



A LOVE LETTER TO HOME, FRIENDSHIP AND THE CITY

100% DESIGN DEVELOPMENT PACKAGE

THESIS CAPSTONE 2025

MA EXHIBITION AND EXPERIENCE DESIGN

FASHION INSTITUTE OF TECHNOLOGY

LAUREN RALEIGH

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PROJECT:



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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

DRAWING INDEX

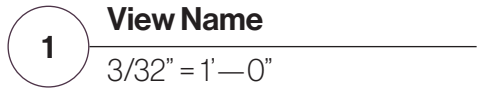
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EX.00.01

Symbols



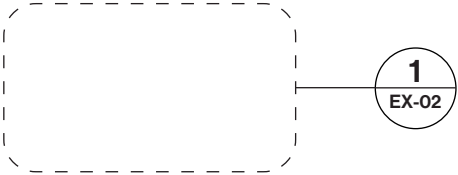
VIEW TITLE



SECTION



ELEVATION



CALL OUT REFERENCE

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EX.00.02

Executive Summary

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EXECUTIVE SUMMARY

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EX.01.00

Thesis Statement

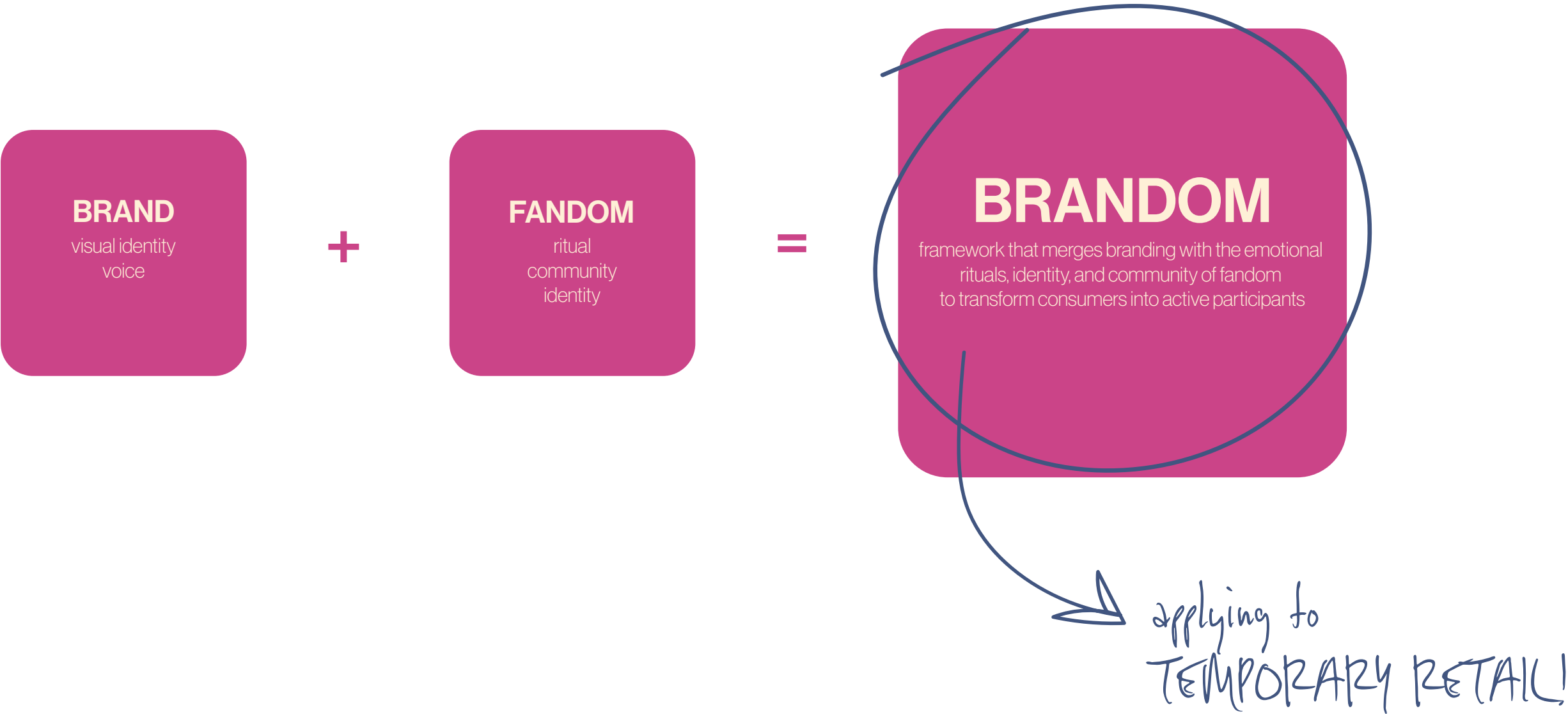
‘*Brandom*’
(brand + fandom)

As traditional retail models decline, brands face a need to create deeper, more emotionally resonant connections with consumers. **This thesis proposes the concept of Brandom, a framework that merges brand and fandom, to explore how the passion, identity, and community seen in sports and entertainment fandoms can be cultivated within brand experiences.** This research investigates how ephemeral environments such as pop-ups and temporary retail spaces can generate lasting loyalty.

Ultimately, Brandom aims to provide exhibition and experience designers with strategies to transform audiences from passive consumers into active participants and advocates, shaping the future of retail through emotionally charged, community-driven design.

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THEESIS STATEMENT	
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EX.01.01	

Theory



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THEORY	
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EX.01.02	

Design Guidelines

To apply the brandom theory, design must combine brand guidelines and utilize the fandom principles of ritual, community, and identity. Below are the guidelines for design to increase fandom. Look for the color indicators on areas where these guidelines are being utilized in the design.

RITUAL


Rituals build fandom. In fandom, rituals are the repeated actions that bring people together: watching events, wearing team colors, quoting movies. These shared habits help build belonging and emotion over time.

COMMUNITY

Community is at the heart of fandom. It keeps people engaged and connected long past the initial moments. Fans bond through shared experiences, symbols, and colors that allow them to feel a part of something bigger.

IDENTITY

Brands and fandoms allow people to express themselves. Supporting a team, loving a movie, or wearing a specific brand communicates personality and values. Designing for identity creates spaces that allow people to see themselves in an experience.

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DESIGN GUIDELINES	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER:	
EX.01.03	

Client



Joy Colors Life!

“Since our launch in 1993 with six essential handbags, we’ve always believed that joy colors life. Today we’re a **global lifestyle brand**. There are plenty of handbags — but we also have clothes, shoes, jewelry and home decor. **We value thoughtful details.** We think polished ease looks (and feels) chic. **And we believe in the power of color.** It’s these founding principles that define Kate Spade New York’s unique fashion POV.”

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DRAWING NAME:	
CLIENT	
DATE:	12/12/2025
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DRAWING NUMBER:	
EX.01.04	

Audience

Primary: Women, 20—35
Secondary: Later Millennials
Tertiary: Teens

“Kate Spade New York unveiled its Fall 2025 global brand campaign, “Spark Something Beautiful,” bringing back the iconic Gen Z “Duo” of four-time Grammy-nominated rapper Ice Spice and dancer and multi-faceted social media star Charli D’Amelio (...) the campaign embraces a **fresh aesthetic and new vision designed to connect with the next generation**, celebrating the magic that happens when we are together with friends.” *(PR Newswire)*



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PROJECT:


On Lafayette!

VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

AUDIENCE

DATE: 12/12/2025

SCALE: AS NOTED

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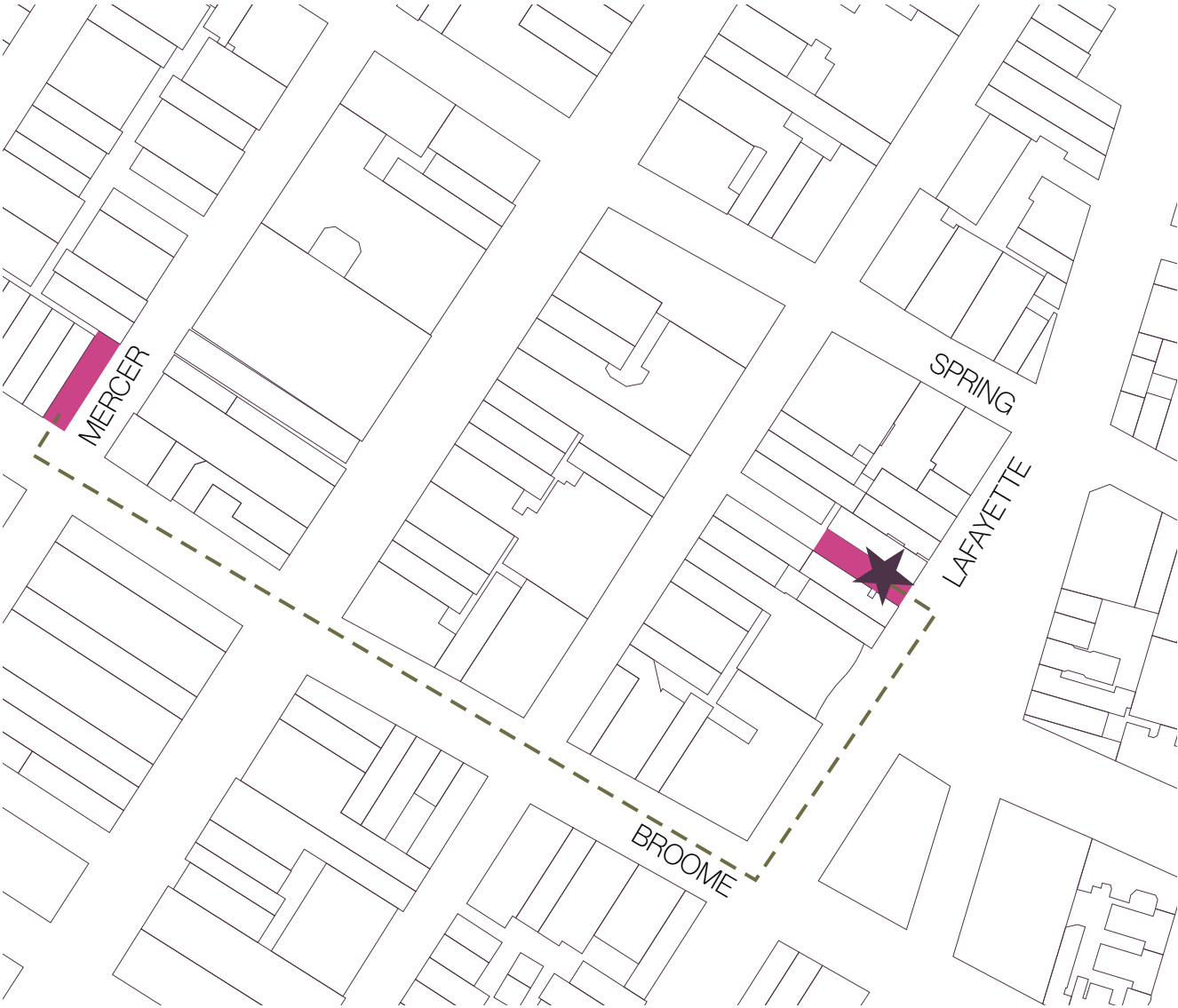
EX.01.05

Venue

216 Lafayette St

Spring & Lafayette (Soho)

- First Kate Spade store was in SoHo
- Familiar location to target audience
- Accessible with public transportation
- Kate Spade store 3 blocks away



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PROJECT:



On Lafayette!

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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

VENUE

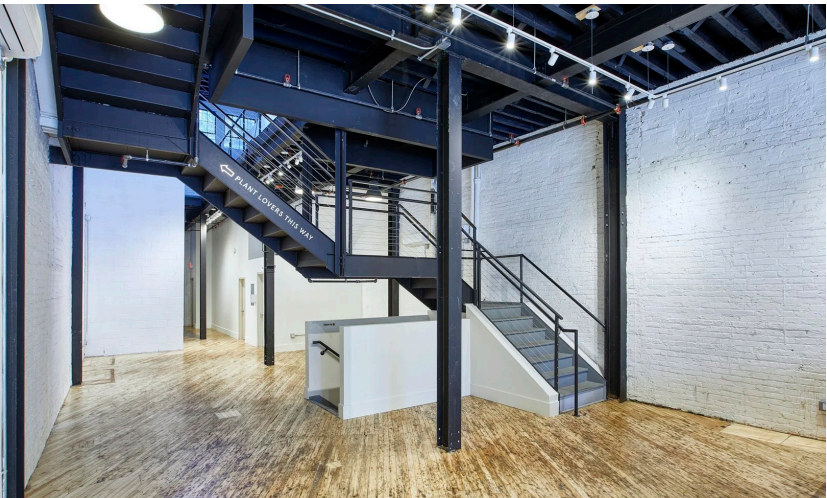
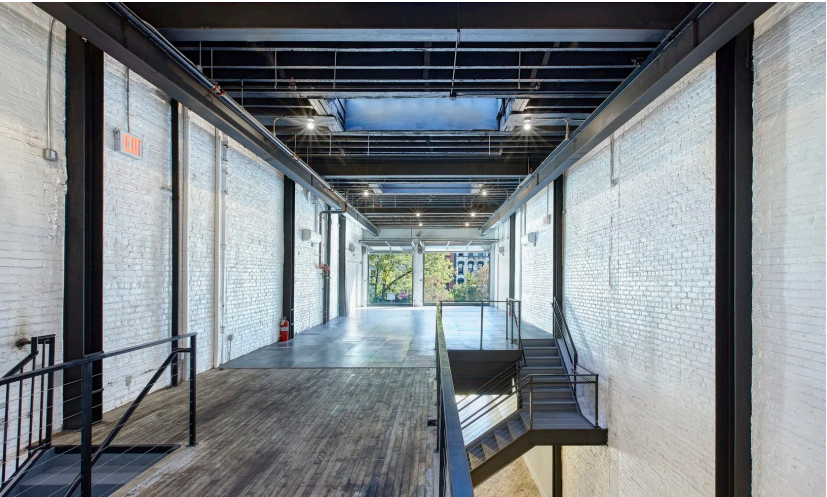
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EX.01.06

Venue



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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

VENUE

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.01.07

Goals

Project

Education

Experience

Grow brand awareness among consumers.
Increase both digital and physical engagement.
Position Kate Spade as a modern companion in life.

Understand Kate Spade’s heritage as a brand built on joy.
Discover how Kate Spade products fit into everyday and milestone moments.
Gain awareness of Kate Spade’s product range beyond handbags.

Spark joy by immersing visitors in playful environments that mirror Kate Spade's feel.
Encourage personal storytelling; **visitors see themselves in Kate Spade.**

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DRAWING NAME:

GOALS

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.01.08

Narrative Approach



A LOVE LETTER TO HOME, FRIENDSHIP AND THE CITY.

On Lafayette celebrates the small joys of everyday. Set within a New York apartment, the experience transforms ordinary moments into interactive reflections. Through Kate Spade’s lens of color, charm, and optimism, it blurs the line between fashion and home, revealing the beauty in life’s daily rituals.

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STATUS:	100% DESIGN DEVELOPMENT
DRAWING NAME:	
NARRATIVE APPROACH	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER:	
EX.01.09	

