

# Sports Fashion Brand

## Scope of Work

### Stage 1

- Brief received by client to co-ordinate with local architect, a Hong Kong based independent designer and the brand's Japan office to redesign the interior of an outlet store.
- New Balance had already set objectives and outcomes with a strong design standard to work with.
- Acknowledged that the designs from Hong Kong will have to be adjusted to meet Japanese regulations.



### Stage 2

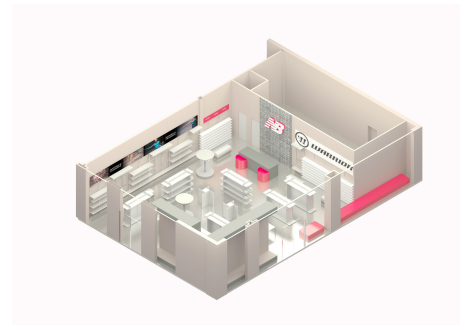
- The independent designer created the initial design concepts following the brand's Japan store concepts and HAA-C's role was to receive these and translate them to meet Japanese regulations.
- Ensuring that any structural designs, systems and materials used would conform to Japanese codes and standards.
- Consistent liaising between a local architect based in Japan and the independent designer in Hong Kong was vital.

Sport Fashion Brand's standard design concepts



### Stage 3

- Acknowledging Japanese health and safety regulations and incorporating these into design.
- Consulting with local statutory authorities.
- Marking up developed designs, keeping client, architect and designer in constant loop of any design alternations.
- Any questions or enquiries were dealt firstly by HAA-C and then passed to the relevant team.



Initial store design concept.

### Stage 4

- Coordinating the drawing packages to be ready for submission by the local architect.
- Liaising with all members internationally to deliver on time and at a high standard.