

# Andy Beach

## Samples of Concept Work for Urban Outfitters

Note:

I'm only showing a few sample pages of each project. Most of the concept books I did for UO were 50+ pages. With multiple presentations per each of six seasons, plus many special projects = usually 40-ish books per year. Impossible to share more here without overwhelming.

# CABIN

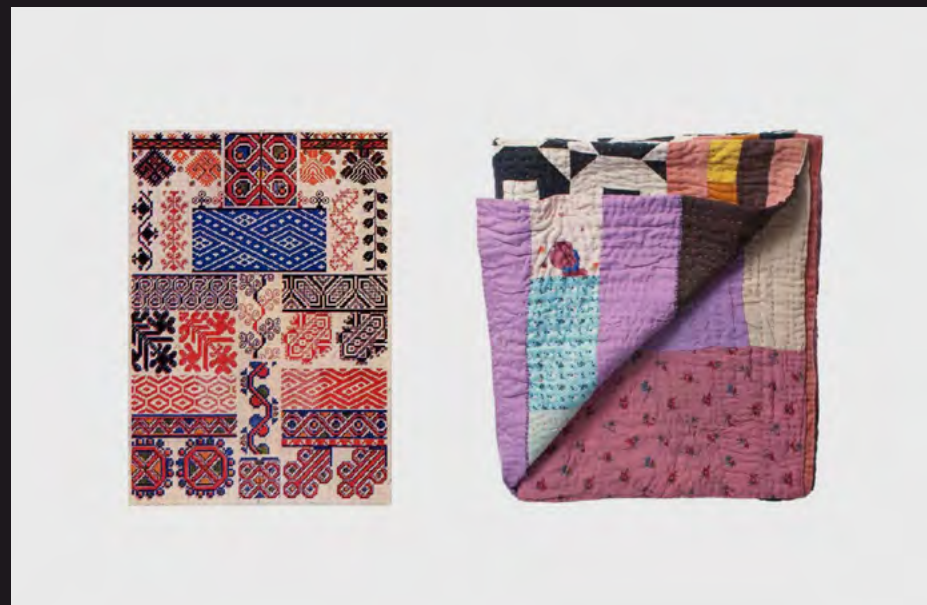
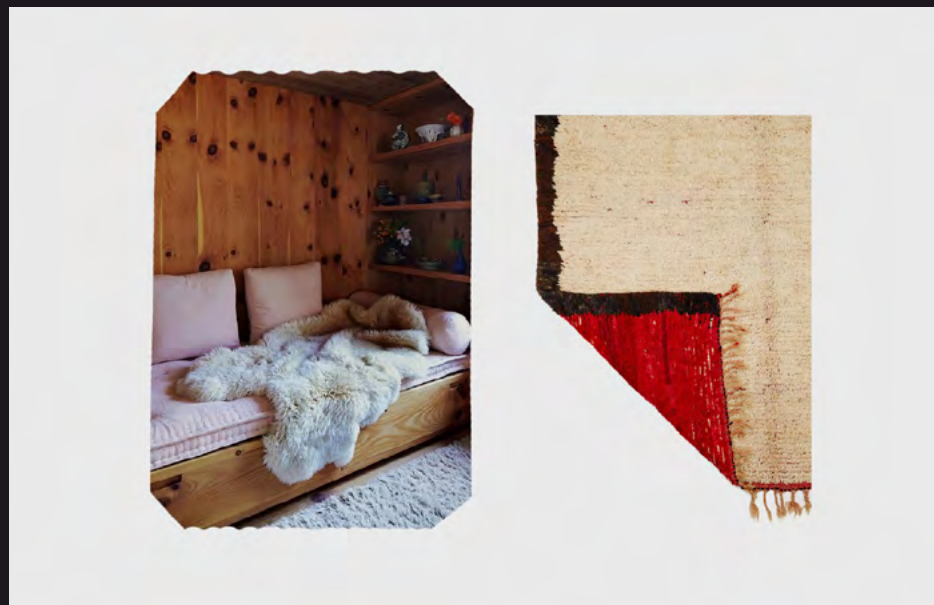
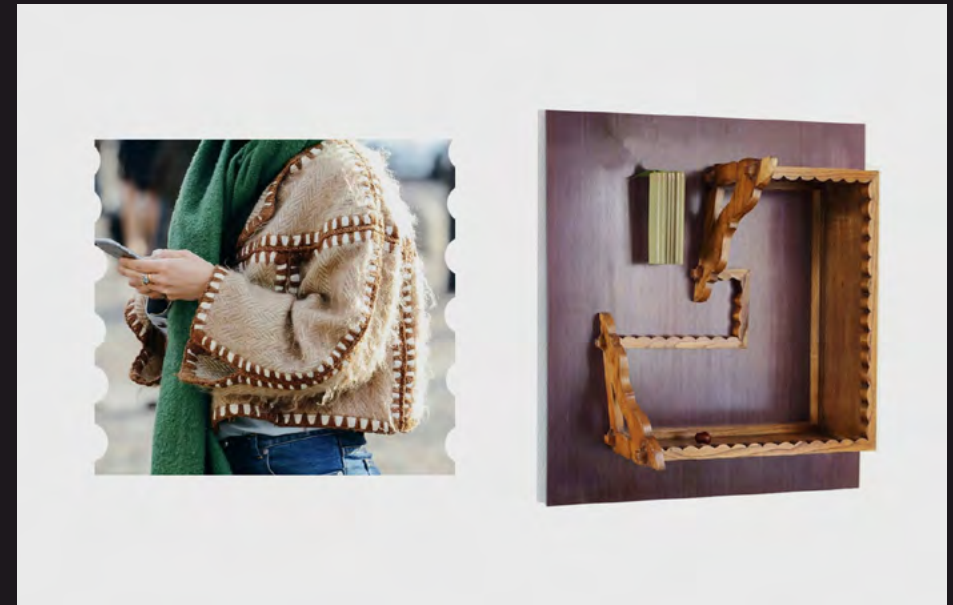
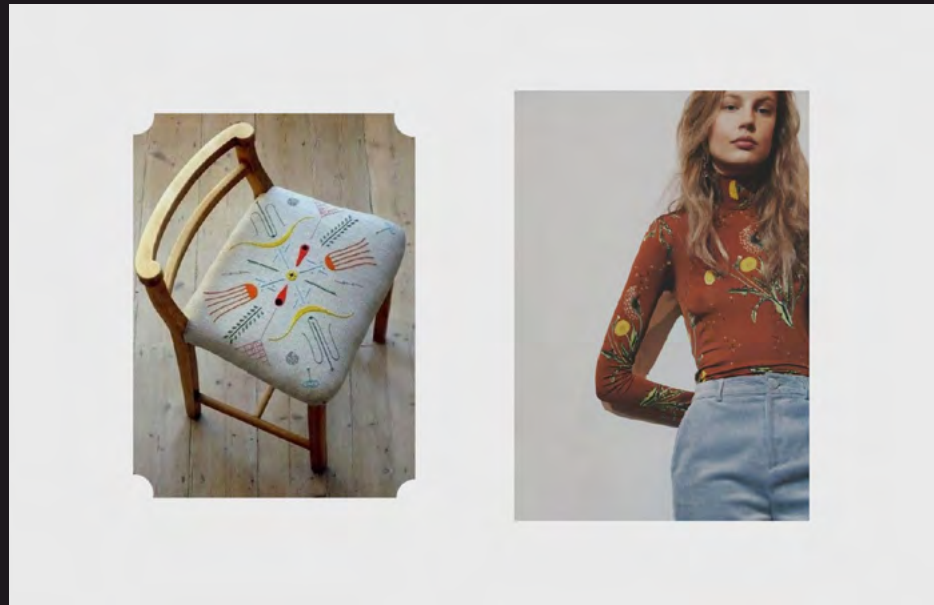
Concept kickoff for a funky, handmade cabin in the woods.



**MODERN  
IMPROVED  
HOMEMADE  
COZY  
WOODEN  
GLOWING  
BRIGHT  
NATURAL  
EXPRESSIVE  
HIGH**

COTTAGE

Concept kickoff for a cozy, folkly cottage in the woods.

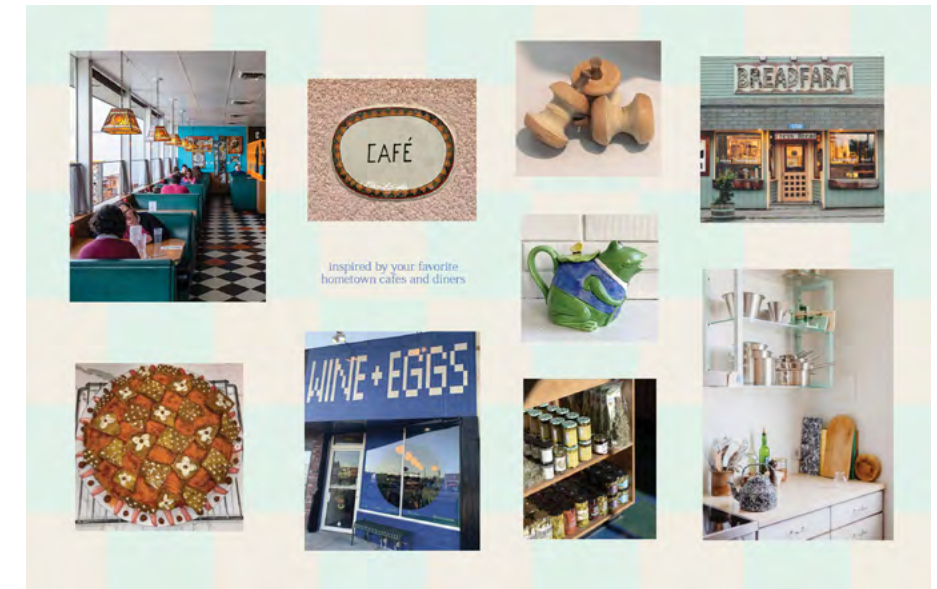


# A COUNTRY CAFE

Kitchen concept inspired by hometown thrift finds and time capsule cafes.

in the kitchen...

a COUNTRY Cafe



color of the season! Jade-ite green



Make a scene



daisy :-)



on Today's menu (cute graphics)



The Mug Shoppe



Everything in it's place



# RAG DOLL

Retro-inspired home accessories collection.



