

HOUSE of CASTELLO®

Franchise Retail Concept Package

What the operator builds.
What the customer experiences.
What HOUSE controls.

CASTELLO Maison | CASTELLO Boutique

Conceptual prototype for franchise development discussions

1. Exterior and storefront standards

The storefront must communicate a complete luxury House before the customer enters.



FRANCHISEE BUILDS

Façade — Stone or approved premium finish; balanced, symmetrical composition.

Glazing — Full-height display windows with controlled lifestyle vignettes.

Signage — Approved CASTELLO Maison or Boutique wordmark; no local variations.

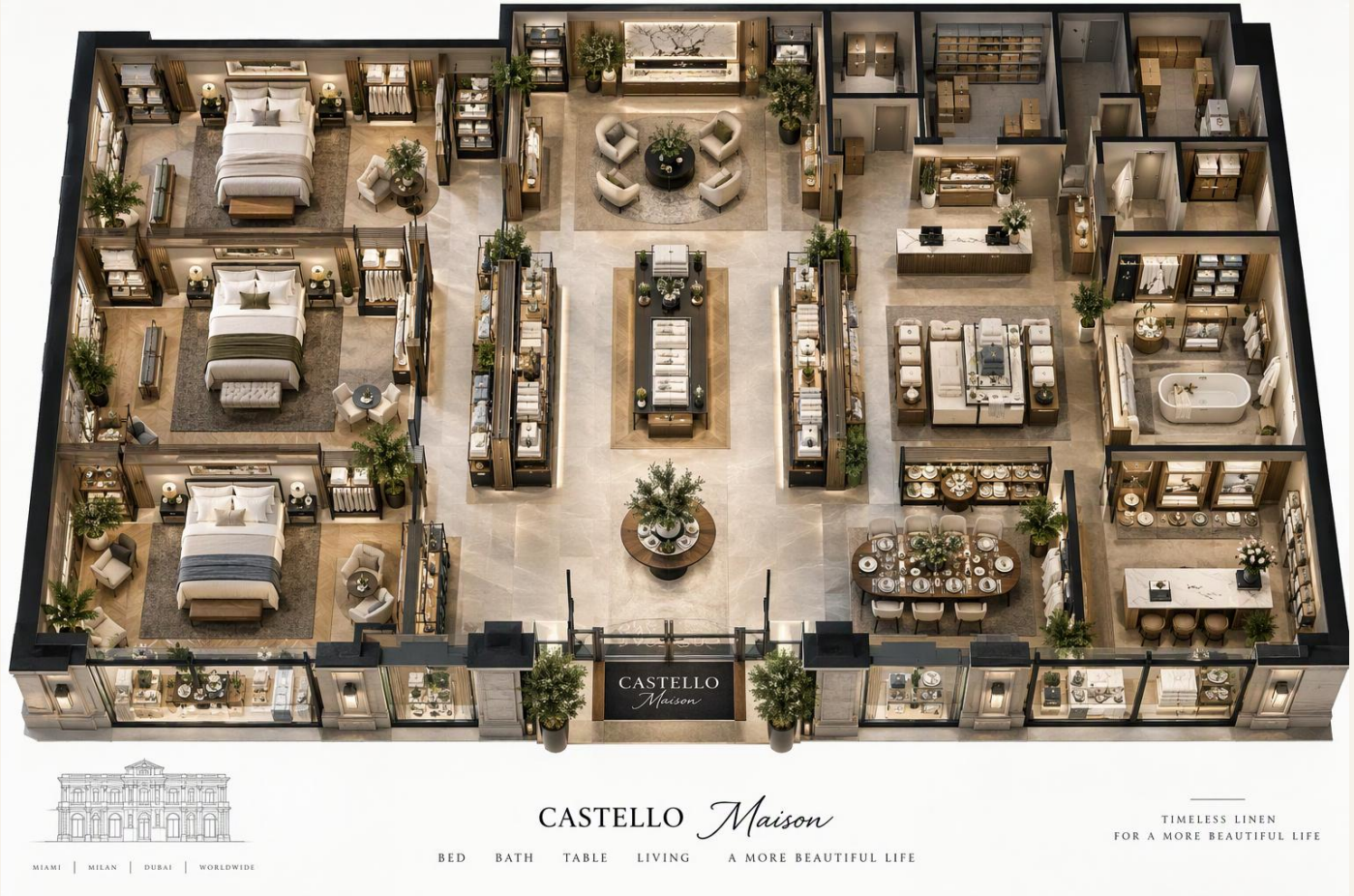
Lighting — Warm 2700K–3000K architectural and display lighting.

