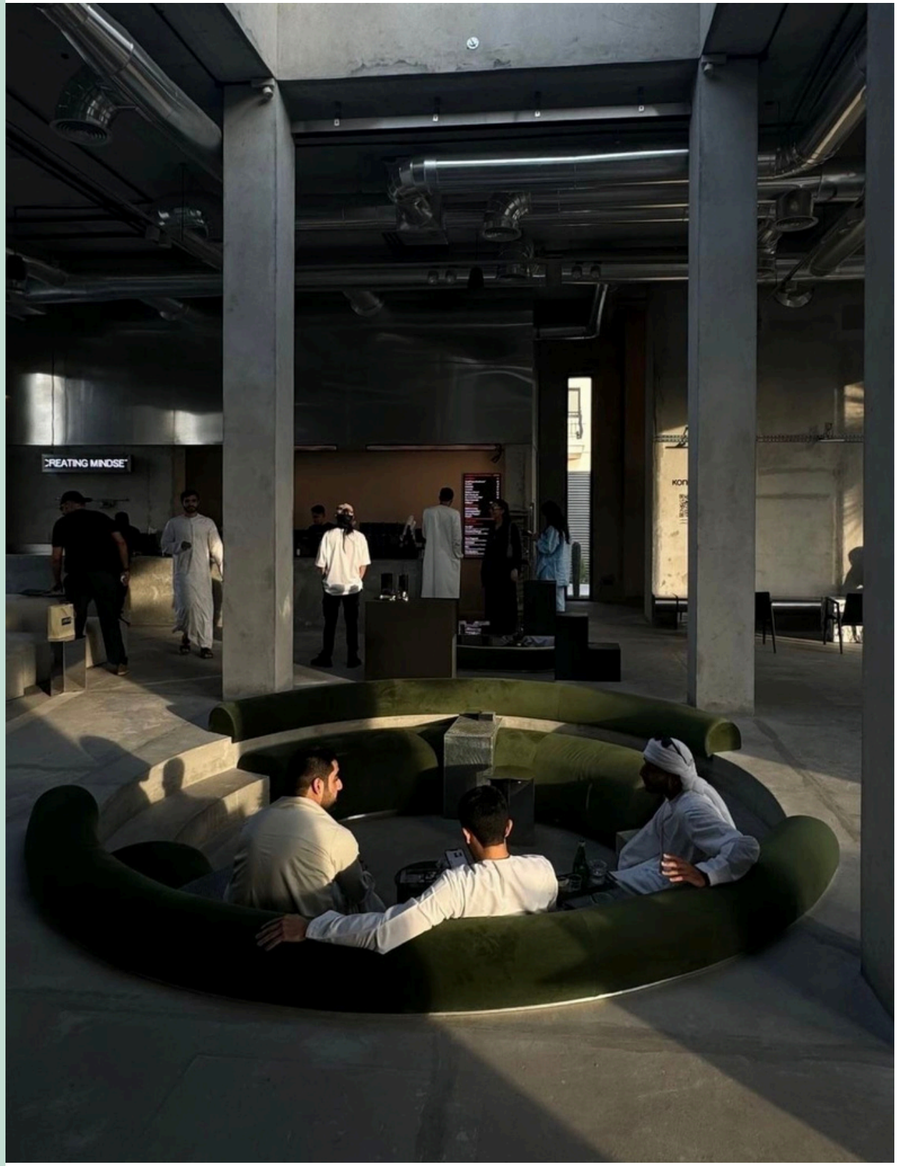
Office Hours with JAIDE

By Delainey Cockrell
& Soljah Martin

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JAIDE



Jaide: More Than Retail

A RETAIL SPACE BUILT FOR CULTURE

JAIDE represents more than a traditional shopping environment. Through fashion, design, art, and community, the space has the opportunity to become a destination where Atlanta's creative community can gather and connect.



