

PROPOSED NEW DESIGN SCHEME FOR PONEY RETAIL SHOP AT
LOT 5.37, 5.38, 5.39 & 5.40 LEVEL 5 PAVILION KL.
LOT 168 JALAN BUKIT BINTANG
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BY

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ABSTRACT

The final project for Interior Architecture at diploma level are the manifestation for the students on understanding the overall design process that students have learned starting from the preliminary design until the presentation on design proposal. The project that has been chosen is proposed new design scheme for Poney retail shop at Pavilion KL. Poney is a Malaysian brand that specialized in children's clothing and accessories and was established since 1992. The design objective for this project is to promote Malaysian brand to the international level with its new design scheme that is different from other retail shop that also specialized in the children fashion wear and accessories. Therefore, site analysis was done to find a strategic location for the client to open a new branch. Pavilion KL was chosen as a site proposal because it is situated in the Bukit Bintang, a well-known area for every people including foreigners. After building analysis, determination on design concept and images are required to be as a guideline throughout the whole design process. For this project, concept "Freedom" and "the Sixties" style was chosen to be applied in the interior retail. Hopefully, by creating the new design for the shop will give benefits to the individuals, whether local or foreigners.

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