Sundry & Vane *for* oda field

Oda Field finally gets a front door.

$865,600
our fee

$802,296
store build

Oct 14, 2027
doors open

Walk in | Download PDF

Eleven years online. Next October, one shop at 41 Ollery Street, with a new identity over it. Push the door.



You've spent eleven years selling a smell through a screen.

This is what your team told us in September, in their words. We've set it in the shop window because that's where it stops being a problem.

Nobody has smelled it before they buy it. We pay for that in returns.

14 percent

of first scent orders come back. Ines, founder

$38.4M

a year, all of it online, at a rising price. Dara, CFO

It cost us $41 to find a customer in 2023. It costs $68 now.

That logo was drawn for a 200-pixel header. It's about to be eighteen feet wide.

38 SKUs

in packaging that doesn't read past arm's length. Joss, Head of Retail

One job, in seven pieces of work.

We'd rebrand Oda Field and open its first store as one project, with one team and one calendar. Brand decisions get tested on a real fascia, and the store is drawn in the brand it's selling. Every piece can drop on its own at the till further down.

Discovery and brand strategy	*Wk 1 to 6*
Identity system	*Wk 5 to 16*
Packaging, 38 SKUs	*Wk 12 to 24*
Site design and front-end build	*Wk 16 to 36*
Store design through documents	*Wk 6 to 18*
Construction administration	*Wk 19 to 38*
Opening campaign	*Wk 32 to 40*

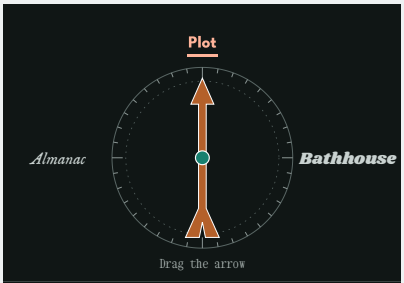
Three directions. Turn the vane.

Each one is applied at once to the sign, the bag, the label, the carton and the site header. The whole proposal repaints with it, including the street you walked in from. Choose on the fascia, because that's the hardest place to be right.

Almanac | Plot | Bathhouse



Sheet ID-01, front elevation, 3/8 in = 1 ft



18 in sign letter height

540 ft readable from

$21,400 to fabricate the sign

$949,200 a year in cartons, 1.13M units



Bag, 12 x 16 x 5 in, 120 gsm



Label, 108 x 150 mm



Carton, 45-hour candle, $0.84 a unit



Site header at 1,440 wide

Plot

Oda Field as a piece of ground, divided into strips. The furrow is the mark, the awning, the floor and the shelf edge. Cut steel letters on a rail, two spot colors, nothing to explain.

What it risks

It's plain on purpose, and plain can read as cheap on a $38 candle. The materials have to carry it. If we cut the steel or the floor to save money, this is the direction that shows it first.

