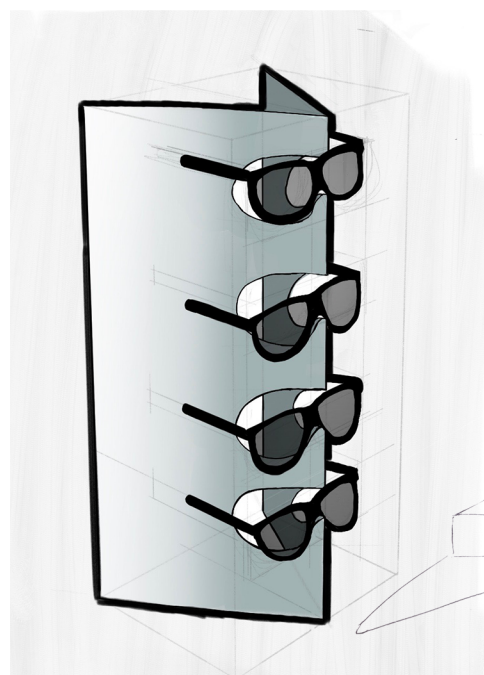
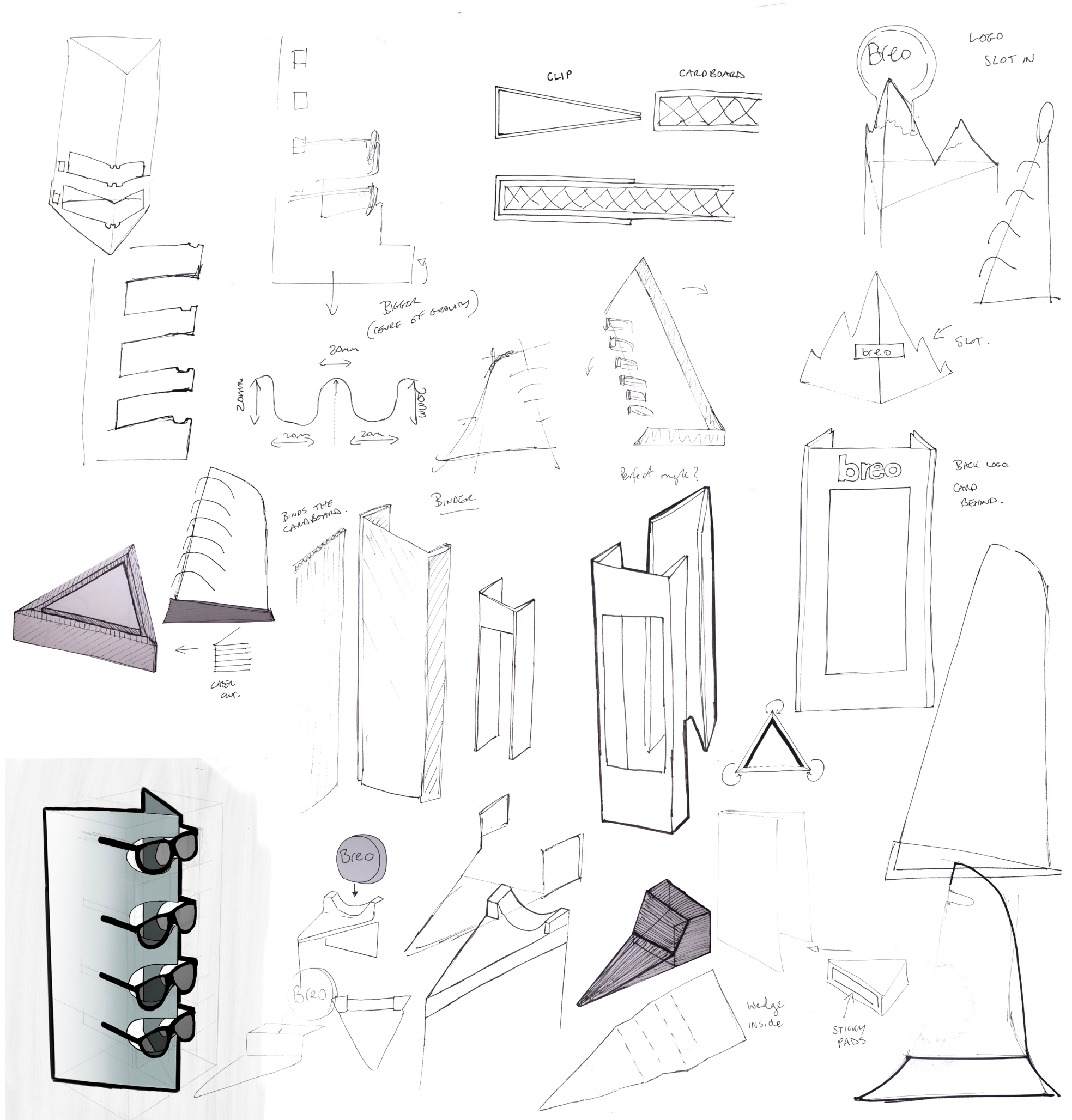


