



ROAIIA.

BE.DESIGN STUDIO

ROAIIA STUDIO

A women's linen clothing boutique blending luxury with simplicity, offering an intimate, sensory shopping experience.



CONCEPT

At Roaiia Studio, design is not about decoration, but about creating a sanctuary of simplicity and elegance.

Every detail, from the curve of a rack to the softness of a drape, is chosen to reflect the timeless beauty of linen and the ease of refined living.

We believe in quiet luxury — a kind of beauty that does not shout but whispers, leaving a lasting impression through grace and restraint.

Our space is curated to allow garments to breathe, with smooth lines that guide movement like a gentle current, and materials that ground the senses in nature's calm.

The store is more than a place to shop — it is a haven for the modern woman seeking calm, elegance, and authenticity in her everyday life.

Here, browsing becomes a ritual, packaging a moment of care, and each garment a chapter in a story of effortless sophistication.

True luxury lives in the details, in the stillness, and in the feeling that you have stepped into a place made just for you.

ROAIIA STUDIO

LOOK & FEEL



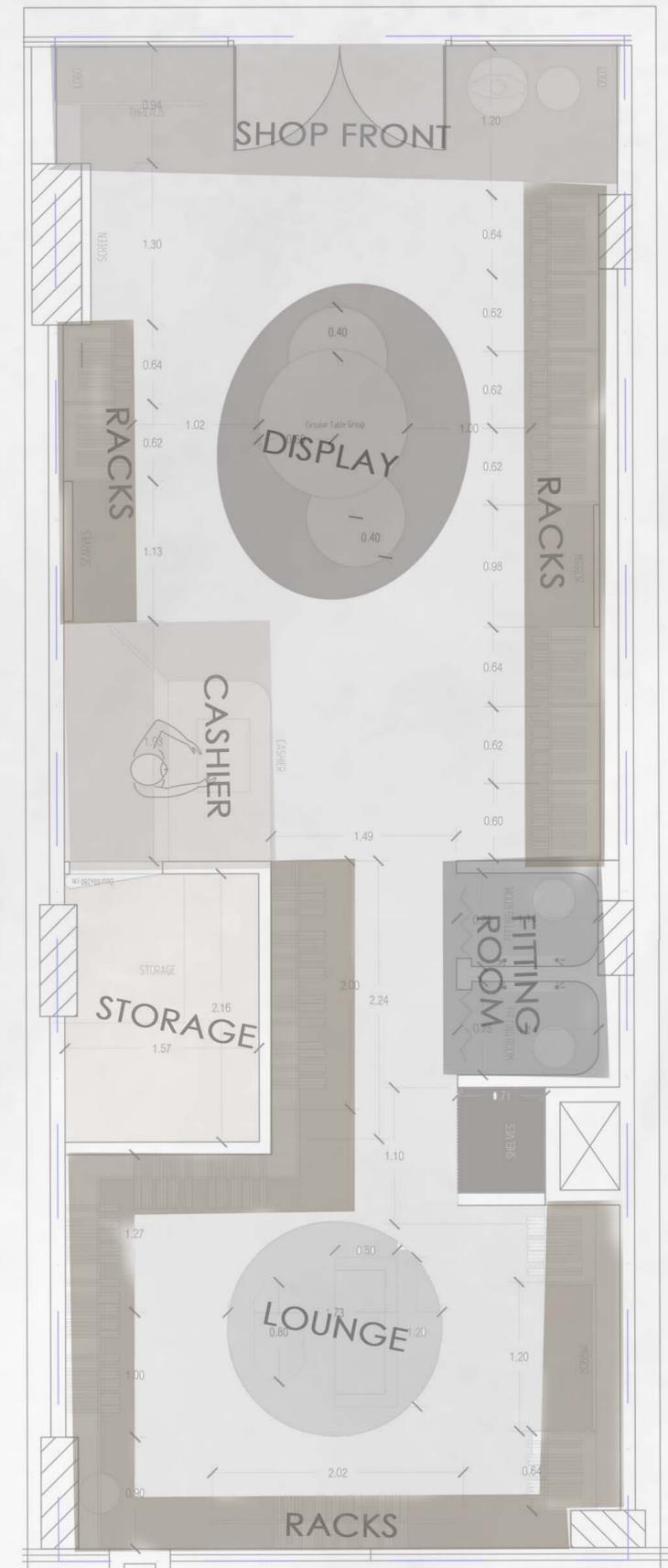
“Quiet Luxury,
Natural Beauty.”

ROAIIA STUDIO

ZONING | SPACE PROGRAM & AREAS

PROPOSAL ONE

	SPACE NAME	AREA(sqm)	
1	SHOP FRONT	4.0 sqm	7.5%
2	RACKS	10.0 sqm	18.8%
3	DISPLAY	4.60 sqm	8.7%
4	CASHIER	3.20 sqm	6.0%
5	FITTING ROOM	2.50 sqm	4.8%
6	STORAGE ROOM	3.50 sqm <td 6.6%	
7	LOUNGE AREA	2.50 sqm	4.7%
8	CIRCULATION	22.7 sqm	42%
TOTAL AREA		53 sqm	