What we'd do

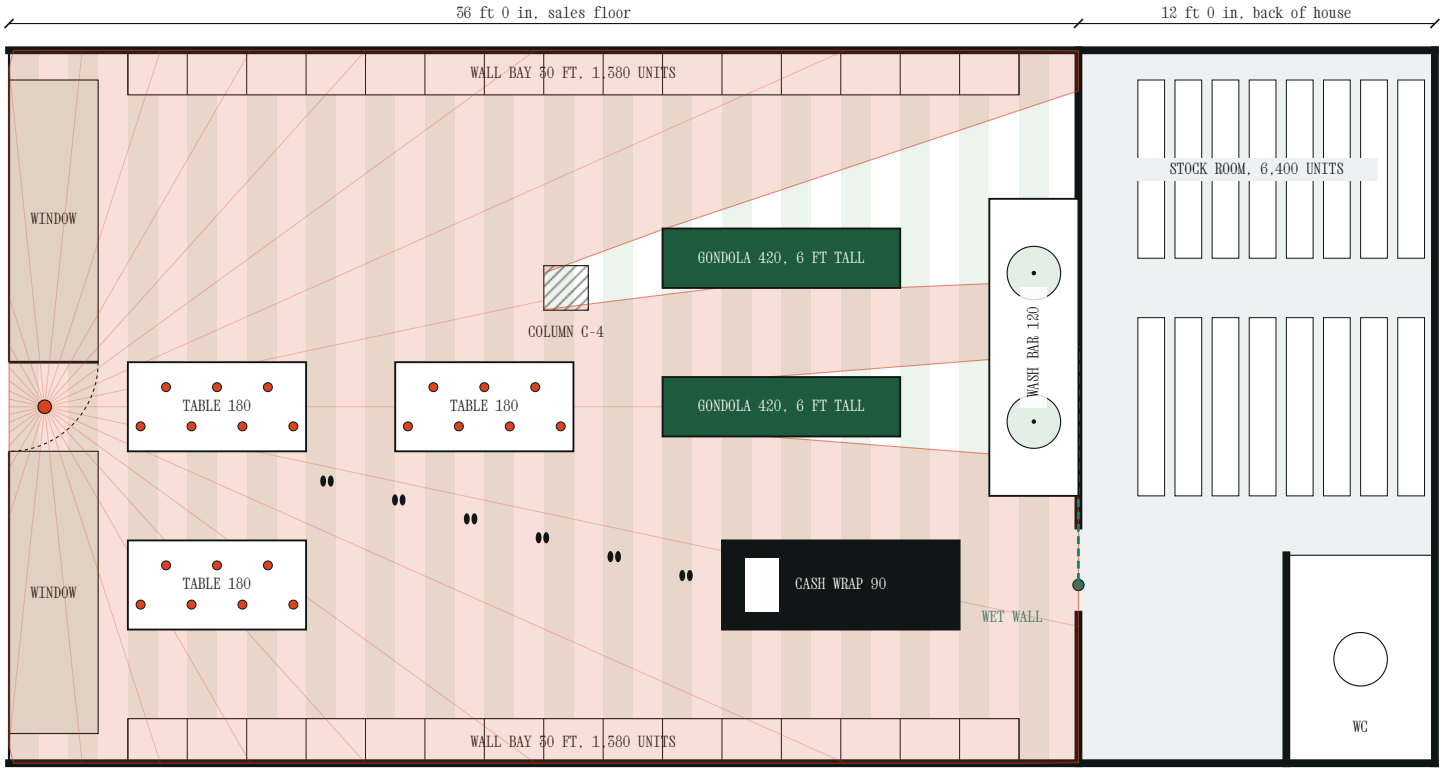
We'd take Plot. It costs least to make, reads farthest for the money, and its stripes become the awning, the floor and the shelf edge without a new idea each time. Almanac is the prettier first impression and the harder one to run at 38 SKUs.

Now lay out the store.

Drag anything. The shaded fan is what a customer sees from the door. Tall gondolas cut it. Tables and the wash bar sit below eye level and don't. Every move reprices the build, and your layout is the one we build further down the page.

88 percent	70 percent	10,750	6 people	0 flags	$802,296
seen from the door	seen from the wrap	units held	in line before it blocks the floor	aisles under 36 in	build cost

Our layout | Stock first | Open gallery | Add table | Add gondola | *Fan from* Door | Wrap



Sheet A-101, floor plan, 1/4 in = 1 ft, 24 ft x 48 ft, 1,152 sq ft. Green dot marks the wet wall, column C-4 stays.

Tap a fixture to select it, then drag it or nudge it with these buttons. The fan, the takeoff and the stock update as it moves.

The takeoff, line by line

$802,296

Twenty-two weeks from shell to Thursday.

