



be.

BE.DESIGN STUDIO

BOHO BY DINA

Introducing our concept for boho by dina, where modest wear celebrates individuality and comfort.

This unique space redefines the shopping experience with earthy, soulful aesthetics.

A peaceful retreat.

"Where wanderlust meets elegance — modesty wrapped in the soul of boho."



BOHO BY DINA - Store Concept

Boho by Dina modest clothing store blends earthy, soulful aesthetics with graceful, conservative fashion.

The design creates a serene boutique experience, using natural materials like rattan, linen, and raw wood alongside a warm color palette.

Soft lighting, arched mirrors, and woven textures set a calming tone.

The store feels like a peaceful retreat—inviting women to explore modest fashion in a space rooted in grace, beauty, and mindful living.



KYEWORDS

Boho chic
Modest fashion
Earthy tones
Natural textures
Graceful layers
Woven elegance
Feminine minimalism
Soft silhouettes



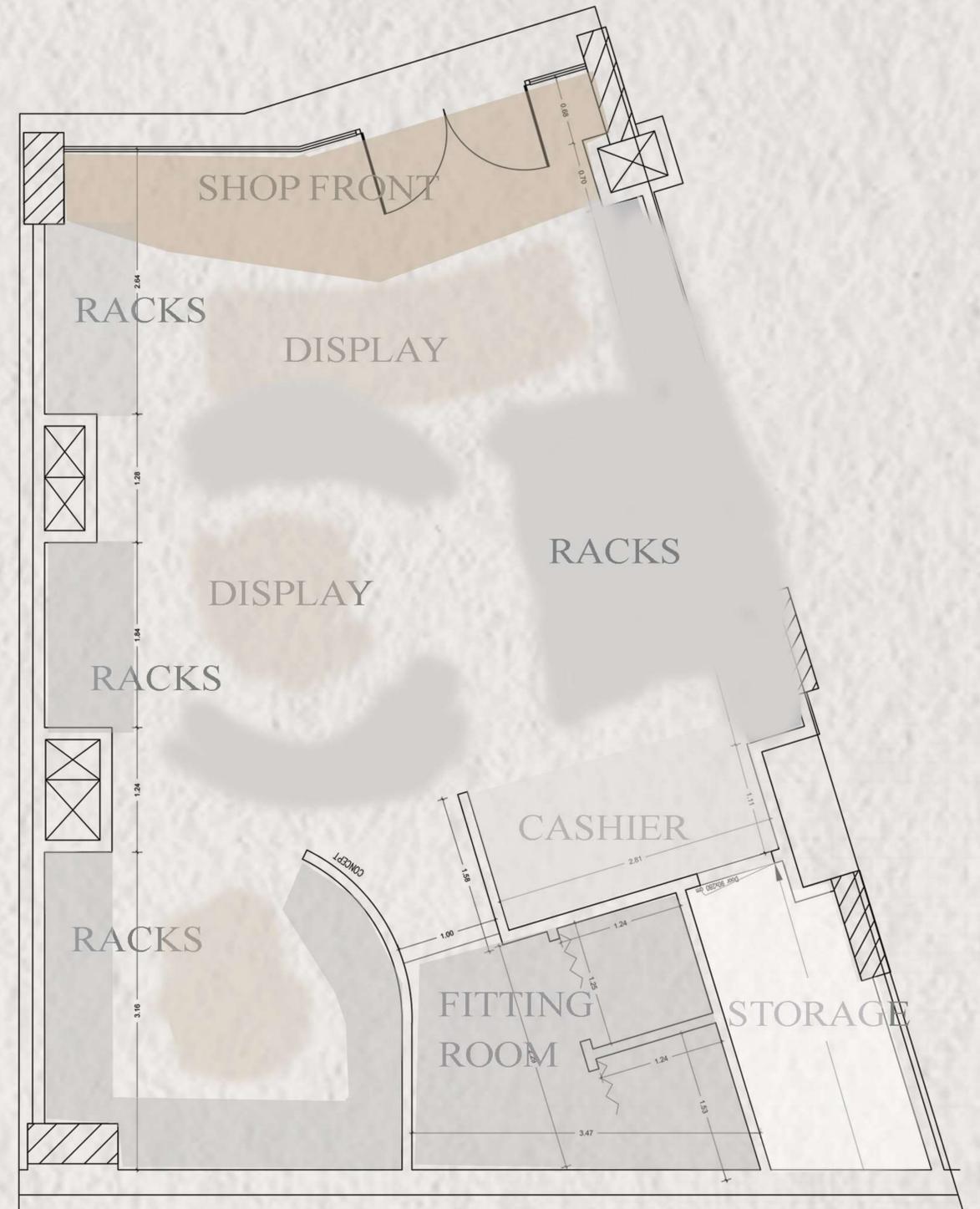
BOHO BY DINA

ZONING | SPACE PROGRAM

SPACE PROGRAM & AREAS

	SPACE NAME	AREA(sqm)	
1	SHOP FRONT	4.6 sqm	6.4 %
2	RACKS	40.1 sqm	55.7%
3	DISPLAY	11 sqm	15.3%
4	CASHIER	4 sqm	5.5%
5	FITTING ROOM	7.5 sqm	10.2%
6	STORAGE	4.5 sqm	5.8%

