Drape is a Women's Greek Clothing and Jewelry Boutique
355 Atlantic Ave (between Hoyt St & Bond St) Brooklyn, NY 11217
Neighborhood: Boerum Hill
(718) 624-2969
drapeny.com

**MAGDA MENOUNOS:** Owner of Drape New York and Jewelry Designer. Magda’s jewelry evokes a sense of timelessness. Magda studied sculpture at the Art Student's League of New York and the National Academy of Fine Arts. She studied metal work and jewelry design at various studios in New York. Her interest in textiles and creating fluid forms for the body drove her to study fashion design at Parsons. Magda holds a degree in International Marketing from the Fashion Institute of Technology.

**NEIGHBOR BUSINESSSES:** Donna Da Vine, Camilla Boutique, Da Vine Provisions, Chico's, Free Range Wine and Spirits.
The boutique has wood floors and decorations in a simple yet modern way. There's lighting through some walls. For display, there are two pendant poles on the sides. On the Right there's only hanged clothes and on the left there also hanged clothes and shelves with accessories and basic clothing. There are two small jewelry displays in the middle. The material on the wall to the right is red and beige bricks with wood decoration. The left wall is painted white and the ceiling is made with very detailed white tiles. The logo is very original, dynamic and originates from extruded geometric shapes.

I would modify the design of the space by adding other jewelry display stands. Their design works very good in terms of an iconic logo and the organization of the space makes the flow easy and open. The display is also very nice. They have a computer presenting the different clothes. The storefront material is glass and white painted wood frame.
Site Analysis: Distance from Residential Neighborhoods to the Site

Distance from Brooklyn Heights to the Site:
3 min Driving and 7 min. Walking

Distance from South Brooklyn to the Site:
5 min Driving and 14 min. Walking

Distance from Boerum Hill to the Site:
9 min Driving and 18 min. Walking

Distance from Navy Hill to the Site:
8 min Driving and 19 min. Walking
This shop is for Athletes, young people, men, women and kids who enjoy a ride on their shoes. These roller blades are so smooth, light and fast that they would make you “fly.”
This new brand of roller blades are lighter, and customize to fit your feet size perfectly, and to give the skater more security. This Brand transmits a “You can Do it” message, it encourages and empowers the customer.