Themes

kate spade
in your life



celebrating the
small things

coffee
flowers
cleaning
journey
travel



growth
and life

“adulting”
first jobs
decisions
unknown
friendship



everyday joy

tea
books
routine
stationary
sunshine

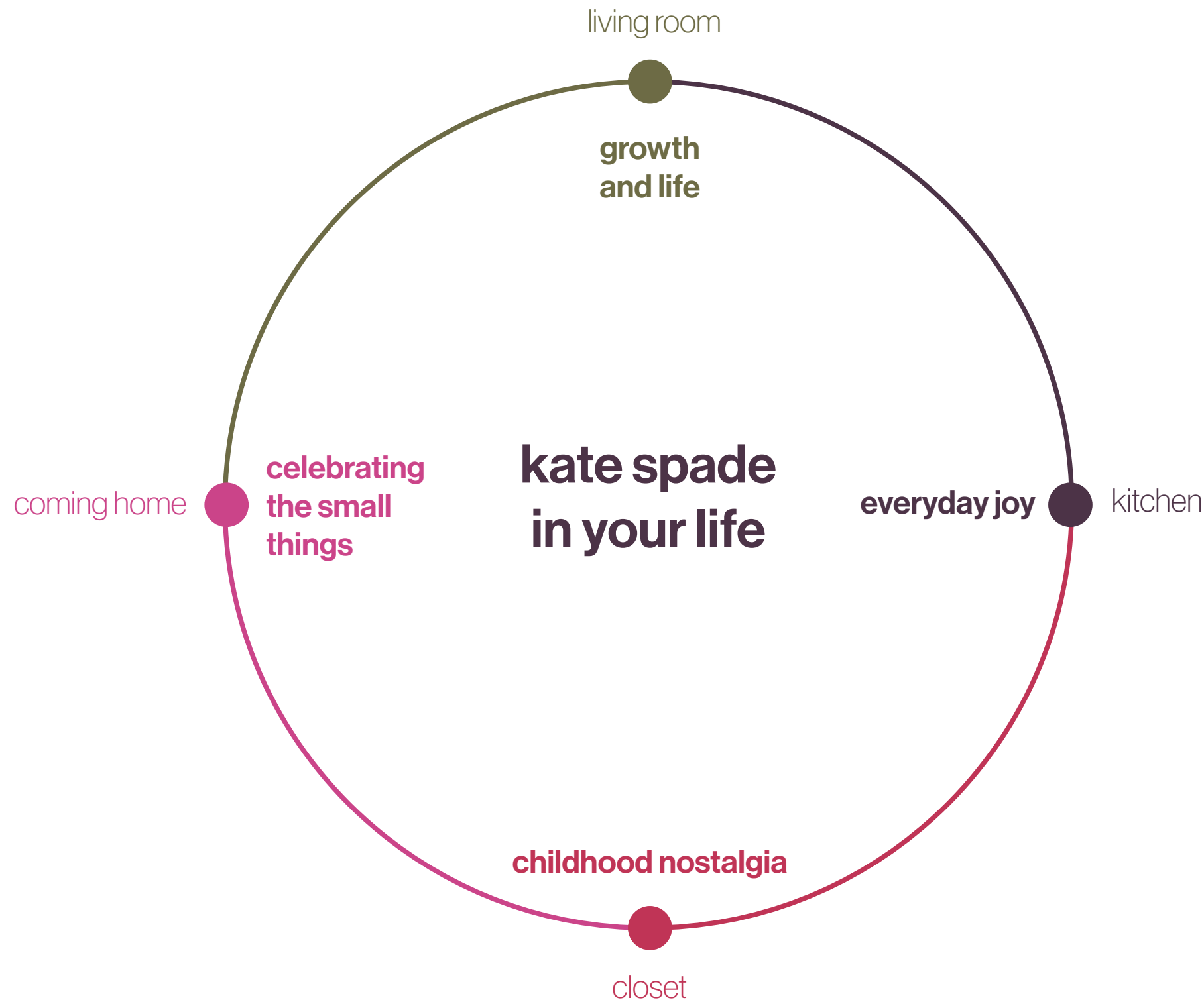


childhood
nostalgia

dressing up
letters
glitter
messy bedroom
collecting

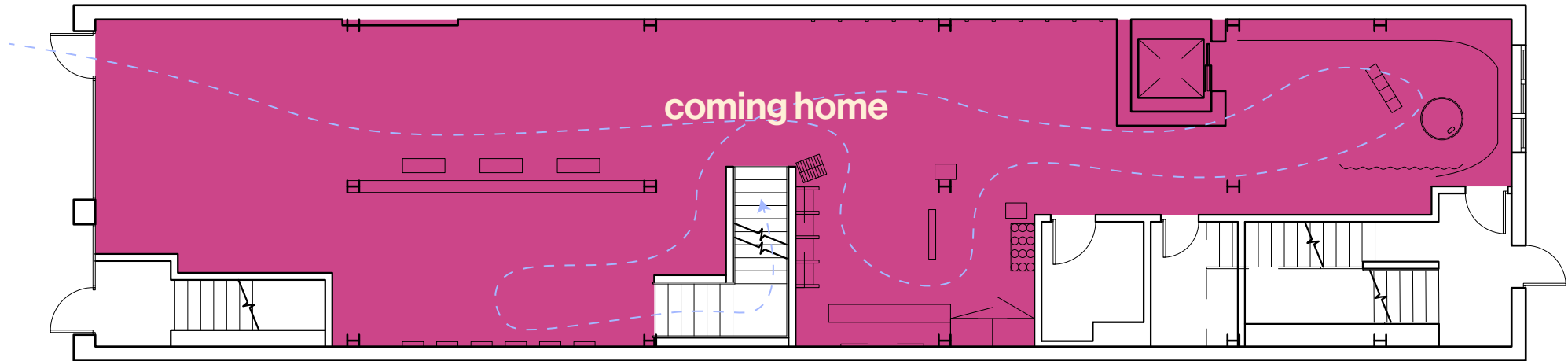
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STATUS:	100% DESIGN DEVELOPMENT
DRAWING NAME:	
THEMES	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER:	
EX.01.10	

Content Outline

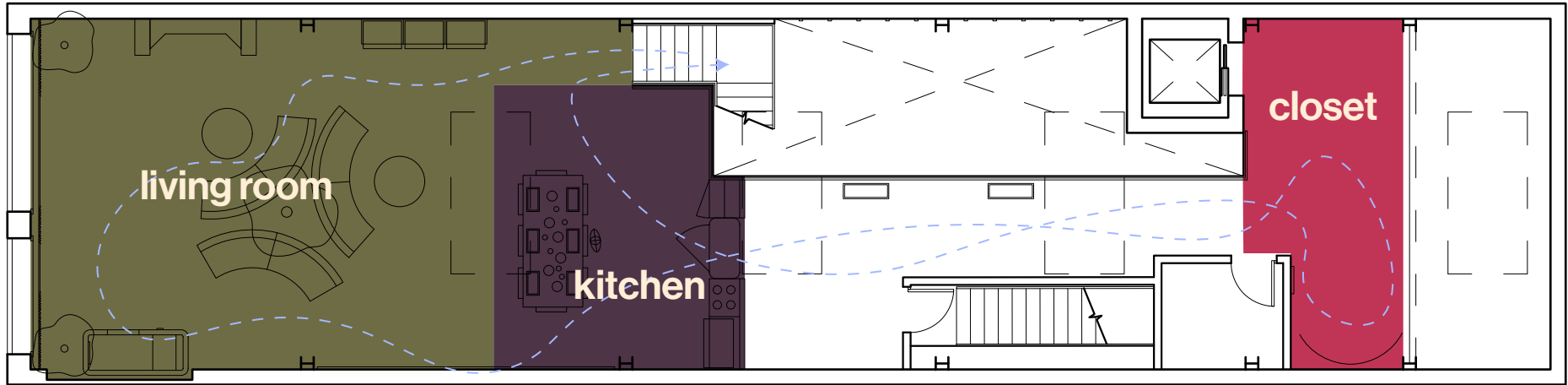


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STATUS:	100% DESIGN DEVELOPMENT
DRAWING NAME: CONTENT OUTLINE	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER: EX.01.11	

Floor Plan



1 First Floor Plan
3/32" = 1'—0"



2 Second Floor Plan
3/32" = 1'—0"

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PROJECT:


kate spade
NEW YORK
On Lafayette!

VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

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DRAWING NAME:
PLAN

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:
EX.01.12

Exterior

The storefront facade is painted pink to attract visitors to *On Lafayette*. The hanging sign ties to the traditional hanging flags seen in SoHo. The design is familiar with the playful branding of Kate Spade and *On Lafayette*.



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DRAWING NAME:

EXTERIOR

DATE: 12/12/2025

SCALE: AS NOTED

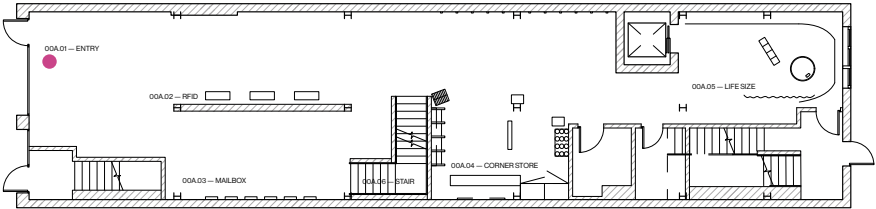
DRAWING NUMBER:

EX.01.13

Entry

Visitors step into the transitional area, welcoming them into the branded experience. Bright lighting, pink hues, and the subway tile introduces them to the *On Lafayette* world.

Design for Community:
visitors are apart of the Kate Spade community



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ENTRY

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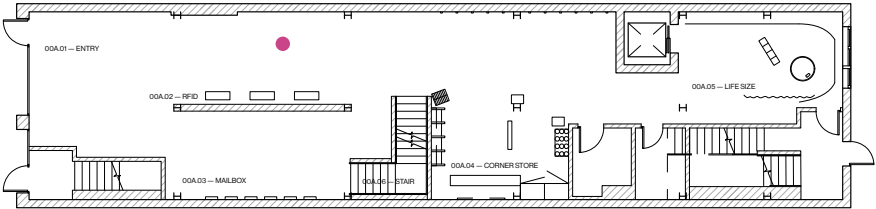
DRAWING NUMBER:

EX.01.14

Subway Mural

As visitors walk in, they pass a large mural designed to resemble a New York City subway wall, reinterpreted through the playful visual language of Kate Spade. The installation blends city life with brand motifs, honoring New York as the hometown of Kate Spade and a core source of inspiration.

Design for Ritual:
the subway is a daily ritual of NYC



RITUAL

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On Lafayette!

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DRAWING NAME:
SUBWAY MURAL

DATE: 12/12/2025

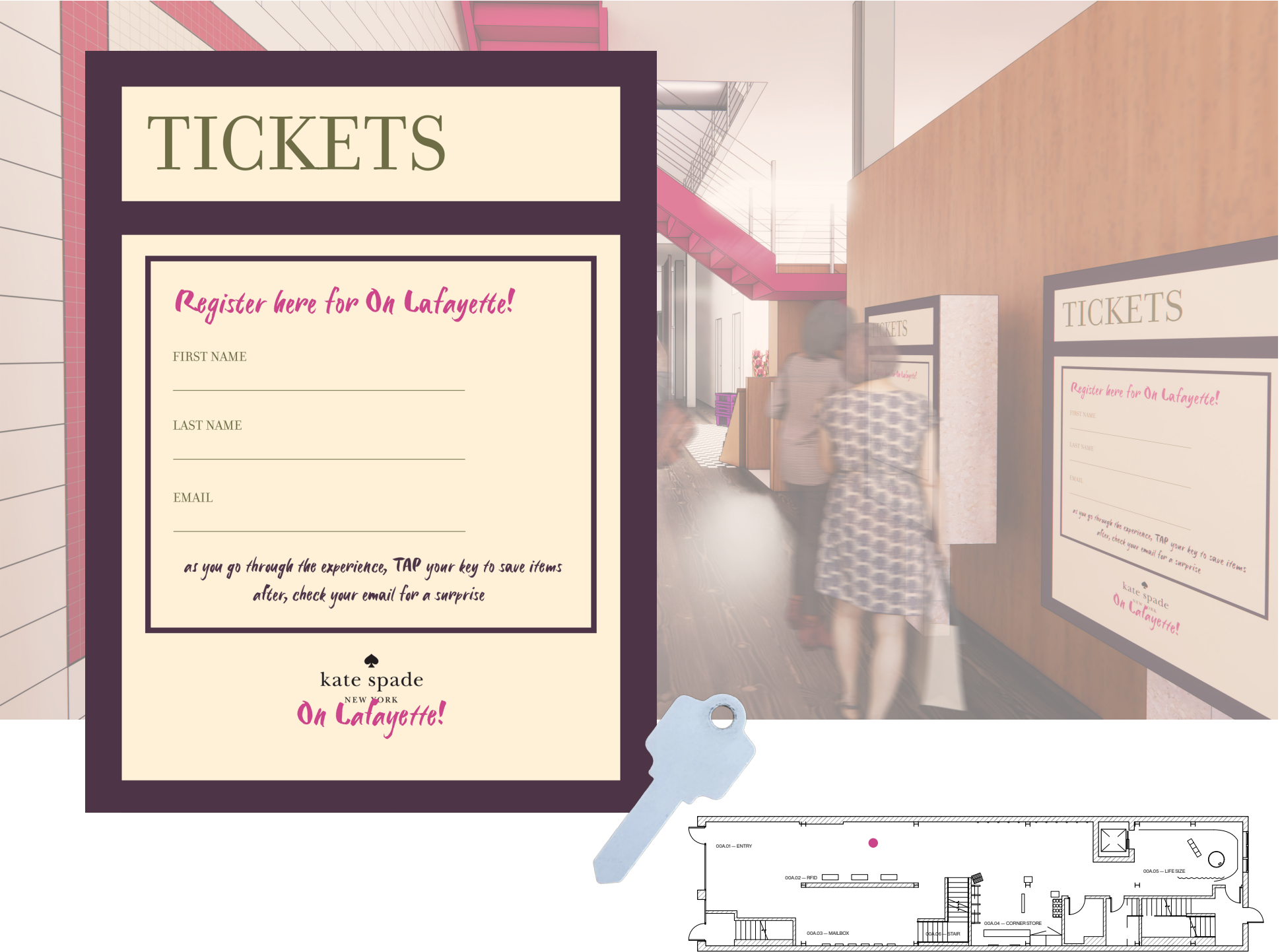
SCALE: AS NOTED

DRAWING NUMBER:
EX.01.15

RFID System

Guests sign up with their email address and receive a key with a hidden RFID chip. As they explore the pop-up, they can tap the key on product tags to “save” any item.

Design for Ritual:
the act of tapping becomes a ritual in the experience



RITUAL

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On Lafayette!

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RFID SYSTEM

DATE: 12/12/2025

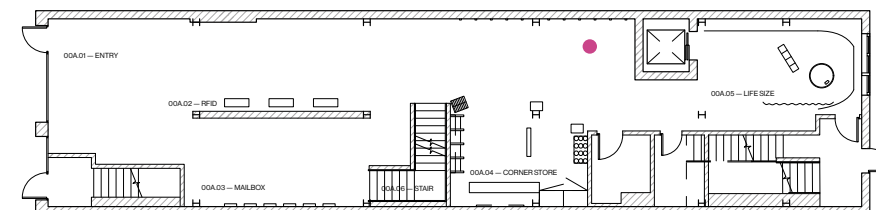
SCALE: AS NOTED

DRAWING NUMBER:
EX.01.16

Bag Wall

A dramatic, floor-to-ceiling display of bags allows visitors to browse. Guests can explore styles, colors, and collections from Kate Spade.

Design for Identity:
find the bag that is personal to
you



IDENTITY

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NEW YORK
On Lafayette!

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DESIGNED BY: LAUREN RALEIGH

STATUS:	100% DESIGN DEVELOPMENT
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DRAWING NAME:

BAG WALL

DATE: 12/12/2025

SCALE: AS NOTED

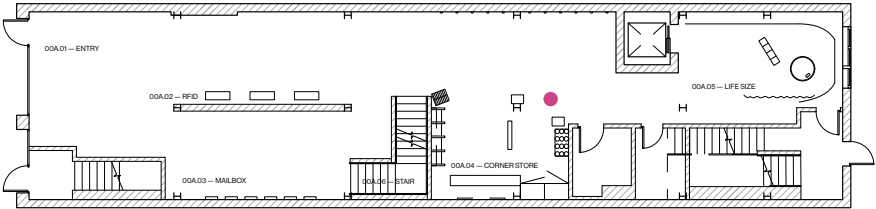
DRAWING NUMBER:

EX.01.17

Corner Store

The corner store recreates a neighborhood bodega with product from Kate Spade's New York and Novelty collections. Visitors wander through the space and discover playful branded items.

Design for Ritual:
mimics daily ritual of quick stops and familiar habits



RITUAL

LAUREN RALEIGH

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NEW YORK, NY 10001

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PROJECT:


kate spade
NEW YORK
On Lafayette!

VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

CORNER STORE

DATE: 12/12/2025

SCALE: AS NOTED

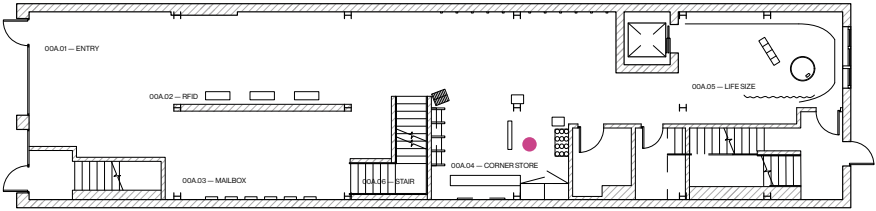
DRAWING NUMBER:

EX.01.18

Corner Store

Visitors can grab a beverage from the counter for them to enjoy as they explore.

Design for Ritual:
mimics daily ritual of quick stops and familiar habits



RITUAL

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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:
CORNER STORE

DATE: 12/12/2025

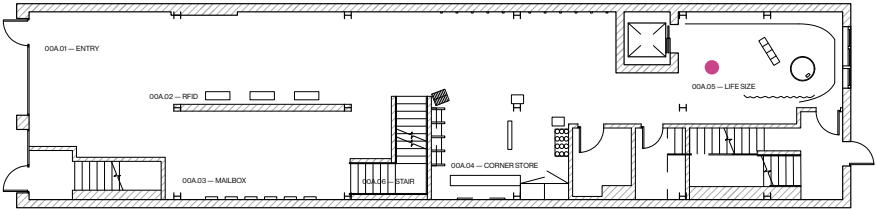
SCALE: AS NOTED

DRAWING NUMBER:
EX.01.19

Life Size

In the back, guests encounter a life-size Spade and Coffee Cup Bag, inviting them to step in for photos. The playful installation gives a moment for social sharing.

Design for Identity:
see yourself reflected with the brand



IDENTITY

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kate spade
NEW YORK
On Lafayette!

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NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

LIFE SIZE

DATE: 12/12/2025

SCALE: AS NOTED

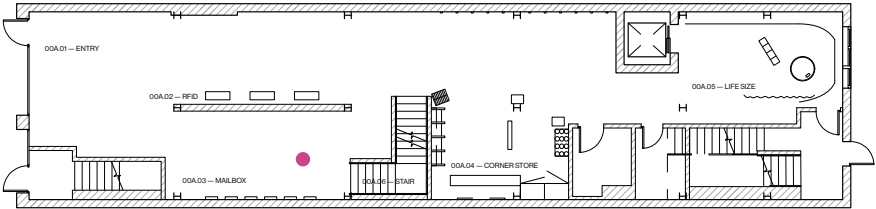
DRAWING NUMBER:

EX.01.20

Mailbox

Before going upstairs to the apartment, visitors get a chance to check the mail. Inside each mailbox is an exclusive key chain created for *On Lafayette* guests can take home.

Design for Ritual:
checking the mail is a daily ritual everyone participates in



RITUAL

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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

MAILBOX

DATE: 12/12/2025

SCALE: AS NOTED

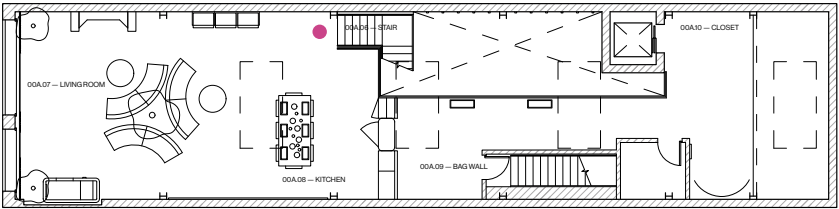
DRAWING NUMBER:

EX.01.21

Living Room

The living room is filled with branded product that integrates easily with everyday life. The space offers soft seating, warm lighting, and familiar decor, creating a cozy space where guests can sit and take a break. The setting feels welcoming and home-y, encouraging people to gather naturally.