TOTAL AREA 72 SQM



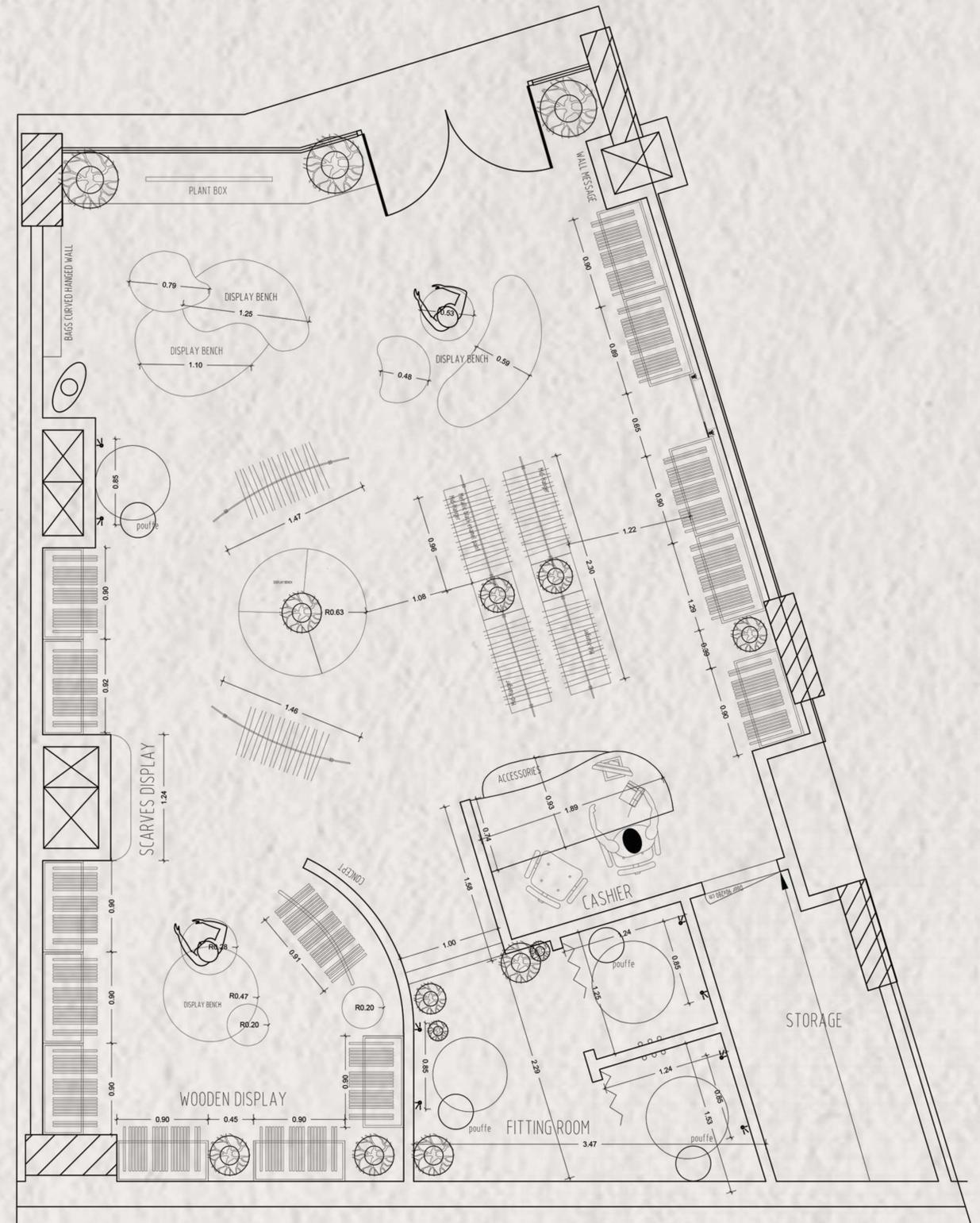
BOHO BY DINA

ZONING | FURNITURE PLAN

SPACE PROGRAM & AREAS

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SHOP FRONT | FACADE



introducing the use of curtains in the shopfront



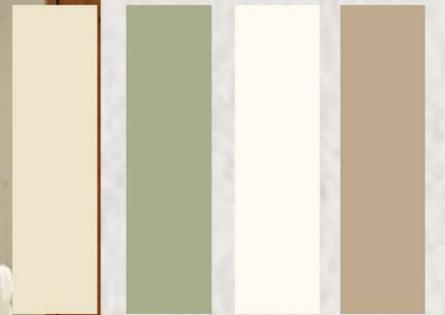
adding different elements to showcase the spirit of the place



adding natural elements with curtains



We promise to keep "4 FACES" forever
The FACE of
Husband and Wife
Father and Mother
Merchant and Stylist
And "Lovers"
2019. 8.15
Narito and Yu



SHOP FRONT | FACADE



Transparency in Shop Front enhances visibility, invites customers in, and aligns with the store's minimalist aesthetic



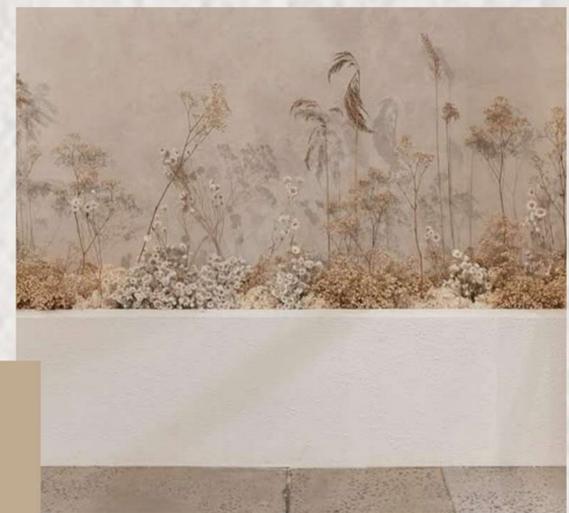
Inspired Display window display
Minimal and curated, not crowded
in flowy, neutral-toned pieces
Pampas grass or dried florals



Wooden Shop Front



Introducing plantation



"In a world chasing trends, wear your soul — softly,"

BOHO BY DINA | POWER WALL

engraved text on the power wall



The conceptual design of the retail powerwall shall reflect the same identity as the shopfront & the interior but more powerful using aesthetic yet simple look finishes

it acts as the store's visual handshake. If the store were silent, the power wall would be what says: "This is who we are."



Statement pieces



engraved logo on the power wall

BOHO BY DINA | CASHIER



Raw wood, cane-inlay, or textured plaster with rounded edges
Light tones like warm beige or ivory

wall behind cashier

plants behind cashier

add pots of greenery

engraved logo



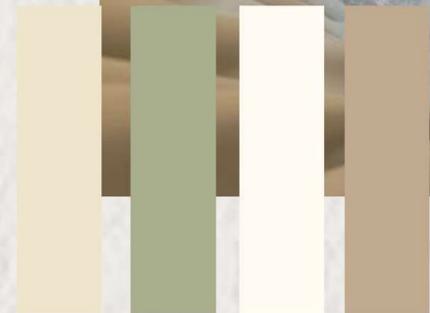
plaster arched door for storage behind cashier

