

**Qi**  
HABITATS

**Yolanda do Campo** Principal

COMMERCIAL  
PORTFOLIO



MAC COSMETICS  
SOHO  
Estee Lauder Companies

DISPLAY FABRICATION



FIXTURE DISPLAY



GENERAL VIEW . MAC COSMETICS RETAIL STORE SOHO





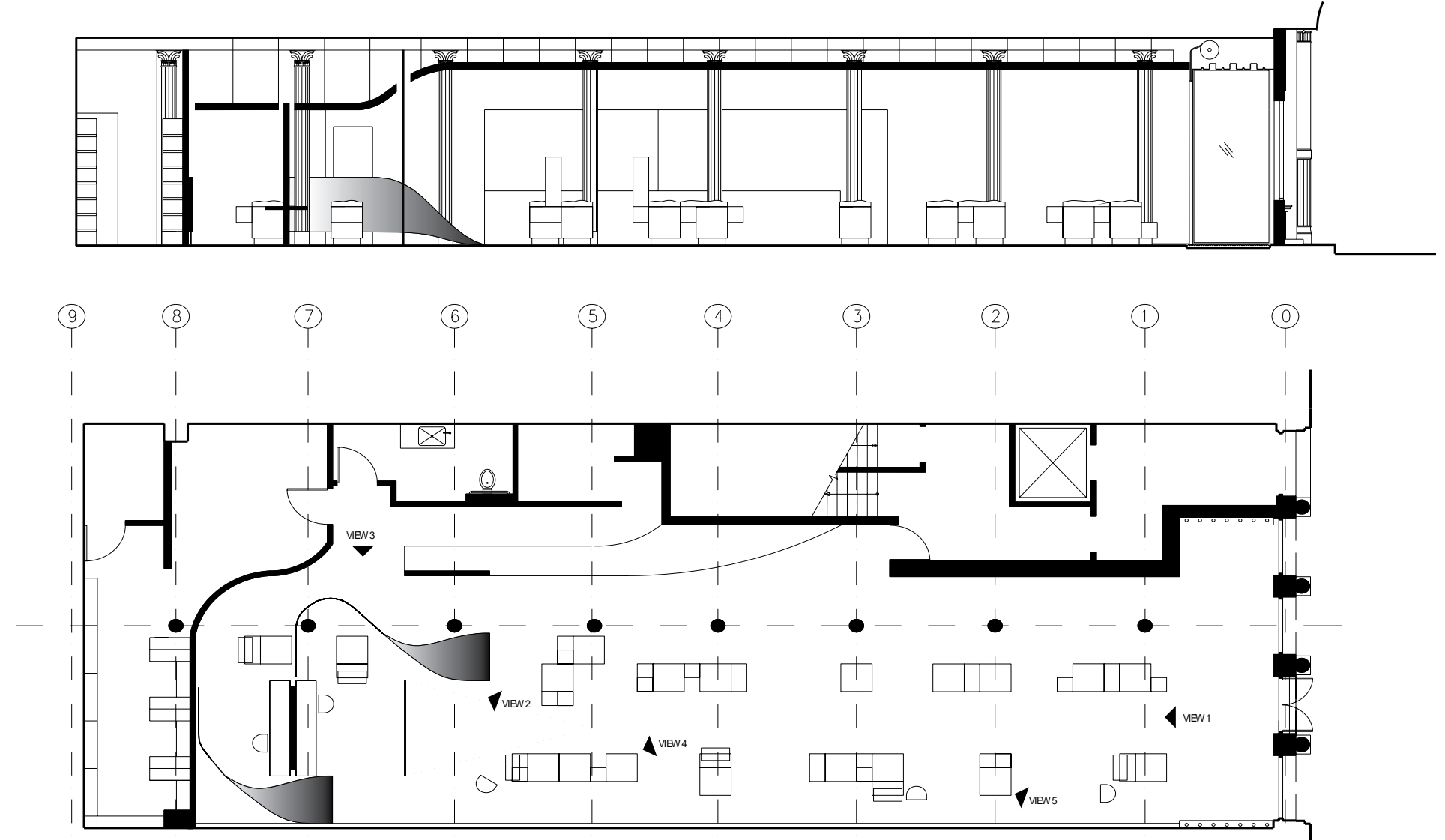
PRIVATE MAKE UP STATION



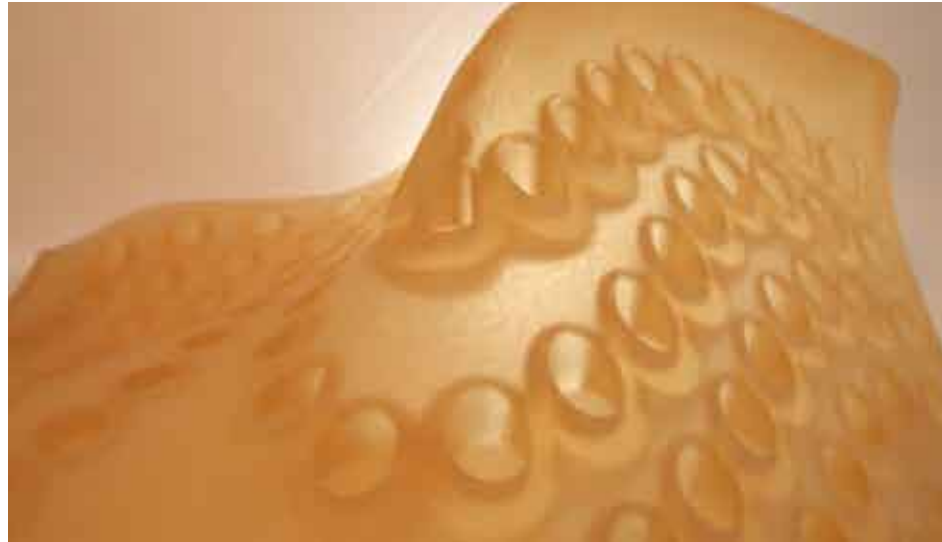
CURVED PANELS TO CREATE PRIVATE MAKE UP STATION



FLOOR PLAN . MAC COSMETICS RETAIL STORE SOHO



LIPSTICK HOLDING METHOD



LIPSTICK HOLDING METHOD

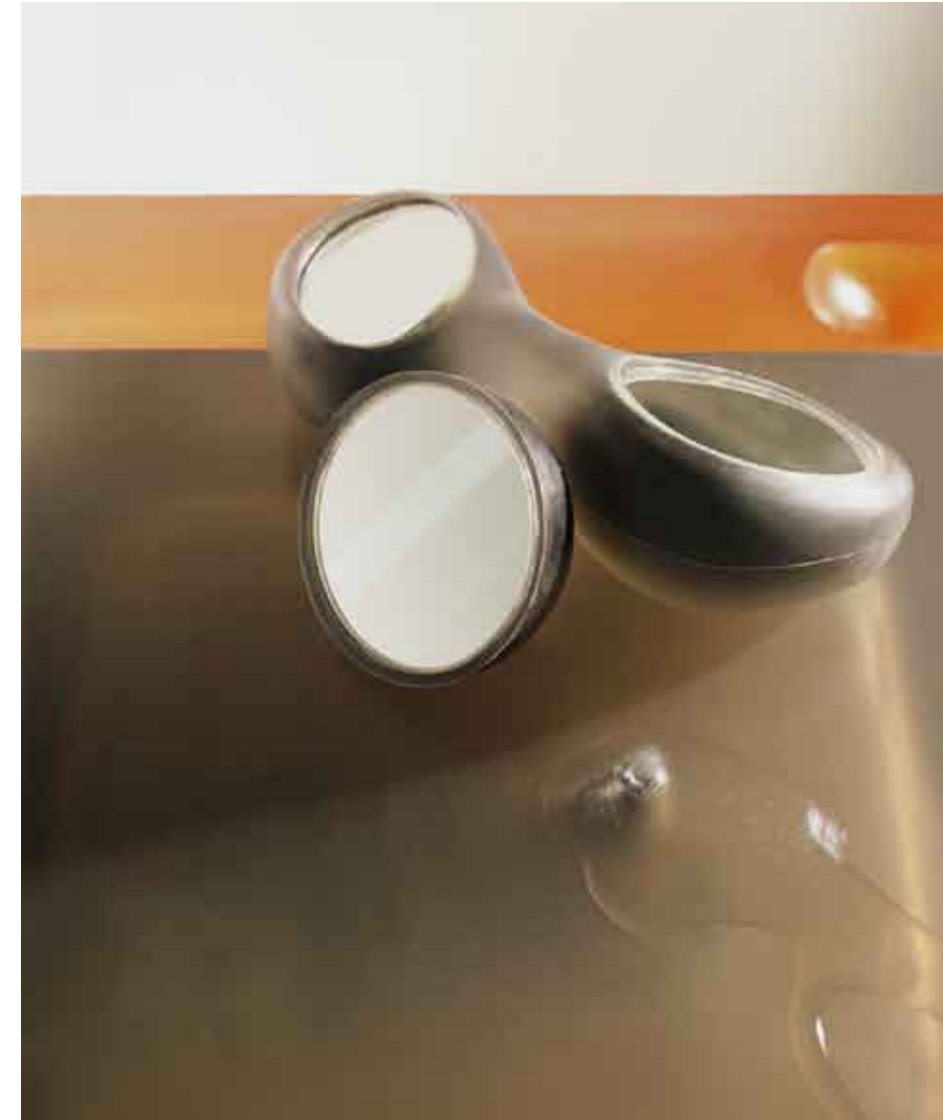


POWDER HOLDING METHOD



EYE SHADOW HOLDING METHOD

BONE MIRROR