EMERGING TRENDS CAPSULE



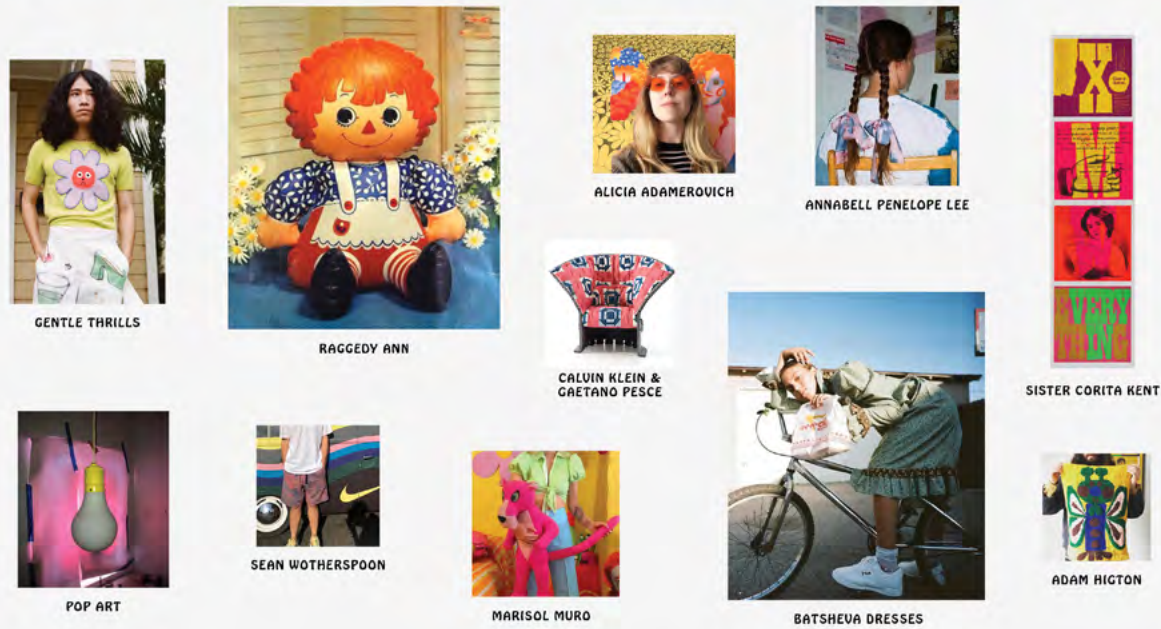
**1970's CRAFT RETRO—POP STORYBOOK STYLE!!!!!!!**



There's a new DIY arts & crafts movement — with a no-fear retro feminine expression. Seventies-inspired time capsule dresses from Batsheva. Handmade art clothing from Lou Dallas and Annabell Lee. Funny and light-hearted airbrush tees from Gentle Thrills. Destination boutiques like Café Forgot and Instagram favorite The Corner Store. These are young, fun, hard-working girlie girls showing off their DIY skills. Throw in a plastic-y pop and “Rag Doll” comes alive.

FUN MARKETING POTENTIAL!

## INFLUENCES & COLLABS



GENTLE THRILLS

RAGGEDY ANN

ALICIA ADAMEROVICH

ANNABELL PENELOPE LEE

CALVIN KLEIN & GAETANO PESCE

SISTER CORITA KENT

POP ART

SEAN WOTHERSPOON

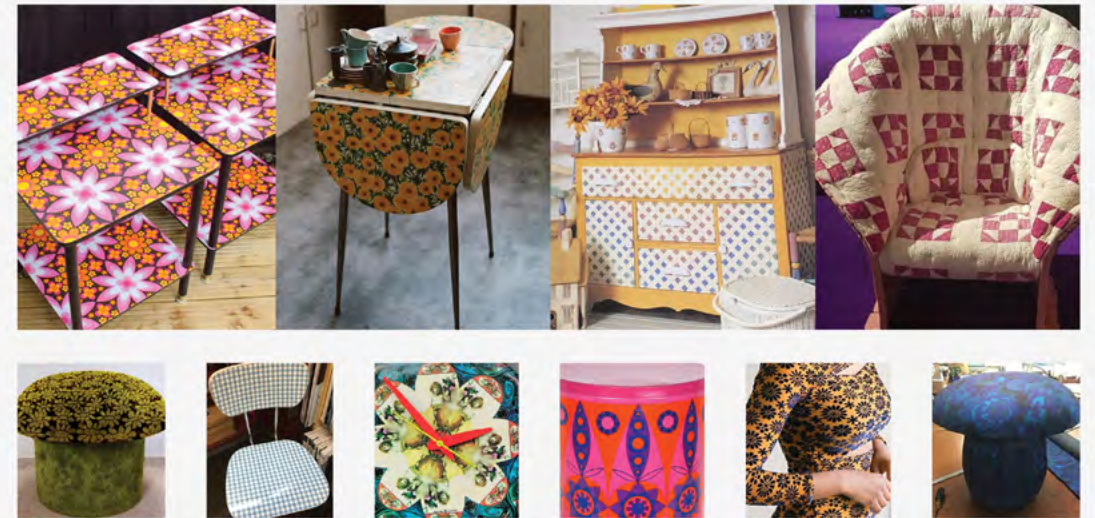
MARISOL MURO

BATSHEVA DRESSES

ADAM HICTON

INSTAGRAM-ABLE FURNITURE FUN

## PRINTED PATTERN



POP PLASTIC  
INSTAGRAM-ABLE  
BIG STUFF

# POP ART DECOR



RETRO LICENSES  
& MARKET FINDS

# LIGHT UP



A NEW POP  
FOR WALL ART  
& ARTISTS

# SAY IT LOUD



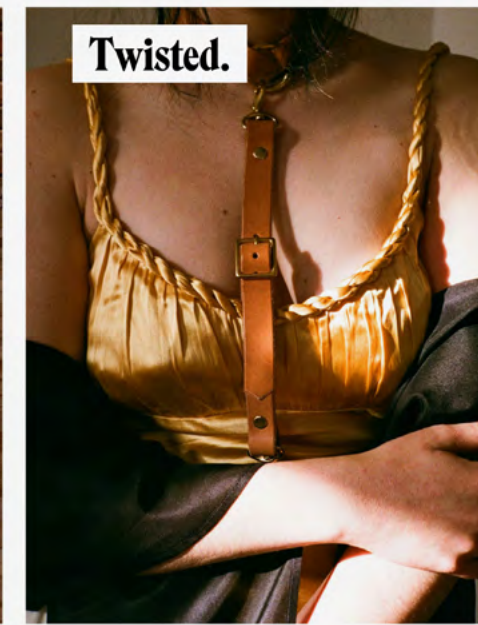
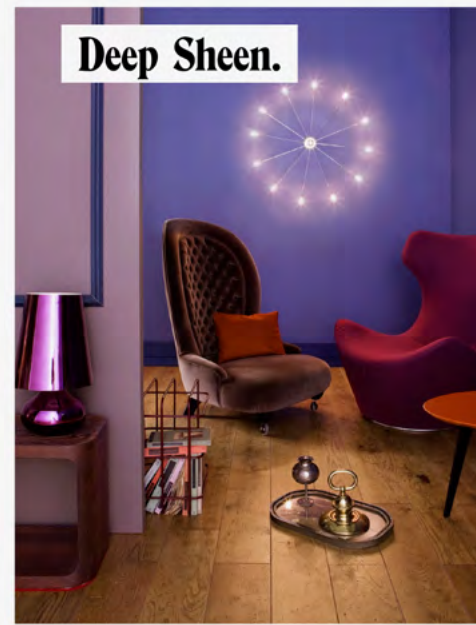
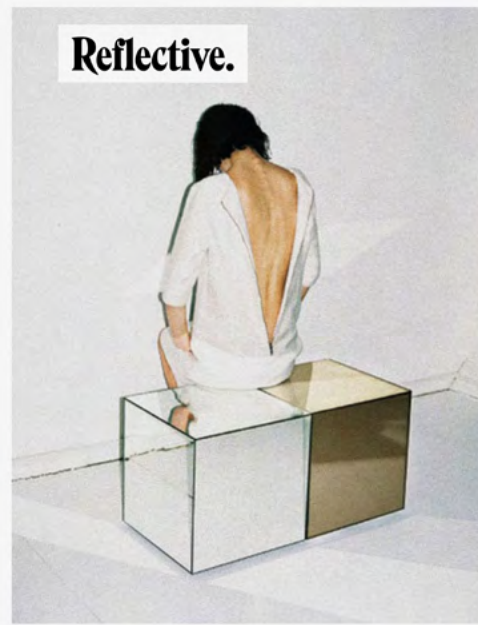
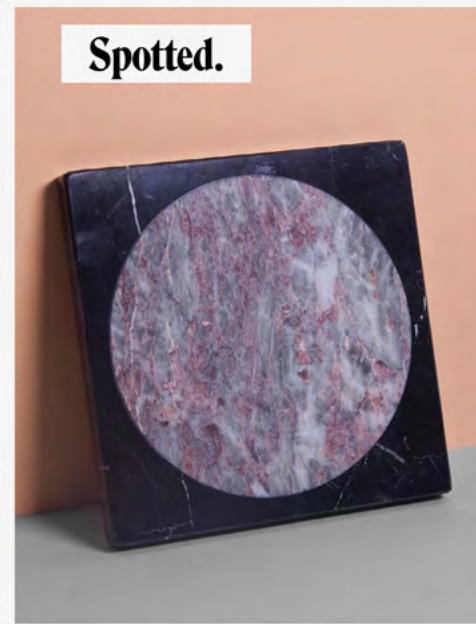
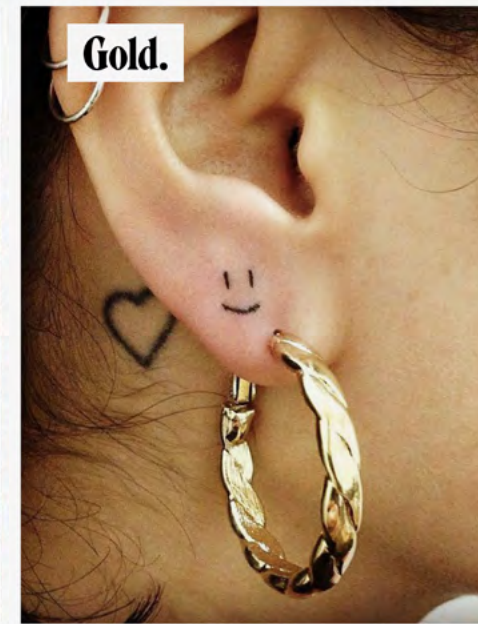
NEW THROWBACK  
FOR NOVELTY

