

COS FLAGSHIP STORE

INTRODUCTION

Brief: Design a flagship store for COS

Location: Hard Rock - Piccadilly Circus

Client 1: COS / H&M Group

Client 2: Education & Production

In addition to the usual retail services the proposed COS store will also provide a place for education and production of circular fashion. A floor will be dedicated to circular manufacturing of garments and accessories which will be sold in the COS retail store. Making the garments in-store will reduce the shop's carbon footprint reducing the travel of items from production to store floor.

Alongside the production side of the proposal, there will be a space for fashion students from the nearby fashion schools to learn about sustainability & circularity in the fashion sector. There are 9 fashion schools/universities within a 30 minute walk from the site as shown on the map including the London College of Fashion in Oxford Circus. This is backed up by my research of the site analysis.

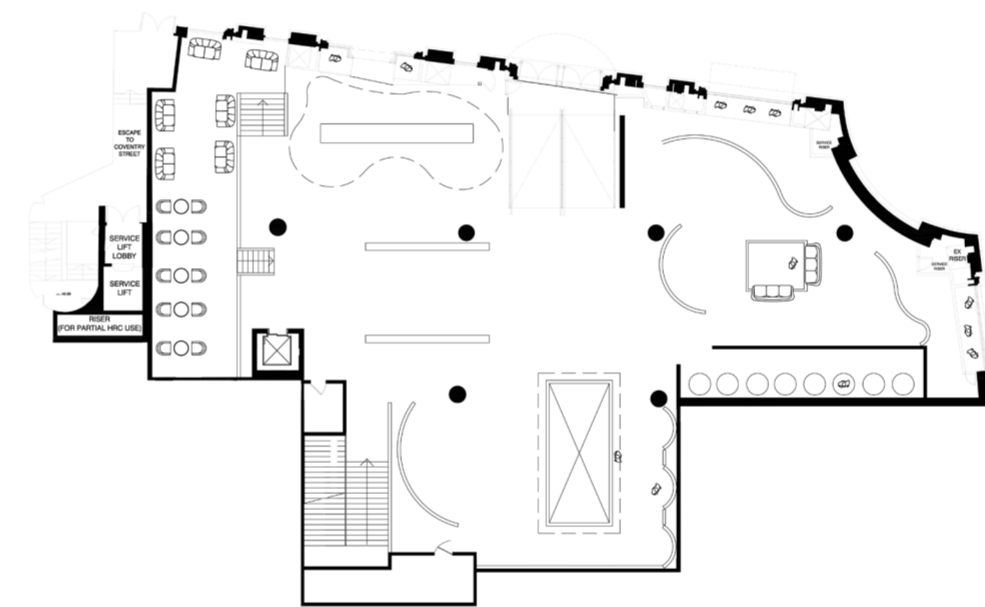
Providing a space for students to learn supports them in their career journey and could also create jobs for them in the industry or within COS. It is also a way of helping our planet by leading the way with sustainable and circular fashion and teaching up and coming designers on ways they can be implemented.