different levels for accessories display

statement pendant light

back curtain door

BOHO BY DINA | FITTING ROOMS



fitting room deco



arched doorway
curtains for fitting room entrances



mirror with indirect light



fitting room common area



Fitting room stool



plantation

BOHO BY DINA | WALL DISPLAYS

plastered wall behind wall display
units with hidden lights



adjustable heights

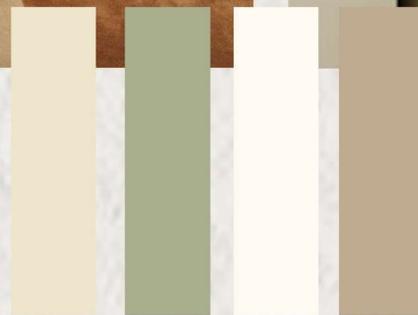


shelves above

curtains behind wall display units



Textured Linen wall behind
wall display units



detailed connection



greenery pots



greenery shelves

BOHO BY DINA | MIDDLE DISPLAYS



BOHO BY DINA | MIRRORS



outside common mirror



ESCAPE
THE ORDINARY

The
way
she
wears
it
ADRIgascot

engraved texts



BOHO BY DINA | WALL ACCESSORIES

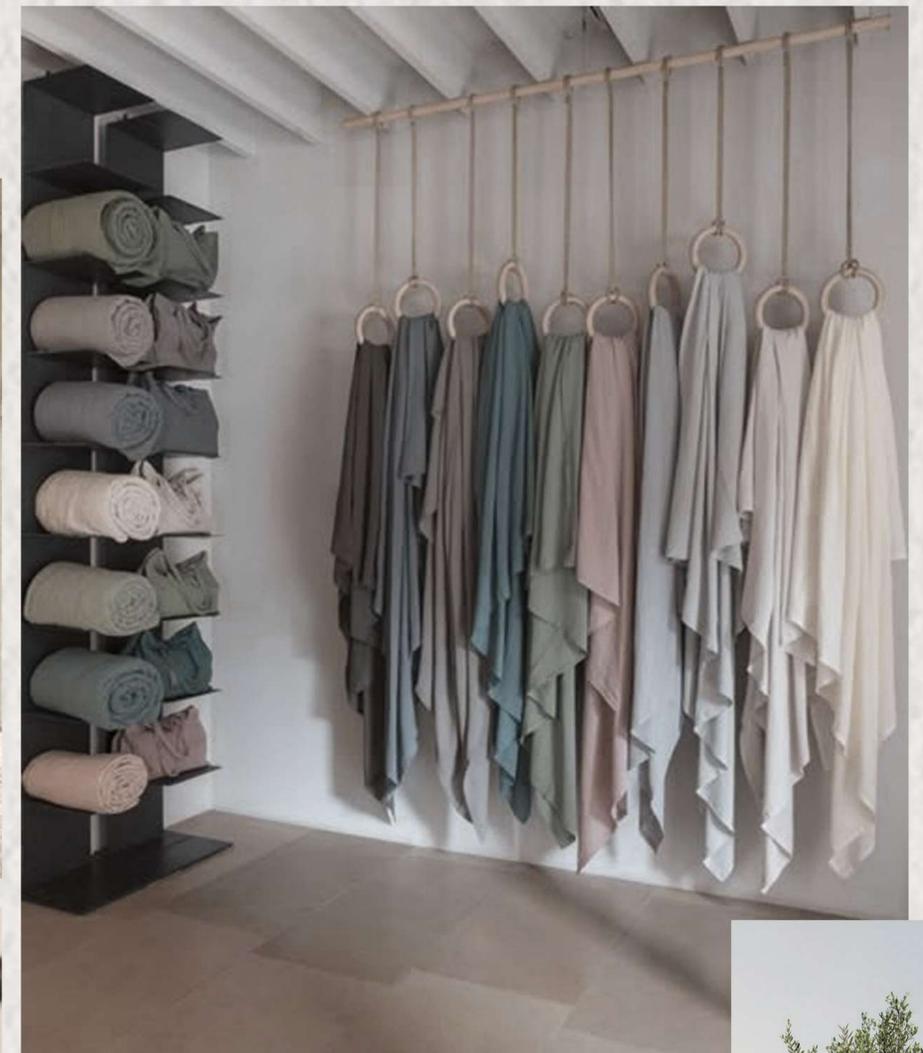


sunglasses display



hats display

bags wall display



scarves display

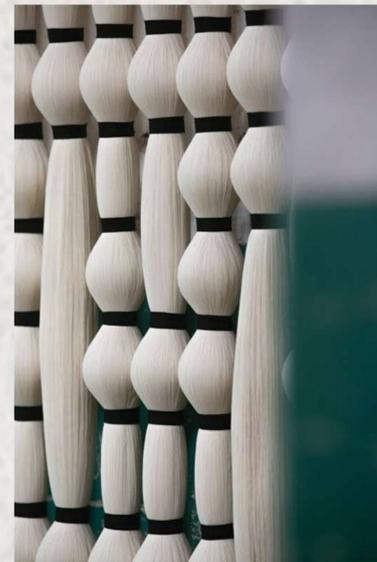


natural elements

BOHO BY DINA | COMPLEMENTARY DESIGN ELEMENTS



BOHO BY DINA | EXTRA ELEMENTS LOREM IPSUM



BOHO BY DINA

Facade | Power Wall Finishes

LIMEWASH EFFECT
CODE | 1931/1203-Y1JR

FACADE WOOD | ALUMINUM
GLASSFRAME

ROUGH TEXTURED PAINTING
CODE | ROMANO 1037

TRIESTA MARBLE
FLORRING



HANGING WOOD LOG
FACADE DISPLAY

baby
Dior

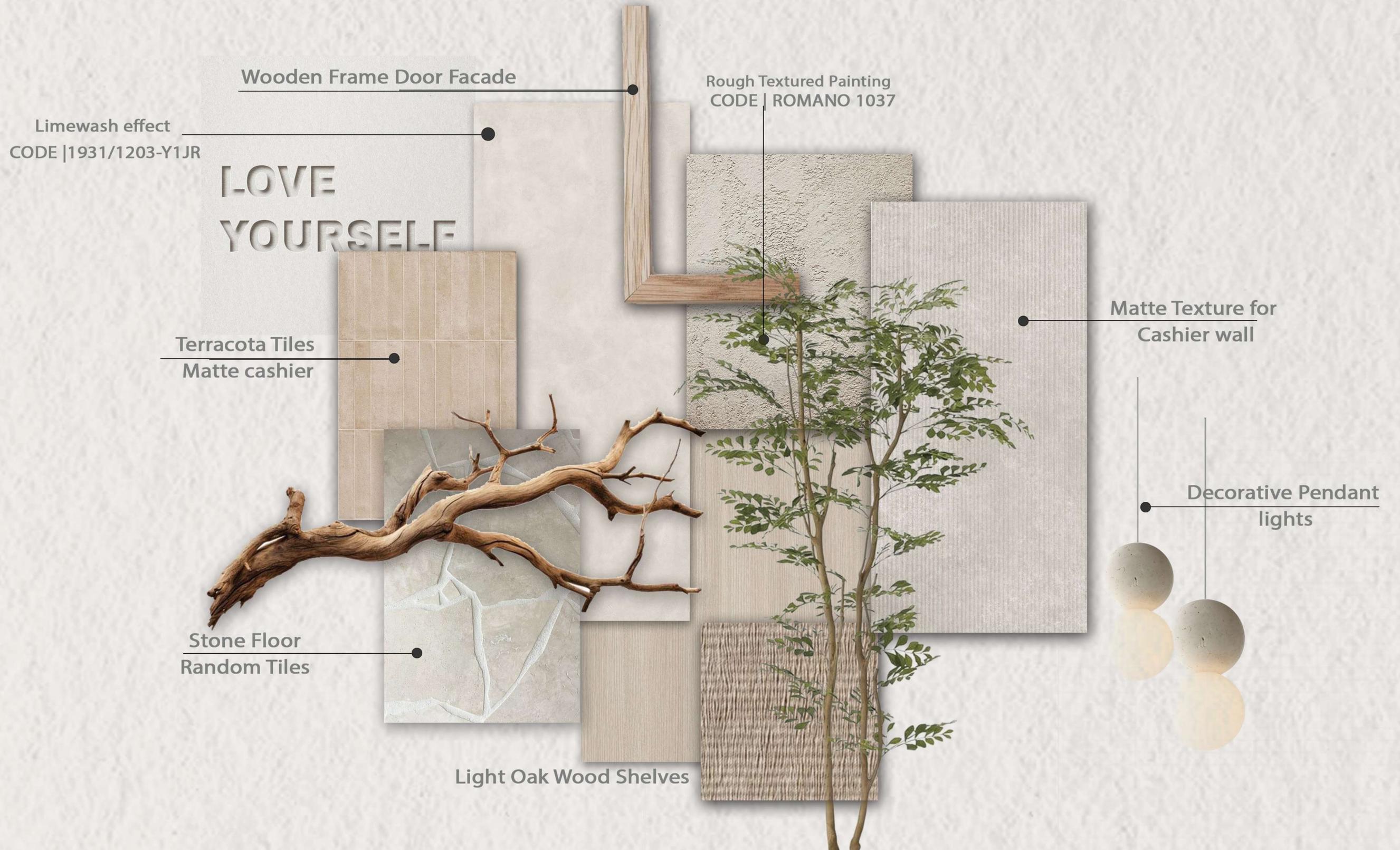
FRONT LIT SIGNAGE

LOVE
YOURSELF

POWER WALL ENGRAVED
LOGO / BRAND MESSAGE

BOHO BY DINA

Display Area | Finishes Selection



BOHO BY DINA

Display Area | Material Selection

Arched wall / recessed rail /
light wood shelves

CEILING FINISHING :



Limewash effect
