



Interior Designer

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RETAIL: DC SHOE COMPANY

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DC Shoe Company was founded in 1993 and specializes in athletic footwear. Their 20 year anniversary slogan was 'defy convention'. The concept for this project was to turn something that was unimportant into something valued; so I infused a [metaphorical] derelict home with saturated light. This resulted in a dramatic, energized flagship store that properly reflected DC Shoe Company's brand.



These images were rendered using AutoCAD, Sketchup, Kerkythea, and Photoshop.