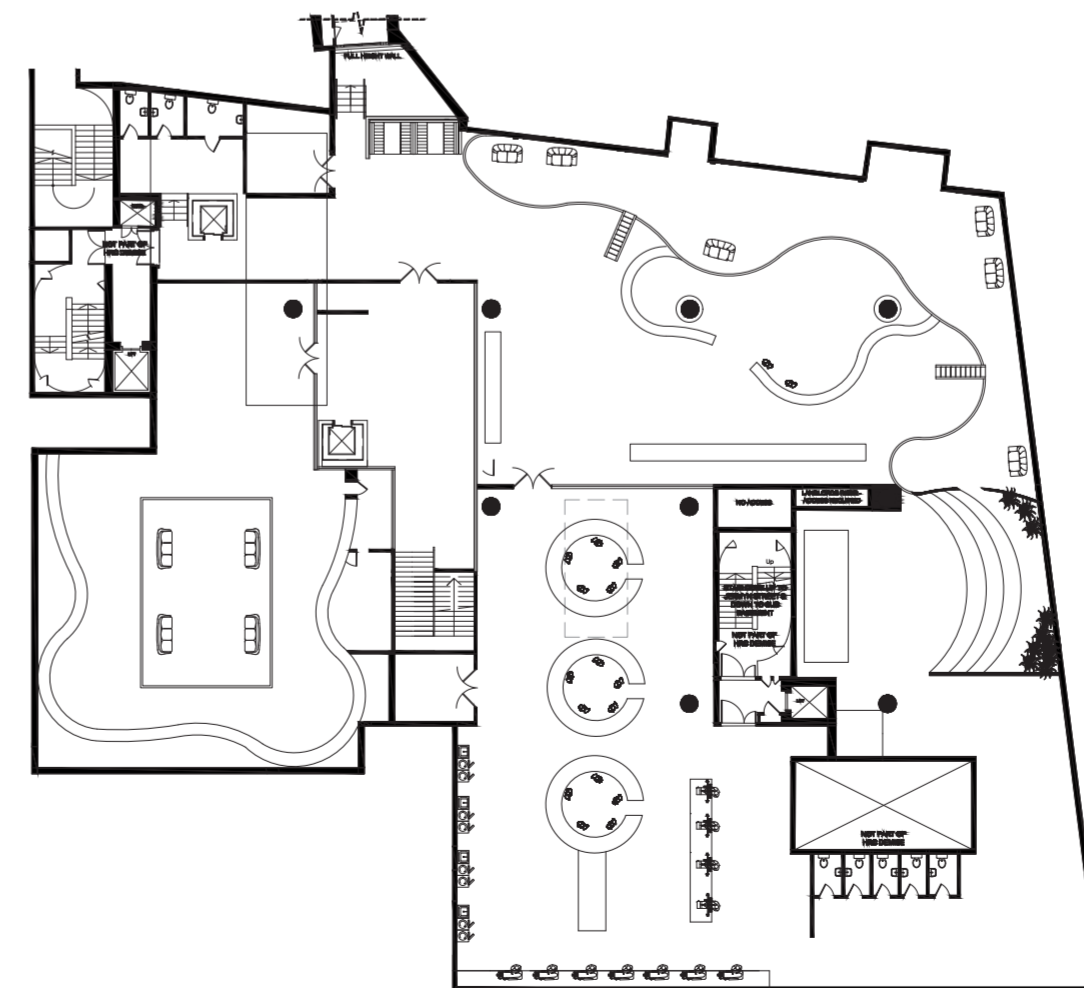
PLANS

Floor plans for the Ground Floor retail space and Basement production and education areas.