# RETRO PLUSH



SILK & TONIC

Concept for a special home and womens collaboration collection



# GUAVA ISLAND

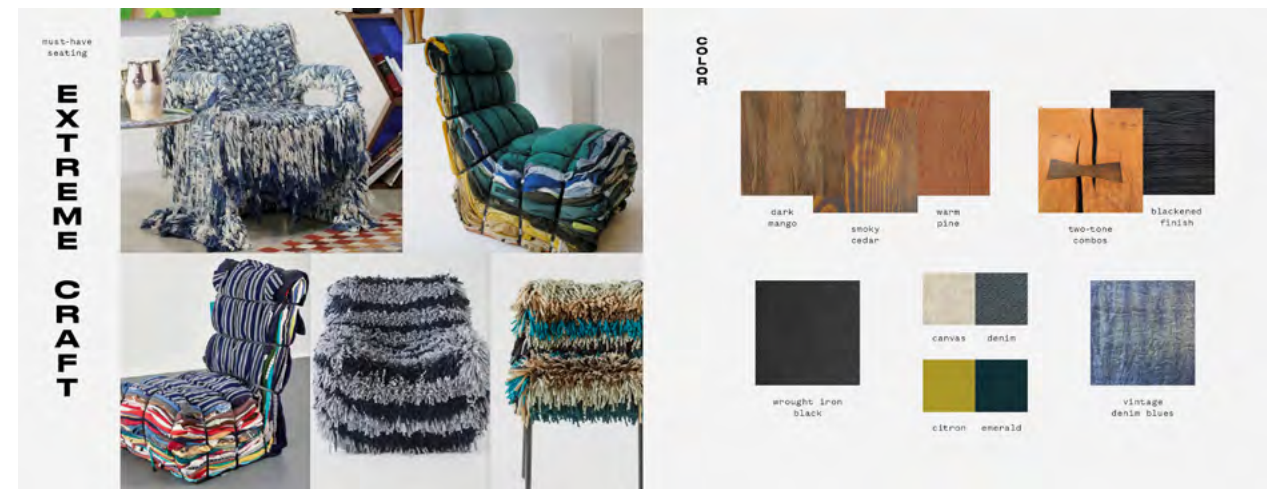
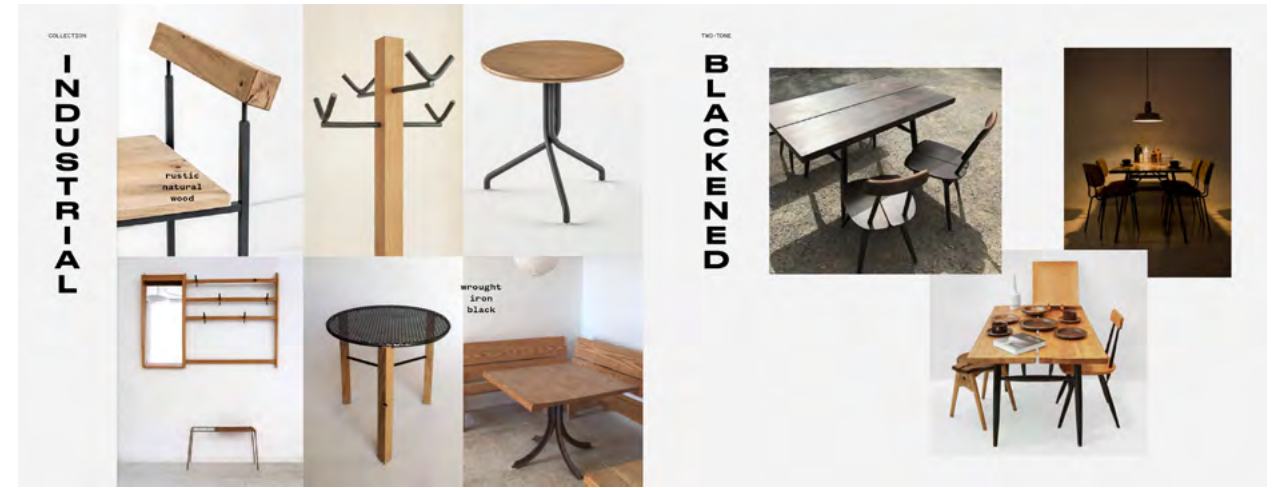
Hot & tropical vibes for a backyard bbq party.





JAPAN

via Northern California furniture collection.



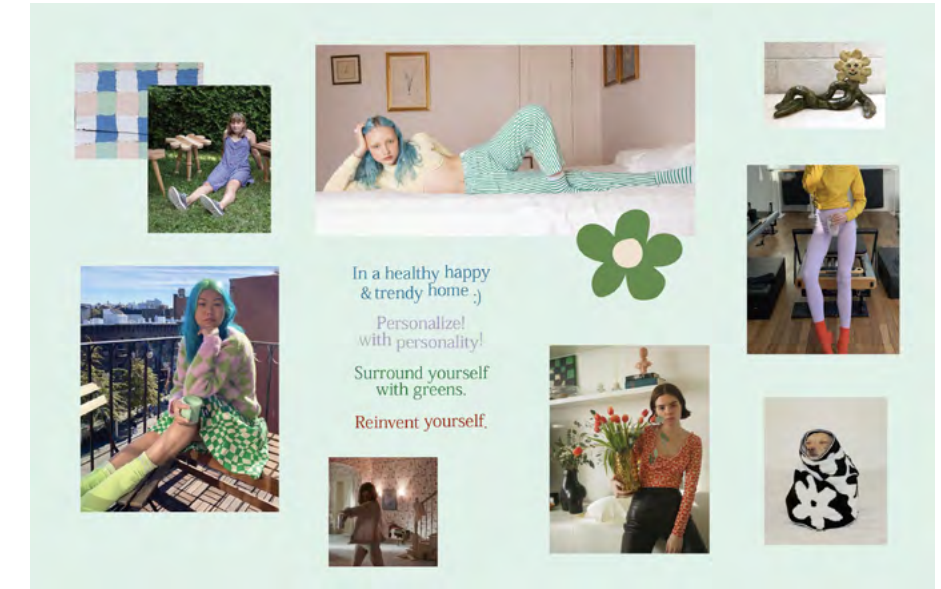
SANTA FE FOLK

Fall furniture and decor.