PROJECT DIRECTOR at ESTEE LAUDER COMPANIES  
Design Schematic, Design Development and FF&E.

Conceptual store design and layout for a 2,500 sq ft store in Soho, New York  
Fixture display design using CNC and SLA technologies.

PROJECT  
Mac Cosmetics Store

CLIENT  
Estee Lauder Companies

LOCATION  
Soho, New York

COMPLETION YEAR  
2003

PROGRAM  
Retail store for cosmetics with private make up stations.

BUDGET  
US\$ 2M

DESIGN CONCEPT  
Working inside the cosmetics world, the use of tactile materials took primary importance, the gruding key words in selecting a suiutable material were words such as soft, translucent, jelly fishy, fleshy, and in general anything reminiscent of skin. We chose to work with low durometer polyurethane in its natural color and introduce color variances through the use of internal cores. The cores also work as structural supports. The bones of the objects and to reduce the overall weight of the display fixtures



CH  
CAROLINA  
HERRERA



DISPLAY FABRICATION



FIXTURE DISPLAY



GENERAL VIEW . MAC COSMETICS RETAIL STORE SOHO



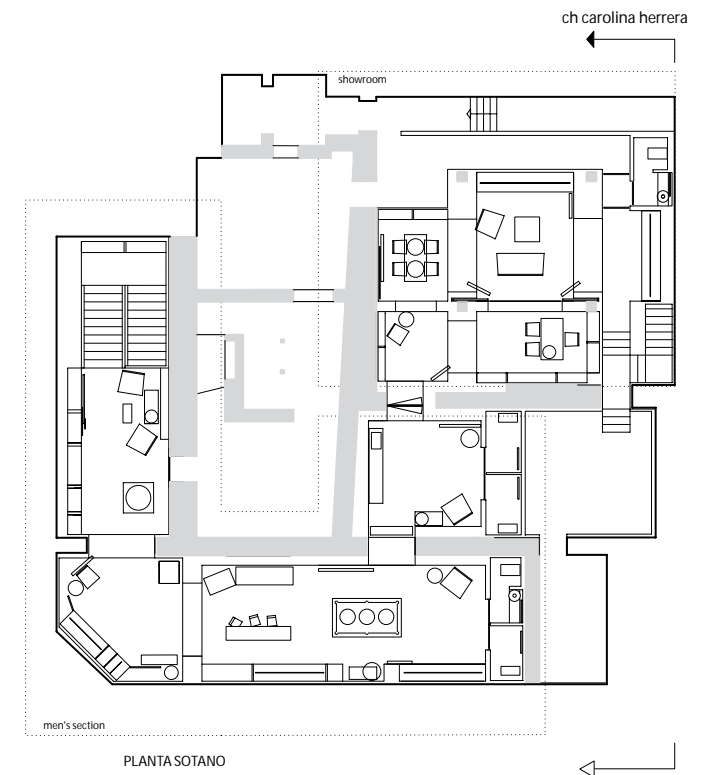
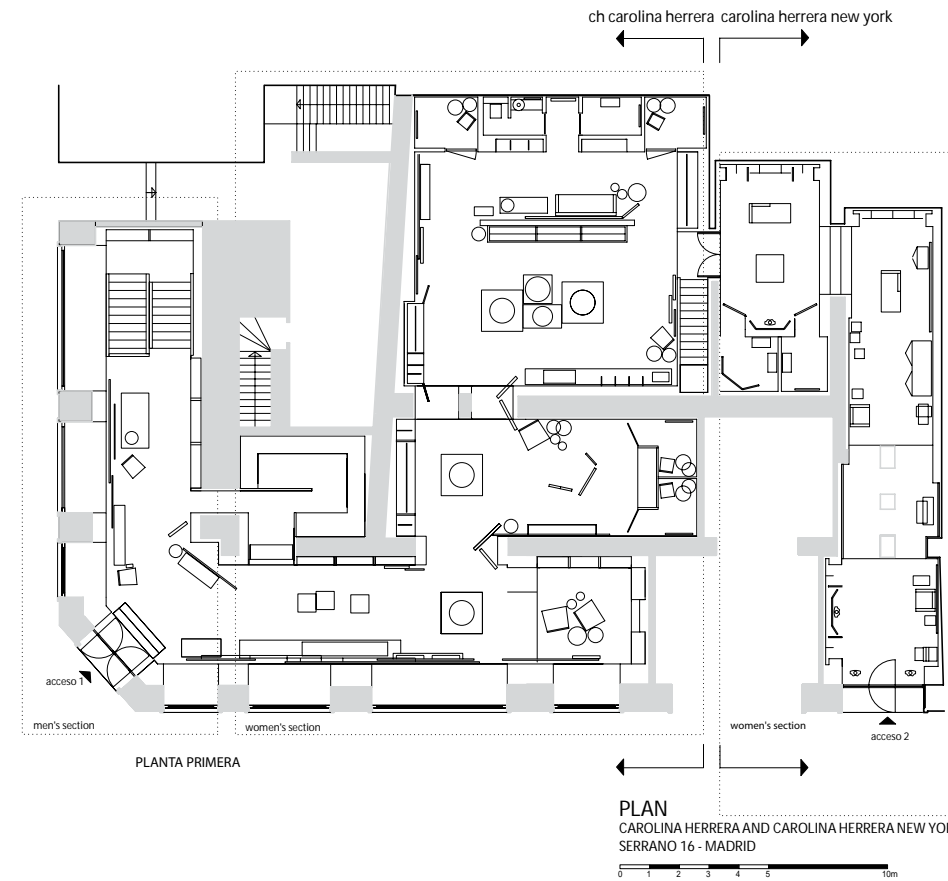
PRIVATE MAKE UP STATION



