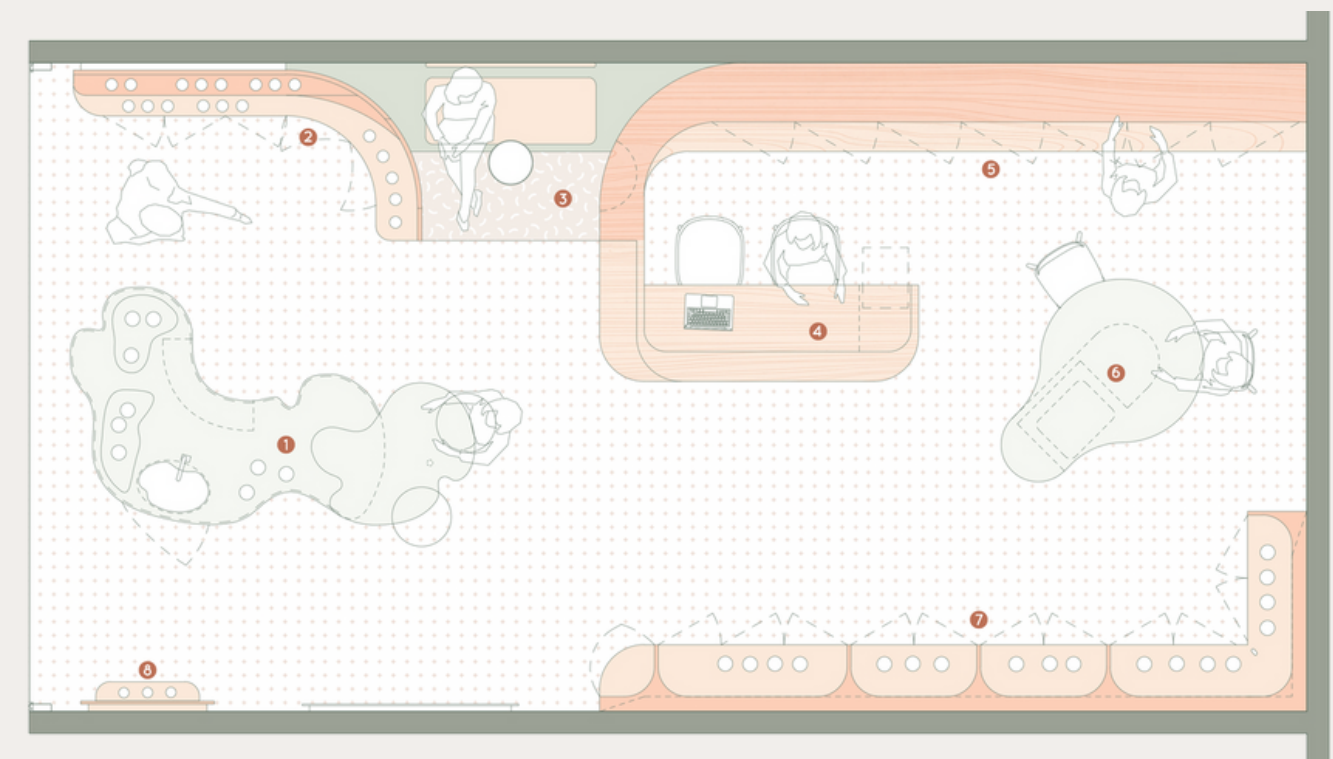


The layout was meant to utilize the **depth** of the existing space, as well as the change in level.