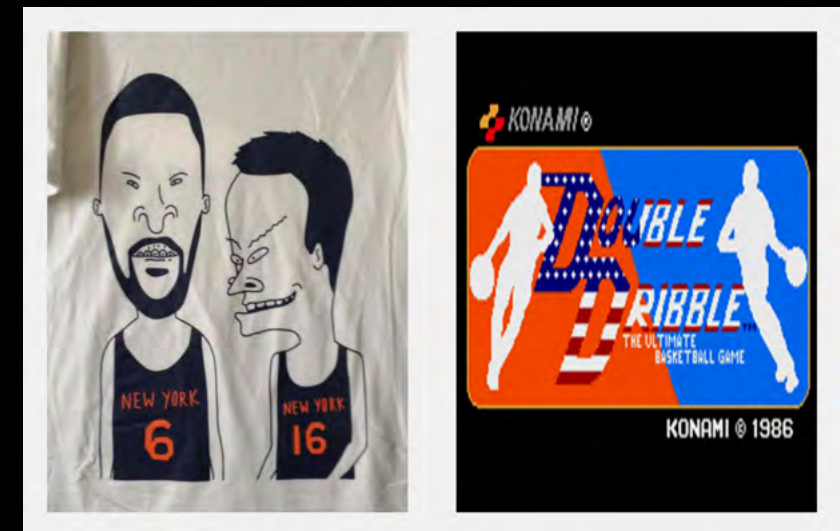
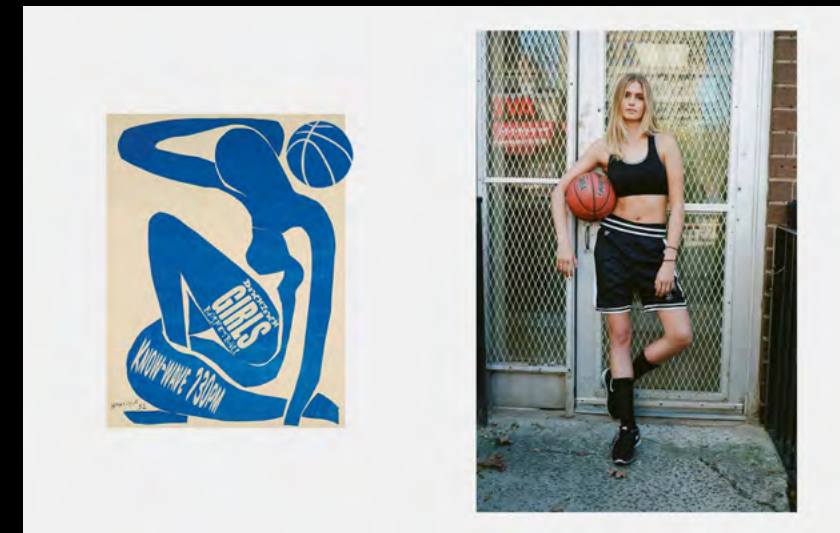
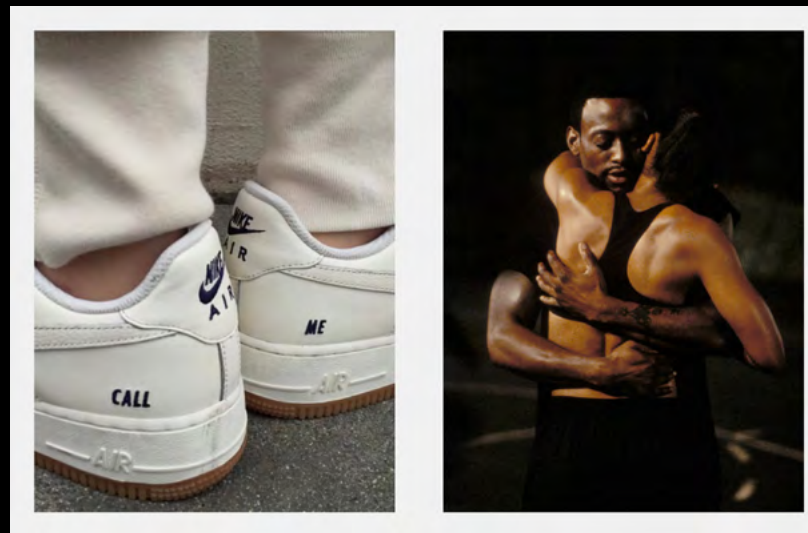
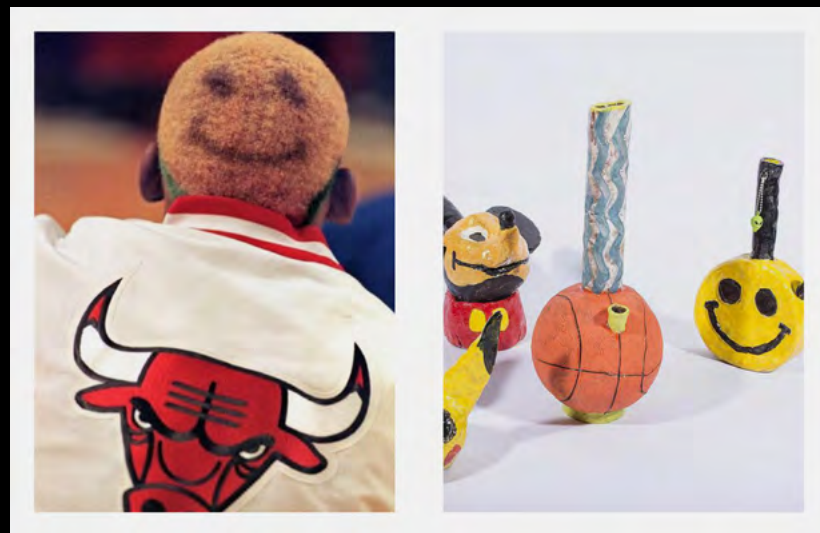
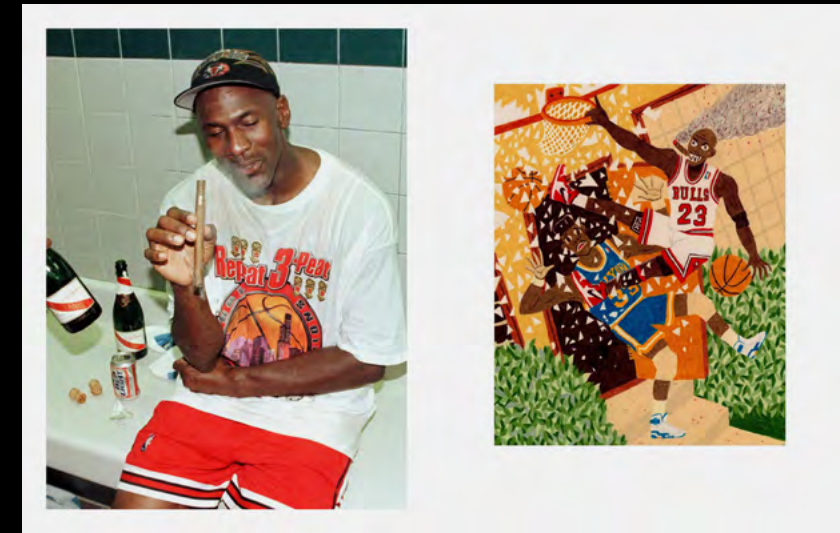
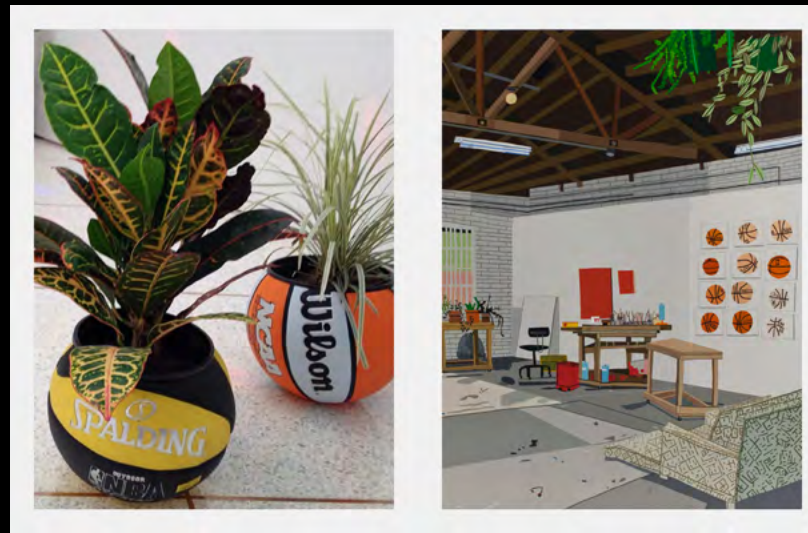
# MY SPACE

Trend-driven concept for a light, fresh, fun apartment.

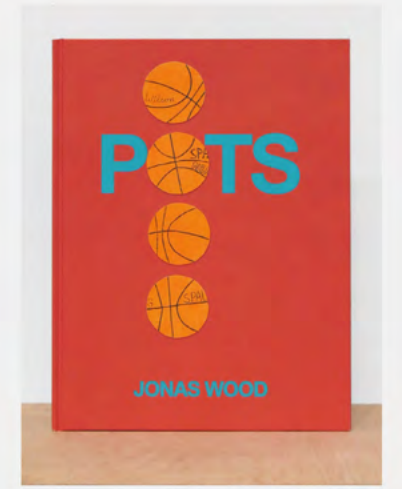


BALL IS LIFE.

Trend forecast, concept kick-off for category expansion into home goods, lifestyle, and pop culture novelties.



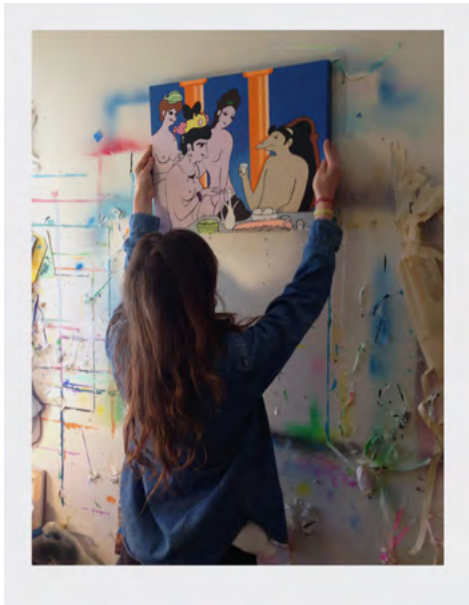
BALL IS LIFE.