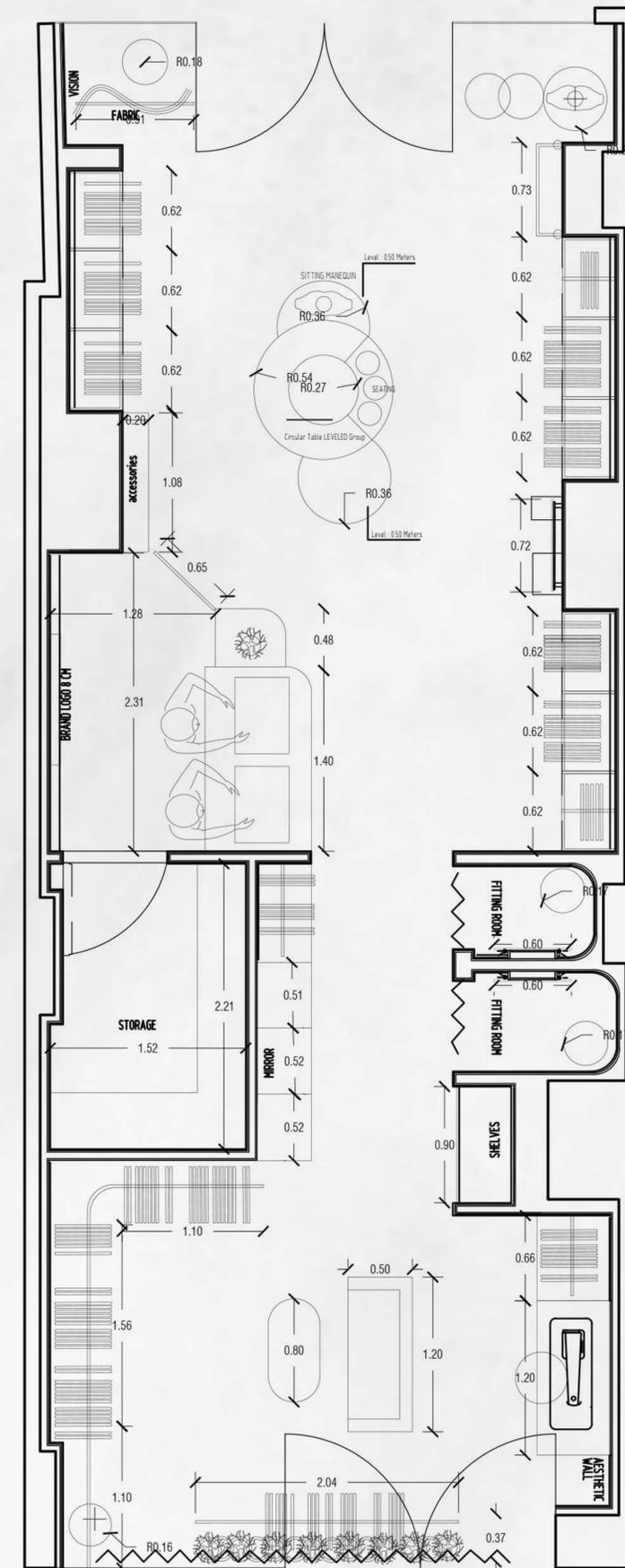


ROAIIA STUDIO

ZONING | SPACE PROGRAM & AREAS

PROPOSAL ONE

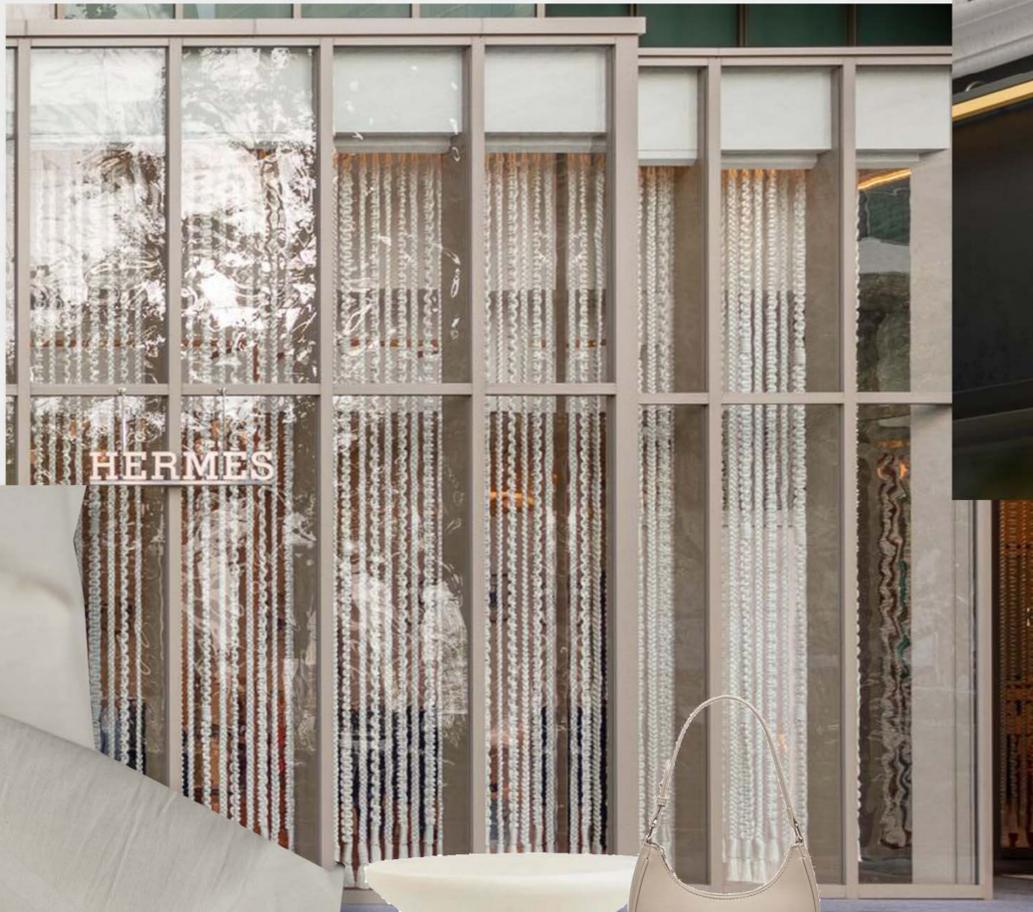
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ROAIIA STUDIO

