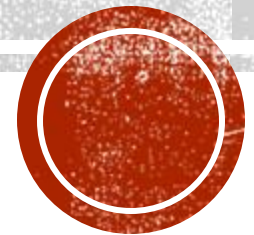


EL LAY CAFE

Slogan : City of Angels



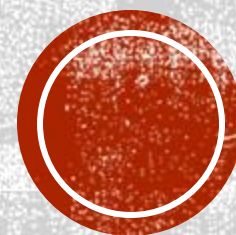
019



LOCATION — WIDE ANGLE

ABU DHABI CORNICHE — IN BETWEEN (NEW CONCEPT TO BE LAUNCHED)

★ The star is our store location



DETAILS

Concept: L.A based café

Objective: to give that feel of L.A vibe with family and friends while having coffee

Goals:

- Maximize the capacity of the space as it is quiet tight
- Visually pleasing – Instagrammable
- Make it look spacious



Front entrance



Back entrance



LOCATION - EXTERIOR





TWO



ONE

LOCATION - INTERIOR

- ONE: the view once you enter the store
- TWO: continues the wider image of the store
- THREE: the entrance/exit door

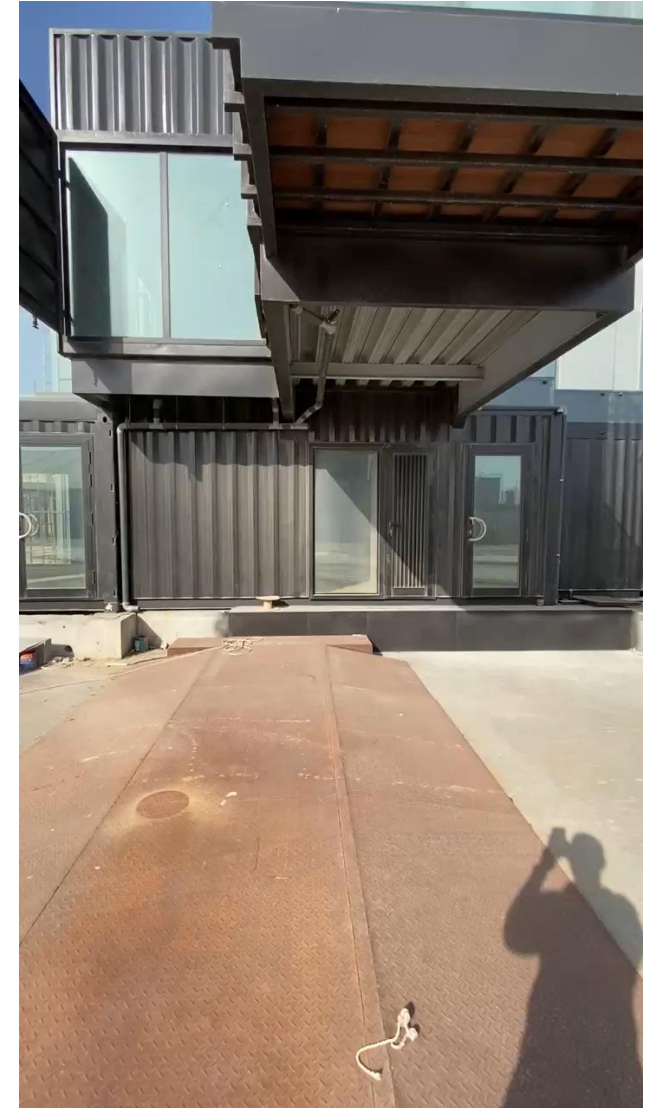


THREE



LOCATION

- The video explains the concept of the space





THEME IDEAS

- Street signs
- Venice beach , Santa Monica , surf boards
- Basketball lakers , Kobe + LeBron James
- Hollywood sign





THEME IDEAS

- Palm trees
- Beverly Hills
- Rodeo Drive





INTERACTION WALL

- Polaroid wall – collect polaroid photos of costumers who have been to LA



GROUND

- Walk of fame signs as social distancing
- Michael Jackson, Mohammed Ali, Beyoncé, Marilyn Monroe

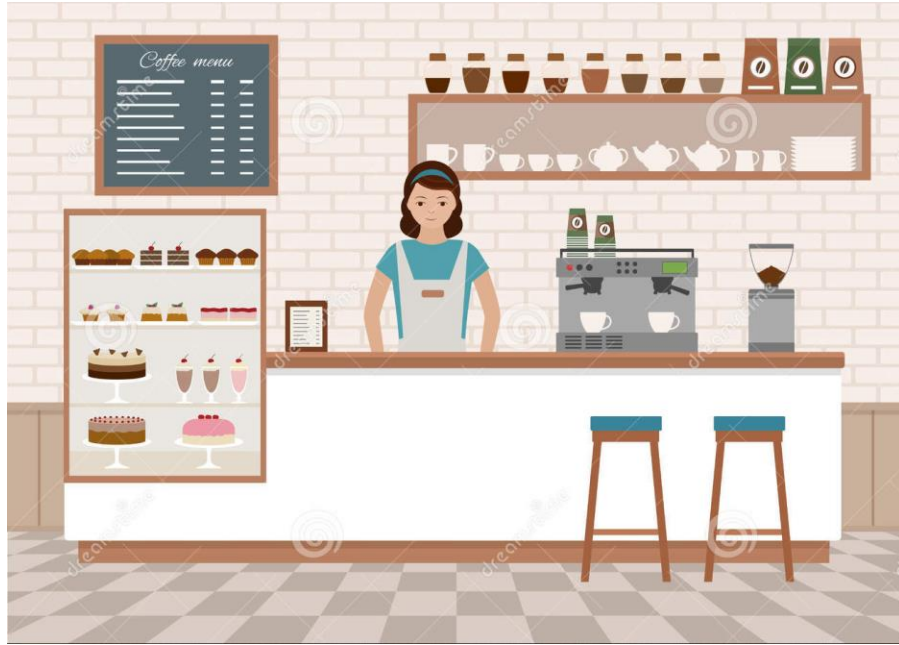




CEILING

- Plain white
- Linear lighting – we are flexible with more ideas





COUNTER CONCEPT

- Simple but luxurious
- Make the wall behind the counter eye catching with our themed ideas
- Angel wings could be an idea behind counter – to hold the coffee and place it between the wings





- Light colors:
 - Green for palm trees
 - Blue for beach
 - White
 - Sand color

MENU

- Speciality coffee:

- Venice 60 (V60)
- Cali Cortado
- Pacific piccolo
- San Spanish latte
- Los espresso
- Flat white
- Central cappuccino

- Cold drinks:

- Soft drinks
- Water
- Passion fruit mojito
- Strawberry mojito

- Desserts:

- Hollywood French toast
- Disney cheesecake
- Chocolate infused cookie

- Signature:

- Sunset ice-cream



PHOTO BOOTH

- To be located by the café entrance – outdoor
- Swing – surf board chair
- Background theme:
 - Angel wings - neon lights
 - Palm trees



* We are flexible with more ideas



CONTACT DETAILS

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