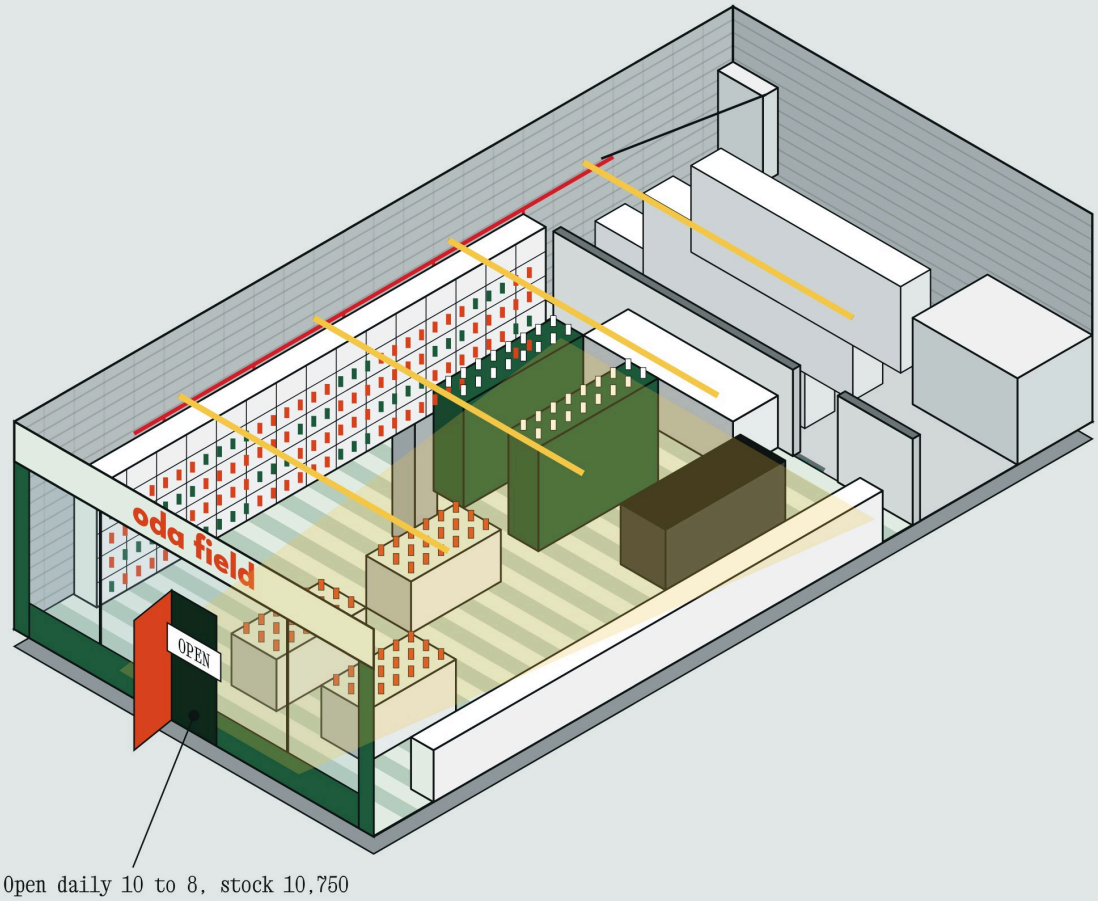
Doors at 10

Week 40, Thursday, October 14

Contingency is closed out, the lights are on and the door's open. Whatever isn't spent goes back to Dara.