SHOP FRONT FACADE

“Thread Wave” Motif



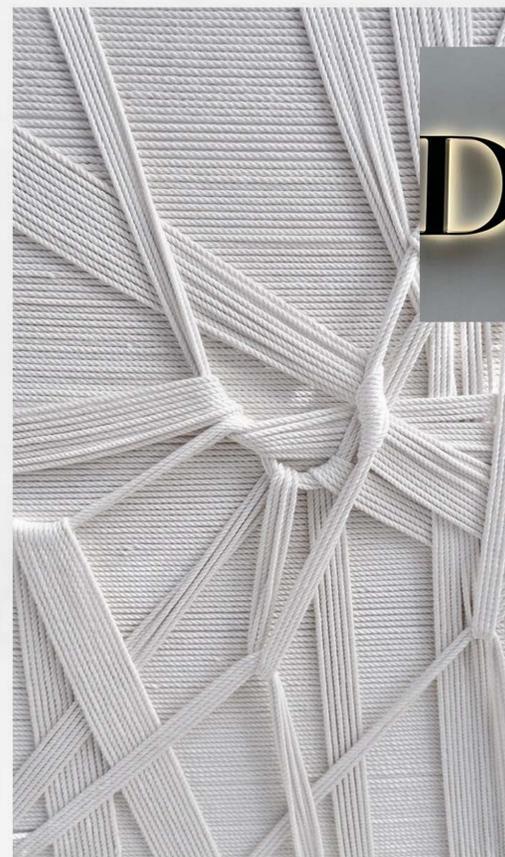
Backlit Front Signage



Black Aluminum Frame



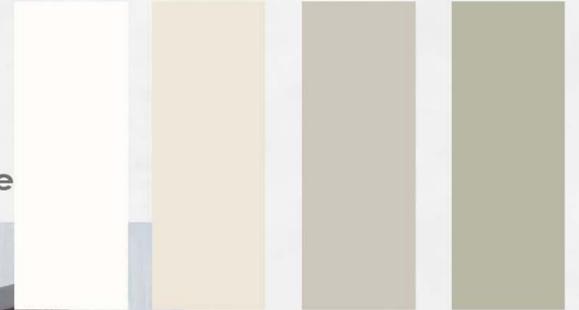
Marble Display Tables



“Elegance, Breathed in Linen.”

DIOR

Manequin Placed next to Travertine Marble Display table



ROAIIA STUDIO

POWER-WALL

“Thread Wave” Motif



Backlit Signage



ENGRAVED TEXT



ROAIIA STUDIO

WALL DISPLAY UNITS

Left Wall (Heritage Collection): Showcases timeless, classic linen pieces in neutral tones.

Right Wall (Modern Living): Trend-driven linens with subtle colors and textures.



Wall Display unit Embedded within wall



THE INVITATION WALL
Draped Threads/Curtains showcasing the new collection/featured Collection



Smooth Light
Antique Gold



Embedded Circular table with wall display



From Ceiling Display Units for Featured Wall underneath storage unit

Mixed Front with side display



Glass Shelves Integrated with wall display unit



Luxury linen meets sensory storytelling.

ROAIIA STUDIO

WALL SHELVES | MIDDLE DISPLAY UNITS

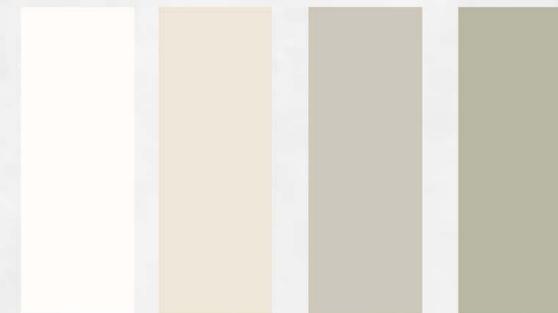
Travertine/Marble Embded Shelves
for accessories



Smooth Brushed Light
Antique Gold



Niched Shelves for accessories/bags



Different Height Display Tables.
with marble effect
with Integration of light antique
gold



Luxury linen meets
sensory storytelling.



ROAIIA STUDIO

LOUNGE AREA



Curved Sofa

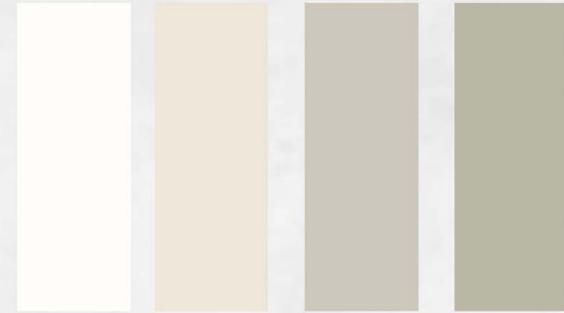
Marble Table



Marble Table with brushed gold detail



Pendant



Mirror Integrated With Marble



Brushed Light Antique Gold



Mirror Integrated With Marble



Luxury linen meets sensory storytelling.