CODE | 1931/1203-Y1JR

FLOOR FINISHING :



Triesta Marble



WALL FINISHING :

Rough Textured Paintings
CODE | ROMANO 1037



Limewash effect
CODE | 1931/1203-Y1JR



BOHO MIRRORS



Engraved Messages

LOVE
YOURSELF

BOHO BY DINA

Material Selection | Cashier Area

CEILING FINISHING :

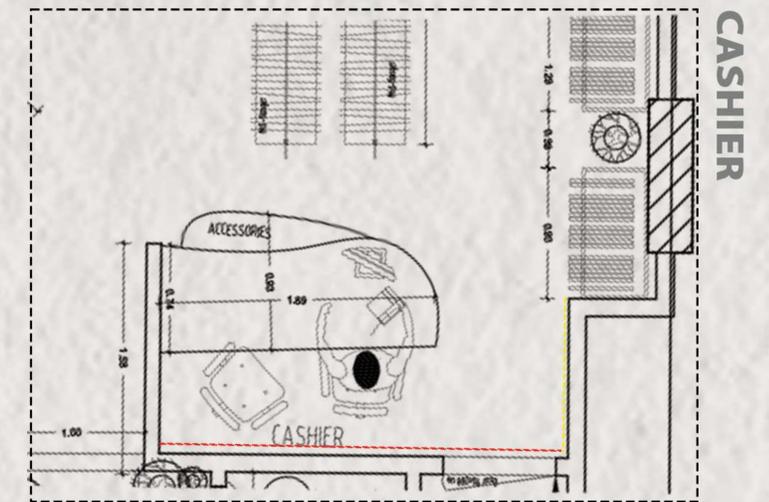


Limewash effect
CODE | 1931/1203-Y1JR

FLOOR FINISHING :



Triesta Marble



----- Limewash Arched Painted Wall
..... Engraved Message

Terracotta
tiles
for the cashier



Triesta Marble Counter
top



Rough Textured Painting
CODE | ROMANO 1037

WALL FINISHING :

Limewash effect
CODE | 1931/1203-Y1JR



arched
wall with engraved logo



LOVE
YOURSELF

LOVE
YOURSELF

Engraved Message side
wall

BOHO BY DINA

Material Selection | Fitting Room

CEILING FINISHING :