Design for Community:
space designed for comfort and connection



COMMUNITY

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NEW YORK
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VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

LIVING ROOM

DATE: 12/12/2025

SCALE: AS NOTED

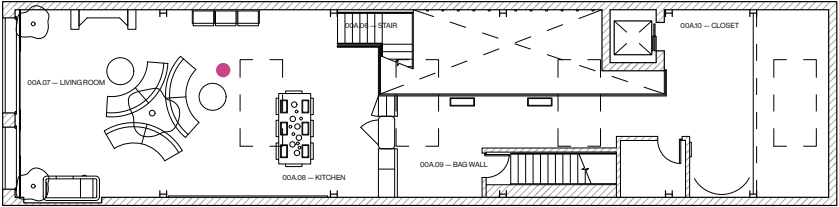
DRAWING NUMBER:

EX.01.22

Living Room

At the couches, visitors engage in a casual card-based game that prompts conversation. The activity creates an easy, inviting moment for guests to connect, reflecting Kate Spade's emphasis on joy and friendship.

Design for Community:
space designed for comfort and connection



COMMUNITY

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NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

LIVING ROOM GAME ACTIVITY

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

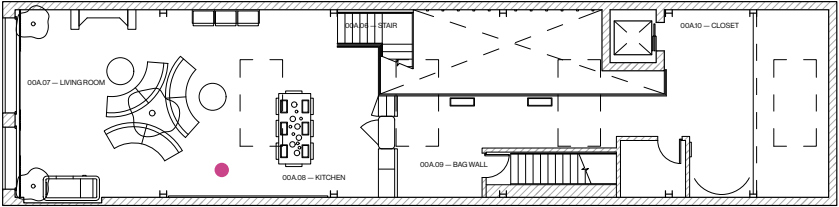
EX.01.23

Living Room

The book wall allows visitors to write in their favorite book, leave a note or sketch, and see what other people enjoy. As the experience goes on, the wall becomes a collection of everyone who has visited.

Behind, a photo booth offers visitors a chance to pose and take home a tangible keepsake from the event.

Design for Community:
space designed for comfort and connection



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DRAWING NAME:

LIVING ROOM BOOK WALL

DATE: 12/12/2025

SCALE: AS NOTED

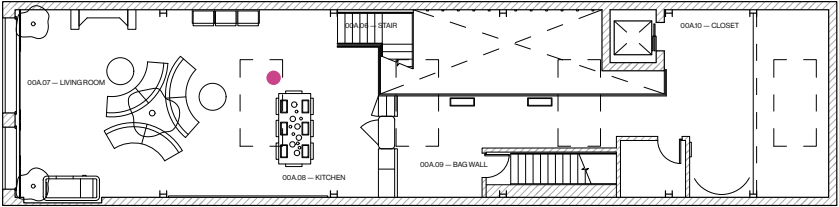
DRAWING NUMBER:

EX.01.24

Kitchen

The kitchen is designed to feel familiar. Visitors can move through the space as they would at home, noticing intimate details along the way. Take a peak in the cabinets and see more items from Kate Spade’s product range.

Design for Ritual:
ritual of home, cooking, and gathering



RITUAL

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PROJECT:



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NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

KITCHEN

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.01.25

Kitchen

At the dining table, visitors can sit and design their “dream dinner party” using interactive plates. In this game, they choose their dishware from Kate Spade’s collection, discover the four randomly assigned guests, and craft a menu that will delight everyone.

Design for Ritual:
ritual of home, cooking, and gathering



RITUAL

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NEW YORK
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NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

DINING TABLE ACTIVITY

DATE: 12/12/2025

SCALE: AS NOTED

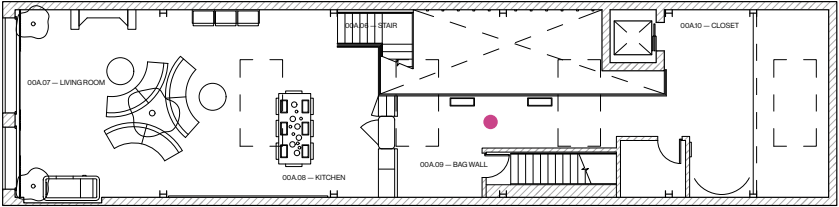
DRAWING NUMBER:

EX.01.26

Bag Wall

Upstairs, the display of bags continue. Guests can explore styles, colors, and collections from Kate Spade.

Design for Identity:
find the bag that is personal to you



IDENTITY

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PROJECT:


On Lafayette!

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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

BAG WALL (SECOND FLOOR)

DATE: 12/12/2025

SCALE: AS NOTED

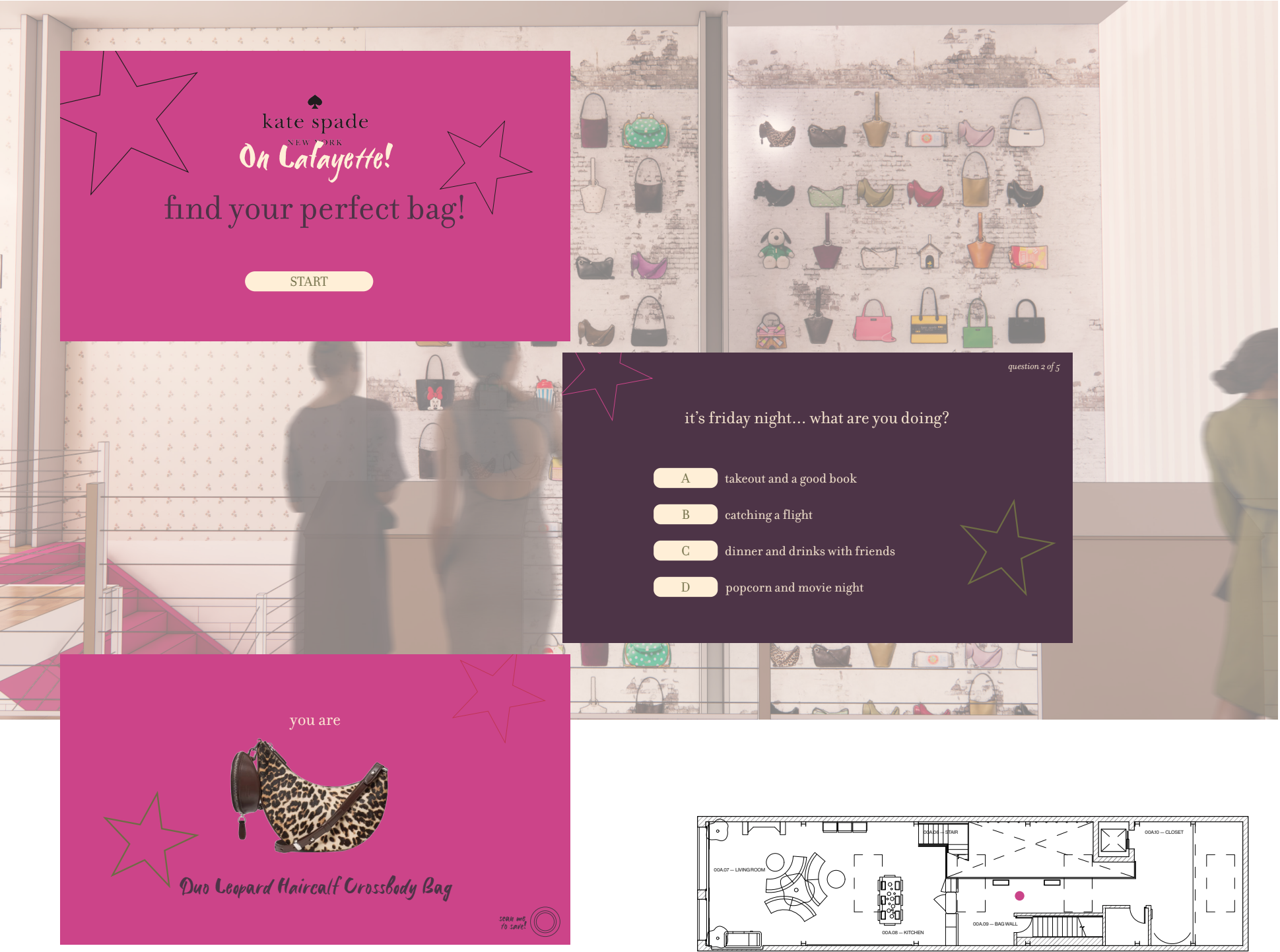
DRAWING NUMBER:

EX.01.27

Bag Wall

Guests take a quick personality quiz, answering lifestyle-based questions to discover their “perfect bag.” Their results appear instantly on the screen, and the matching bag lights up on the wall.

Design for Identity:
find the bag that is personal to you



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DRAWING NAME:

BAG WALL ACTIVITY

DATE: 12/12/2025

SCALE: AS NOTED

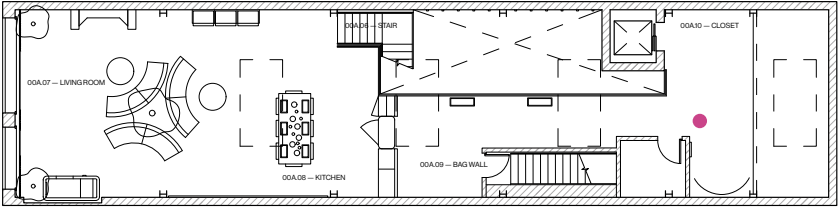
DRAWING NUMBER:

EX.01.28

Closet

The closet is the final space for visitors to explore. It features a curated selection of clothing and shoes from Kate Spade's current collection and archives, inviting visitors to browse and discover.

Design for Identity:
explore who you are through fashion



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PROJECT:



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NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

CLOSET

DATE: 12/12/2025

SCALE: AS NOTED

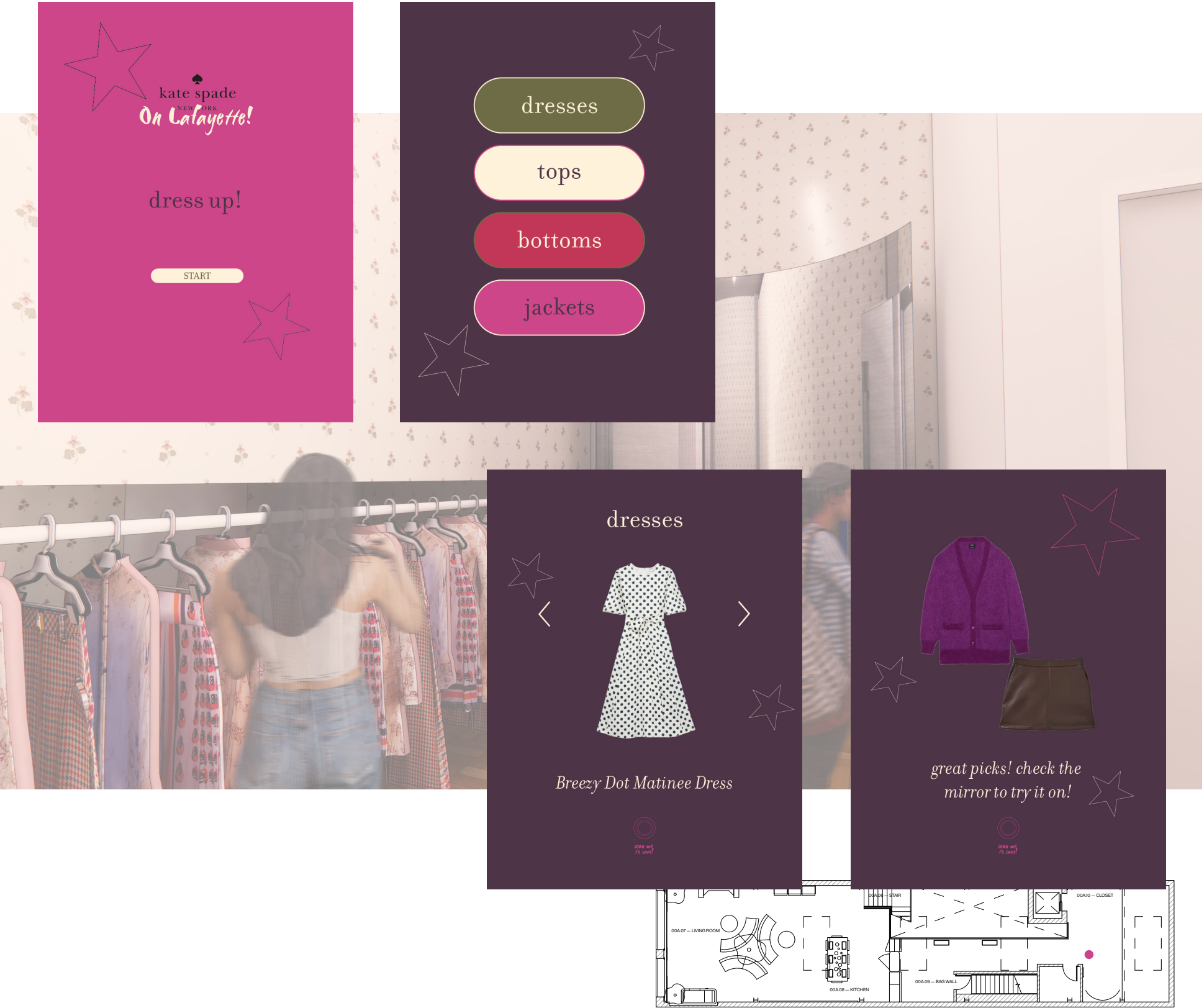
DRAWING NUMBER:

EX.01.29

Closet

Tying to the childhood activity of dressing up, visitors can create outfits on a tablet and see the outfit reflected on them through the mirror. The setup feels intimate, playful, and personal.

Design for Identity:
explore who you are through fashion



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NEW YORK, NY 10012

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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

CLOSET ACTIVITY

DATE: 12/12/2025

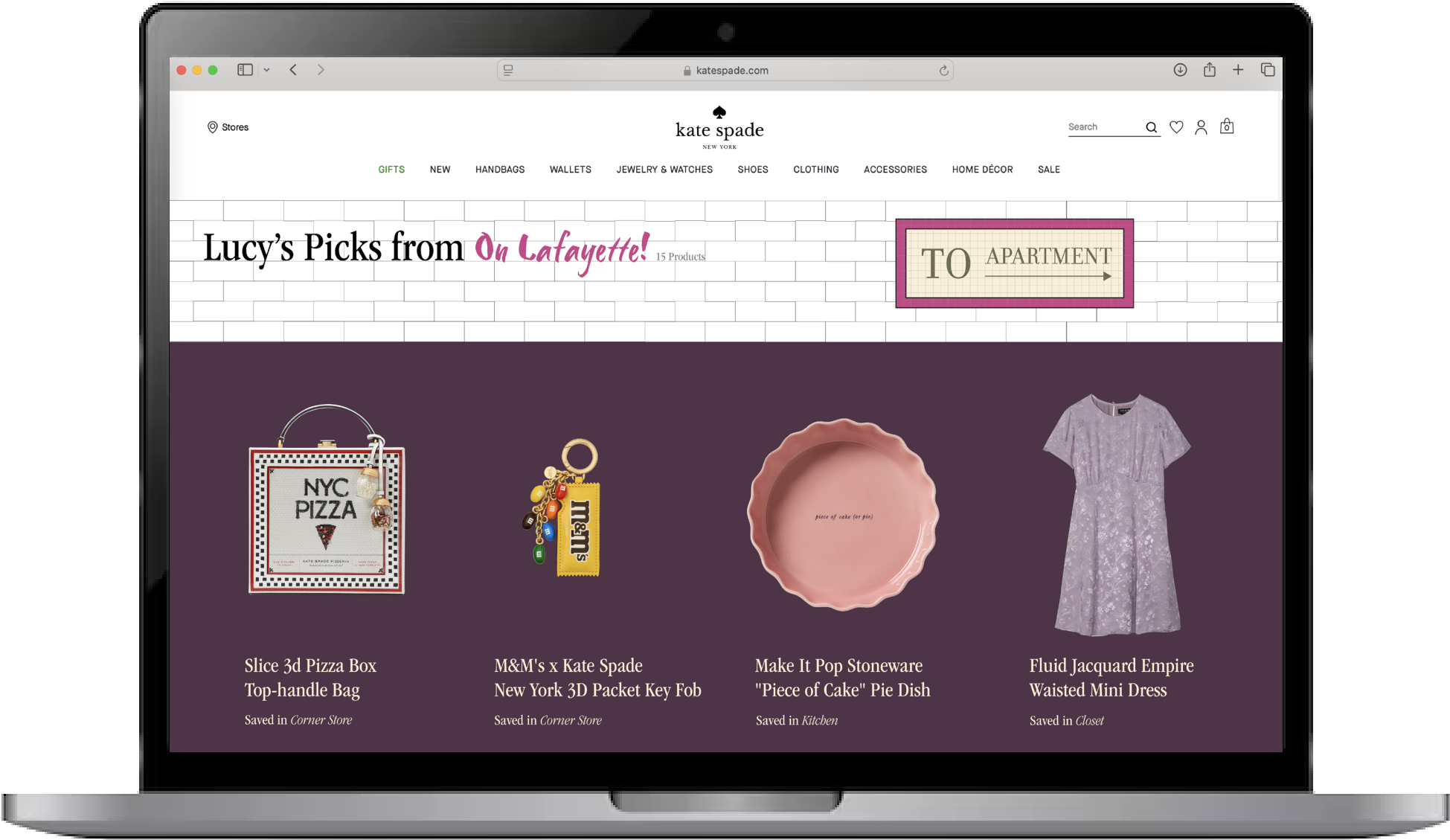
SCALE: AS NOTED

DRAWING NUMBER:

EX.01.30


Post Visit Website

After leaving *On Lafayette*, guests receive an email directing them to a personalized digital hub. This site contains every item they saved with their key throughout the experience, serving as a recap of their journey and inviting them to explore and purchase their favorite pieces.






