The physical environment already supports this positioning through:

- Library and lounge-style seating
- Expansive bar and hospitality area
- Open communal spaces
- Distinctive interior design

CONNECTION. DISCOVERY. COMMUNITY. EXPERIENCE.

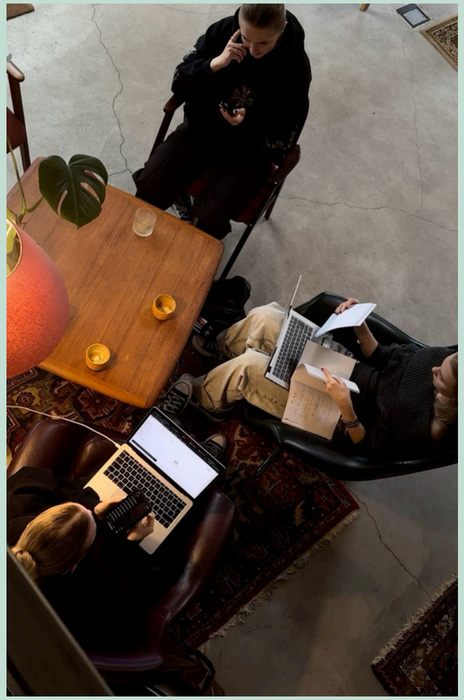
JAIDE

The Opportunity

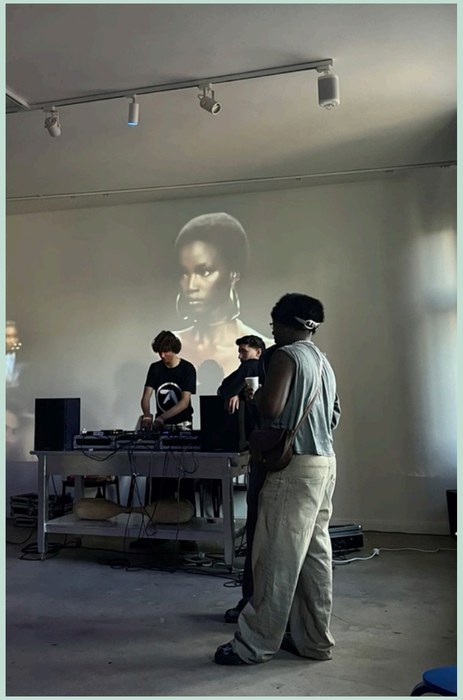
GIVE PEOPLE ANOTHER REASON TO COME TO JAIDE

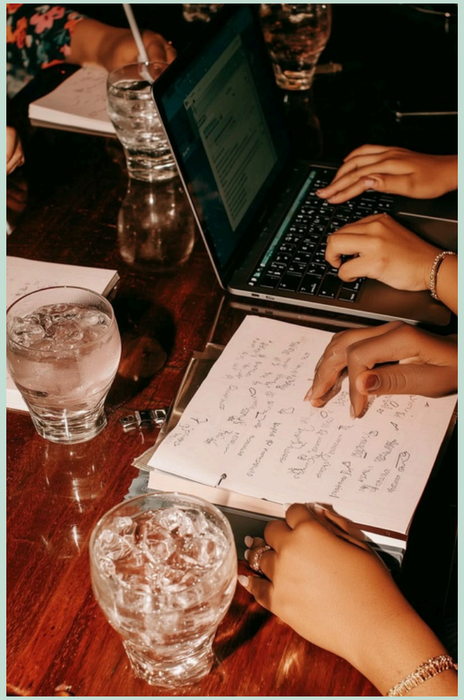
Hybrid work has changed where people spend their working hours. Coffee shops, hotel lobbies, members' clubs and other lifestyle spaces have become extensions of the traditional workplace.

This creates an opportunity for JAIDE to turn slower Friday afternoons into a recurring cultural moment that introduces new audiences to the store while deepening relationships with its existing community.