$802,296

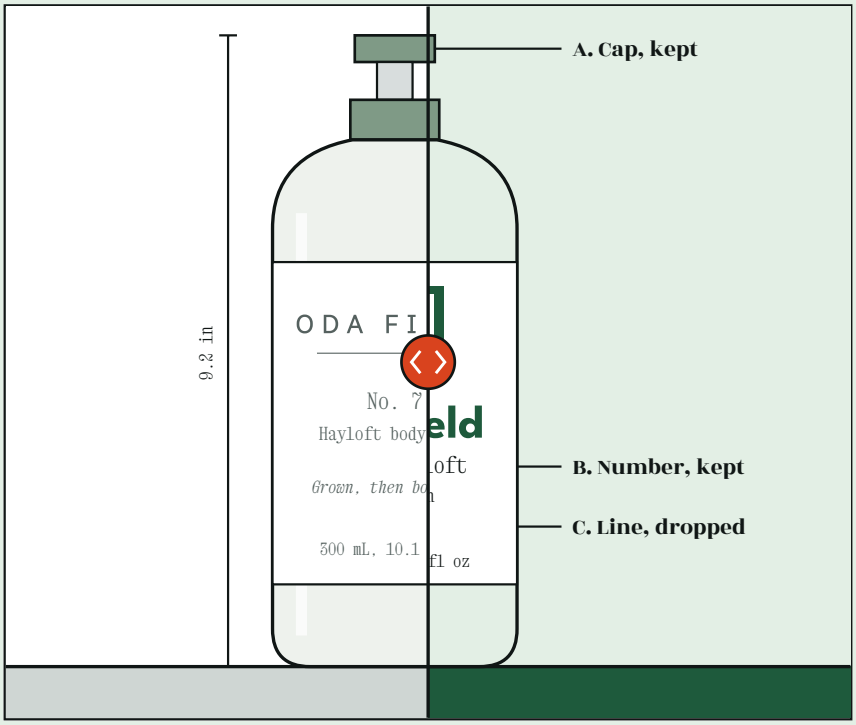
spent of $802,296



Scroll back up and change your mind about the vane. The sign that goes up in week 36 changes with it, and so does the money.

Ines, you asked if it'll still be yours.

Eleven years of repeat buyers know this bottle by three cues. Slide the bottle from today to the new label, then decide which cues come with us. Our view is that the numbering and the cap stay, and that the tagline has had its run.



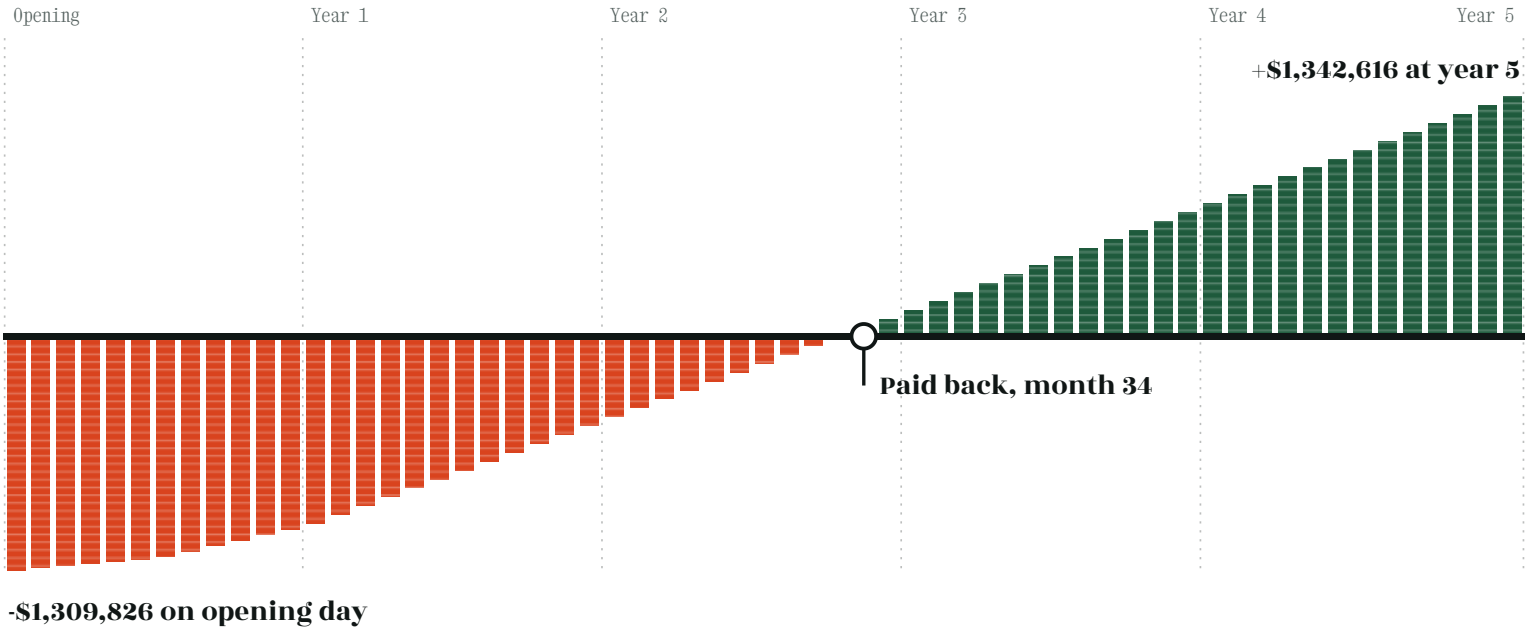
Today — New label

- [x] **The scent numbers, No. 7 and so on**
- [x] **The sage cap**
- [ ] **The line "Grown, then bottled"**

You're carrying 2 of 3 cues into the new pack. Keeping the cap color also saves $14,000 of tooling with your molder.