ROAIIA STUDIO

CASHIER



Signature Pendant

reformers
makes
space

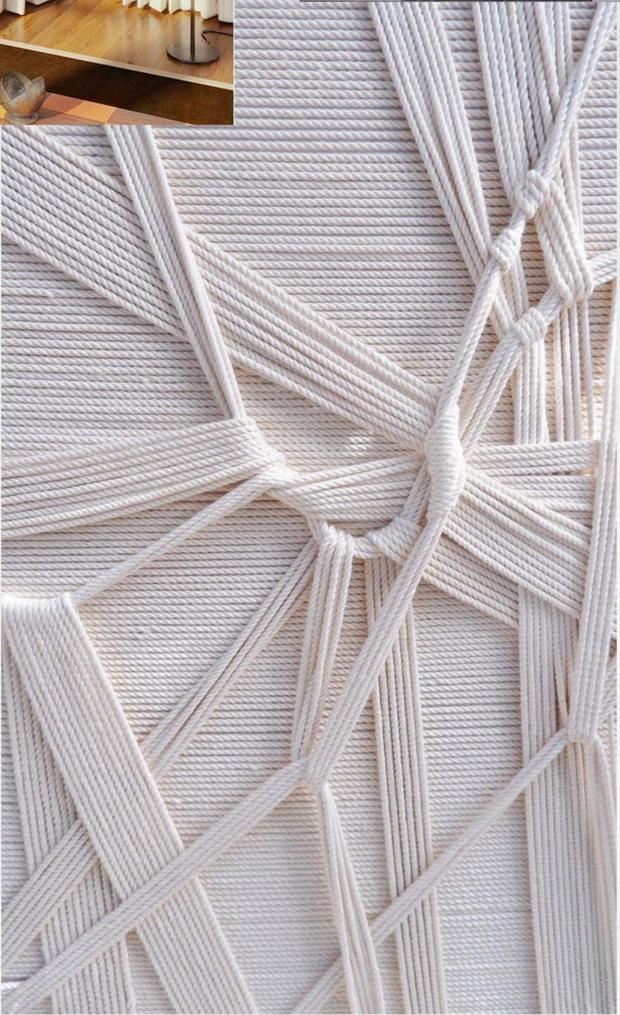
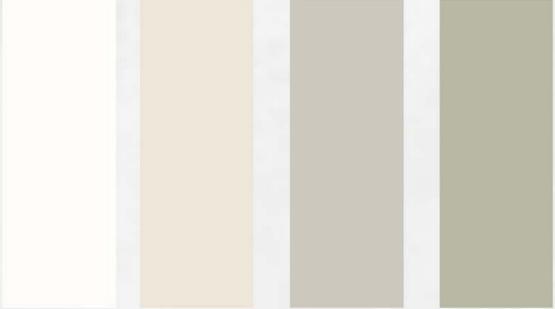


Brushed
Light Antique Gold
with smarble

Storage Door
with Flowy Curtains



Storage Door
with same wall Finish



Threaded Motif Wall behind Cashier



Linen Fabric Cladding
behind cashier



Backlit Signage



Luxury linen meets
sensory storytelling.

ROAIIA STUDIO

FITTING ROOM

Backlit 1/3 Wall



Pendant

Brushed Bronze Gold Pouffe
Legs and curtain rails

Mirror with seated chair
in fitting room entrance
option 01



“The Linen Refresh Station”
option 02



Brushed Light Antique Gold Rack
with storage Cabinet Beneath

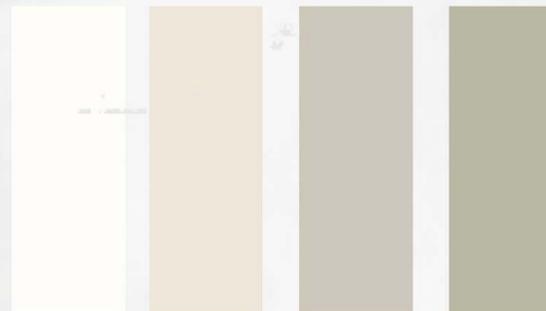
“Every linen deserves a moment to breathe.
Kindly place your tried pieces here,
and we’ll refresh them for the next story.”

Interactive board where
people get a thank you
/booster note
or leave a feedback

This piece is a collection
of traditions, stories and passion.
The future of culture is in your hands.

a little note of
T H A N K S

Mirror
Integrated with Marble



Luxury linen meets
sensory storytelling.