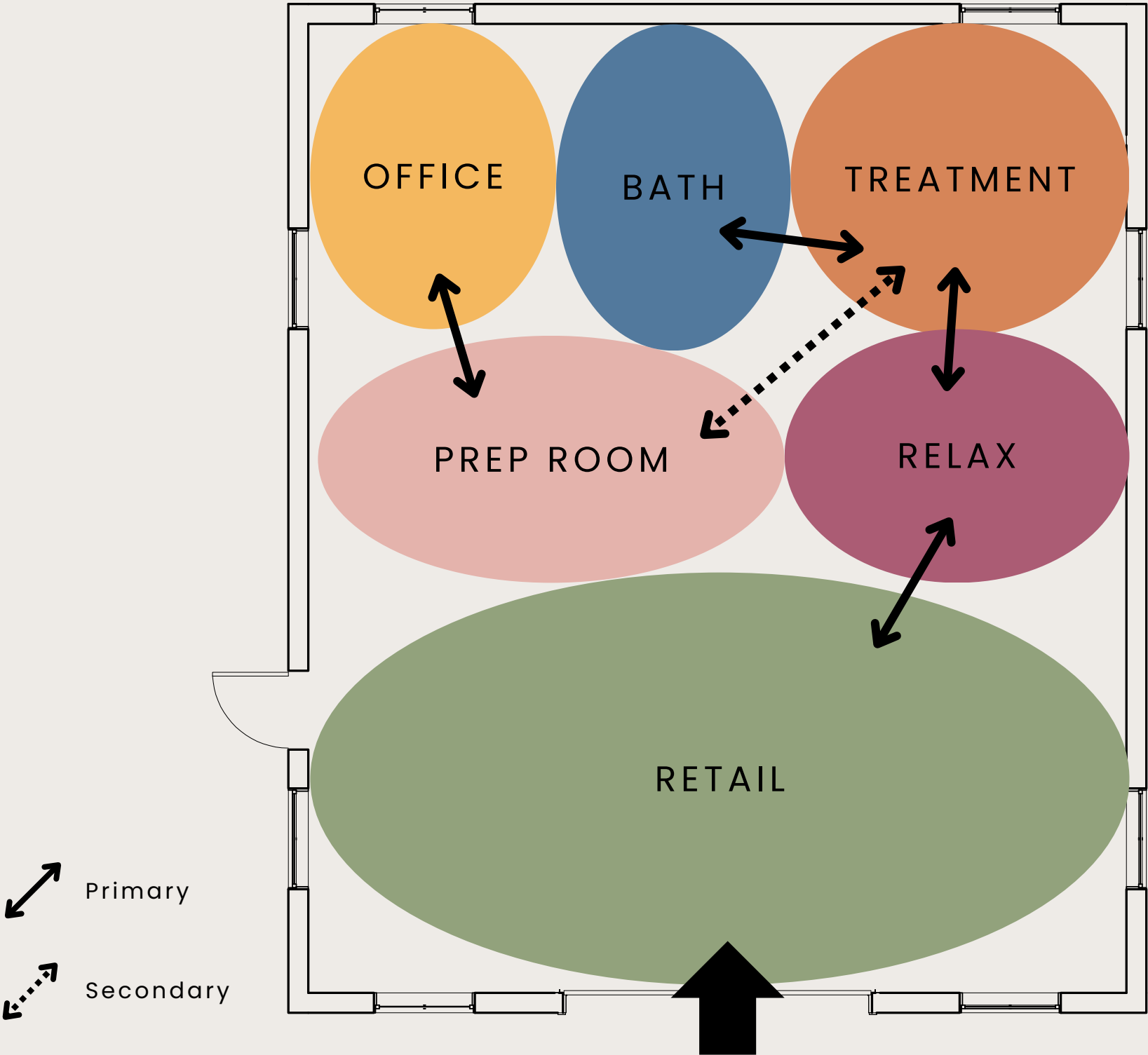
The finished design relies on a central axis of **symmetry** with **floating displays** on either side.

BEAUTYSAUR

The flagship store for the Beautysuar Organics was designed by the Bean Buro in Hong Kong. The design features a variety of custom built display units that are inspired by body forms. All displays are **curved** and **voluptuous** and there are “bean” shaped **islands** in the middle that feature a testing sink and counter stools. The colors and materials contrast with each other and several joinery units curve into the space. There’s a **circular** cut out that acts as a **passthrough** to the relaxation center (Luco, 2020).



BUBBLE & BLOCK DIAGRAMS



CONCEPT

DESERT ✨ DISCO

Desert Disco is a **fusion** of passion and style inspired by the heritage and personal brand of Jacqueline, Mira Marfa's owner. The design will serve as a blend of the desert aesthetic and a contemporary disco style, representing the **duality** between Jacqueline's west Texas roots and the 80s flair prominent in her current space. **Organic** walls and retail displays will enhance the customer experience by guiding them through the space like a spinning mirror ball, while a desert inspired color and material palette will bring a little Marfa to Lockhart, TX.