Dara, it's paid back in month 34.

That's cash in the shop against cash out of the shop, counted from opening day. The first year runs under full sales, at 70 percent for six months and 85 percent for six. It doesn't count anything the store does for your website. Kei's chapter does.



Sales a square foot $2,100

Gross margin 68 percent

Sales a year	$2,419,200
Gross profit	$1,645,056
Rent, $210 a sq ft	-$241,920
Common charges and tax	-$48,000
Payroll, 9 posts	-$612,000
Other, 6 percent of sales	-$145,152
Store profit, full year	**$597,984**

Store build, from your plan	$802,296
Our store fees still on the receipt	$346,000
Opening stock at cost, 10,750 units	$101,050
Lease deposit, three months	$60,480
Cash in before the first sale	**$1,309,826**

Joss, staff your busiest Saturday.

Footfall comes from Dara's sales number. The line limit comes from where you put the wrap. Add people and the line clears. Each one on the floor adds a full-time post to the payroll in Dara's chapter.

-	4	+

0 min

longest wait at the wrap

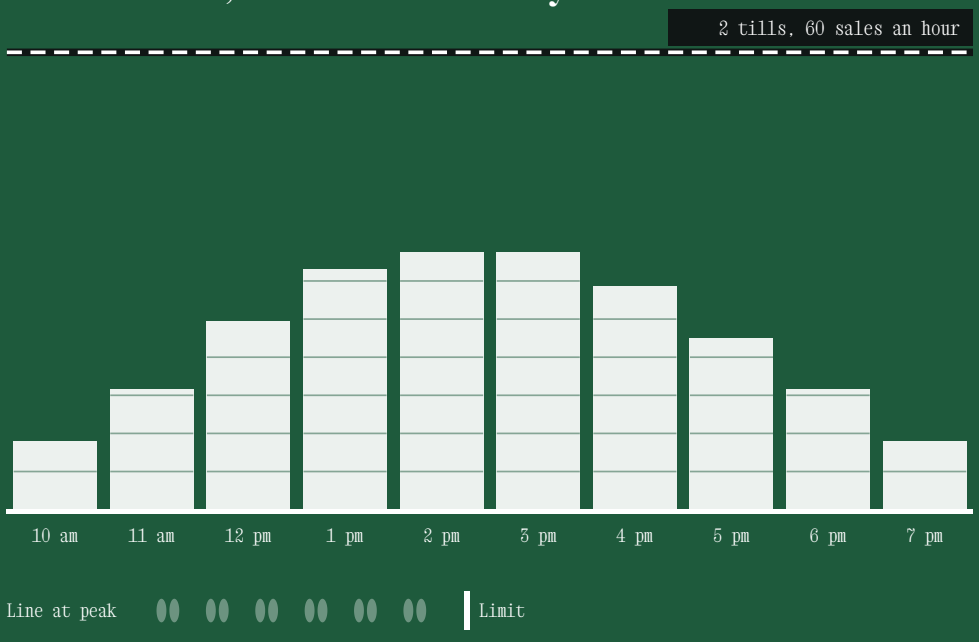
0 of 6

peak line against the room you left

9

full-time posts, at $68,000 loaded

Sales an hour, about 225 on the day



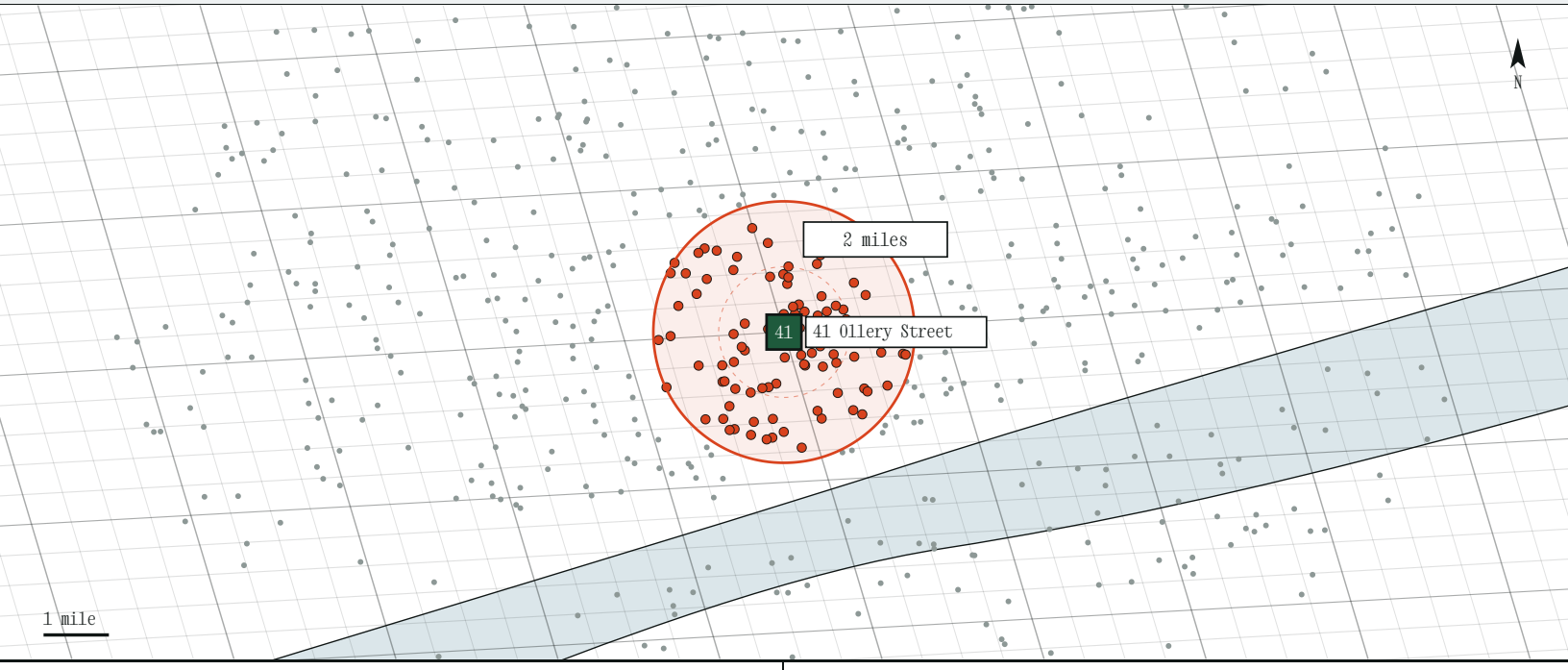
Kei, the shop will take some of your orders.

Better to see it on a map. Each dot stands for 64 of your customers. Stretch the ring to the distance you think people will walk or ride, and we'll count what moves off the site and what comes back to it.