ROAIIA STUDIO

FACADE | MATERIAL MOODBOARD



Existing Dark Grey Frame



Patterned Triesta /Cement



Light Gold Insert Profile



Light Rough Travertine Display Tables



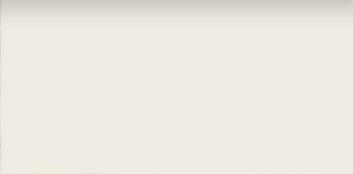
Linen Fabrics with LED Lighting unit



10 cm front lit logo signage with light gold on sides & back

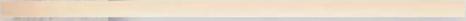


Egg Shell white Jotun code 1001



Front Lit Signage on Transparent Glass

LED Profile Unit



Rough Triesta Marble Flooring



ROAIIA STUDIO

FACADE | MATERIAL SELECTION

Light Gold Signage



LED Profile Unit



Existing Dark Grey Frame

Linen Fabric



White Sticker Text



Rough Triesta Marble Flooring



Patterned Triesta /Cement



Light Rough Travertine Display Tables



ROAIIA STUDIO

DISPLAY AREA | MATERIAL SELECTION

Egg Shell white
Jotun code1001
matching flooring tone

Flowy Fabric Ceiling with
Indirect Light

Light Gold
Display Racks

Engraved Text/logo
power walls

ZARA

Ivory Cationic
Chiffon

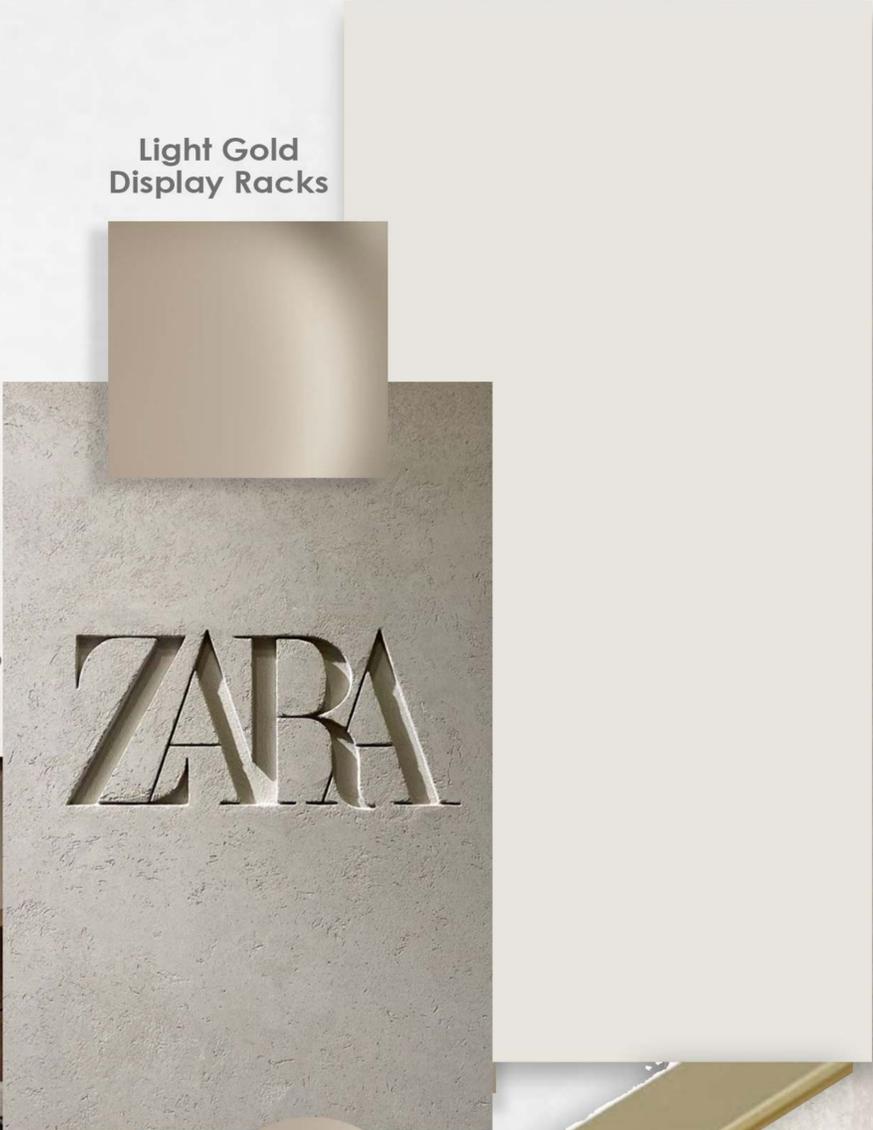
LED Profile
Unit

Patterned Triesta
/Cement

Rough Triesta Marble
Flooring

Light Gold
T-Insert Profile

Antique Mirror Cladding

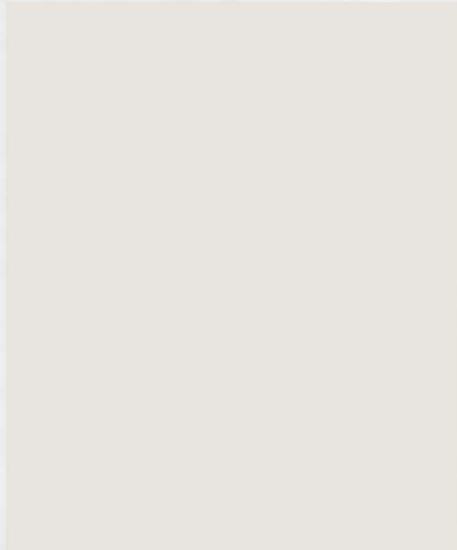


ROAIA STUDIO

WALL DISPLAY AREA 01 | MATERIAL SELECTION

WALL DISPLAY 01

CEILING FINISHING



Egg Shell white
Jotun code1001
matching flooring tone



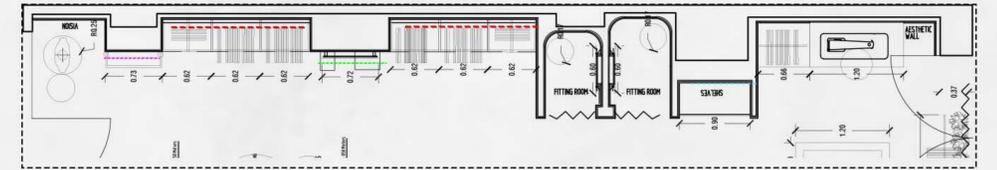
Embedd Wall Display Rack
within wall



Light
Gold



Shelves with same
wall finish



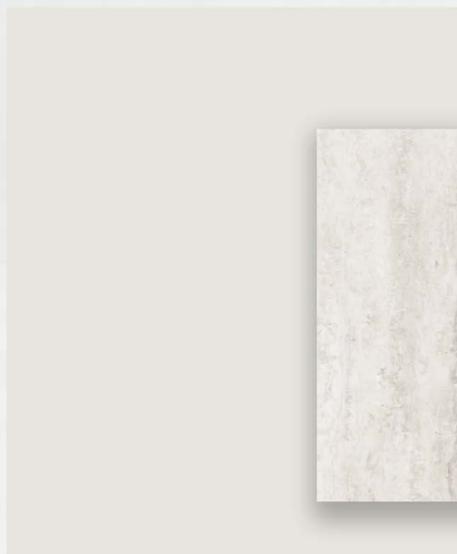
wall display racks embedd in wall with shelves