VISUAL POSITION



SPACE PLAN

- **RETAIL AREA**

- organic retail displays
- testing counter with ADA sink
- accessible cash wrap counter

- **RELAXATION ROOM**

- hospitality bar with ADA sink
- sitting area

- **PREP ROOM**

- ADA sink
- refrigerator

- **OFFICE**

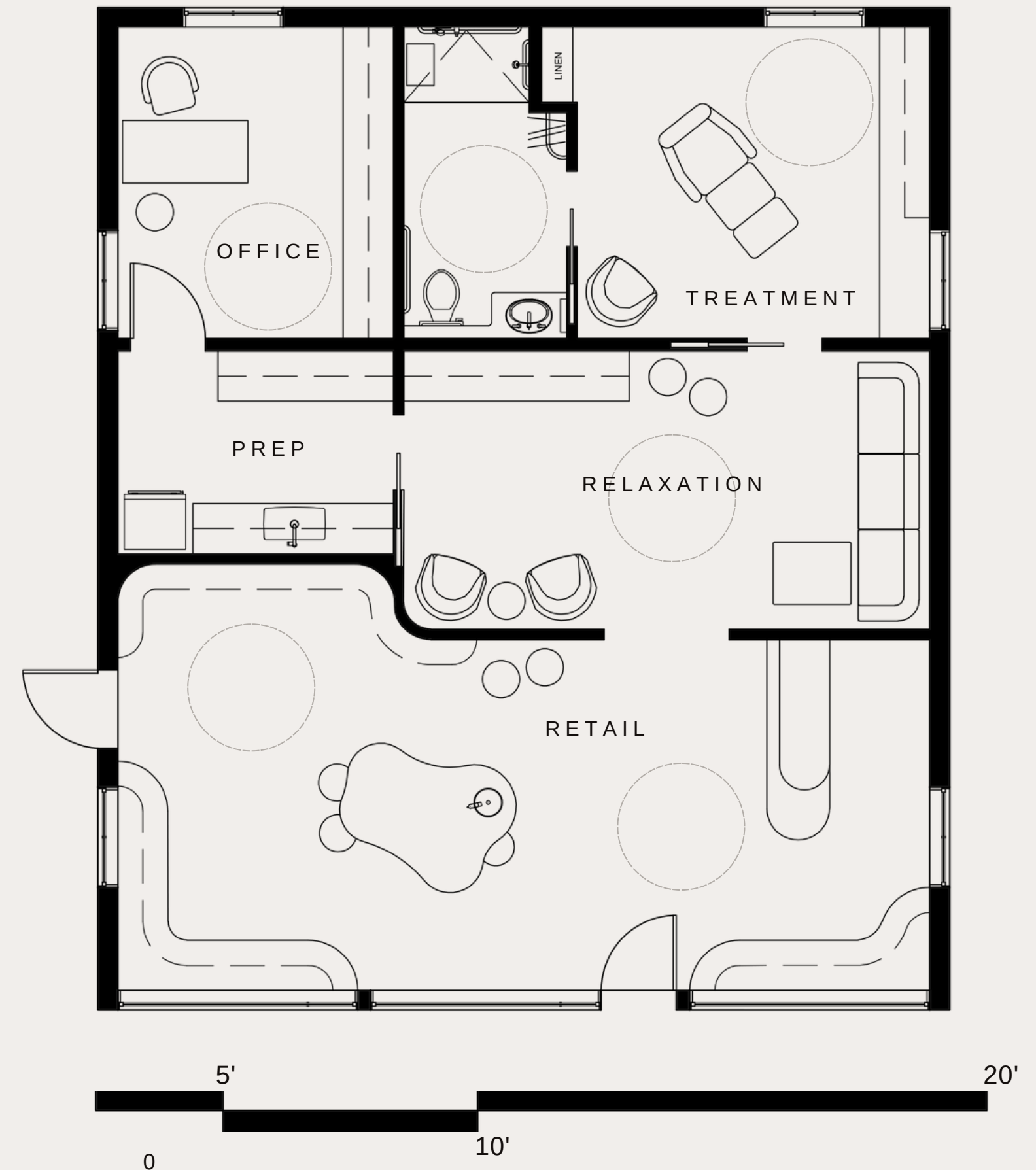
- backstock storage
- desk and chairs

- **TREATMENT ROOM**

- accessible salon chair
- linen niche and additional storage

- **ACCESSIBLE BATHROOM**

- accessible toilet, sink, and shower
- clothing rod



FF&E MOODBOARD



CONCEPTUAL RENDERING



RETAIL

11



FF&E MOODBOARD



RELAXATION

13



FF&E MOODBOARD



TREATMENT

15

CONCEPTUAL RENDERING



TREATMENT

16

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