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FACULTY OF ARCHITECTURE PLANNING AND SURVEYING
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By

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**PROPOSED NEW INTERIOR DESIGN OF DEANOR BOUTIQUE FOR DATIN FATIMAH AT 168, JALAN MAAROF, 59000
BANGSAR, KUALA LUMPUR.**

Accepted in partially fulfillment for the award of the Diploma in Interior Design

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ABSTRACT

Diploma course in Interior Design on a final year, student is required to prepare a final year project. The design of the project must have related with the current issues. For the final the project that had been chosen is to proposed a new interior design of Deanoor Boutique for Datin Fatimah at 168 Jalan Maarof, 59000 Bangsar, Kuala Lumpur. This proposed boutique is the first branch Deanoor Boutique in Malaysia. The company was started in 1986 as a boutique and batik trading. It specialized in tailoring of traditional Malay dresses for both sexes. A only owned Bumiputera company, in 2008, Deanoor International (M) Sdn. Bhd came on board. The company was successful in securing contracts for batik fabric tailoring and modern clothing. Datin Fatimah is one of fashion designer in her company and she more to batik design to support Malaysia product. Deanoor started to build its name in overseas, Italy. In addition, Deanoor have own factory to batik printing services. The company's next target is of course the foreign market. For a start, the company had started working with agencies that rae dealing wit inbound tourist with a view of putting the showroom in their tour route. At the same time, the company is working closely with the Ministry of International promotion and marketing. Datin Fatimah want this product established in her own country. The only office for Deanoor Internationa (M) Sdn. Bhd located at Bukit Setiawangsa. From the research and observation conducted on the product and the site, the information and details gathered was used as a guideline to prepare the design. After scouting for a while, a single building at Jalan Maarof was chosen as a proposed site for this project. The single buinding is under construction because the owner of the building is Linds Furniture. The objective was to design and create a new design for Deanoor with the concept and style best suited to the client, Datin Fatimah. Sequence to that, the chosen character design for Deanoor Boutique is a exclusive contemporary. Base on corporate image, Deanoor was using modern concept but the client want to create something that have Malay value and at the same time would attract the customers. Before getting a desired design that is suitable with the client's needs, some data analysis should be done where these analysis is on types of customers to attend to the boutique, types of services offered, spaces to be concluded in the proposed area, nature of business and information about other fashion boutique that use the same system in management, as the proposed hotel. Some of the gained information of the study is through interviews, printed media, internet, observation, and through the result from the case study either locally or internationally.

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CHAPTER 1.0

INTRODUCTION

1.1 INTRODUCTION

This is one of the requirements for Final Year Student to obtain their Diploma in Interior Design of Universiti Teknologi Mara. Every student has to submit their report which includes each and every information about this final project. The report will consist of project research, client information, project and site proposal, case study, concept, style, image, design development and final presentation. Interior Design course is an attractive subject where it inspires every student to be creative in life and create new ideas. For this final year, I would like to propose a new interior design of Datin Fatimah for Boutique Deanoor at 168, Jalan Maarof, 59000 Bangsar, Kuala Lumpur.

Deanoor doesn't have any branch in Malaysia yet because the owner wants her product made from Malaysia at overseas. Making a new branch for Deanoor is one of the ways to expand her business and promote her design in Malaysia. Today, the main office for Deanoor is located at Bukit Setiawangsa. Datin Fatimah, who is also the fashion designer, is the client for this project. This company has been established since 2008 with the name Deanoor International (M) Sdn. Bhd.