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VENUE:	216 LAFAYETTE STREET NEW YORK, NY 10012
DESIGNED BY:	LAUREN RALEIGH
STATUS:	100% DESIGN DEVELOPMENT
DRAWING NAME:	
POST VISIT WEBSITE	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER:	
EX.01.31	

Schedules

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VENUE:	216 LAFAYETTE STREET NEW YORK, NY 10012
DESIGNED BY:	LAUREN RALEIGH
STATUS:	100% DESIGN DEVELOPMENT
DRAWING NAME:	
SCHEDULES	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER:	
EX.02.00	

Visual Merchandising Schedule

Area		Photo	Kate Spade Merchandise	Location
Corner Store	00A.04.VM01		Snack Time Metal Bag Charm	Keychain Display
Corner Store	00A.04.VM02		Flora Flower Bouquet Bag Charm	Keychain Display
Corner Store	00A.04.VM03		Squeeze Paint Tube Bag Charm	Keychain Display
Corner Store	00A.04.VM04		Charmed Cocktail Book Bag Charm	Keychain Display
Corner Store	00A.04.VM05		Snack Time Patent Bag Charm	Keychain Display
Corner Store	00A.04.VM06		Bubble Gum Bag Charm	Keychain Display
Corner Store	00A.04.VM07		Spice It Up Embellished Bag Charm	Keychain Display
Corner Store	00A.04.VM08		Heinz X Kate Spade New York Patent Key Fob	Keychain Display
Corner Store	00A.04.VM09		Perfect Match Matchbook Key Fob	Keychain Display
Corner Store	00A.04.VM10		M&M's x Kate Spade New York 3D Packet Key Fob	Keychain Display
Corner Store	00A.04.VM11		I Love NY X Kate Spade New York Manhattan Large Tote	Shelves
Corner Store	00A.04.VM12		Slice 3d Pizza Box Top-handle Bag	Shelves
Corner Store	00A.04.VM13		I Love NY X Kate Spade New York Big Apple Crossbody	Shelves

Corner Store	00A.04.VM14		NYC 3D Taxi Crossbody	Shelves
Living Room	00A.07.VM01		Scalloped Edge Throw Pillow, Black White, and Pink	Couch
Living Room	00A.07.VM02		Scalloped Edge Throw Pillow, Black White, and Blue	Couch
Living Room	00A.07.VM03		Scalloped Edge Throw Pillow, Blue	Couch
Living Room	00A.07.VM04		Scalloped Edge Throw Pillow, Blue and Green	Couch
Living Room	00A.07.VM05		Scalloped Edge Throw Pillow, Navy	Couch
Living Room	00A.07.VM06		Scalloped Edge Throw Pillow, Pink	Couch
Living Room	00A.07.VM07		Scalloped Edge Throw Pillow, Purple	Couch
Living Room	00A.07.VM08		Cat Umbrella	-
Living Room	00A.07.VM09		Drier Than My Humor Clear Umbrella	-
Living Room	00A.07.VM10		Mostly On Time 2026 12-month Horizontal Planner	Bookshelf
Living Room	00A.07.VM11		Make It Pop Posy Vase	Fireplace
Living Room	00A.07.VM12		Halo Small Bifold Wallet, Purple	Dresser
Living Room	00A.07.VM13		Halo Small Bifold Wallet, Cream	Dresser

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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

VISUAL MERCHANDISING SCHEDULE















DATE: 12/12/2025















SCALE: AS NOTED

DRAWING NUMBER:

EX.02.01

Visual Merchandising Schedule

Living Room	00A.07VM14		Halo Small Bifold Wallet, Black	Dresser
Living Room	00A.07VM15		Halo Small Bifold Wallet, Crisp Sage	Dresser
Living Room	00A.07VM16		Lena Large Continental Wallet, Seaweed	Dresser
Living Room	00A.07VM17		Lena Large Continental Wallet, Hay	Dresser
Living Room	00A.07VM18		Lena Large Continental Wallet, Grey	Dresser
Living Room	00A.07VM19		Lena Large Continental Wallet, Rose	Dresser
Living Room	00A.07VM20		Kayla Small L-Zip Wallet, Seaweed	Dresser
Living Room	00A.07VM21		Kayla Small L-Zip Wallet, Hay	Dresser
Living Room	00A.07VM22		Kayla Small L-Zip Wallet, Rose	Dresser
Living Room	00A.07VM23		Kayla Small L-Zip Wallet, Grey	Dresser
Living Room	00A.07VM24		Loop East West Zip Card Case, Purple	Dresser
Living Room	00A.07VM25		Loop East West Zip Card Case, Red Jam	Dresser
Living Room	00A.07VM26		Loop East West Zip Card Case, Black	Dresser
Living Room	00A.07VM27		Loop East West Zip Card Case, Mint	Dresser

Living Room	00A.07VM28		Loop East West Zip Card Case, Cashew Milk	Dresser
Living Room	00A.07VM29		Loop East West Zip Card Case, Pine	Dresser
Living Room	00A.07VM30		Bloom 3.3 Fl Oz Eau De Toilette	Dresser
Living Room	00A.07VM31		Bloom 0.33 Fl Oz Travel Spray	Dresser
Living Room	00A.07VM32		Chérie 3.3 Fl Oz Eau De Parfum	Dresser
Living Room	00A.07VM33		Chérie Eau De Parfum Travel Spray	Dresser
Living Room	00A.07VM34		Cherie Je T'aime 3.4 Oz 100 MI	Dresser
Living Room	00A.07VM35		Cherie Je T'aime Travel Spray	Dresser
Living Room	00A.07VM36		POP Eau De Parfum	Dresser
Living Room	00A.07VM37		Pop 10 MI Travel Spray	Dresser
Living Room	00A.07VM38		Book Club Rest & Relaxation 2026 12-month Large Planner	Bookshelf
Living Room	00A.07VM39		Book Club Concealed Spiral Notebook	Bookshelf
Living Room	00A.07VM40		Bold Stripe 2025-26 17-month Large Planner	Bookshelf
Kitchen	00A.08VM01		Deco Dot 12 Piece Dinnerware Set	Table

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NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

VISUAL MERCHANDISING SCHEDULE















DATE: 12/12/2025















SCALE: AS NOTED

DRAWING NUMBER:

EX.02.02

Visual Merchandising Schedule

Kitchen	00A.08.VM02		Blossom Lane Accent Plate Set	Table
Kitchen	00A.08.VM03		Make It Pop 4-piece Accent Plate Set	Table
Kitchen	00A.08.VM04		Tutti Fruity Tidbit Plates - Set of 4	Table
Kitchen	00A.08.VM05		Brook Lane 4-Piece Place Setting	Table
Kitchen	00A.08.VM06		Make It Pop 12-Piece Dinnerware Set - Pink/ Navy	Table
Kitchen	00A.08.VM07		Elegant GEO Accent Plates - Set of 4	Table
Kitchen	00A.08.VM08		Floral Way Accent Plates - Set of 4	Table
Kitchen	00A.08.VM09		Make It Pop Apple Teapot	Stovetop
Kitchen	00A.08.VM10		all in good taste Deco Dot Tea Kettle	Stovetop
Bag Wall	00A.09.VM01		Duo Crossbody Bag, Black	-
Bag Wall	00A.09.VM02		Duo Crossbody Bag, Moss	-
Bag Wall	00A.09.VM03		Duo Crossbody Bag, Red Jam	-
Bag Wall	00A.09.VM04		Duo Crossbody Bag, Cashew Milk	-
Bag Wall	00A.09.VM05		Duo Crossbody Bag, Burnt Sage	-

Bag Wall	00A.09.VM06		Duo Crossbody Bag, Nightshade	-
Bag Wall	00A.09.VM07		Duo Crossbody Bag, Leopard	-
Bag Wall	00A.09.VM08		Duo Shearling Bear Crossbody Bag	-
Bag Wall	00A.09.VM09		Duo Crossbody Bag, Market Purple	-
Bag Wall	00A.09.VM10		Duo Crossbody Bag, Mint Frosting	-
Bag Wall	00A.09.VM11		Halo Crossbody, Hot Fudge	-
Bag Wall	00A.09.VM12		Halo Crossbody, Black	-
Bag Wall	00A.09.VM13		Halo Crossbody, Studded Cream	-
Bag Wall	00A.09.VM14		Halo Crossbody, Crisp Sage	-
Bag Wall	00A.09.VM15		Halo Crossbody, Glazed Dried Thyme	-
Bag Wall	00A.09.VM16		Halo Bucket Bag, Studded Cream	-
Bag Wall	00A.09.VM17		Halo Bucket Bag, Hot Fudge	-
Bag Wall	00A.09.VM18		Halo Bucket Bag, Black	-
Bag Wall	00A.09.VM19		Halo Bucket Bag, Crisp Sage	-

LAUREN RALEIGH

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PROJECT:



VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

VISUAL MERCHANDISING
SCHEDULE
















DATE: 12/12/2025
















SCALE: AS NOTED

DRAWING NUMBER:

EX.02.03

Visual Merchandising Schedule

Bag Wall	00A.09VM20		Halo Bucket Bag, Purple Agate	-
Bag Wall	00A.09VM21		Halo Bucket Bag, Dried Thyme	-
Bag Wall	00A.09VM22		Halo Bucket Bag, Baked Amber	-
Bag Wall	00A.09VM23		Halo Mini Bucket Bag, Black	-
Bag Wall	00A.09VM24		Halo Mini Bucket Bag, Hot Fudge	-
Bag Wall	00A.09VM25		Halo Mini Bucket Bag, Baked Amber	-
Bag Wall	00A.09VM26		Halo Mini Bucket Bag, Dried Thyme	-
Bag Wall	00A.09VM27		Halo Mini Bucket Bag, Studded Cream	-
Bag Wall	00A.09VM28		Halo Mini Bucket Bag, Crisp Sage	-
Bag Wall	00A.09VM29		Snack Time Crossbody Bag	-
Bag Wall	00A.09VM30		Snack Time Patent Card Case Wristlet	-
Bag Wall	00A.09VM31		Slice 3d Pizza Crossbody	-
Bag Wall	00A.09VM32		Manhattan Taxi Large Market Tote	-
Bag Wall	00A.09VM33		Sam Icon Ksnyl Mini Tote Bag, Black	-
Bag Wall	00A.09VM34		Sam Icon Ksnyl Mini Tote Bag, White	-

Bag Wall	00A.09VM35		Sam Icon Square Tote, Black	-
Bag Wall	00A.09VM36		Sam Icon Square Tote, Parchment	-
Bag Wall	00A.09VM37		Sam Icon Ksnyl Shoulder Bag, Black	-
Bag Wall	00A.09VM38		Sam Icon Ksnyl Shoulder Bag, White	-
Bag Wall	00A.09VM39		Sam Icon Leather Medium Shoulder Bag, Green	-
Bag Wall	00A.09VM40		Sam Icon Leather Medium Shoulder Bag, Rose Garden	-
Bag Wall	00A.09VM41		Sam Icon Leather Medium Shoulder Bag, Feather Pink	-
Bag Wall	00A.09VM42		Glamwich 3d Sandwich Crossbody	-
Bag Wall	00A.09VM43		Kickoff 3D Small Crossbody Handbag	-
Bag Wall	00A.09VM44		Treat Yourself 3D Candy Shop Crossbody	-
Bag Wall	00A.09VM45		Fortune Favors Embellished 3 D Top Handle Crossbody	-
Bag Wall	00A.09VM46		Daisy Flower Pot Crossbody	-
Bag Wall	00A.09VM47		Pastel Carousel	-
Bag Wall	00A.09VM48		Chocolate Milk	-
Bag Wall	00A.09VM49		Oh What Fun 3D Toy Store	-

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PROJECT:



VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

VISUAL MERCHANDISING SCHEDULE
















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SCALE: AS NOTED

DRAWING NUMBER:

EX.02.04

Visual Merchandising Schedule

Bag Wall	00A.09VM50		Ice Pops	-
Bag Wall	00A.09VM51		Mini Golf	-
Bag Wall	00A.09VM52		Spade Sam Flower	-
Bag Wall	00A.09VM53		Lily Polka Dot 3D Wicker Frog	-
Bag Wall	00A.09VM54		Day Tripper	-
Bag Wall	00A.09VM55		3D Slushy Crossbody	-
Bag Wall	00A.09VM56		Rose 3D Crossbody	-
Bag Wall	00A.09VM57		Strawberry Dreams Jam	-
Bag Wall	00A.09VM58		Coffee Break 3D Crossbody	-
Bag Wall	00A.09VM59		Snack Time Metallic Pochette	-
Bag Wall	00A.09VM60		NYC 3D Taxi Crossbody	-
Bag Wall	00A.09VM61		Peanuts X KSNY Snoopy 3D Dog House Crossbody	-
Bag Wall	00A.09VM62		Peanuts X KSNY Snoopy 3D Dog Crossbody	-
Bag Wall	00A.09VM63		Hello Kitty X Ksny Ella Mini Tote	-
Bag Wall	00A.09VM64		Disney X Kate Spade New York Reversible Minnie Large Tote	-

Bag Wall	00A.09VM65		Disney X Kate Spade New York Minnie Mini Tote	-
Closet	00A.10VM01		Satin Devore Empire Waisted Mini Dress	Hanging
Closet	00A.10VM02		Satin Devore Mini Skirt	Hanging
Closet	00A.10VM03		Fluid Jacquard Empire Waisted Mini Dress	Hanging
Closet	00A.10VM04		Fuzzy Oversized Cardigan	Hanging
Closet	00A.10VM05		Faux Fur Jacket, Light Tamarind	Hanging
Closet	00A.10VM06		Faux Fur Jacket, Deep Aubergine	Hanging
Closet	00A.10VM07		Satin Scallop Mini Dress	Hanging
Closet	00A.10VM08		Fluid Puff Sleeve Mini Dress	Hanging
Closet	00A.10VM09		Belted Midi Shirt Dress, Black	Hanging
Closet	00A.10VM10		Belted Midi Shirt Dress, Diamond Blue	Hanging
Closet	00A.10VM11		Belted Midi Shirt Dress, Fairytale Green	Hanging
Closet	00A.10VM12		Scallop Shift Dress, Black	Hanging
Closet	00A.10VM13		Scallop Shift Dress, White	Hanging
Closet	00A.10VM14		Scallop Crew Neck Sweater	Hanging

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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

VISUAL MERCHANDISING SCHEDULE
















DATE: 12/12/2025












SCALE: AS NOTED

DRAWING NUMBER:

EX.02.05

Visual Merchandising Schedule

Closet	00A10VM15		Faux Nappa Mini Skirt	Hanging
Closet	00A10VM16		Whimsical Garden Midi Dress	Hanging
Closet	00A10VM17		Breezy Dot Matinee Dress	Hanging
Closet	00A10VM18		Cargo Skirt	Hanging
Closet	00A10VM19		Pintuck Tiered Shirt Dress, Black	Hanging
Closet	00A10VM20		Pintuck Tiered Shirt Dress, Pink Lemonade	Hanging
Closet	00A10VM21		Halo Mary Jane Flat, Hot Fudge	Shelf
Closet	00A10VM22		Halo Mary Jane Flat, Dark Scarlett	Shelf
Closet	00A10VM23		Halo Ballet Flat, Black	Shelf
Closet	00A10VM24		Halo Ballet Flat, Purple	Shelf
Closet	00A10VM25		Halo Ballet Flat, Cream	Shelf
Closet	00A10VM26		Bunnie Pump, Silver	Shelf
Closet	00A10VM27		Deco Bow Heeled Loafer, Cashew	Shelf
Closet	00A10VM28		Deco Bow Heeled Loafer, Merlot	Shelf
Closet	00A10VM29		Deco Bow Heeled Loafer, Black	Shelf

Closet	00A10VM30		Lower Slingback Kitten Heel, Mint	Shelf
Closet	00A10VM31		Spade Flower Garden Moto Boot	Shelf
Closet	00A10VM32		Beau Heeled Sandal, Taro Milk	Shelf
Closet	00A10VM33		Beau Heeled Sandal, Cream	Shelf
Closet	00A10VM34		Beau Heeled Sandal, Natural	Shelf
Closet	00A10VM35		Beau Heeled Sandal, Setting Sun	Shelf
Closet	00A10VM36		Adele Bootie, Hot Chocolate	Shelf
Closet	00A10VM37		Adele Bootie, Black	Shelf
Closet	00A10VM38		Heart Heel Sandals, Black	Shelf
Closet	00A10VM39		Heart Heel Sandals, Cream	Shelf
Closet	00A10VM40		Bunnie Pump, Dark Scarlet	Shelf

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DRAWING NAME:

VISUAL MERCHANDISING SCHEDULE

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.02.06

Graphic Schedule

Area	Type	Description
ENTRY		
00A.01.GR1	A	Welcome Graphic
00A.01.GR2	B	Subway Tile Mural
RFID		
00A.02.GR1	B	Graphic Surrounding Tablet
MAILBOX		
00A.03.GR1	B	Mailbox
CORNER STORE		
00A.04.GR1	B	Magazine Stand
00A.04.GR2	B	Shopping Basket
00A.04.GR3	A	Above Bookshelves
00A.04.GR4	A	Title Sign on Wall
00A.04.GR5	B	Front of Desk
00A.04.GR5	B	Front of Desk
00A.04.GR6	B	Front of Desk
00A.04.GR7	B	Front of Desk
00A.04.GR8	B	Front of Desk
00A.04.GR9	B	Fridge
00A.04.GR10	B	Front of Flowers
00A.04.GR11	A	Above Flowers
PHOTO OP		
00A.05.GR1	E	Spade
00A.05.GR2	B	Coffee Cup
STAIRS		
00A.06.GR1	B	Stair Rises
00A.06.GR2	B	Stair Landing
LIVING ROOM		
00A.07.GR1	C	Kate Spade Advertisement 1
00A.07.GR2	C	Kate Spade Advertisement 2
00A.07.GR3	C	Kate Spade Advertisement 3
00A.07.GR4	C	Kate Spade Advertisement 4
00A.07.GR5	D	Kate Spade Advertisement 5