WHAT'S NEXT ?

# STUDIO VISIT

Capsule collection.  
Inspired by, and for  
collaboration with,  
a painter's studio.



HOME

## STUDIO VISIT

This story looks to the humble artist's studio for inspiration. It is not just a making place, it is also a gathering place for the painter and her friends. We are not trying to reproduce the appearance of an actual studio in our customer's apartments, but we are finding inspiration from an inspirational place.

Whether it's just a dining table in their one-bedroom apartment or a giant space with a giant rent in a warehouse, the artist's studio is an important, messy, productive, comfortable and vital part of their integrated work/life.

The Studio Visit story provides a perfect jump-off for blog, marketing and collaboration opportunities.

WOODEN WORKS:

Furniture gives a sense of being improvised from studio materials, slightly hand-made yet modern and sculptural.

WOODEN WORKS:

PAINTED WORKS:

Soft furniture has been splattered or spontaneously decorated. Decorative objects are like beautifully layered puddles on the floor. Colorful and special.

METAL WORKS:

More decorative accessories, furniture and lamps take inspiration from studio hardware like tool boxes, flat files, and art supply cabinets.

SOFT WHITE:

A core group of sculptural cloud-like lamps and lights mimic the favorite feature of any studio — diffused, glowing, warm, soft, natural light.

# AUDIO SHOP

Design and merchandising concept for a new audio business for UO. Kick-off presentation to create, identify, and align design and merchant goals. Focus on personal and home audio equipment.

Thursday 9/8/18 10:00am

# Be. Hear. Now.

uo home concept

in other words:

WE WANT TO GO FROM HERE...

etc. EP-33  
crazy

audio-ophile to here.

80s retro

heritage inspired

90s throw-back

novelty ?

fitness

hi-tech gadgets

modern design

& more

WHAT'S THE GOAL?

soft modern

**AUDIOPHILE DESIGN**

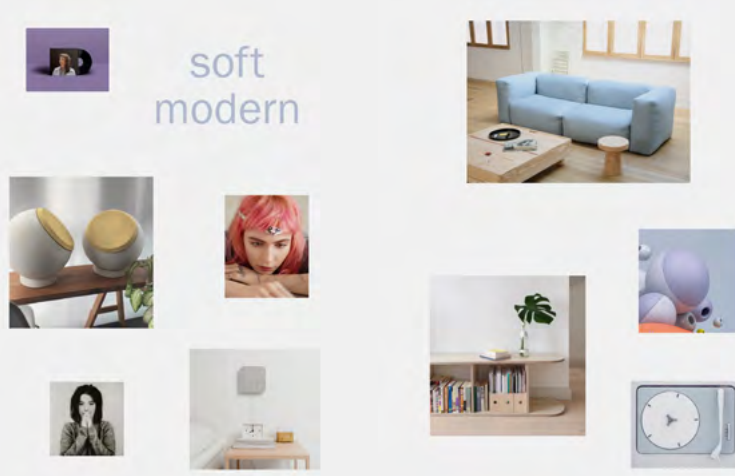
*1980s RETRO*

90s **throwback**

**heritage hi-fi**

BE AT THE STORE

## soft modern



key words:

simple  
minimal  
considered  
subtle

blend in  
all-in-one

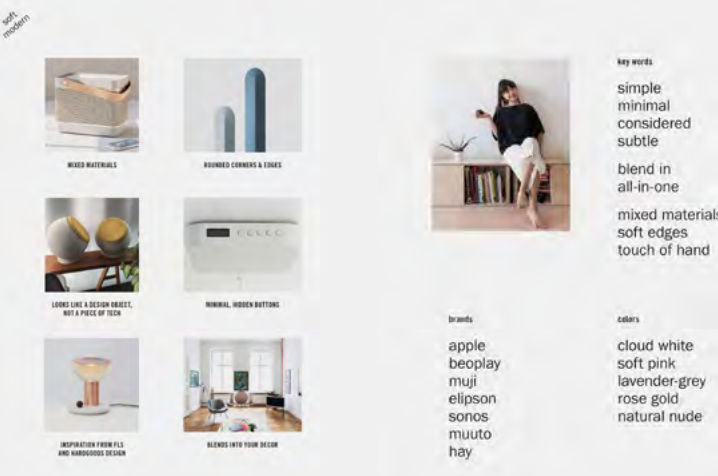
mixed materials  
soft edges  
touch of hand

brands:


apple  
beoplay  
muji  
elipson  
sonos  
muuto  
hay

colors:

cloud white  
soft pink  
lavender-grey  
rose gold  
natural nude



## AUDIOPHILE DESIGN



AUDIOPHILE

key words:

MINIMAL  
SIMPLE  
HARD-EDGED  
CRISP

DESIGNED  
DETAILED  
SHAPED

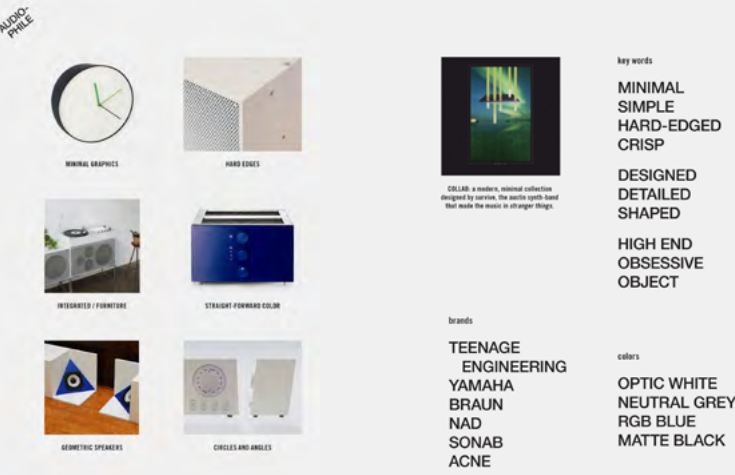
HIGH END  
OBSSIVE  
OBJECT

brands:

TEENAGE  
ENGINEERING  
YAMAHA  
BRAUN  
NAD  
SONAB  
ACNE

colors:

OPTIC WHITE  
NEUTRAL GREY  
RGB BLUE  
MATTE BLACK



## 1980s RETRO

key words:

CUTE  
GRAPHIC  
PLAYFUL

PATTERNED  
MULTI-COLOR  
PASTEL

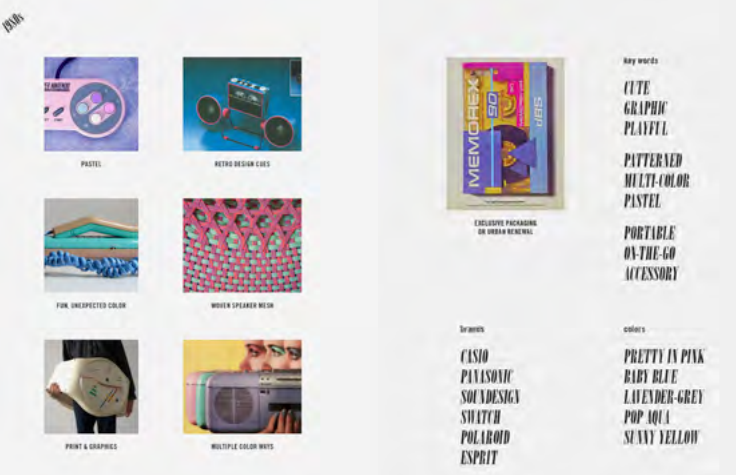
PORTABLE  
ON-THE-GO  
ACCESSORY

brands:

CISIO  
PLAYSONIC  
SWEEDEN  
SHREYH  
POLAROID  
ESPRIT

colors:

PRETTY IN PINK  
BABY BLUE  
LAVENDER-GREY  
POP 101  
SUNNY YELLOW



**90s  
throwback**

key words  
**vintage  
graphic  
street**

colorful  
color-block  
solid  
saturated

bold  
show-off

brands  
**sony  
toshiba  
fila  
adidas  
know-wave  
procell**

colors  
**sport yellow  
world blue  
asphalt grey  
money green  
hot orange**

hip hop  
stacks  
hip hop  
stacks  
hip hop  
stacks

what else?

design & details

make it special and unique for us.

key words  
**vintage  
graphic  
street**

colorful  
color-block  
solid  
saturated

bold  
show-off

brands  
**sony  
toshiba  
fila  
adidas  
know-wave  
procell**

colors  
**sport yellow  
world blue  
asphalt grey  
money green  
hot orange**

SONY SPORTS / PLASTIC  
COLORFUL LABELS  
ARTIST GRAPHICS  
BUMBER TONER  
DURABLE COLORS  
COLOR BLOCK & TEXTURE

**heritage  
hi-fi**

heritage  
hi-fi

heritage  
hi-fi

key words  
**maximum  
up front  
powerful  
loud**

vintage  
nostalgic  
tuned-in  
high tech

hard  
heavy  
solid  
modular  
stacked

needs  
**cabinets  
crates  
speaker stands  
storage**

brands  
**marantz  
mcintosh  
nikon  
JBL  
converse**

colors  
**gloss black  
deep purple  
rich walnut  
base metal  
bronze  
stainless steel**

NICE KNOBS  
LIGHTS & MOUNTS  
FUNKY SPEAKER GRILLES  
AGGRESSIVE SPEAKERS  
STACKING COMPONENTS & WOOD CABINETS  
GREAT PACKAGING

the Nikon FM2 is the best SLR on the market. They love Nikon film photography!

what else?

design & details

make it special and unique for us.