 Scarves Display
 Mirror with Travertine Marble Base
 Travertine Shelving

Scarves Display



Light
Gold

WALL FINISHING



Egg Shell white
Jotun code1001
matching flooring tone



Travertine
Shelving



Light
Gold

FLOORING FINISHING



Rough Triesta
Marble Flooring



Patterned Triesta
/Cement



Light Gold
T-Insert Profile



Mirror with
light antique gold frame &
Travertine Marble Base

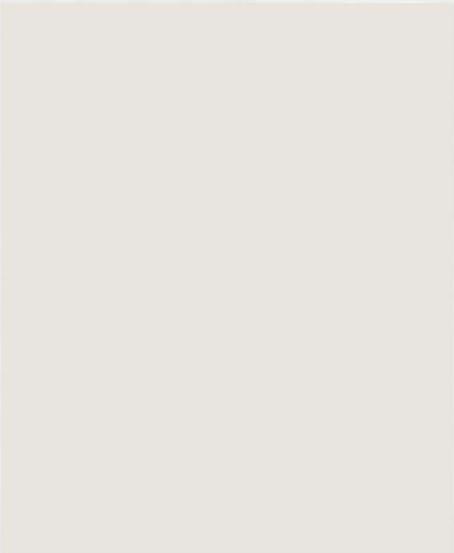


Light
Gold

ROAIA STUDIO

STITCHING ZONE | MATERIAL SELECTION

CEILING FINISHING



Egg Shell white
Jotun code1001
matching flooring tone



Display Rack
from ceiling



Antique Mirror
Cladding



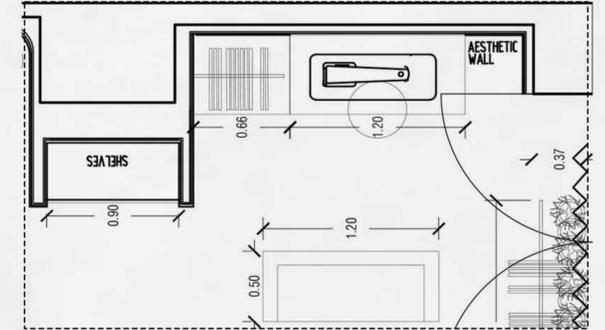
Stitching Machine



Seating Pouffe
R:40 CM

Boucle Fabric

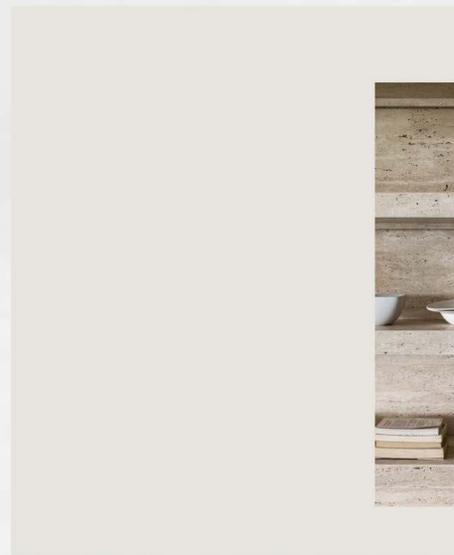
CREATIVE AREA



Threads &
text on antique mirror



WALL FINISHING



Egg Shell white
Jotun code1001
matching flooring tone

Rough Travertine Marble
Shelving



FLOORING FINISHING



Rough Triesta
Marble Flooring



Light Gold
T-Insert Profile



Patterned Triesta
/Cement

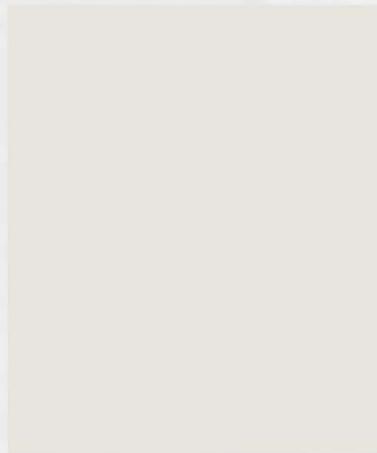


ROAIA STUDIO

WALL DISPLAY AREA 02 | MATERIAL SELECTION

WALL DISPLAY 02

CEILING FINISHING



Egg Shell white
Jotun code1001
matching flooring tone



Embedd Wall Display Rack
within wall

Storage Unit Below Racks



Travertine Finish

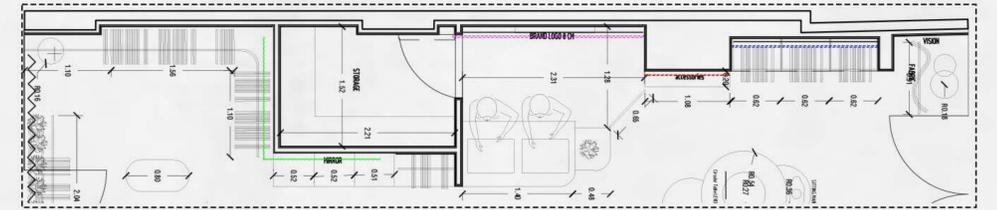


Shelves with
same
wall finish



Curved
Rack with
table

Curved
Rack



wall display racks embedd in wall with shelves
Accessories wall
Mirror Cladding
Carved Sandblasted Marble