00A.07.GR6	C	Kate Spade Advertisement 6
00A.07.GR7	C	Kate Spade Advertisement 7
00A.07.GR8	D	Kate Spade Advertisement 8
00A.07.GR9	C	Kate Spade Advertisement 9
00A.07.GR10	C	Kate Spade Advertisement 10
00A.07.GR11	C	Kate Spade Advertisement 11
00A.07.GR12	C	Kate Spade Advertisement 12
00A.07.GR13	D	Kate Spade Advertisement 13
00A.07.GR14	D	Kate Spade Advertisement 14
00A.07.GR15	C	Kate Spade Advertisement 15
00A.07.GR16	C	Kate Spade Advertisement 16
00A.07.GR17	D	Kate Spade Advertisement 17
00A.07.GR18	D	Kate Spade Advertisement 18
00A.07.GR19	F	Table Questions Interactive
00A.07.GR20	B	Photo Booth Wrap
00A.07.GR21	A	Photo Booth Instructions
00A.07.GR22	B	Bookshelf
KITCHEN		
00A.08.GR1	F	Table
00A.08.GR2	B	On Countertop
00A.08.GR3	B	In Cabinet
BAG WALL		
00A.09.GR1	F	Tablet
00A.09.GR2	B	Mural
CLOSET		
00A.10.GR1	A	Instruction by Tablet
00A.10.GR2	F	Tablet
00A.10.GR3	F	Mirror
00A.10.GR4	B	On Wall

Type	Description
A	Direct UV Print on Plywood
B	Printed Vinyl Graphic with Adhesive Back
C	11x17 Graphic Matte Print, 1" Matte, Wood Frame Painted as Noted
D	24x36 Graphic Matte Print, 1" Matte, Wood Frame Painted as Noted
E	Dimensional Spade Logo
F	Interactive *see media/AV schedule

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PROJECT:



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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

GRAPHIC SCHEDULE

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.02.07

Material Schedule

Material	Code	Description
Wood	WD.01	Dark Wood Flooring
Wood	WD.02	Parquet Flooring
Wood	WD.03	Oak Wood
Tile	T.01	Checkered Tile
Tile	T.02	Pink Terrazzo
Wallpaper	WP.01	Floral Wallpaper
Wallpaper	WP.02	Stripe Wallpaper
Wallpaper	WP.03	Pink Wallpaper
Wallpaper	WP.04	Green Wallpaper
Wallpaper	WP.05	Purple Wallpaper
Fabric	FB.01	Purple Fabric
Fabric	FB.02	Tan Fabric
Fabric	FB.03	Green Fabric
Mirror	M.01	Mirror

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DRAWING NAME:

MATERIAL SCHEDULE








DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.02.08

FFE Schedule

Location	Code	Description	Image	Name	Supplier	Dimensions
Corner Store	00A.04.FFE01	Magazine Stand		10-Tiered Wire Literature Stand for Floor, 20 Pockets for Magazines, Header	Rebrilliant	40" H X 18.6" W X 21.7" D
Corner Store	00A.04.FFE01	Floral Stand		3-Layer Movable Metal Plant Stand - Flower Display Rack with Wheels for Gardens	Arlment & Co.	62.99" H X 11.02" L X 20.47" D
Corner Store	00A.04.FFE01	Shopping Basket		Shopping Basket (12 Per Pack)	WFX Utility	10.25" H X 18.9" W X 13" D
Corner Store	00A.04.FFE01	Refrigerator		ICECASA 48" 2 Door Commercial Beverage Cooler, Double Glass Door Commercial Drink Refrigerator	Icecasa USA	30 x 48.4 x 82 inches
Living Room	00A.07.FFE01	Couch		Belt	Cassoni	141"3/4W x 82"5/8D x 27" 1/2H
Living Room	00A.07.FFE01	Dresser		Nest Dresser	Thuma	99" W x 29" H x 19" D
Living Room	00A.07.FFE01	Photo Booth		Rhode Photo Booth for reference (custom)	BRYANT	
Living Room	00A.07.FFE01	Coffee Tables		Pillar Coffee Table, Espresso	Thuma	36" W x 36" D x 14" H
Kitchen	00A.08.FFE01	Dining Table		Rina Curved Oak Pedestal Dining Table	West Elm	88"w x 39"d x 29"h

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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

FFE SCHEDULE

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.02.09

AV / Media Schedule

Area	Code	Description
RFID	AV01	RFID Sign Up
LIVING ROOM	AV02	Table Questions Interactive
KITCHEN	AV03	Dining Table
BAG WALL	AV04	Tablet
CLOSET	AV05	Tablet
CLOSET	AV06	Mirror

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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

AV / MEDIA SCHEDULE


DATE: 12/12/2025

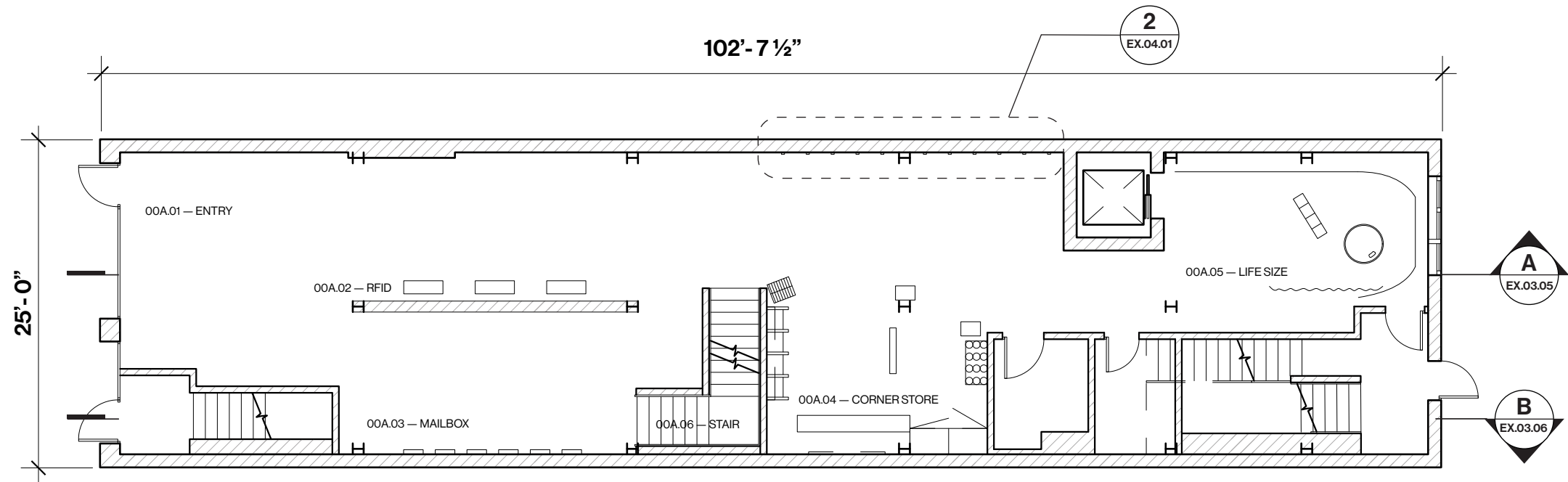
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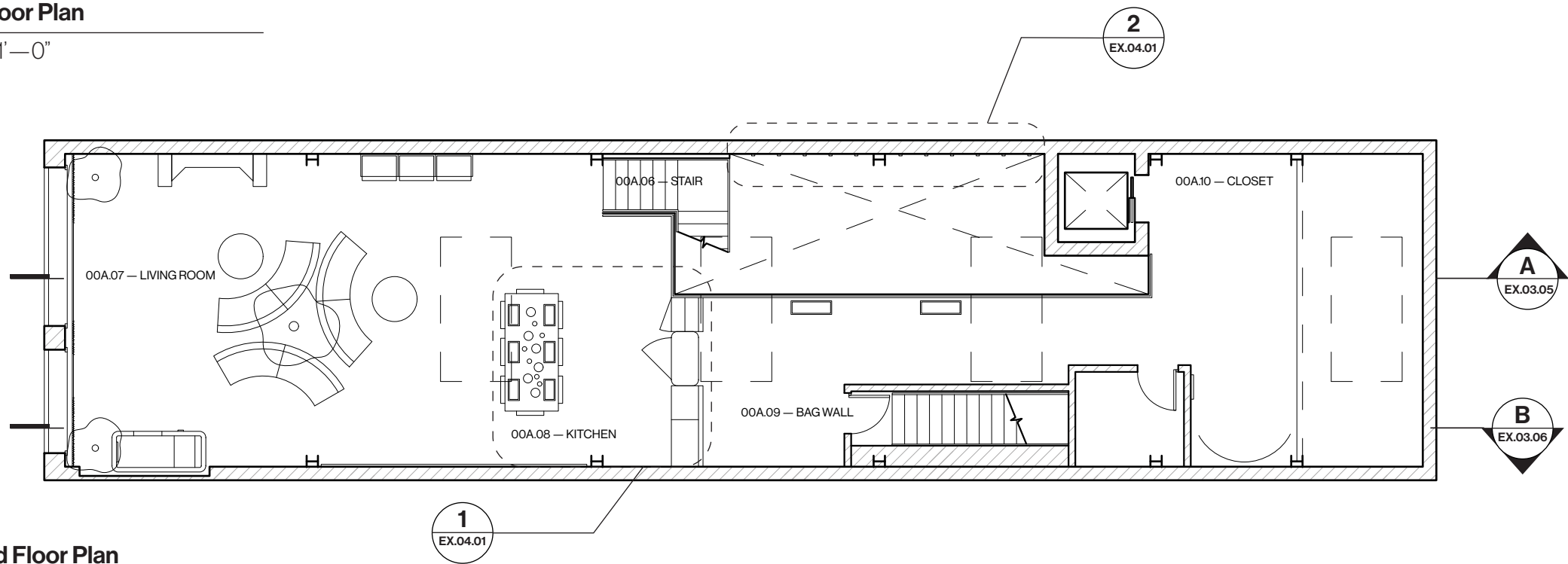
EX.02.10

Plans and Sections

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DESIGNED BY:	LAUREN RALEIGH
STATUS:	100% DESIGN DEVELOPMENT
DRAWING NAME:	
PLANS AND SECTIONS	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER:	
EX.03.00	



1 First Floor Plan
3/32" = 1'—0"



2 Second Floor Plan
3/32" = 1'—0"

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PROJECT:


kate spade
NEW YORK
On Lafayette!

VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

FLOOR PLAN

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.03.01

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PROJECT:



kate spade
NEW YORK
On Lafayette!

VENUE:

216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY:

LAUREN RALEIGH

STATUS:

100% DESIGN DEVELOPMENT

DRAWING NAME:

DIMENSIONAL PLAN

DATE:

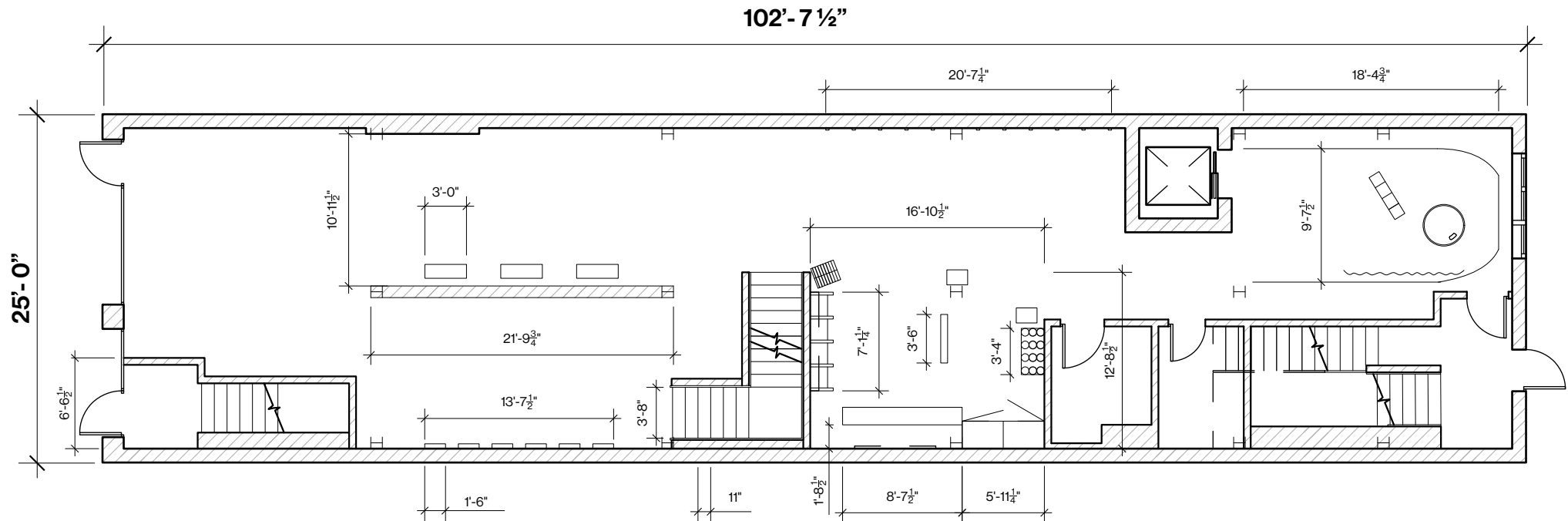
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SCALE:

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DRAWING NUMBER:

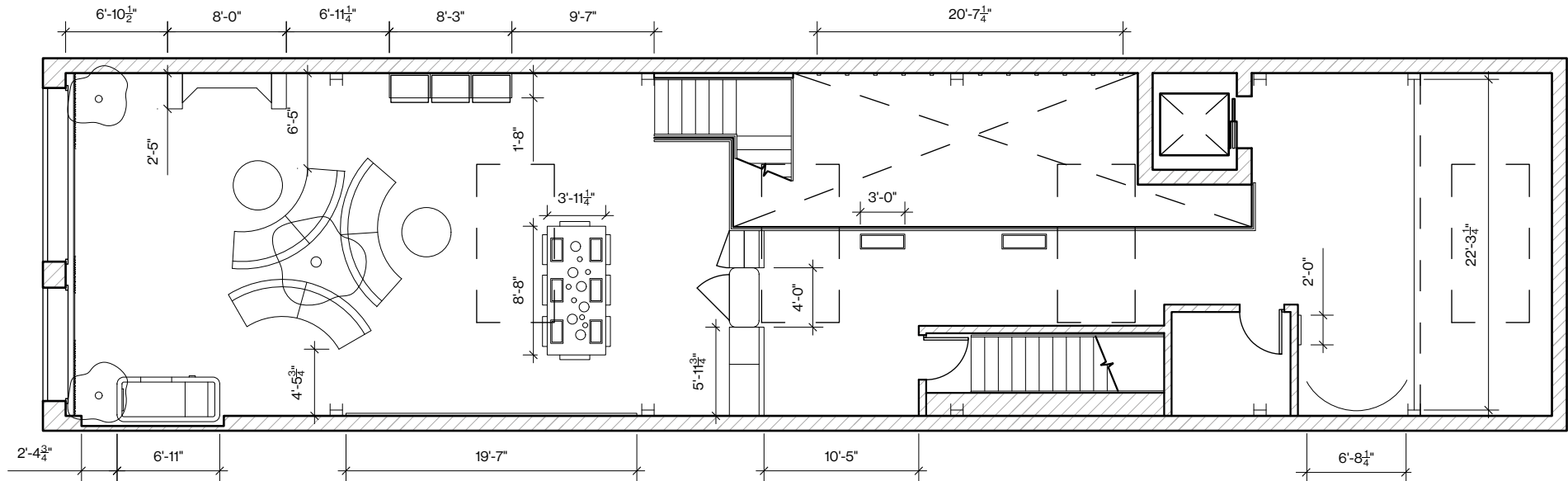
EX.03.02



1

First Floor Dimensional Plan

3/32" = 1'—0"



2

Second Floor Dimensional Plan

3/32" = 1'—0"

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NEW YORK
On Lafayette!