Creating Third Space

JAIDE AS ATLANTA'S CREATIVE THIRD SPACE

We're proposing a third space, a place that exists between home and work, where people voluntarily gather, socialize, exchange ideas and build community.



WORK



CULTURE



HOSPITALITY



COMMUNITY

Together, these elements create an environment where retail becomes *lifestyle*.

JAIDE

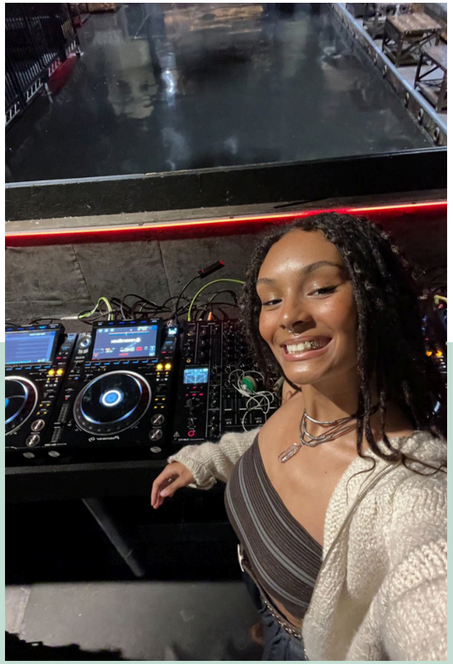
Office Hours by Jaide



Coffee + light bites



Open coworking



Curated DJ set



Organic networking



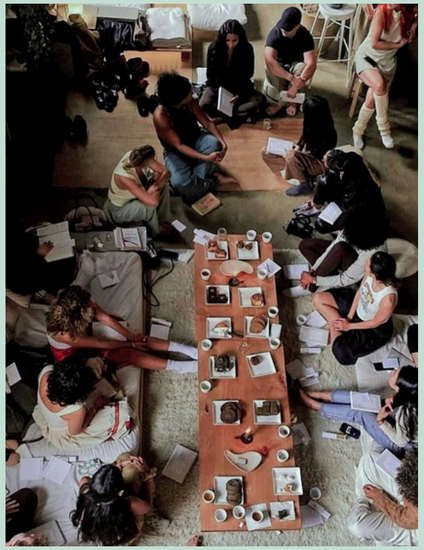
JAIDE discovery

One Friday out of the month from 12 PM — 5 PM
Guests can bring their laptops, grab a coffee, work from the space, meet someone new, discover JAIDE and ease into the weekend.