CURVED PANELS TO CREATE PRIVATE MAKE UP STATION



FLOOR PLAN . MAC COSMETICS RETAIL STORE SOHO





LIPSTICK HOLDING METHOD



LIPSTICK HOLDING METHOD



BONE MIRROR



SENIOR ARCHITECT at CAROLINA HERRERA  
Design Schematic, Design Development and FF&E.

Conceptual store design and layout for a 4,000 sq ft store in Madrid  
Fixture display design

PROJECT  
CH Carolina Herrera Flagship Store

CLIENT  
Carolina Herrera

LOCATION  
Madrid, Spain

COMPLETION YEAR  
2001

PROGRAM  
CH women clothing & accessories  
CH men clothing & accessories  
Carolina Herrera New York women

BUDGET  
US\$ 3M

DESIGN CONCEPT  
Superposition. The space is organized based on overlapping of surfaces, textures, materials and proportions. Ceiling and wall surfaces are duplicated creating a complex system of vertical and horizontal lines. Indirect lighting is hidden in between those lines

Materials. Combination of woods, fabrics, stone and metals and their textures with various opacities and reflections create an intimate and warm atmosphere.  
Woods: walnut usa, tinted walnut, makasar ebony, black ebony, mansoniao, wenge, tinted oak.  
Fabrics: silk, line, yute.  
Rugs: wool, jute, sisal.  
Glass: back painted glass.  
Metals: black brass, steel.  
Stone: alabaster