The brief was to create a sunglasses stand that would sit on a tabletop. It should be similar in design to the designs pictured below that were seen at a trade show, however there would be scope to create something unique. The unit should hold between 6-10 pairs of sunglasses. It should be designed with our winter range in mind and easily sit on a shop till point.

I began the project by looking at the existing Point of Sale units that Breo offered customers as well various units on offer from other companies. I then started to sketch out my ideas, thinking about the shape of the unit and how the sunglasses pegs would work.

Brief

- The unit should hold 6 -10 pairs of Sunglasses.
- It should be able to hold various shapes and sizes of Sunglasses.
- It should be cost effective (No more than £100 per Unit).
- The design language of the unit should reflect the Breo brand.
- It should sit comfortably on a counter top.
- It should be deigned with the Breo winter range of sunglasses in mind.





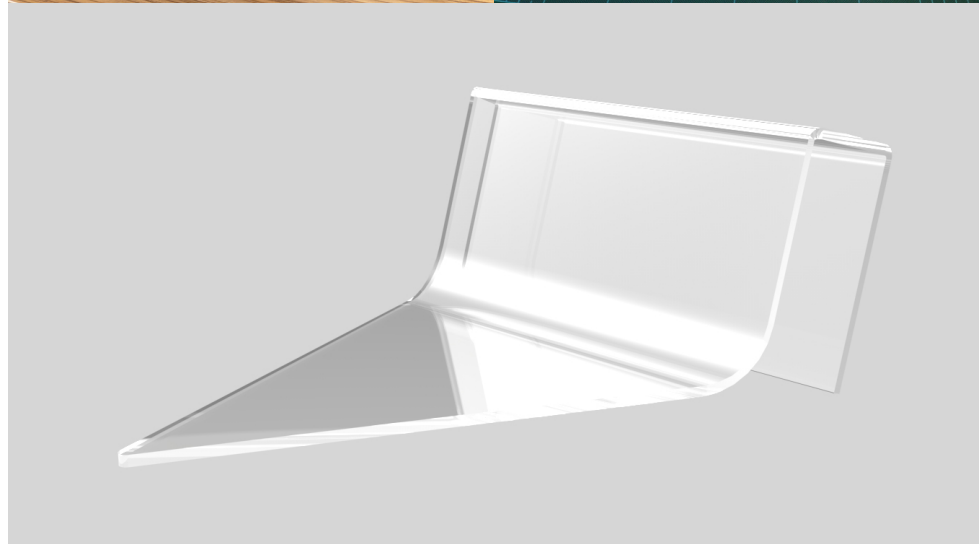
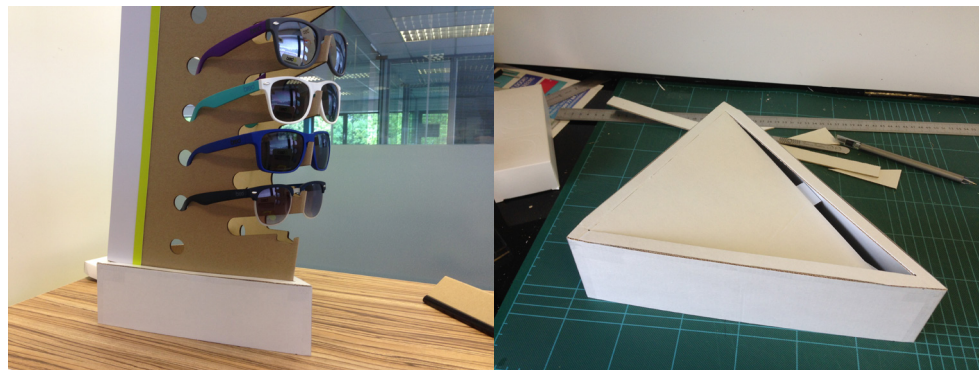
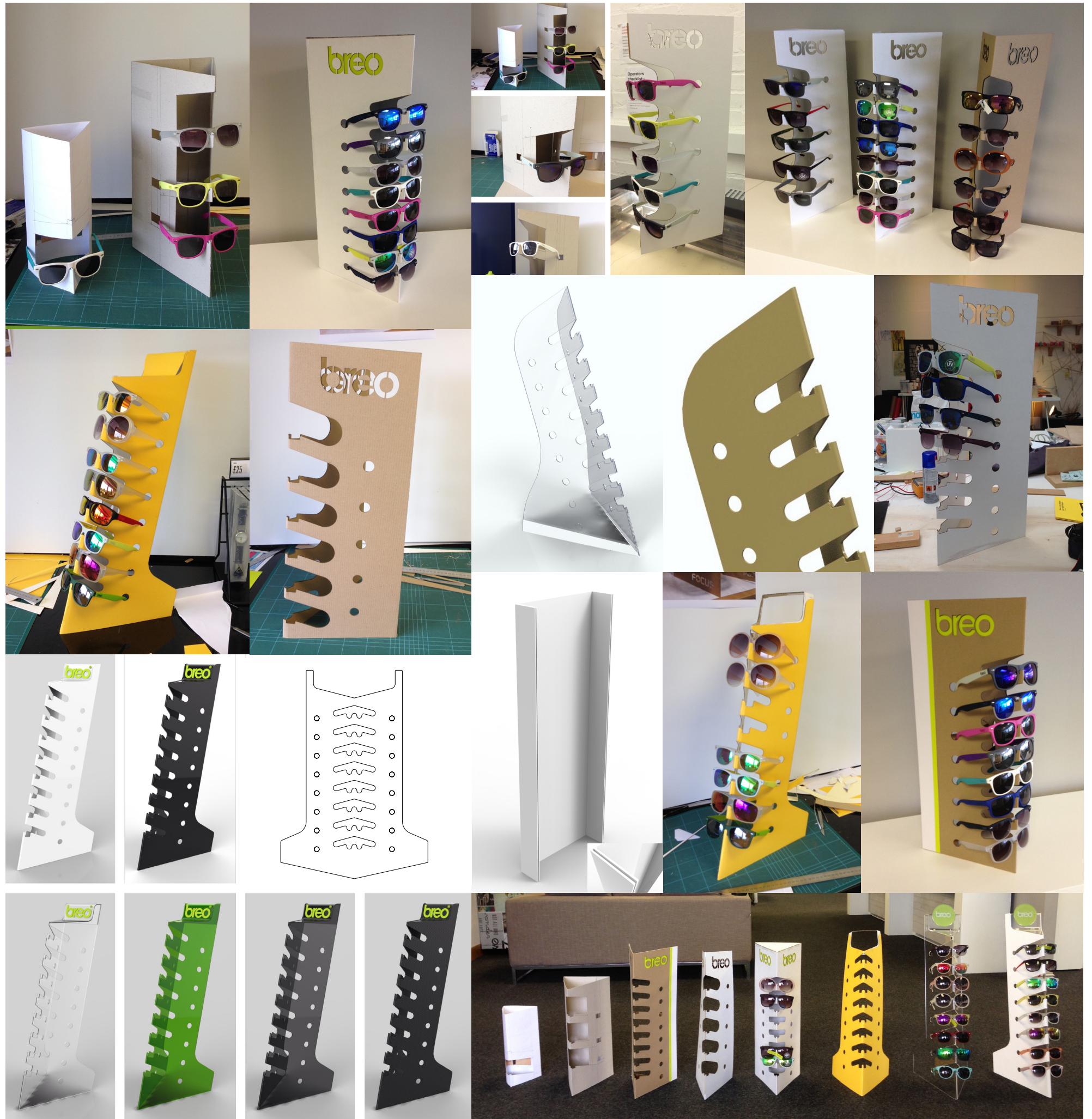
SUNGLASSES STAND

I began prototyping my ideas with some simple paper and cardboard models. These were quick sketch prototypes made using scissors and a scalpel and held together with masking tape. These served as a good proof of concept and allowed me to move on to more sophisticated methods of prototyping.

I used Adobe Illustrator to create a flat 2D design that I could laser cut. This allowed me to create quick and accurate card prototypes. I was then able to play with and refine the exact size and shape of the sunglasses pegs. I also played around with the angle the unit would sit at.