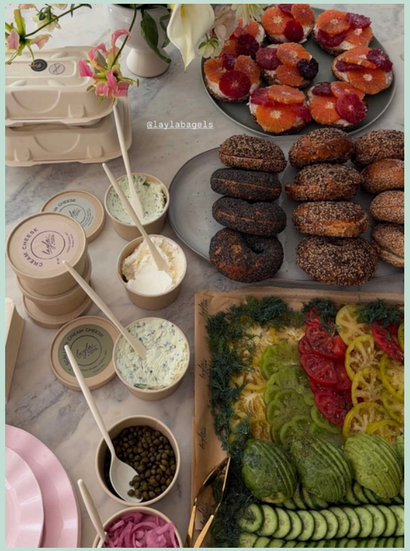
JAIDE

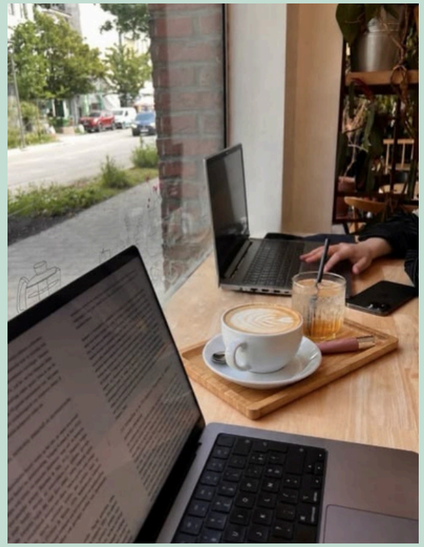
The Experience Moodboard









COMMUNITY-DRIVEN

MUSIC & CULTURE

LIGHT BITES & FUN

Target Audience

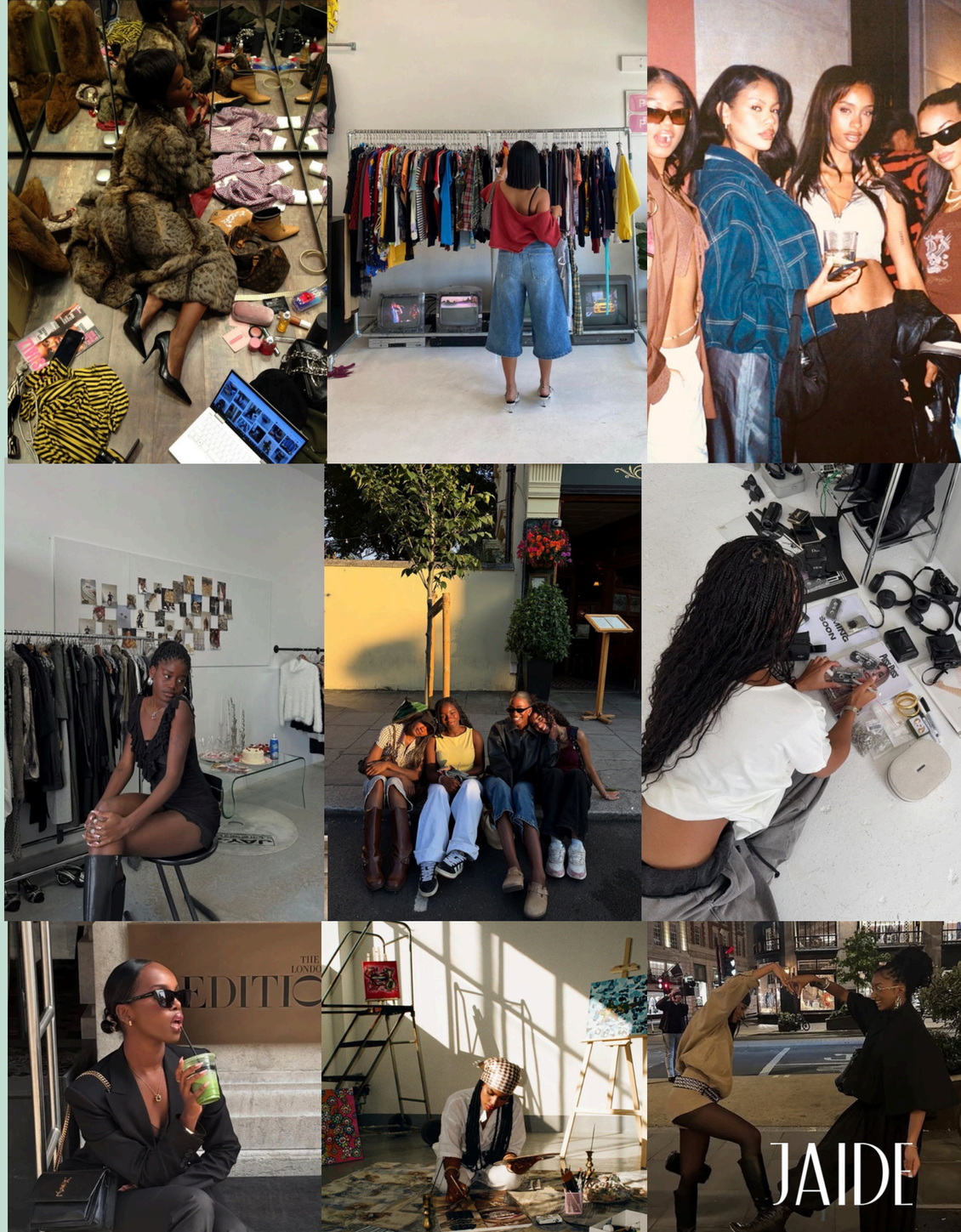
CREATIVES
Stylists • Photographers • Designers • Artists