SPEAKERS.

ROUNDER  
PIRATES!  
ROUNDER

SCALE.

NOVELTY.

AMAZING BLANK CASSETTES FOR GIFTS

WOOD.

PATTERN.

FITNESS.

MULTI-FUNCTION.

STORAGE OTTOMAN • BLUETOOTH SUBWOOFER/SPEAKER • WIRELESS PHONE CHARGING  
BLUETOOTH SPEAKER • WIRELESS CHARGING  
SCIENCE LIGHT • BLUETOOTH SPEAKER

now what?

Q: How do we actually get this stuff made?

A: Don't wait for someone else to do it.

design + production + partnership

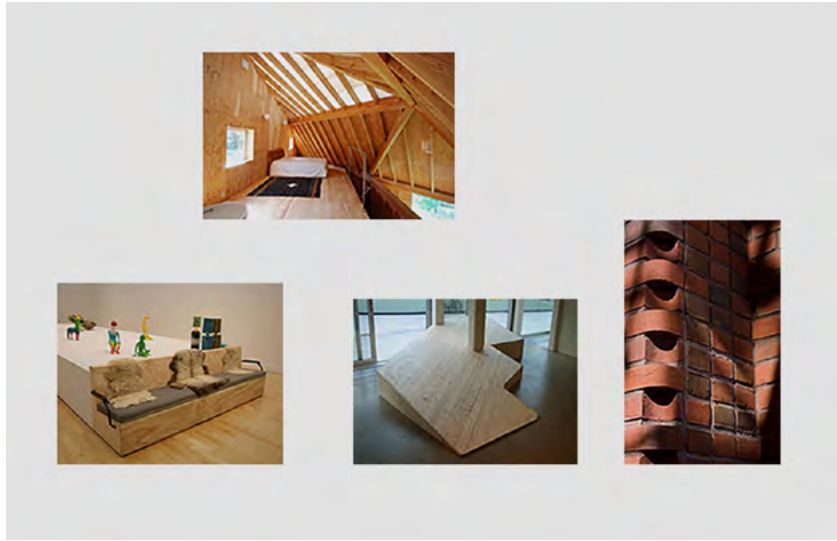
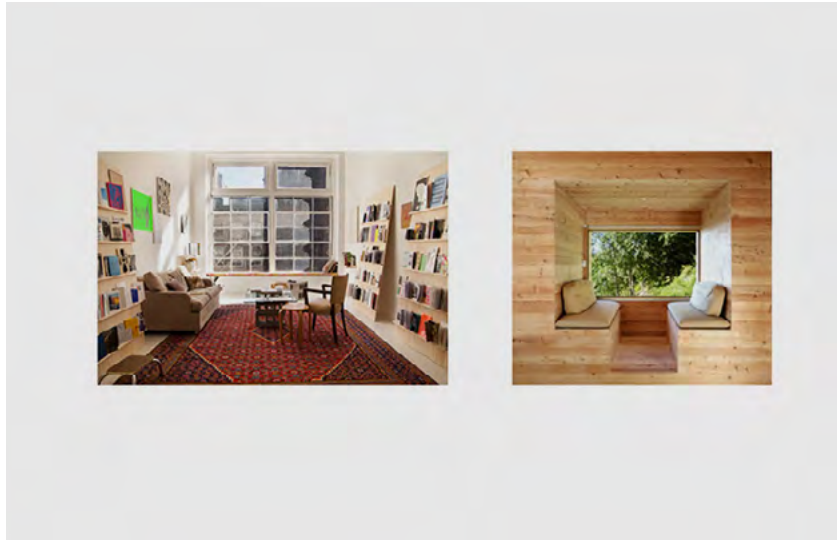
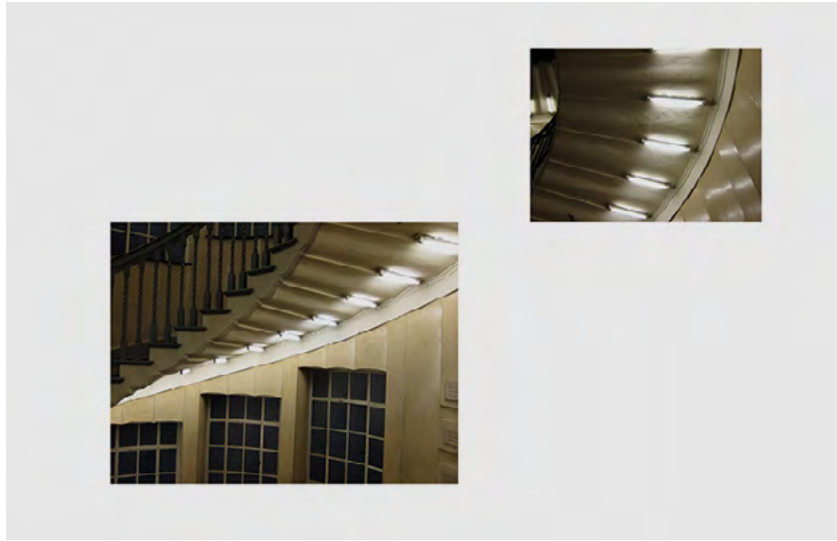
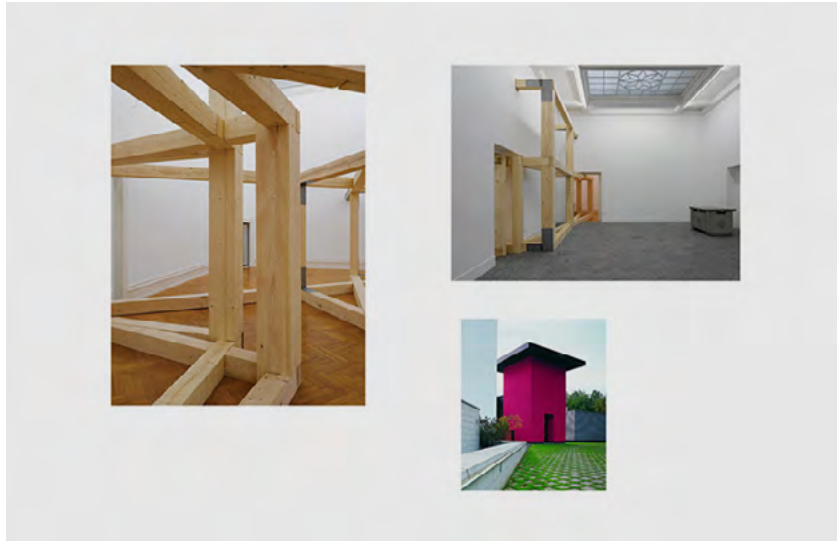
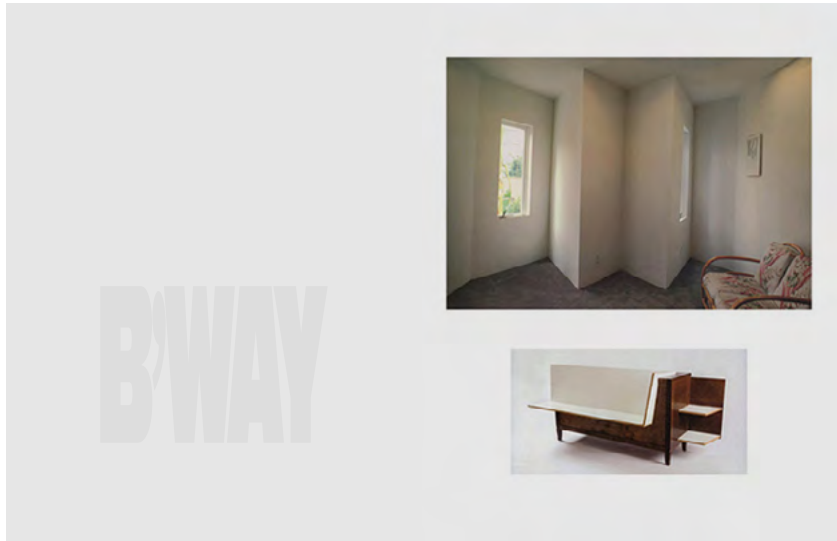


# UO FLAGSHIP STORE DESIGN GUIDE

Early stage concept for Urban Outfitters flagship at 628 Broadway, NYC.

Research, writing and design — investigating street-level and upper floor façade, windows, main stairway, secondary stairway, feature wall, cash wraps, lighting, fixtures, and finishes. Consultation for architect search and designer collaborations.