Ring around the shop 2 miles

Pick up in store

Return in store



6,336
customers inside the ring

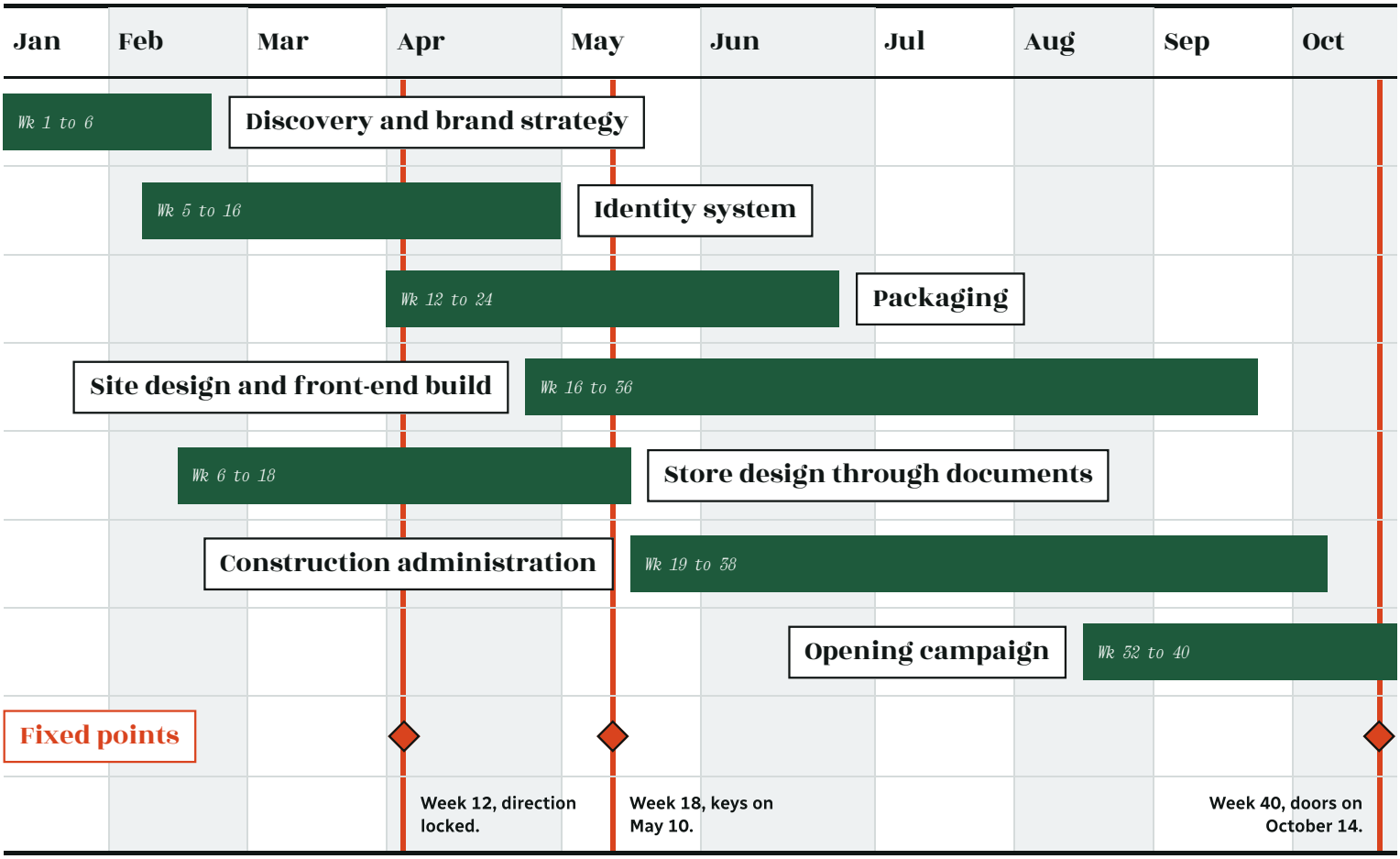
$197,900
a year moves from site to shop

$106,300
a year of new site orders from people who met you in the shop

$67,900
a year saved on shipping and returns

Forty weeks, ending on a Thursday before the gift season.

We start on January 11. Anything you drop at the till drops off this calendar too.



Ring it up. Take off what you don't need.

Sundry & Vane

Proposal SV-2611-OF, issued November 6, 2026
Valid to January 8, 2027

- [x] Discovery and brand strategy — $86,000
  Dropped, we'd work from your last customer research and skip the 40 interviews and the shop-floor tests.
- [x] Identity system — $164,000
  Dropped, today's logo and color go on the fascia as they are, and we design the store around them.
- [x] Packaging, 38 SKUs at $3,200 — $121,600
  Fewer SKUs means the first store opens with hero products in new packs and the rest in the old ones.
  - 38 SKUs +
- [x] Site design and front-end build — $148,000
  Dropped, your team recolors the present site from our guidelines. The new header ships, the new shop pages don't.
- [x] Store design through documents — $192,000
  Dropped, you hire an architect and we hand them the identity and a fixture sketch. The plan above becomes a starting point.
- [x] Construction administration, 20 weeks — $58,000
  Dropped, your contractor runs the site and we visit four times, for the sign and the fixtures.
- [x] Opening campaign — $96,000
  Dropped, you open with a press morning and an email. No street posters, no neighborhood mailer, no film of the build.

Our fee **$865,600**

Thank you. Please come again.