INDUSTRY
Fashion • Music • Media • Marketing • PR

ENTREPRENEURS
Founders • Freelancers • Small Business Owners

NEXT GENERATION
Graduate Students • Young Professionals • Emerging Creatives

JAIDE COMMUNITY
Existing Customers • Brand Partners • Friends of the Brand



Brand & Business Value

MORE THAN AN EVENT. A RECURRING BRAND TOUCHPOINT.



FOOT TRAFFIC
Creates a recurring reason to visit JAIDE during traditionally slower Friday hours.



COMMUNITY
Strengthens JAIDE's relationship with Atlanta's creative community.



BRAND EQUITY
Positions JAIDE as a cultural destination at the intersection of fashion, creativity and lifestyle.

COMMUNITY DRIVES CULTURE.

CULTURE DRIVES COMMERCE.

JAIDE

Marketing & Partnerships

START SMALL. BUILD CULTURE. CREATE CONSISTENCY. LAUNCH OFFICE HOURS BY JAIDE AS A MONTHLY FRIDAY PILOT.



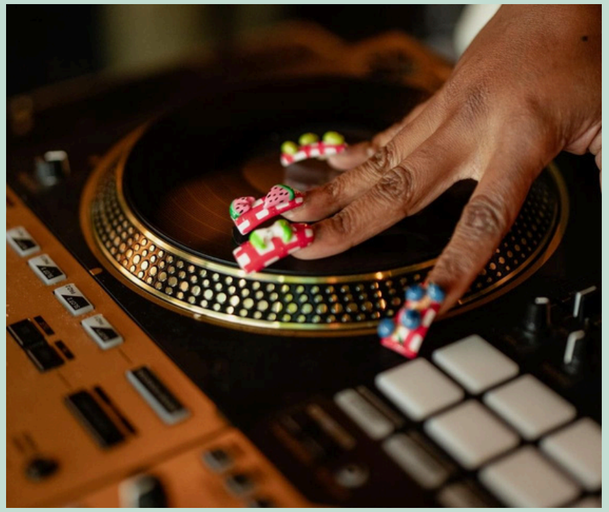
COFFEE & PASTRIES

Daydreamer Cafe

Instagram Link: .@DAYDREAMERCAFE

Collaboration Link: DREAM WITH US

Tiktok Link: Company Aesthetic



MUSIC

Rotating Atlanta DJs

.@FEEVAHTHEDIVA

.@CLEOTRVPPV

.@SMARTTBABY

.@WHIPP.APPEALL



ATLANTA CREATIVE NETWORK

- SCAD Students
- Brand Partners
- Local Organizations

The Pilot

START WITH ONE FRIDAY.
OFFICE HOURS BY JAIDE

WHEN
One Friday per month
12 PM – 5 PM

WHERE
JAIDE Atlanta

EXPERIENCE
Coworking • Coffee • Light Bites • DJ • Networking • Retail Discovery

WHO
Atlanta's creative community

GOAL
Test Office Hours as a recurring cultural platform for JAIDE.



JAIDE

Measurables

Attendance
How many people came?