B'WAY



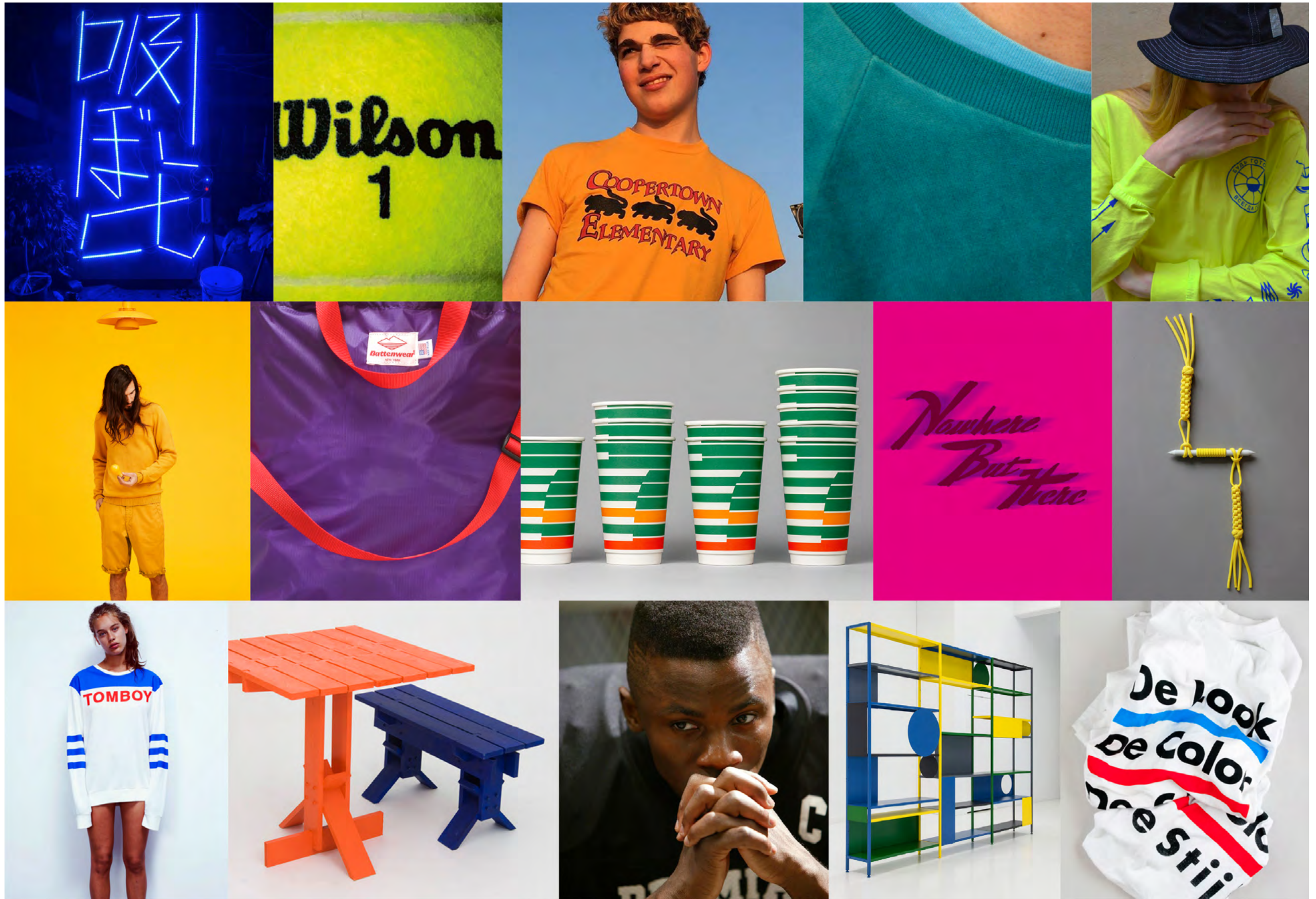
Color Mood-board:

UTILITY DRAB  
BACK-TO-SCHOOL



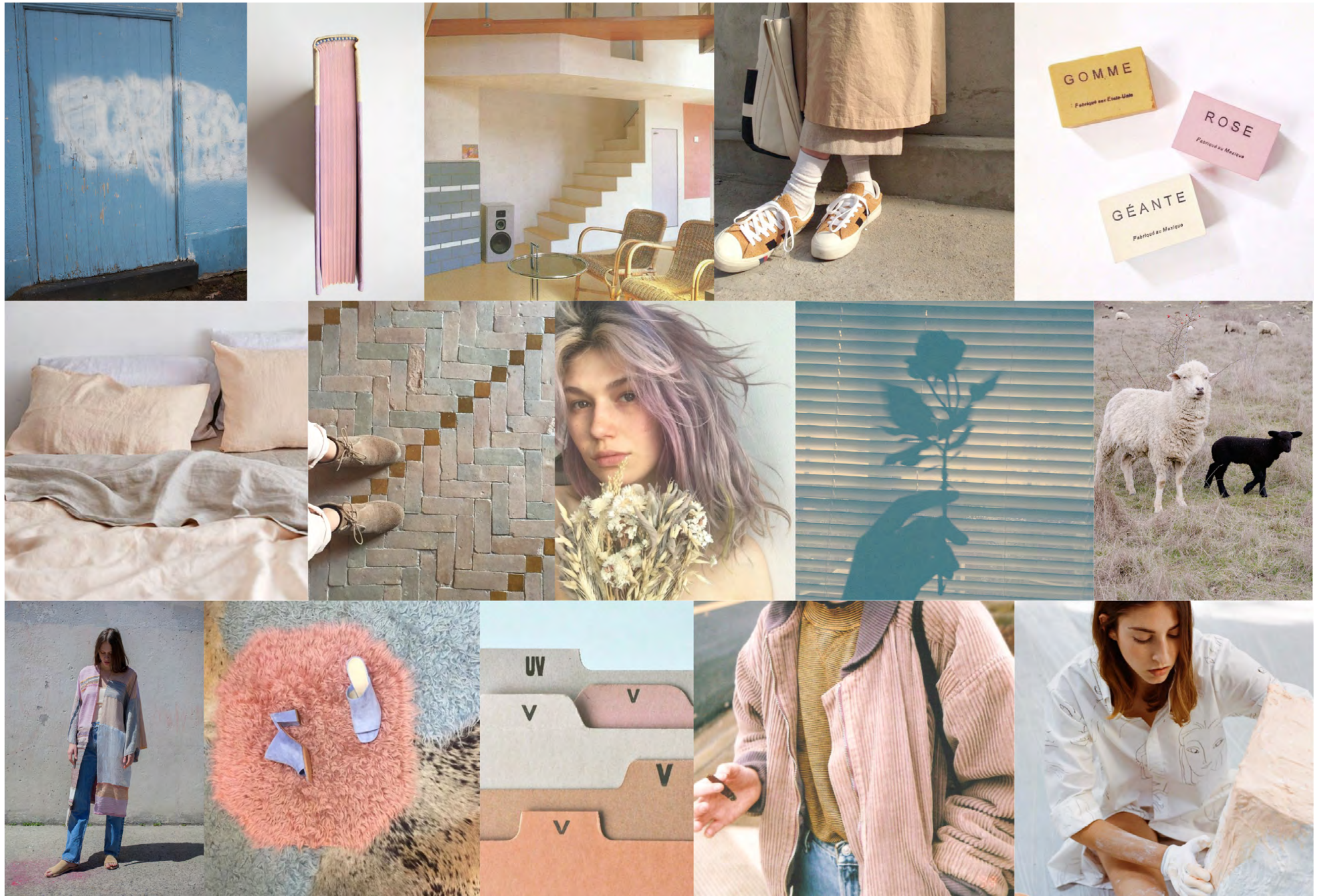
Color Mood-board:

SATURATED SPORT  
BACK-TO-SCHOOL



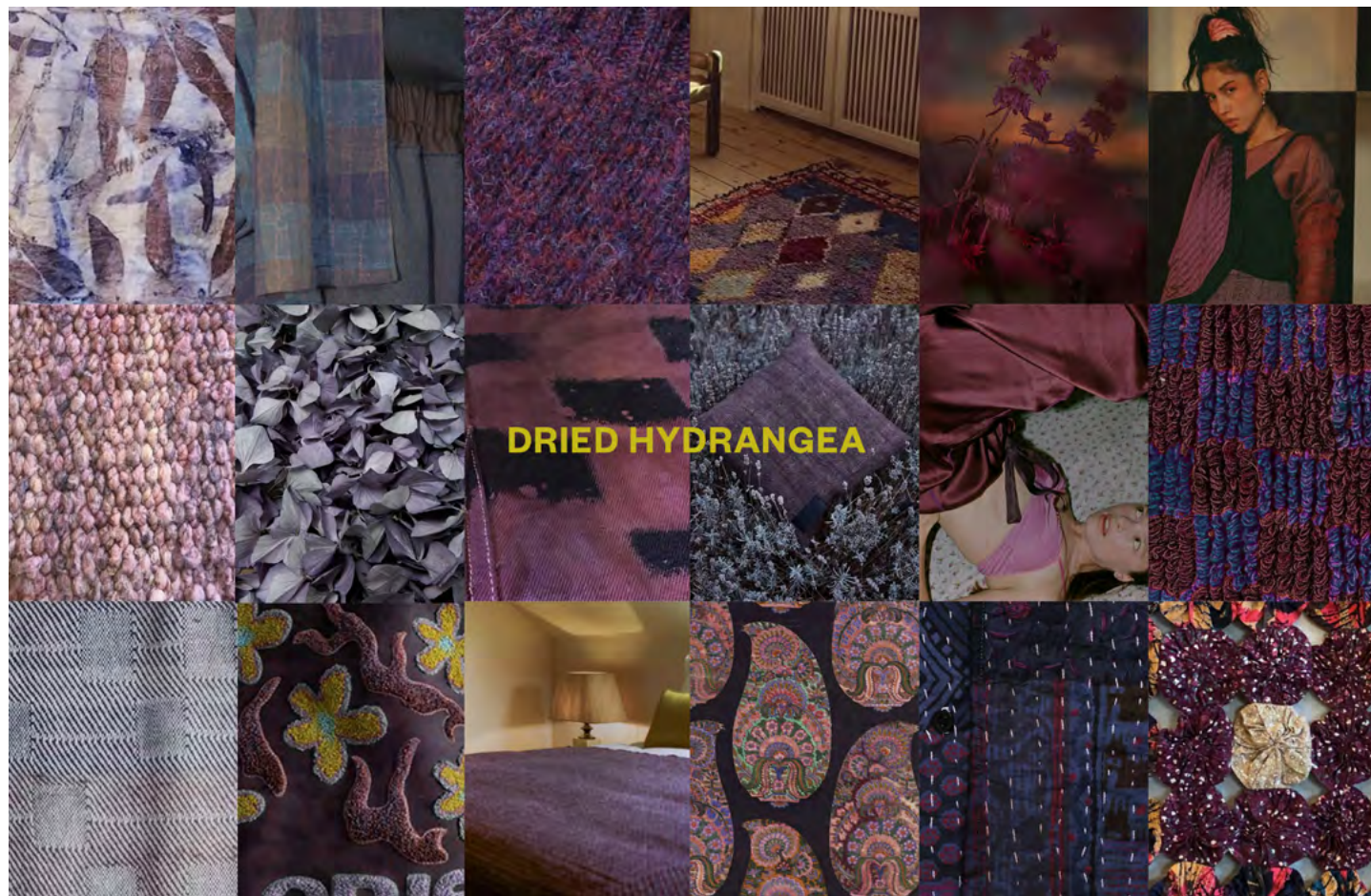
Color Mood-board:

SOFT & MODERN  
SPRING STATIONERY  
ACCESSORIES



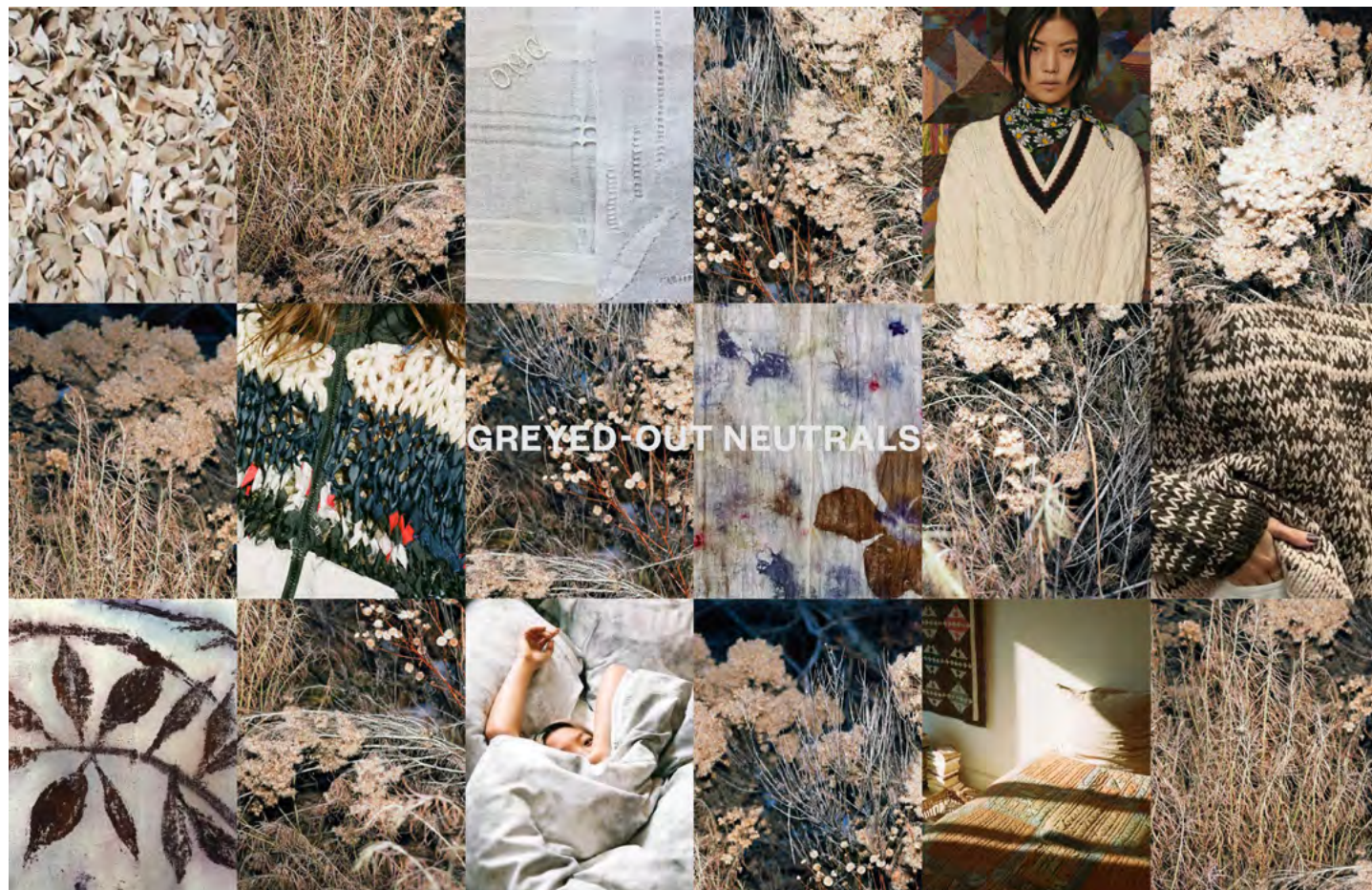
Color Mood-board:

FALL TREND



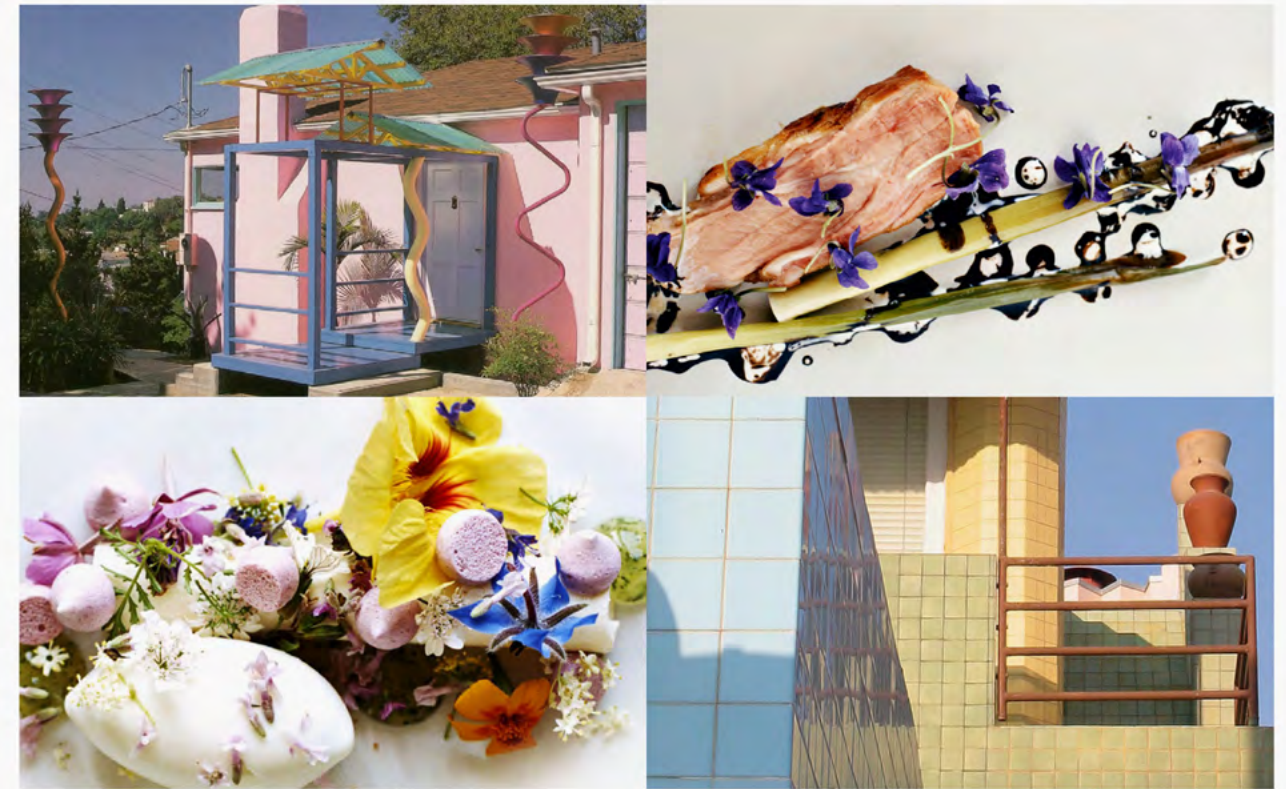
Color Mood-board:

FALL NEUTRALS



Color Mood-board:

1980s-inspired new wave collection, from “Sci-Arc” to “Spago” — radical Los Angeles architecture and new modern plating with fresh spring ingredients.



Thanks for looking. —A. B.

:-]