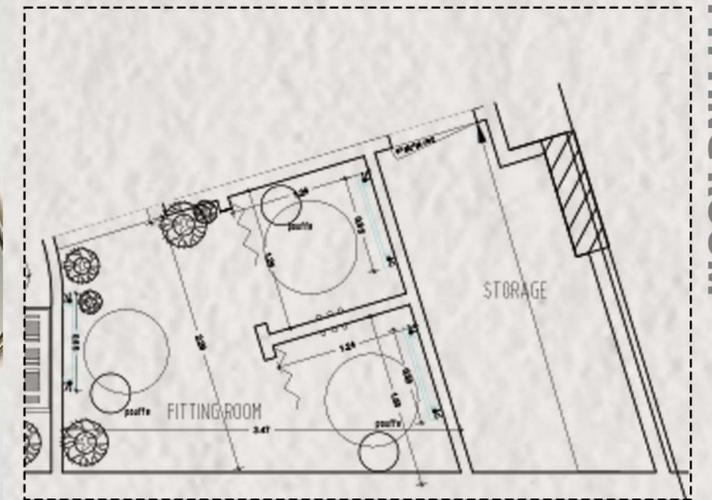


Limewash effect
CODE | 1931/1203-Y1JR

FLOOR FINISHING :



Triesta Marble



FITTING ROOM

WALL FINISHING :