VENUE:

216 LAFAYETTE STREET
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DESIGNED BY:

LAUREN RALEIGH

STATUS:

100% DESIGN DEVELOPMENT

DRAWING NAME:

GRAPHIC LOCATION PLAN

DATE:

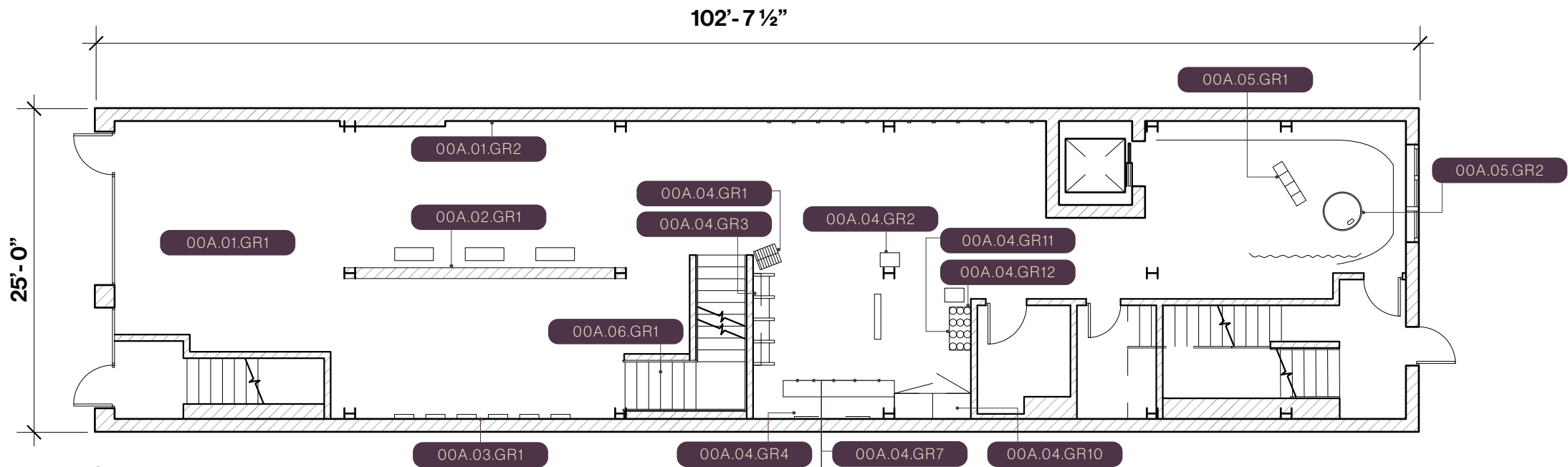
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SCALE:

AS NOTED

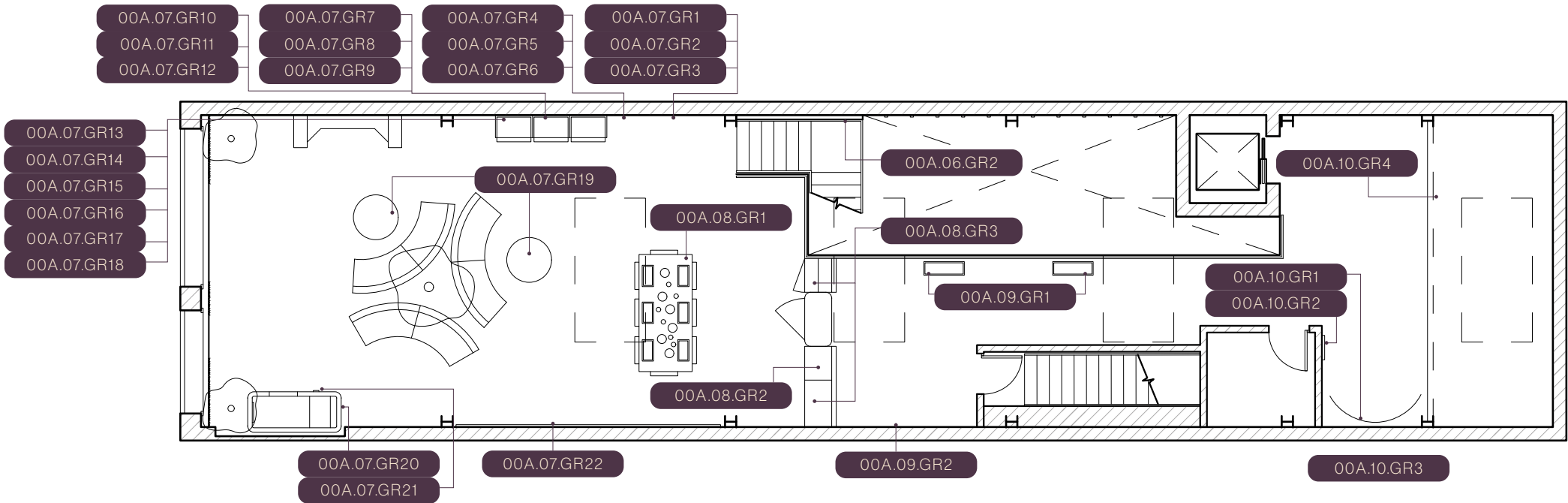
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EX.03.03



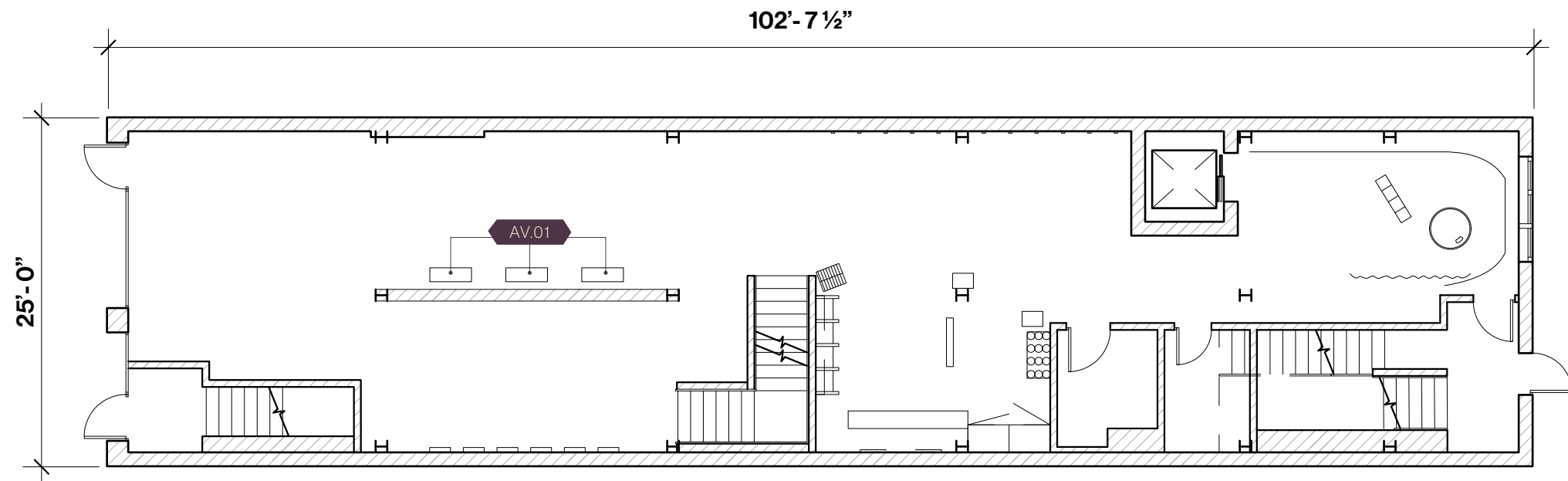
1 First Floor Graphic Plan

3/32" = 1'—0"

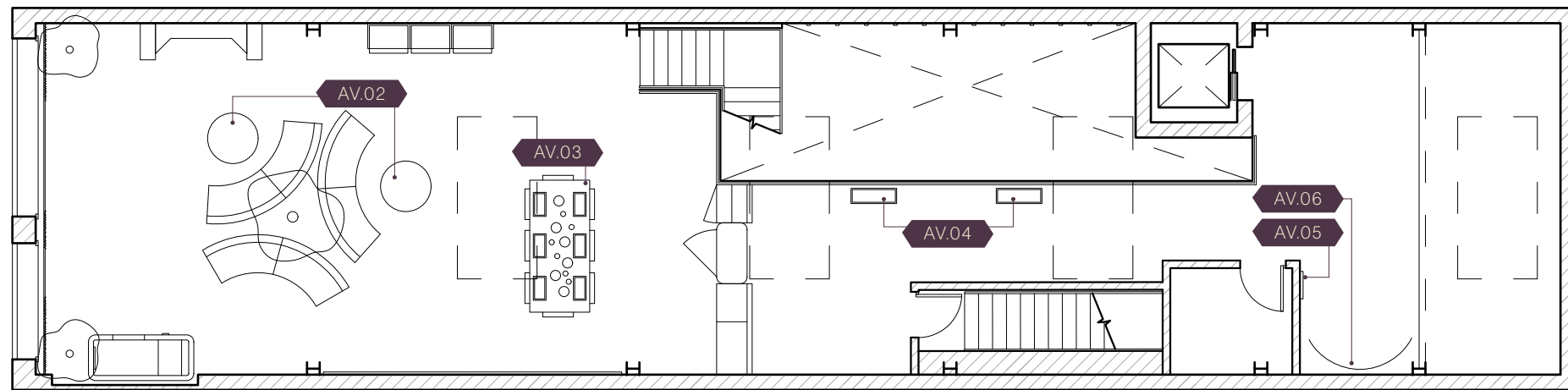


2 Second Floor Graphic Plan

3/32" = 1'—0"

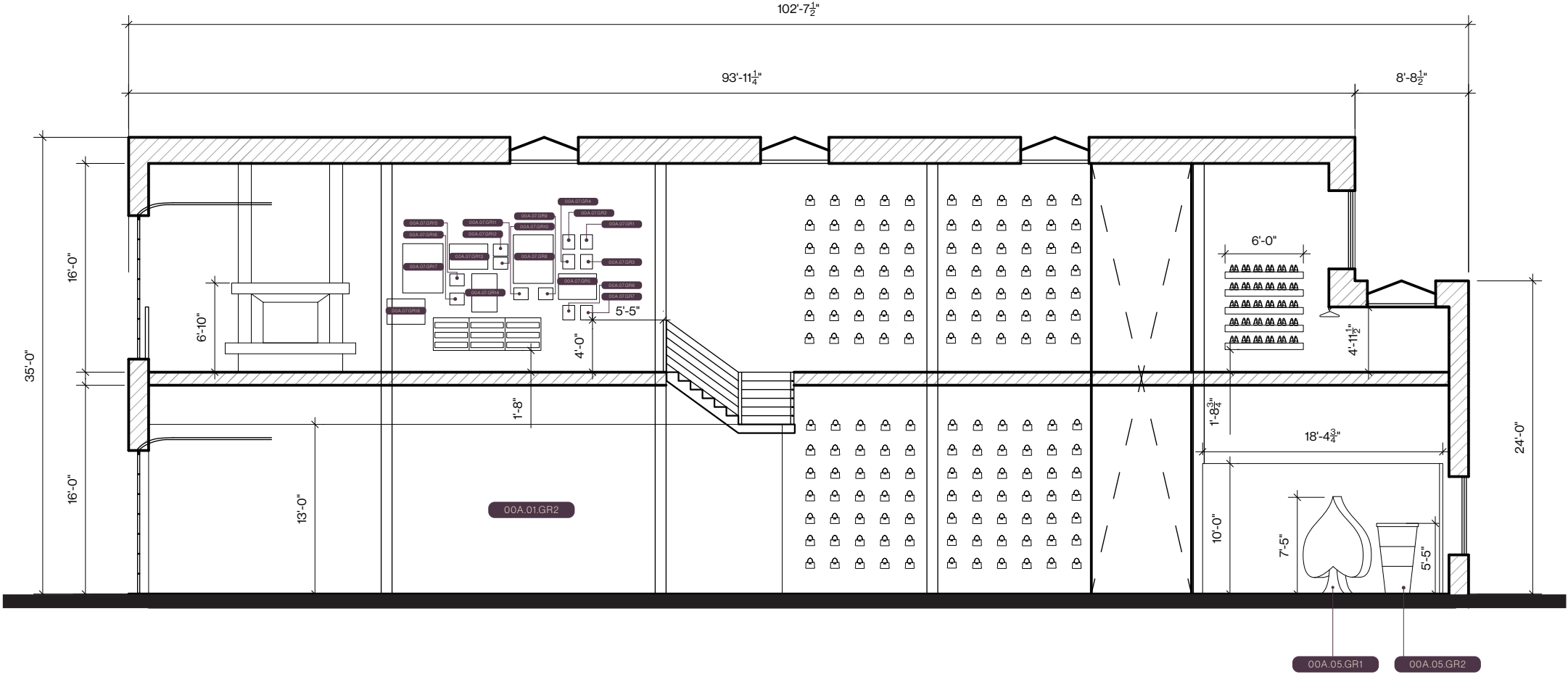


1 **First Floor AV Plan**
3/32" = 1'—0"



2 **Second Floor AV Plan**
3/32" = 1'—0"

LAUREN RALEIGH	
FASHION INSTITUTE OF TECHNOLOGY SCHOOL OF GRADUATE STUDIES 227 W 27TH STREET NEW YORK, NY 10001	
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PROJECT:	
	
VENUE:	
216 LAFAYETTE STREET NEW YORK, NY 10012	
DESIGNED BY:	
LAUREN RALEIGH	
STATUS:	
100% DESIGN DEVELOPMENT	
DRAWING NAME:	
AV PLAN	
DATE:	
12/12/2025	
SCALE:	
AS NOTED	
DRAWING NUMBER:	
EX.03.04	



1

Section A

3/32" = 1'—0"

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PROJECT:


kate spade
NEW YORK
On Lafayette!

VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

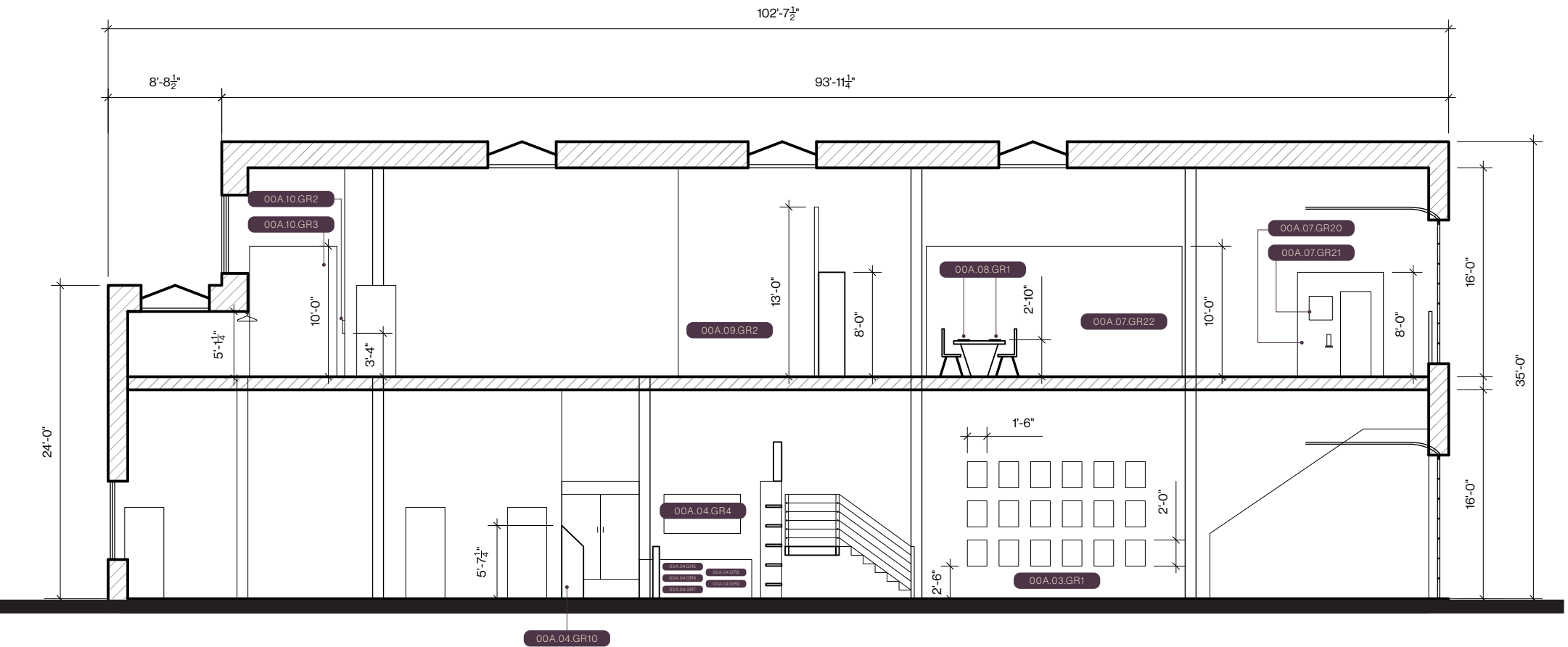
SECTION A

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.03.05



1

Section B

3/32" = 1'—0"

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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

SECTION B

DATE: 12/12/2025

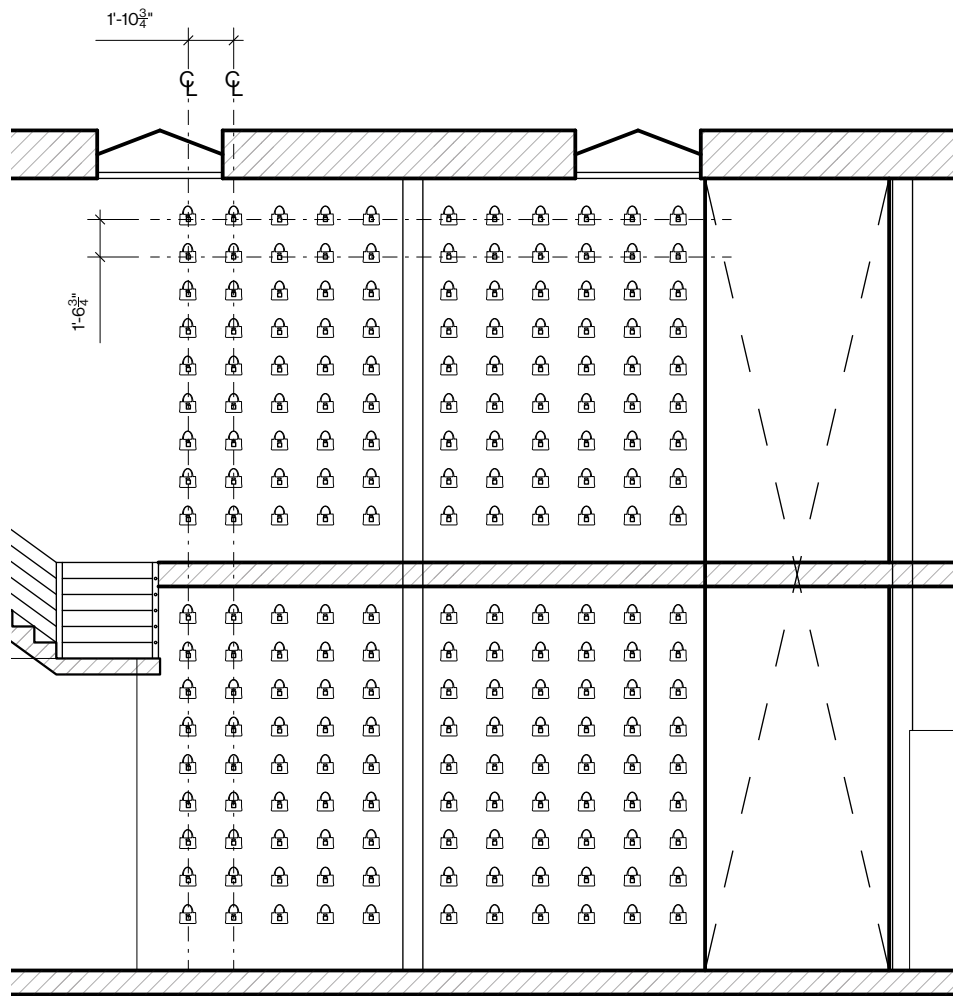
SCALE: AS NOTED

DRAWING NUMBER:

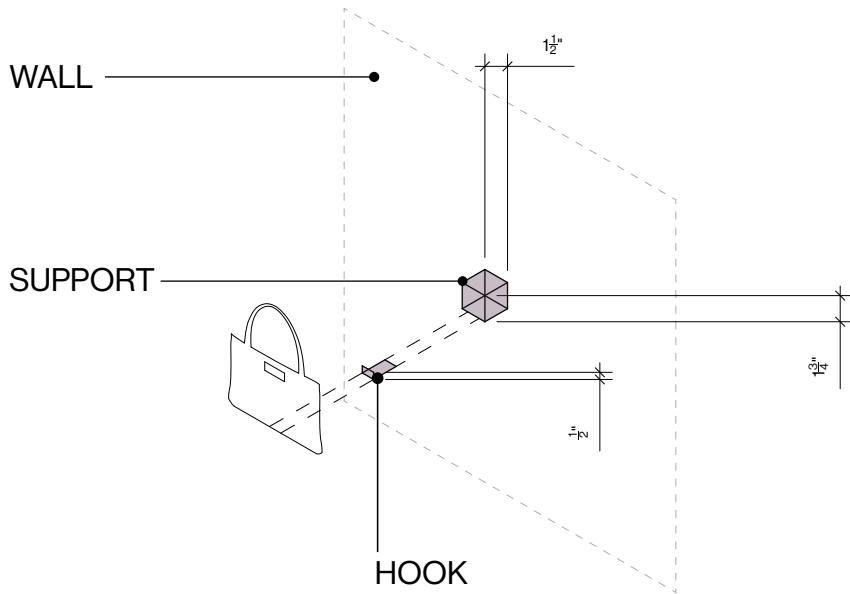
EX.03.06

Exhibition Details

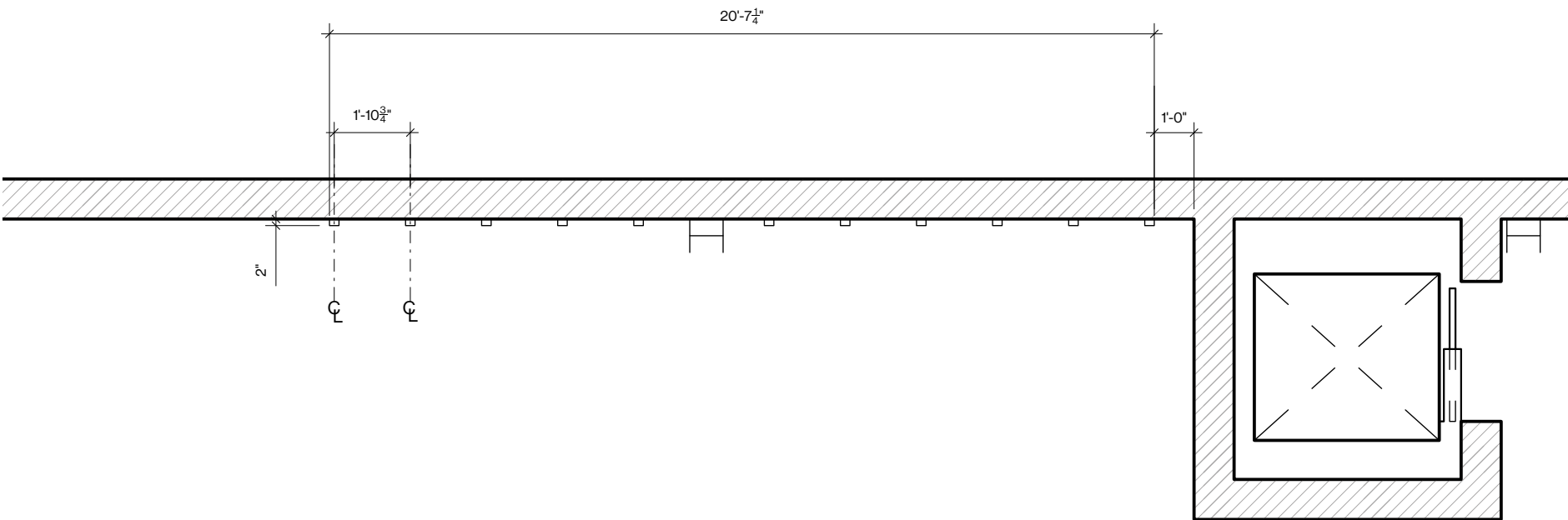
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PROJECT:	
	
VENUE:	216 LAFAYETTE STREET NEW YORK, NY 10012
DESIGNED BY:	LAUREN RALEIGH
STATUS:	100% DESIGN DEVELOPMENT
DRAWING NAME:	
EXHIBITION DETAILS	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER:	
EX.04.00	



1 Bag Wall Detail Elevation
1/8" = 1'—0"



3 Bag Wall Detail
1" = 1'—0"



2 Bag Wall Detail Floor Plan
1/4" = 1'—0"

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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

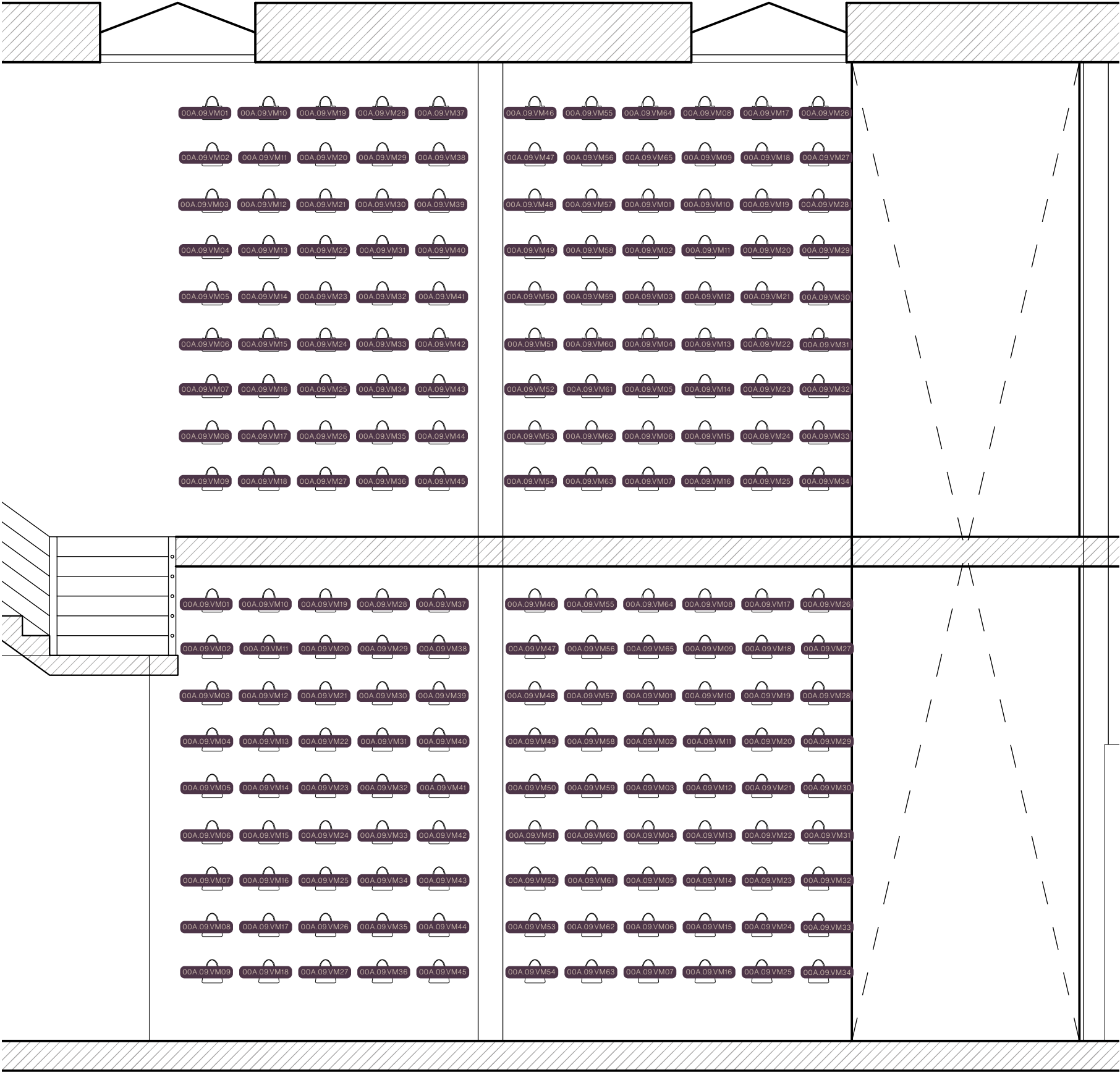
BAG WALL DETAILS

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.04.01



1 Bag Wall Detail VM Tags
1/4" = 1'—0"

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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

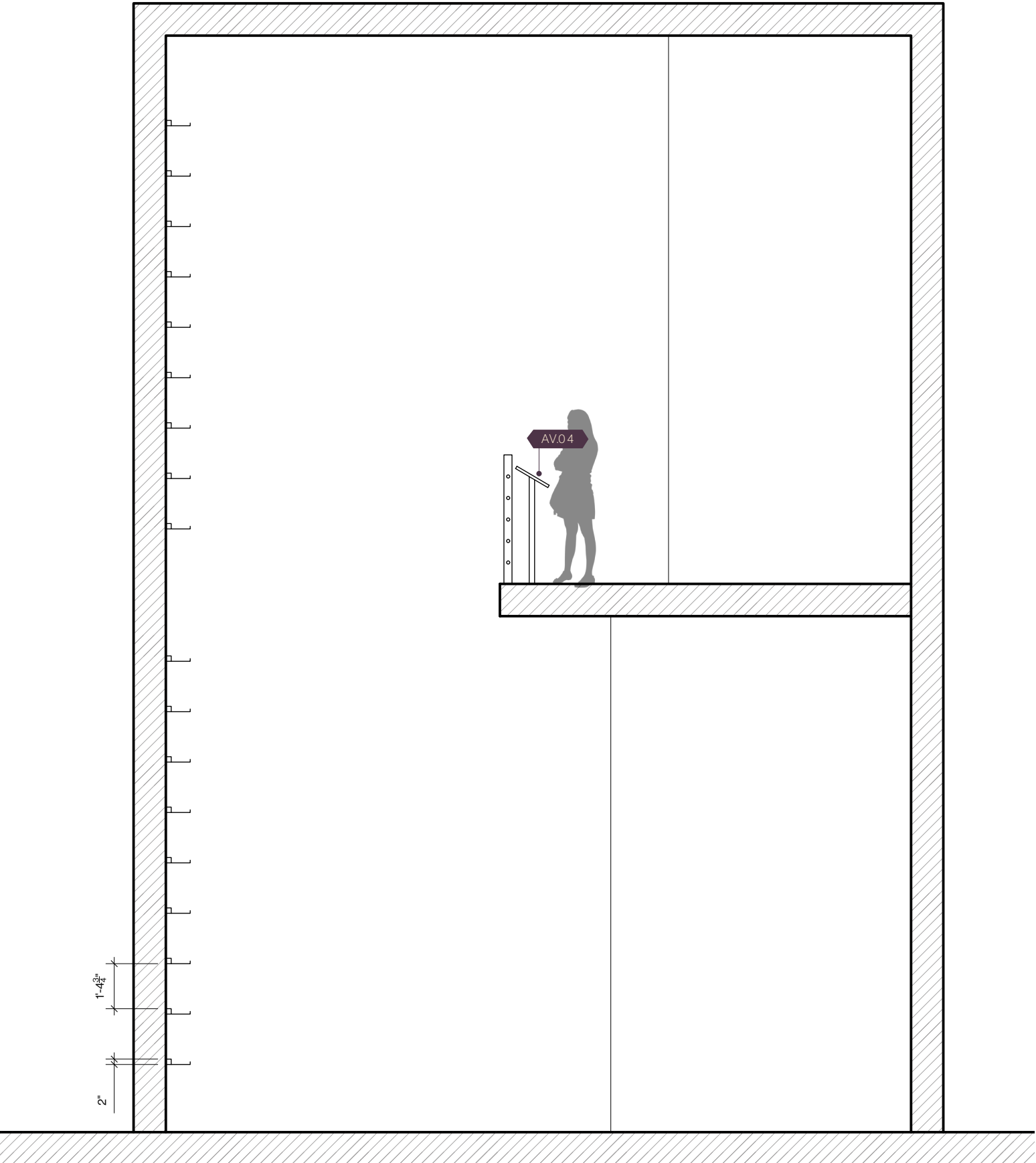
BAG WALL DETAILS

DATE: 12/12/2025

SCALE: AS NOTED

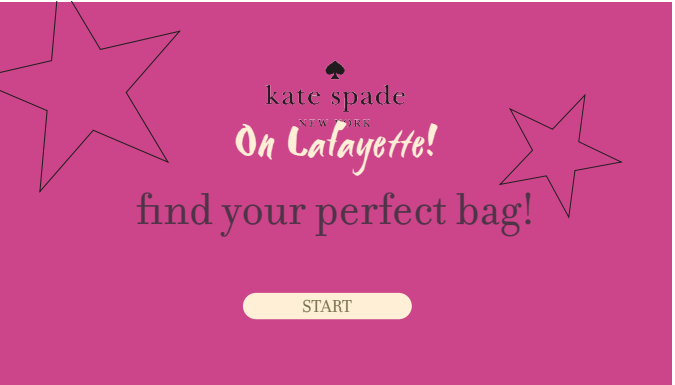
DRAWING NUMBER:

EX.04.02



1 Bag Wall Detail Section
1/4" = 1'—0"

On second floor, visitors can take the Bag Quiz to find their perfect bag. Once they get their bag, it will light up on the bag wall.



2 AV.04 Art Direction
NTS

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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

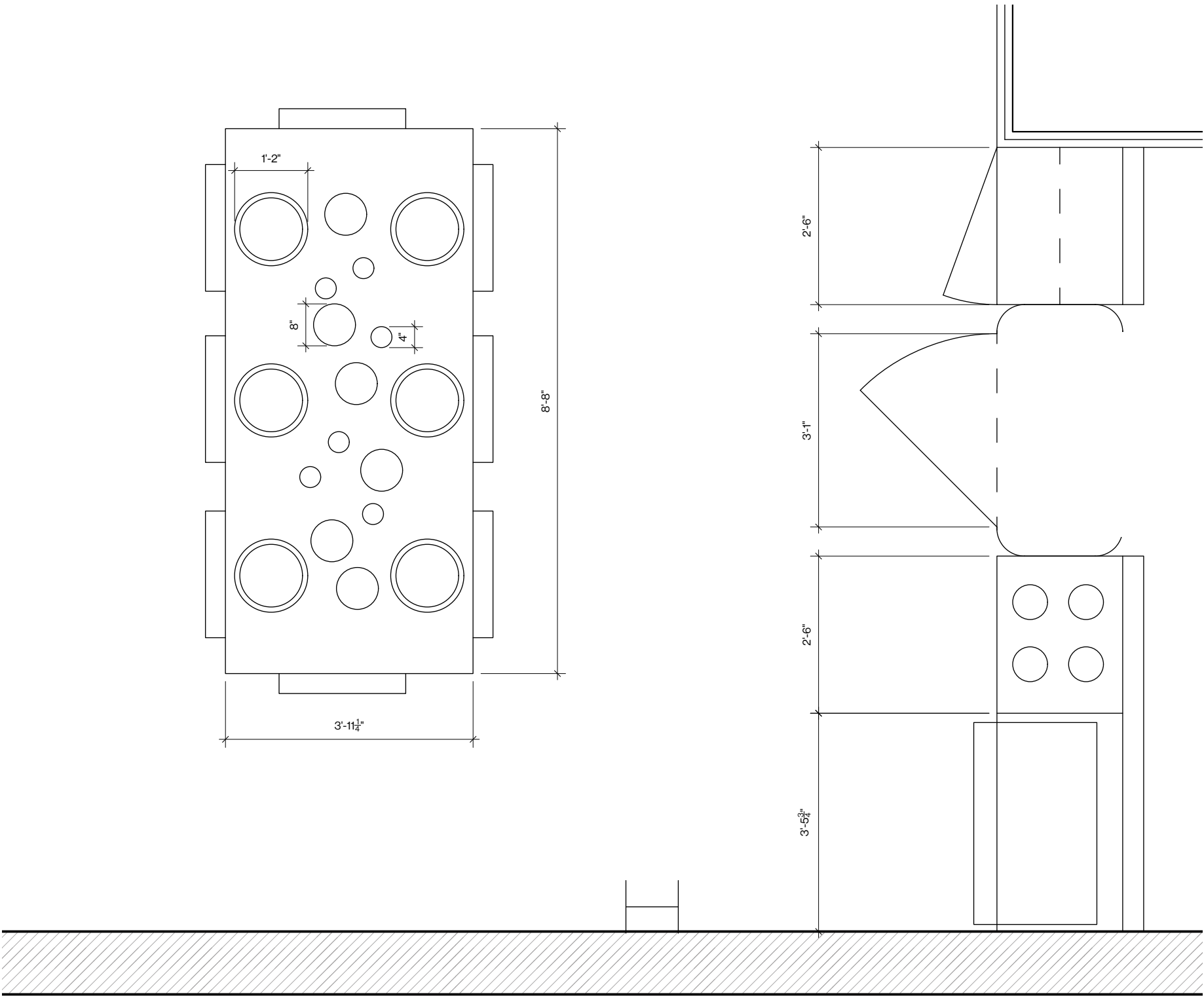
BAG WALL DETAILS

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.04.03



1 Kitchen Detail Floor Plan
1/2" = 1'—0"

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NEW YORK, NY 10012

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STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