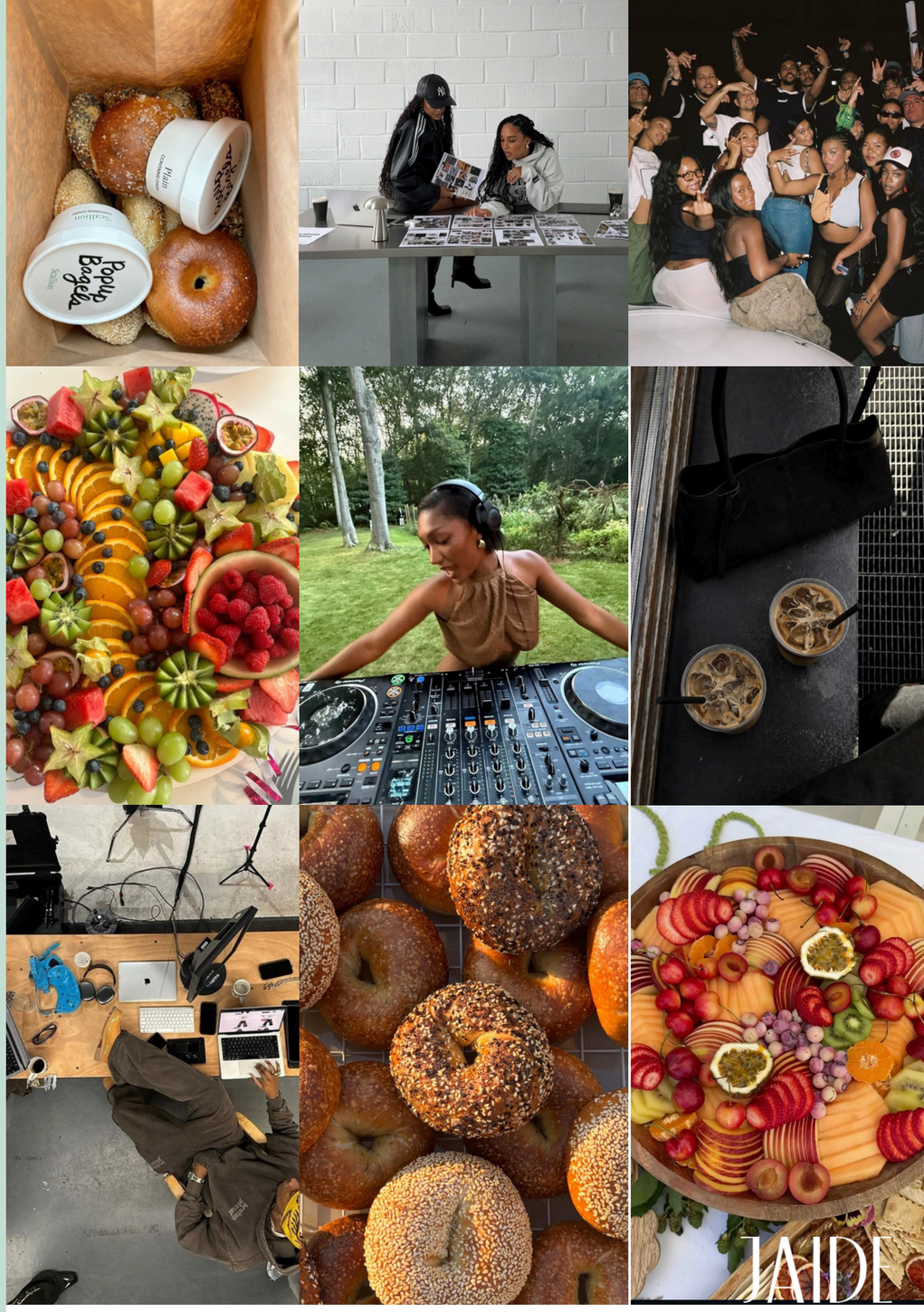
New Visitors
How many were experiencing JAIDE for the first time?

Engagement
What content, shares, tags and conversations did the event generate?

Commerce
Did Office Hours influence product discovery or sales?

Retention
Did guests return for the next Office Hours?

YOUR FRIDAY OFFICE. REIMAGINED.
COME TO WORK. STAY FOR THE CULTURE.



Your Friday Office Reimagined

Come to work. Stay for culture

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JAIDE