I then moved my flat 2D design into 3D CAD to create a 3D Solidworks model. This allowed me to create some photorealistic renders in a variety of materials using Keyshot. This proved to be a really useful way of figuring out the best material and colour option for the final design. The visual language of the unit is important, as it should be in keeping with the look of the brand. 3D rendering was a really effective way of trying out different ideas without the need to create numerous expensive prototypes.

I was also able to refine the exact shape and size of the unit and create the final spec sheet with a full set of dimensions.



SKETCH & 3D CAD PROTOTYPING



SUNGLASSES STAND

A final render was created for approval and a spec sheet produced to send to potential manufacturers. A plastics specialist company based in UK was then selected to produce the final prototype. A second, more refined prototype was then produced with a few revisions.

The final concept was made from clear plastic acrylic with cut outs for 8 pairs of sunglasses. A single flat piece of acrylic was laser cut into shape and bent at approximately 47 degrees through the middle to create the basic shape. A second piece of acrylic was bent and then glued in place at the top of the unit. The circular logo was then glued in place to complete the design.

Changing the type of acrylic would completely change the look of the unit. A white prototype was also produced but it was felt that the clear unit had the effect of suspending the sunglasses. However other colours could be produced at a later date if required.



FINAL CONCEPT



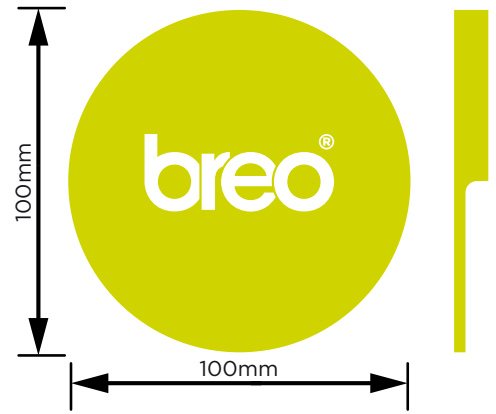
3D RENDER



PROTOTYPE



SUNGLASSES STAND

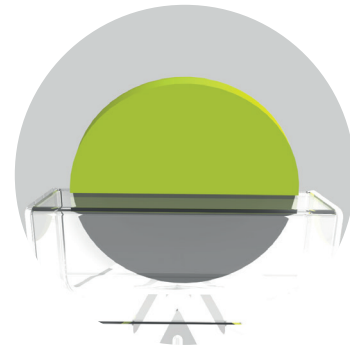


FRONT LOGO



SIDE VIEW

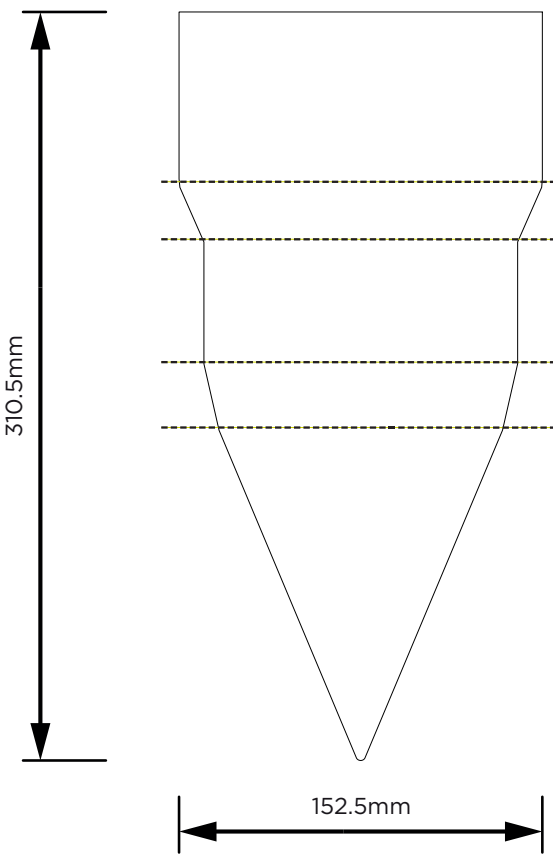
FOLLOWS THE PATH OF SIDE PANEL CURVE AND GLUED IN PLACE.