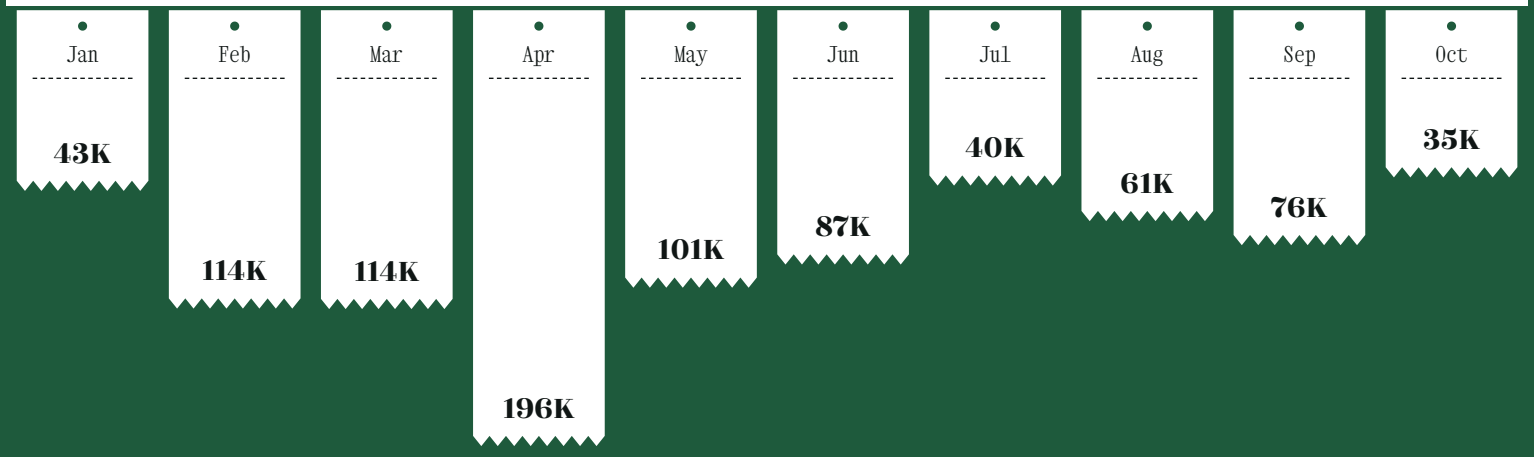
We'd keep all seven.

If the number has to come down, the opening campaign goes first, then construction administration, because your contractor can carry that with four visits from us. We wouldn't drop the identity or the store design. Those are the project.

$802,296

Store build, paid to the shopfitter at cost and set by your plan and your vane. It isn't part of our fee, and we take no margin on it.

We bill monthly for the work of that month, so here's when the money leaves.



What we've agreed, and what nobody knows yet.

The terms, plainly

- You own everything on final payment, including source files, type licenses in your name and all drawings.
- Two rounds of changes at each stage. A third is billed at $240 an hour, and we'll tell you before it starts.
- Either of us can stop at the end of any month with 30 days' notice. You pay for work done, and you keep it.
- Print, fabrication and construction are billed by those vendors to you directly, with no markup from us.
- Tove leads the brand and Marek leads the store, from the first week to the Thursday.

Open questions

- The lease at 41 Ollery Street isn't signed. If possession slips past May 10, opening slips with it, and we'd reopen the date with you the same day.
- The landlord hasn't approved a blade sign. The sign budget assumes yes. Without it the figure falls by $3,200.
- We haven't opened the slab. The wash bar's drain run is priced from drawings, and that's what the contingency is partly for.
- Your filler has quoted 38 SKUs on one carton size. Two sizes may be needed, which we'd know by week 14.



Turn the sign around.

Sign it and we'll hold the January 11 start, and Tove will call Ines that afternoon. The direction you've left the vane on is printed with the acceptance, and you can change it any time before week 12.

Ines Founder	**Dara** CFO
Joss Head of Retail	**Kei** Head of E-commerce

Accept at $865,600

Ask us a question | **Download PDF**

A Closewell Studio example. We never share client details, so this proposal is a mockup of how we design.

Want one built for your deal? Start a proposal