Limewash effect
CODE | 1931/1203-Y1JR



Rough Textured Painting
CODE | ROMANO 1037

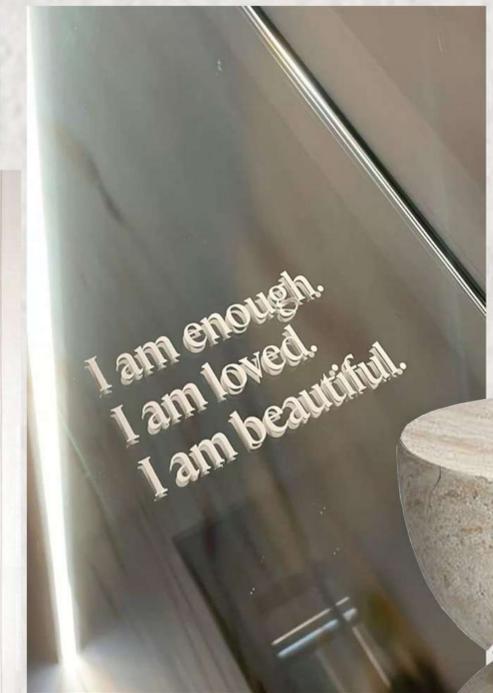


Carpet
Deco

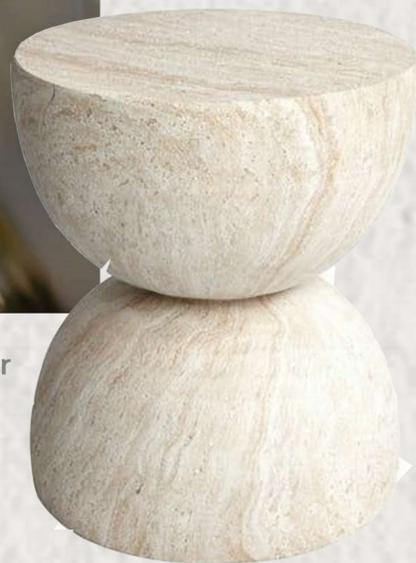
Curtain Texture



Arched Fitting Room
Doorway



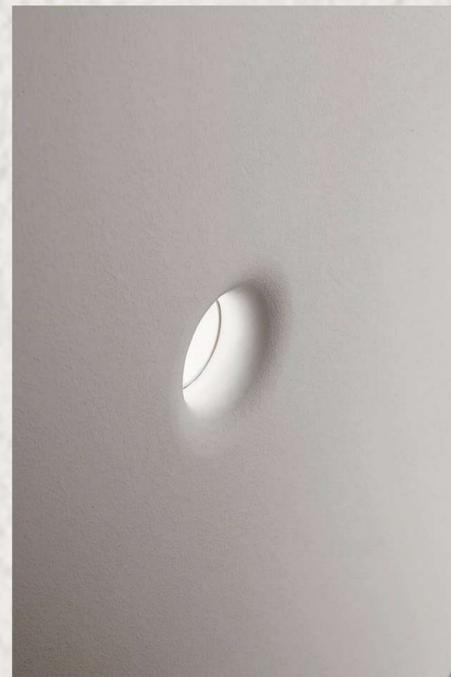
Text Messages on Mirror



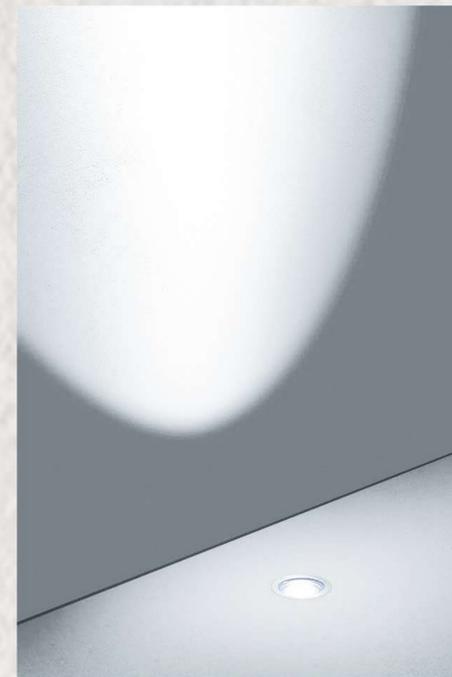
BOHO BY DINA LIGHTING SELECTION



Signature Pendant
above Cashier



Recessed Spotlight



Uplight



Directional Spotlight



Recessed Magnetic Track light



Signature Pendant
above display area



Signature Pendant
Fitting Room Entrance



15cm

17cm

Temperature for all selected items | 3000- 4000 k

BOHO BY DINA | SHOP FRONT

FACADE



1 **Wall Finishing|**
Limewash effect
CODE | 1931/1203-Y1JR



2 **Wall Finishing|**
Rough Textured Paintings
CODE | ROMANO 1037



3 **Floor Finishing|**
Triesta Marble Flooring



4 **FRAME**
Light Oak Wood





BOHO BY DINA | DISPLAY AREA



Wall Finishing|
Limewash effect
CODE | 1931/1203-Y1JR



Wall Finishing|
Rough Textured Paintings
CODE | ROMANO 1037



Floor Finishing|
Triesta Marble Flooring



Shelves Finishing|
Light Oak Wood

1

Soft Layers.
Strong Soul.

3

4

2



BOHO BY DINA | DISPLAY AREA



Wall Finishing |
Limewash effect
CODE | 1931/1203-Y1JR



Wall Finishing |
Rough Textured Paintings
CODE | ROMANO 1037



Floor Finishing |
Triesta Marble Flooring



Shelves Finishing |
Light Oak Wood



BOHO BY DINA | DISPLAY AREA



Wall Finishing|
Limewash effect
CODE | 1931/1203-Y1JR



Wall Finishing|
Rough Textured Paintings
CODE | ROMANO 1037



Floor Finishing|
Triesta Marble Flooring



Cashier |
Terracota Clay Tiles



BOHO BY DINA | DISPLAY AREA

- 1** **Wall Finishing |**
Limewash effect
CODE | 1931/1203-Y1JR
- 2** **Wall Finishing |**
Rough Textured Paintings
CODE | ROMANO 1037
- 3** **Floor Finishing |**
Triesta Marble Flooring
- 4** **Shelves Finishing |**
Light Oak Wood



BOHO BY DINA | FITTING ROOM



1 **Wall Finishing |**
Limewash effect
CODE | 1931/1203-Y1JR



2 **Floor Finishing |**
Triesta Marble Flooring



3 **Curtains |**
Light Beige Linen



BOHO BY DINA | CASHIER AREA



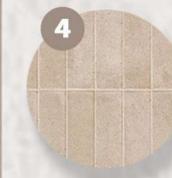
1 Wall Finishing |
Limewash effect
CODE | 1931/1203-Y1JR



2 Wall Finishing |
Rough Textured Paintings
CODE | ROMANO 1037



3 Floor Finishing |
Triesta Marble Flooring



4 Cashier |
Terracota Clay Tiles



be.

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Thank you!