

*L*UPARA'S

Presenting The Past



Near CHIJMES.

Gallery space.

\$540/day.

30 square meters.

Host a concept store in a gallery space. Accentuate the brand's sophistication that contrasts its rough and tumble attitude. Presenting the vintage aesthetic in a modern fashion.

Store will be called “Lupara’s”, inspired by family owned Italian restaurants with names like Salieri’s or Pepe’s.

LOCATION



Open space concept.

Carpeted flooring.

Screens.

Wall art.

INSPIRATION



Commission film photographer Patrick Clelland to design a photo collage mural for the display wall at the pop up store.

His distinct style is credited to the use of only 35mm film cameras, with dark lighting and exaggerated shadows, his aesthetic highly resembles something our brand would do. It would make sense for us to collaborate with him.



COLLABORATION

Cover the senses.

Audio : Period authentic / mood inspiring music playing in store at all times.

Visual : Films that resonate with our brand will be played through a projector on a wall for passerbys and customers to view as well as the collaboration photos plastered on the wall.

Smell : Incense burning in store.

Taste : Bar in the store for customers to help themselves.



ENTRANCE

The intentional unassuming exterior helps paint a picture of what the essence of our brand is ; unpretentious and simplistic.

The full height windows help passerbys catch a glimpse of the film being played by the projector as well as glance at the products being sold in the store.





Upon entering, the first thing that will be seen is a quote summarising the brand on the wall, giving customers a taste of what they are about to experience.

ENTRANCE



PROJECTOR



The display wall adjacent to the projector screen features the collaboration with photographer Patrick Clelland. Having the “ gallery ” like features such as the photographs and the film dedicated to one side leaves the other corner for more involving facets which we will explain later. By placing the works with the product, it also helps drive home the fact that the brand is very much a lifestyle not just a clothing brand, it hopes to form the message that the brand is inspired by aspects that is not just fashion but life itself.

COLLABORATION WALL



Opposite the clothing racks as mentioned earlier featured more involving aspects, this corner is known as the saloon. It features a table with a record player, a plethora of records as well as an ironically appropriate rudimentary bar, the setup is cornered by two vintage Klipsch speakers that will help deliver the definitive aural experience of Lupara Bianca to customers. The idea of this station works exactly how a regular bar would, people can help themselves to the drinks and enjoy the music radiating from behind them, all while viewing the products on the opposite wall or even directly behind them, since this is also the area where we house the accessories ; again we strategically implemented the product with the novelties to emphasize the lifestyle nature of the brand.

SALOON



Just beside the saloon, there is a vintage bookshelf repurposed to fit folded tee shirts that the brand is selling, specifically placed nearest to the cashier which is behind the projector wall since we feel the tee shirts are going to be the most popular purchases alongside the accessories. The cashier is also placed behind the projector wall, since much like a gallery space there are rarely staff members walking around, placing it there out of sight helps ensure an uninterrupted experience. The overall shop space may seem small at first glance but it guarantees an experience comparable to that of something much larger with its plush red carpet, good music and captivating visuals and if anything, in this period of COVID and social distancing, having a space of this size will suffice for 5-8 people.



Gold Clothing rack Women's shelf clothing rack floor display rack Children's clothing display rack clothes shelf long 100*40*170*cm (gold)

English ▾

★★★★★ 5 | 1 Reviewed | 47 sold

\$67.69

Domestic shipping fee: \$2.08 ?

color

Long 100*40*160*Cm (Gold)

Long 100*40*170*Cm (Gold)

Long 120*40*160*Cm (Gold)

Long 120*40*170*Cm (Gold)

Long 150*40*160*Cm (Gold)

Long 150*40*170*Cm (Gold)

Shipping

Via Sea : \$12.60 Arrive in 15 - 32 days

Quantity

– 1 +



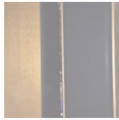
Add To Cart



Share   

The golden coloured clothing racks selected for our store, priced each at \$67, 3 will be needed.

SOURCES



stptai

★★★★★ 226

Chat

Buy Now

\$200

Share 29

Klipsch KG3.5 Vintage Speakers

Contact Seller

Write a custom message...

Hi, is this still available?

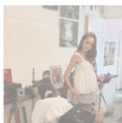
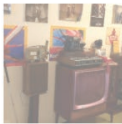
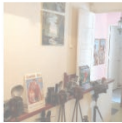
Is the price negotiable?

Can I see more photos?

Singapore / Singapura / 新加坡 / சிங்கப்பூர் (Singapore)

Meetup · Carousell Protection

Twin vintage Klipsch speakers used for the saloon.
Sourcing old and vintage gear on Carousell makes the
entire vintage aesthetic more authentic to the brand and
store image. \$200 for both speakers.



tg_katong_vintage_rental

★★★★☆ 140

Chat

Make Offer

S\$100

Share 4

Vintage photo studio (for shoots & filming)

Contact Seller

Write a custom message...

Hi, is this still available?

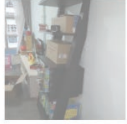
Is the price negotiable?

Can I see more photos?

SPC - Tanjong Katong

Meetup

\$100 to rent a vintage projector camera from a reputable vintage collector. Buying one of these would be too expensive and the reliability may be questionable, renting would ensure it is functional and it is inexpensive.



peizee

★★★★★ 16

Chat

Make Offer

\$30

Share

1

Wooden Bookshelf

Contact Seller


Write a custom message...

Hi, is this still available?

Is the price negotiable?

Can I see more photos?


\$30 for a vintage bookshelf that will be repurposed into a tee shirt shelf, its design suits the vintage aesthetic and being a genuine second hand piece, it aligns with the brand's nitty gritty nature.



Colgate: Up to 60% OFF

Grab VouchersApple Watch-StrapOversized TeeKids MaskBlack MaskAdidas ShoeCasio WatchMini Fridge

Shopee > Home & Living > Home Decor > Rugs & Carpets > Commercial Office Carpet



Commercial Office Carpet

No Ratings Yet | 0 Sold

\$128.20

Shipping

Free shipping

Shipping From Mainland China

Shipping Fee \$0.00 - \$1.00

Color

Light Gray Mz10

Dark Gray Mz16

Light Brown

Sky Blue Mz11

Blue Mz15

Black Mz13

C

Brown Kt1004

Blue Gray Mz17

Light Green Zr

Wine Red Zn26

Orange Zn20

Gray Stripe Mz1

Elegant Camel Mz12t

Elegant Black Stripe Mz13t


Peacock Stripe Z11t

Silver Gray Stripe

Army C

Light Blue Stripe

Violet Purple Stripe



\$100 to rent a vintage projector camera from a reputable vintage collector. Buying one of these would be too expensive and the reliability may be questionable, renting would ensure it is functional and it is inexpensive.

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