POWDER HOLDING METHOD



EYE SHADOW HOLDING METHOD



CAROLINA  
HERRERA  
NEW YORK



CUSTOM DOOR HANDLE DETAIL



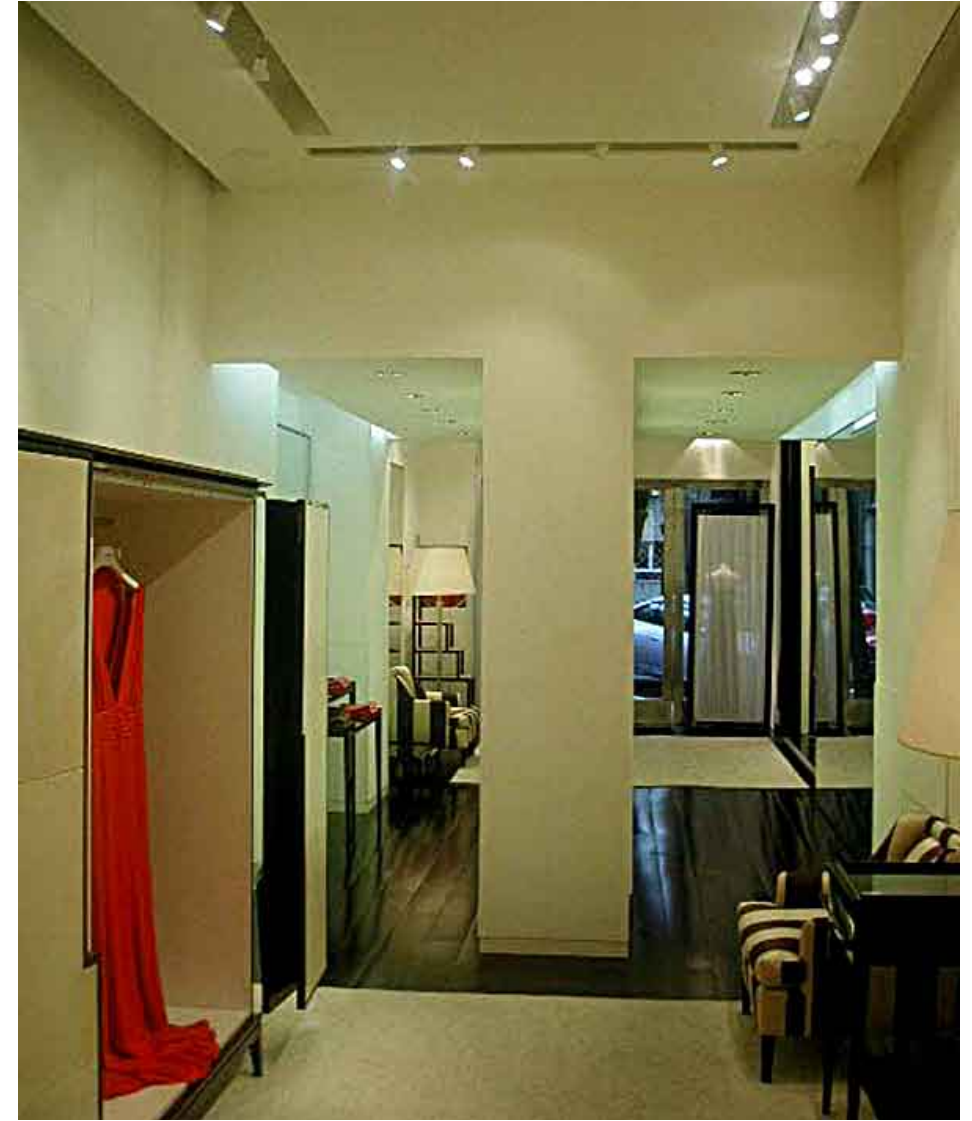
FIXTURE DISPLAY



GENERAL VIEW OF THE STORE LOOKING BACK



GENERAL VIEW OF THE STORE LOOKING FRONT





FIXTURE DISPLAY



FIXTURE DISPLAY



STORE CONSTRUCTION



SENIOR ARCHITECT at CAROLINA HERRERA  
Design Schematic, Design Development and FF&E.

Conceptual store design and layout for a 4,000 sq ft store in Madrid  
Fixture display design

PROJECT  
CH Carolina Herrera New York Flagship store

CLIENT  
Carolina Herrera

LOCATION  
Madrid, Spain

COMPLETION YEAR  
2002

PROGRAM  
Carolina Herrera New York women

BUDGET  
US\$ 1M

DESIGN CONCEPT  
The space is organized based on the definition of clear white volumes that serve as background for independent furniture pieces that are conceived as jewelry pieces. A geometrical pattern contributes to unify the different walls, furniture pieces and built-in cabinetry.

Materials: fabrics, stone and metals and their textures with various opacities and reflections create an intimate and warm atmosphere. Woods: tinted walnut, makasar ebony. Fabrics: silk. Metals: stainless steel. Stone: alabaster. Leather: white leather panels.

Light: ambient lighting is given by a series of point lights that contribute to create a homogeneous white and bright atmosphere. Small hidden light rail emphasize the built-in display cabinets. White background contributes to emphasize the color of the products and their textures.