Arrival — Defined threshold, planters, entry mat and visible customer welcome.

HOUSE CONTROLS — Design manual • signage • window standards • materials • brand approvals

2. Floor plan and customer journey

The operator is building a guided lifestyle experience, not rows of product shelves.



TYPICAL MAISON JOURNEY

01	Arrival & feature story	05	Living & accessories
02	Bedroom environments	06	Consultation & clienteling
03	Bath gallery	07	Customization / special order
04	Table & entertaining	08	Checkout or digital completion

BACK OF HOUSE Receiving • storage • office • staff • order processing • packaging

Planning prototype: Maison ≈3,200 SF. Site geometry, codes and lease conditions will alter the final plan.

3. Merchandising by collection and category

The store expresses one House through three commercial collections. Riserva remains private and referral-only.



SIGNATURE™ — **Luxury anchor**

Hero bedroom • premium bath • design-led details

1935™ — **Heritage core**

Bedding • table • hospitality credibility

ENTRA™ — **Accessible entry**

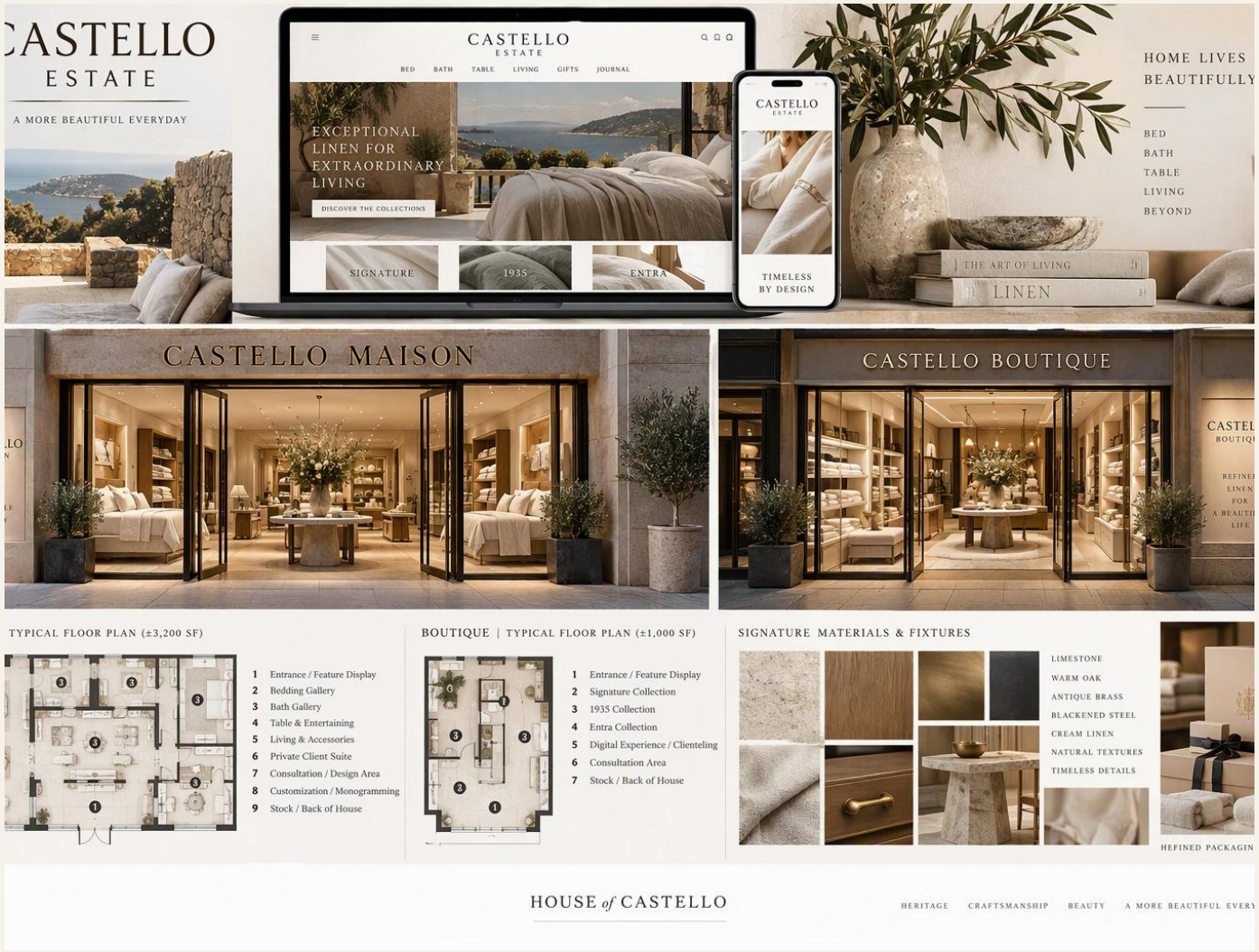
Everyday essentials • gifts • broader conversion