Travertine Finish

Same Wall Finish

Light Gold Pins

Accessories Wall.
Light gold Pins to hold shelves

WALL FINISHING



Egg Shell white
Jotun code1001
matching flooring tone

Carved Sandblasted Travertine Marble



FLOORING FINISHING



Rough Triesta
Marble Flooring

Patterned Triesta /Cement



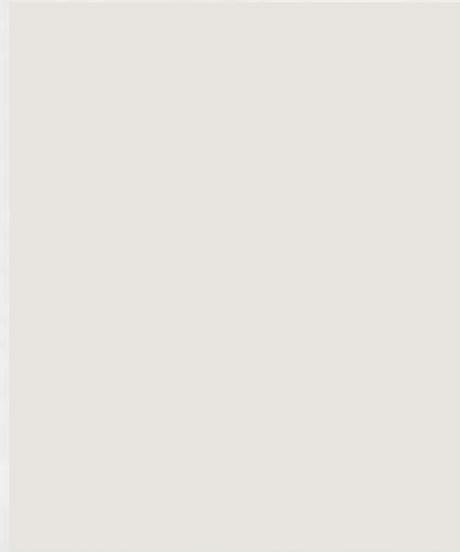
Light Gold
T-Insert Profile



ROAIA STUDIO

INVITATION WALL | MATERIAL SELECTION

CEILING FINISHING



Egg Shell white
Jotun code1001
matching flooring tone



Display Rack
from ceiling



THE INVITATION WALL
Dropped Threads/Curtains
showcasing
the new collection/featured Collection