REAR VIEW



TOP INSERT FOLDED

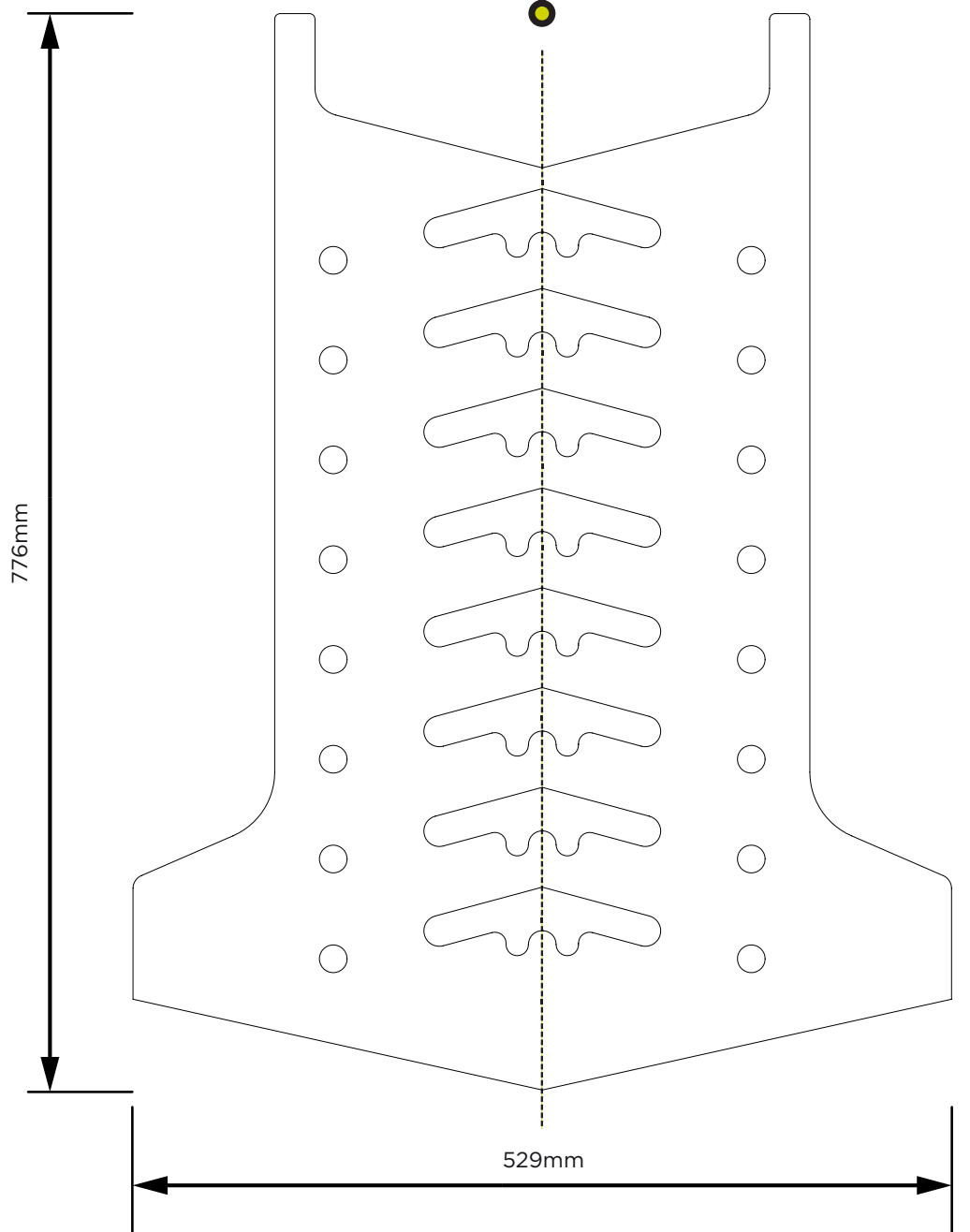


TOP INSERT CUTOUT

APPROX 47°



BEND DOWN MIDDLE ANGLE



BODY CUTOUT

FRONT LOGO

EMBOSSD LOGO 3mm
100mm X 100mm X 10mm
LOGO TEXT 55.5mm (W) X 22.5mm (H) X 3mm (D)
PANTONE 389
APROXIMATE SIZES
DO NOT CHANGE ASPECT RATIO

8 SUNGLASSES SLOTS

SLOTS FILLETED BY 1.5mm TO REDUCE SHARP EDGES.

8 HOLES PER SIDE

HOLES FILLETED BY 1.5mm TO REDUCE SHARP EDGES.

MATERIALS

CLEAR PLASTIC
MATERIAL THICKNESS
APROX 3mm - 5mm