RISERVA™ — **BY APPOINTMENT / REFERRAL ONLY**

HOUSE qualifies the client, controls the commission and owns the relationship.

4. Materials, lighting, fixtures and finishes

A disciplined kit of parts keeps every location recognizably CASTELLO while allowing local architecture to breathe.



Limestone / warm stone	Primary floors, portal walls and selected display plinths.
Warm oak / walnut	Cabinetry, shelving and residential warmth.
Antique brass	Lighting, hardware and restrained accent work.
Blackened steel	Storefront frames and precise fixture structure.
Cream linen / bouclé	Softness, seating and the tactile CASTELLO language.
2700K–3000K lighting	Warm ambient layer plus focused merchandise illumination.
FRANCHISE CONTROL POINTS	Approved vendors • sample board • fixture drawings • lighting schedule • packaging standards

5. What the franchisee actually operates

The format combines retail theatre with disciplined selling, fulfillment and back-of-house execution.



FRONT OF HOUSE

- Welcome and discovery
- Clienteling and appointments
- Product storytelling
- Special orders and digital access
- Customization intake
- Returns and service recovery

BACK OF HOUSE

- Receiving and inspection
- Inventory control
- Order processing
- Packaging and transfers
- Staff storage / office
- Daily cash and reporting controls

ILLUSTRATIVE STAFFING

MAISON | 1 store director • 1 assistant manager • 4–7 advisors • 1 operations/inventory lead • part-time support as needed

BOUTIQUE | 1 manager • 2–4 advisors • shared/part-time operations support

Final staffing scales to hours, sales volume, local law and service standards.

The franchise proposition

A complete prototype gives the operator clarity on capital, space, customer experience and daily execution.

HOUSE PROVIDES

Brand license
Store concept and design manual
Product and merchandising architecture
Manufacturing and supply
Training, marketing assets and oversight

OPERATOR FUNDS

Lease and guarantee
Buildout and fixtures
Opening merchandise
Working capital
Local staffing and launch marketing

OPERATOR RUNS

Daily retail operations
Customer service and clienteling
Inventory execution
Local marketing
Reporting and brand compliance

HOUSE owns and protects the House. The franchisee builds and operates the retail business.

Next deliverable: prototype investment schedule + store development checklist + franchise operating standards outline.