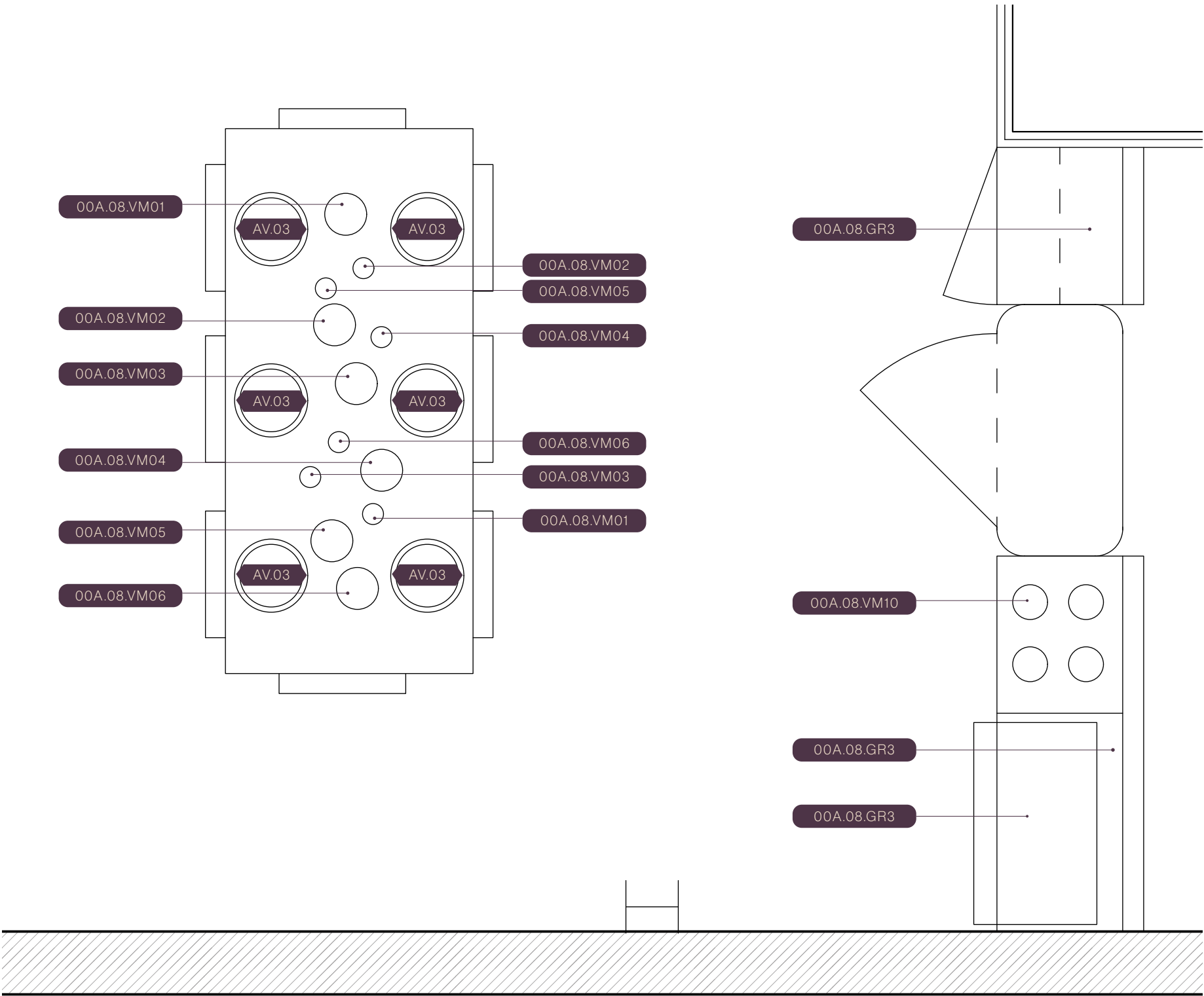
KITCHEN DETAILS

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.04.04



1 Kitchen Detail Floor Plan
1/2" = 1'—0"

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PROJECT:



VENUE: 216 LAFAYETTE STREET
NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

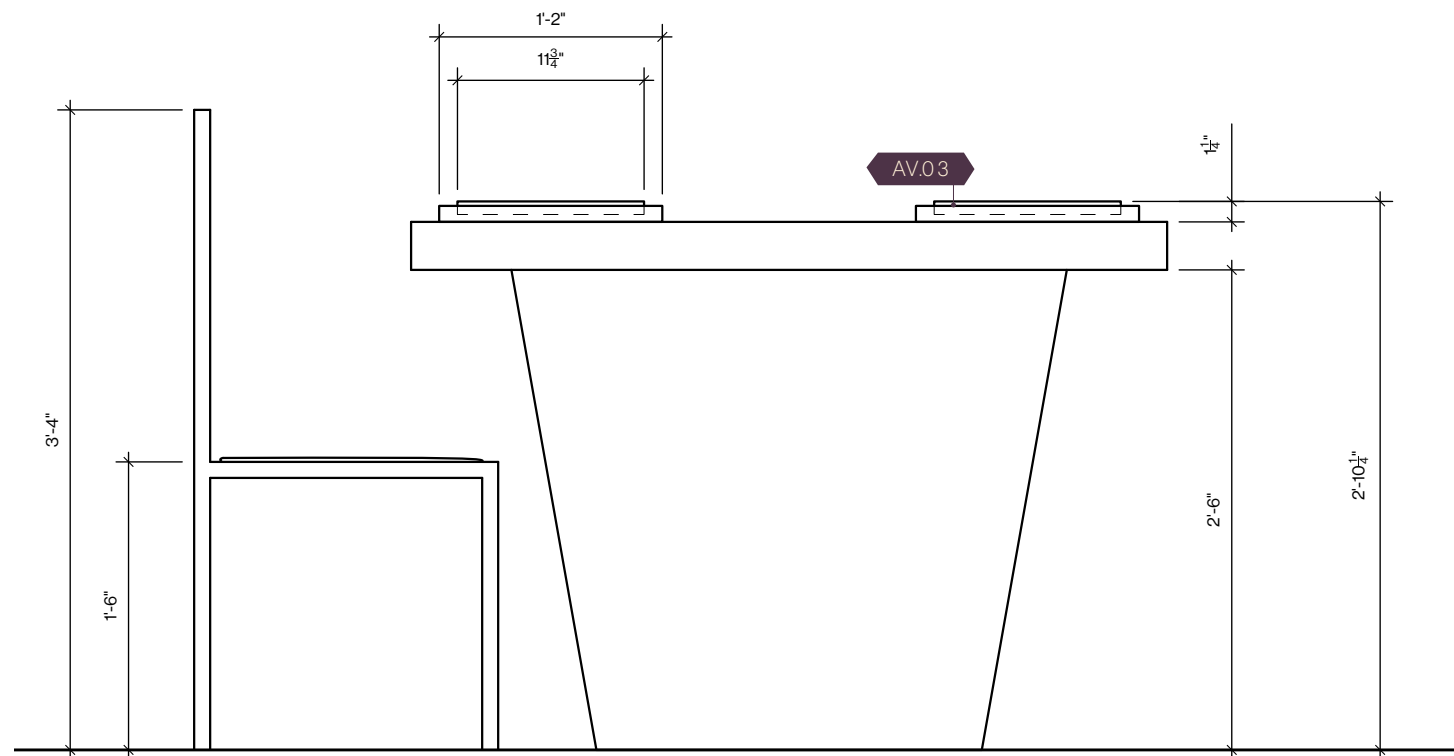
KITCHEN DETAILS

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

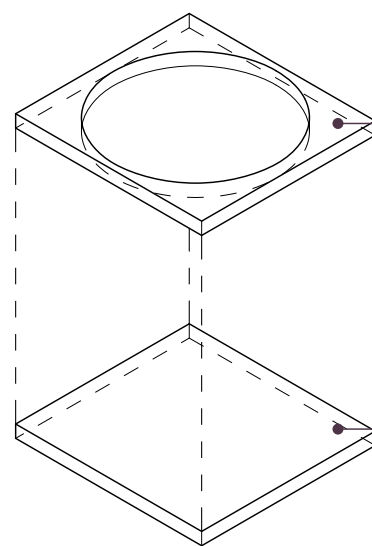
EX.04.05



1

Dining Table Section

1" = 1' - 0"



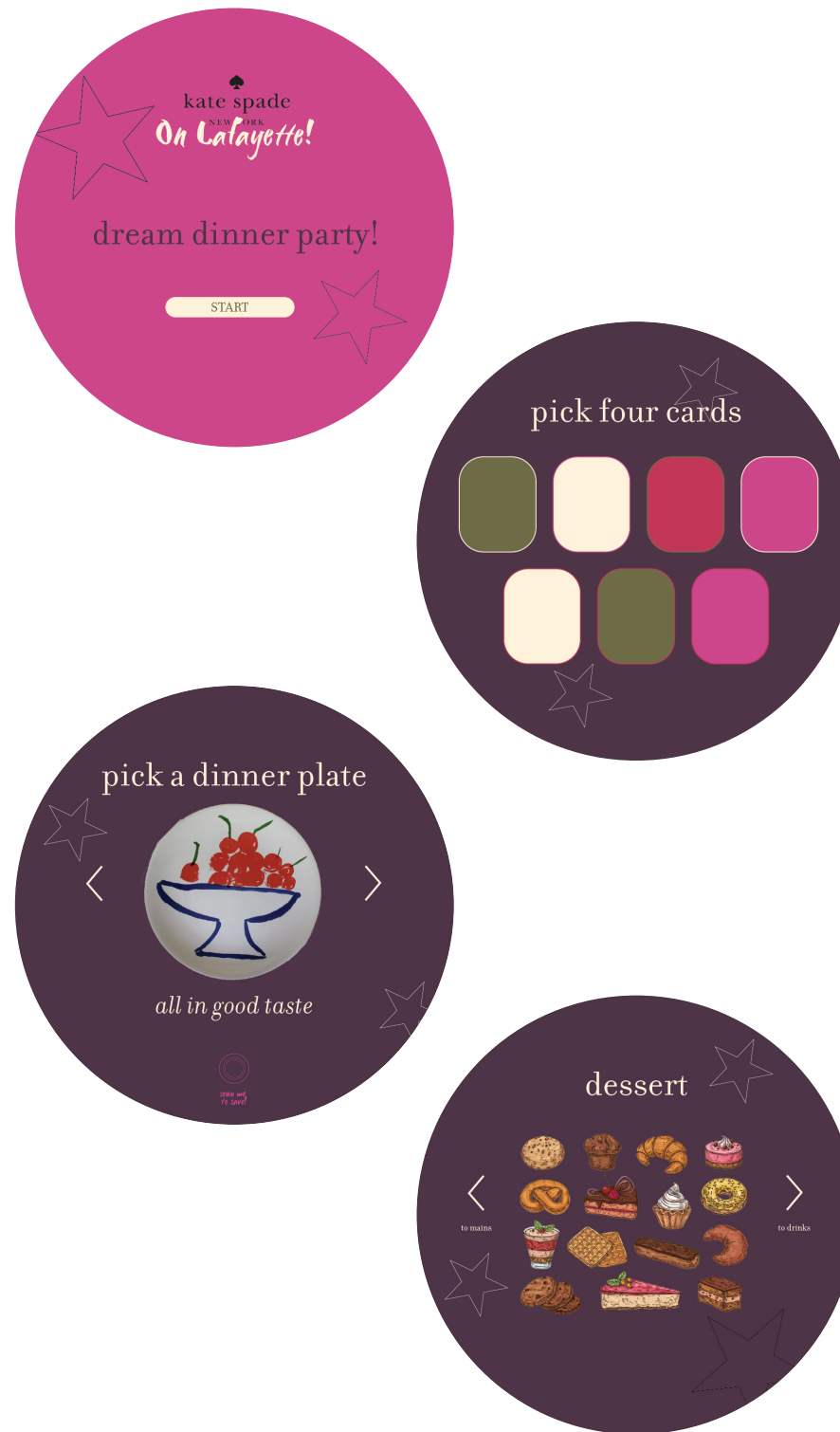
FRAME TO GIVE
APPEARANCE OF
CIRCULAR SCREEN

SQUARE TABLET

2

AV.03 Tablet Detail

NTS



3

AV.03 Art Direction

NTS

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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

KITCHEN DETAILS

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.04.06

Graphics

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PROJECT:



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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

GRAPHICS

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.05.00

Graphic Look and Feel



The graphic look and feel draws from the world of **scrapbooks and vintage fashion magazines**. It celebrates individuality and **nostalgia** through layered visuals that feel **collected, not curated**. It's about the charm of something personal, tactile, and real.

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NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS:	100% DESIGN DEVELOPMENT
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DRAWING NAME:

GRAPHIC LOOK AND FEEL

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.05.01

Logo

Kate Spade logo

Street name of venue
See Color Palette (EX) for approved colors



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PROJECT:



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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

LOGO

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.05.02

Color Palette



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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

COLOR PALETTE

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.05.03

Typography

FILOSOPHIA OT BOLD

SIX HANDS BRUSH

Similar style to Interview magazines font; NYC magazine created by Andy Warhol.

FILOSOPHIA OT

Filosophia is inspired by Bodoni, a similar serif typeface used in fashion magazines like Vogue, Elle, and Harpers Bazaar. Similar font to Kate Spade logo.

Lorem Ipsum
 Lorem Ipsum

Cietur sequi que nimporem as mi, que repelendi deleniendae re, cus sed quoditiundes esci debist andunt, ate dem nianda connihiliqui que nulpa dolorpo repelluptate doles id et, omnis dolupta plibus dolorum haruptatur sit vellabo. Re corem repeles sae veribus et ullabor esequod itaquiatetus unt, quo eumque con

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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

TYPOGRAPHY

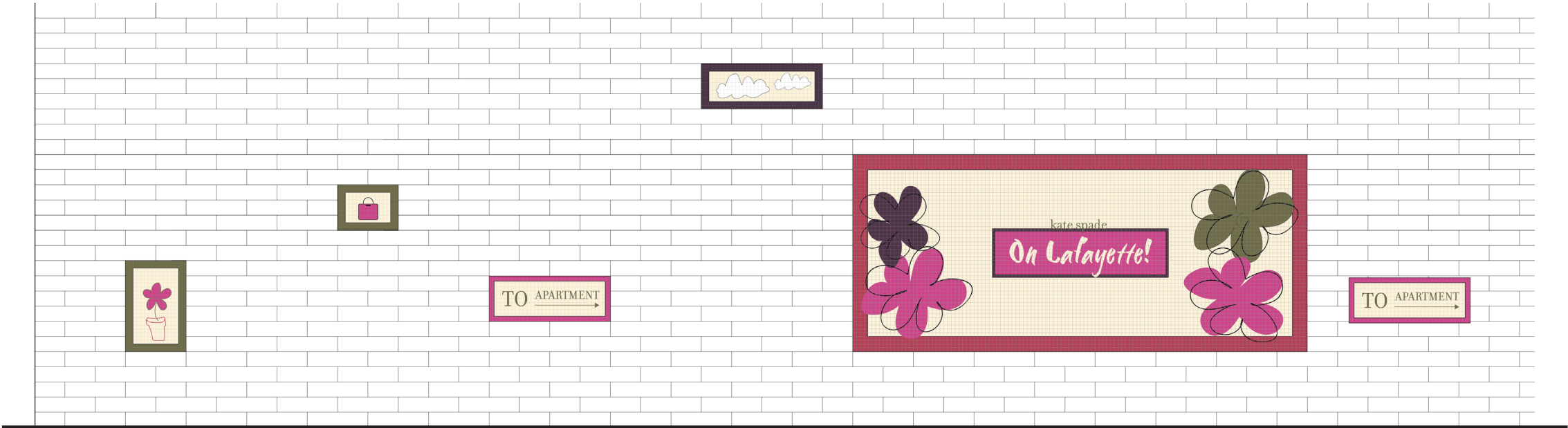
DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.05.04

Sample Graphic Elevation



1 Subway Mural
NTS

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PROJECT:	
	
VENUE:	216 LAFAYETTE STREET NEW YORK, NY 10012
DESIGNED BY:	LAUREN RALEIGH
STATUS:	100% DESIGN DEVELOPMENT
DRAWING NAME:	
SUBWAY MURAL GRAPHIC ELEVATION	
DATE:	12/12/2025
SCALE:	AS NOTED
DRAWING NUMBER:	
EX.05.05	

Sample Graphic Elevation



1 Living Room Wall
NTS

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DESIGNED BY: LAUREN RALEIGH

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DRAWING NAME:

**LIVING ROOM GRAPHIC
ELEVATION**

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.05.06

Advertising



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NEW YORK, NY 10012

DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

ADVERTISING

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.05.07

Collateral



Hat

For brand ambassadors at the event.



Key chain

From the mailbox activity. Implements Kate Spade in their everyday life.



Photo Strip

From the photo booth (living room). For visitors to display in their home; share on social media.

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PROJECT:



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DESIGNED BY: LAUREN RALEIGH

STATUS: 100% DESIGN DEVELOPMENT

DRAWING NAME:

COLLATERAL

DATE: 12/12/2025

SCALE: AS NOTED

DRAWING NUMBER:

EX.05.08



100% DESIGN DEVELOPMENT PACKAGE

THESIS CAPSTONE 2025
MA EXHIBITION AND EXPERIENCE DESIGN
FASHION INSTITUTE OF TECHNOLOGY

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