Flowy Fabric Ceiling with
Indirect Light

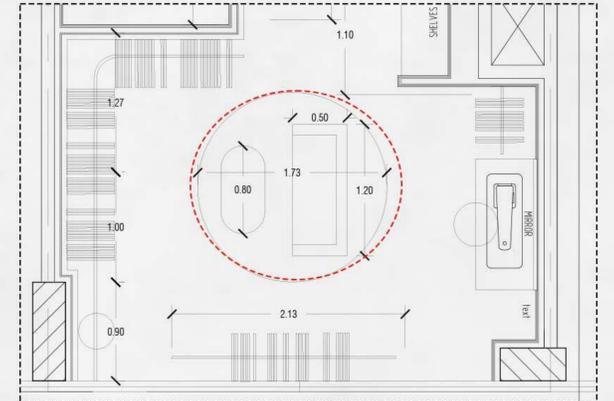


succulent plants box



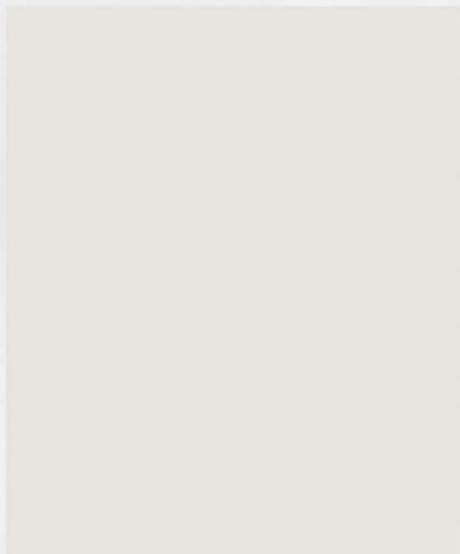
Ivory Cationic Chiffon

INVITATION WALL



Flowy Fabric Ceiling with
Indirect Light

WALL FINISHING



Egg Shell white
Jotun code1001
matching flooring tone

FLOORING FINISHING



Rough Triesta
Marble Flooring



Light Gold
T-Insert Profile



Patterned Triesta
/Cement

Curved Sofa



Green Marble Table

Marble Pattern.
Olive Green



ROAIIA STUDIO

WALL DISPLAY 03 | THE INVITAION WALL



**Egg Shell
White Painting**



**Light
Gold**



**Glass
Facade**

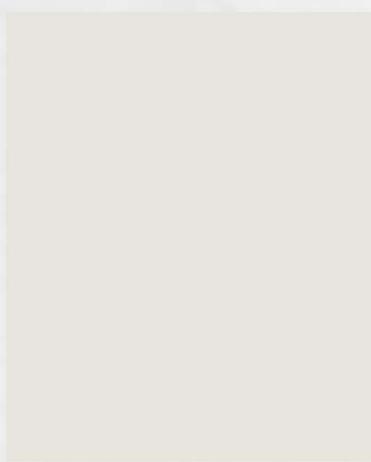


**Linen Mesh
Curtains**

ROAIA STUDIO

CASHIER | MATERIAL SELECTION

CEILING FINISHING



Egg Shell white
Jotun code1001
matching flooring tone



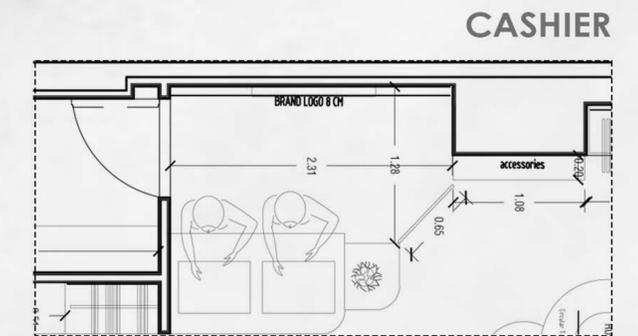
Cashier Desk



Egg Sh
White Pai



Engraved Logo



CASHIER

Storage Door with same wall finish



WALL FINISHING



Egg Shell white
Jotun code1001
matching flooring tone

Carved Sandblasted
Travertine Marble



FLOORING FINISHING



Rough Triesta
Marble Flooring



Patterned Triesta
/Cement

Pendant with light gold
and
travertine marble



Travertine
Marble
Finish

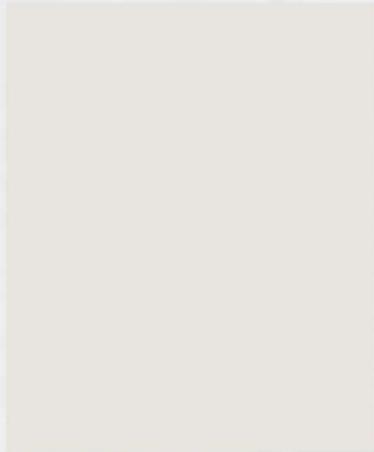
Light Gold



ROAIA STUDIO

FITTING ROOM | MATERIAL SELECTION

CEILING FINISHING



Egg Shell white
Jotun code1001
matching flooring tone



Light Gold
Movabele Rack

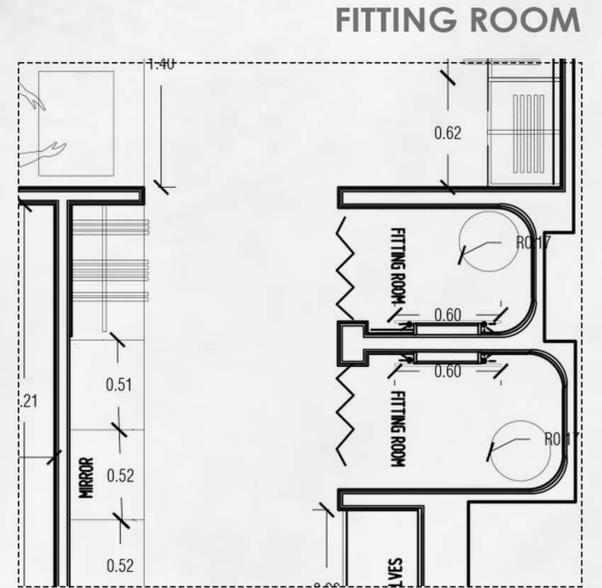
Antique Mirror
Cladding
behind racks



Storage Unit
below Mirror



Light Beige Linen
Curtains



WALL FINISHING



Egg Shell white
Jotun code1001
matching flooring tone



Travertine
Shelving



FLOORING FINISHING



Rough Triesta
Marble Flooring



Light Gold Frame Full
height Mirror For Inside
Fitting Room



40 cm Pouffe
Light Beige Linen
with light gold legs



ROAIIA STUDIO

3D VISUALS



SHOP FRONT FACADE



WALL FINISHING
Egg Shell
White Painting



CEILING FINISHING
Egg Shell
White Painting



FLOORING FINISHING
Rough Triesta Marble



RAILS FINISHING
Light Gold



DISPLAY TABLES/DRAWERS
Travertine Marble

ROAIIA STUDIO

3D VISUALS



WALL DISPLAY 01



WALL FINISHING
Egg Shell
White Painting



CEILING FINISHING
Egg Shell
White Painting



FLOORING FINISHING
Rough Triesta Marble



RAILS FINISHING
Light Gold



DISPLAY TABLES/DRAWERS
Travertine Marble

ROAIIA STUDIO

3D VISUALS



WALL DISPLAY 02



WALL FINISHING
Egg Shell
White Painting



CEILING FINISHING
Egg Shell
White Painting



FLOORING FINISHING
Rough Triesta Marble



RAILS FINISHING
Light Gold



DISPLAY TABLES/DRAWERS
Travertine Marble

ROAIIA STUDIO

3D VISUALS



WALL DISPLAY 01



WALL FINISHING
Egg Shell
White Painting



CEILING FINISHING
Egg Shell
White Painting



FLOORING FINISHING
Rough Triesta Marble



RAILS FINISHING
Light Gold



DISPLAY TABLES/DRAWERS
Travertine Marble

ROAIIA STUDIO

3D VISUALS



LOUNGE ZONE



WALL FINISHING
Egg Shell
White Painting



CEILING FINISHING
Egg Shell
White Painting



FLOORING FINISHING
Rough Triesta Marble



RAILS FINISHING
Light Gold



DISPLAY TABLES/DRAWERS
Travertine Marble

ROAIIA STUDIO

3D VISUALS



LOUNGE ZONE



WALL FINISHING
Egg Shell Paint



CEILING FINISHING
Egg Shell Paint



FLOORING FINISHING
Triesta Marble Flooring



RAILS FINISHING
Light Gold



DISPLAY TABLES/DRAWERS
Travertine Marble



Lounge Table
Green Marble



be.

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THANK YOU!