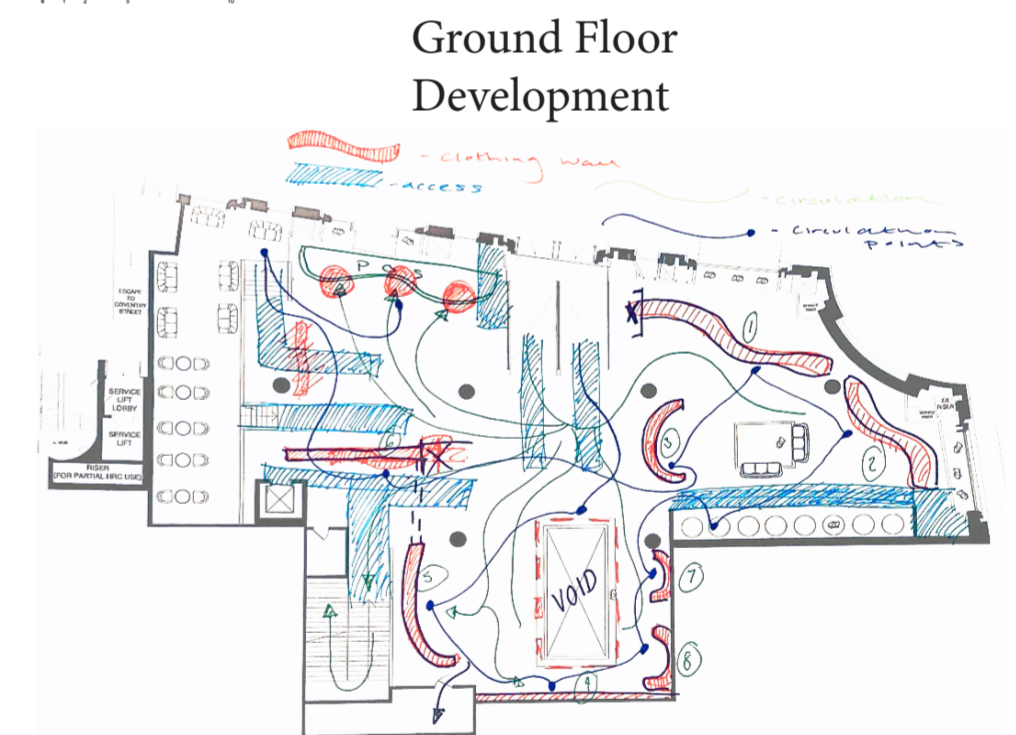
The walls on the ground floor have a sense of fluidity through the curved form which guides the visitor around the space. The basement's corridor took inspiration from the COS store in Coal Drops Yard. In this shop's design, a corridor is created and each section has its own glass partition and doors. This creates an intimate space. I have used this in my design by creating a corridor, as you come off of the staircase. There is a door to the left which is a large open COS retail space, and another door directly opposite the staircase, which is accessed fingerprint scanning. This door opens up to the production and education areas of the basement.



Ground Floor



Basement



Ground Floor Development

CONCEPT DESIGN



A concept of re using plastic bottles. On the facade of the building is a collection point for plastic bottles from the public. These go down to the basement directly when the collection box is full to a certain point. This in itself becomes an installation of plastic bottles and shows just how many we consume. The plastic gets shredded, melted into flakes and then extruded into yarn.

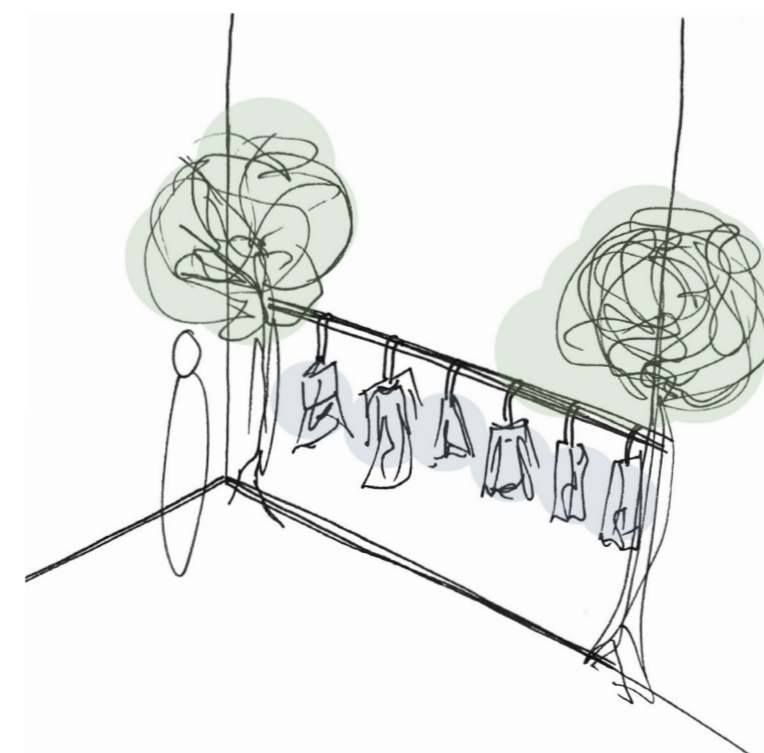
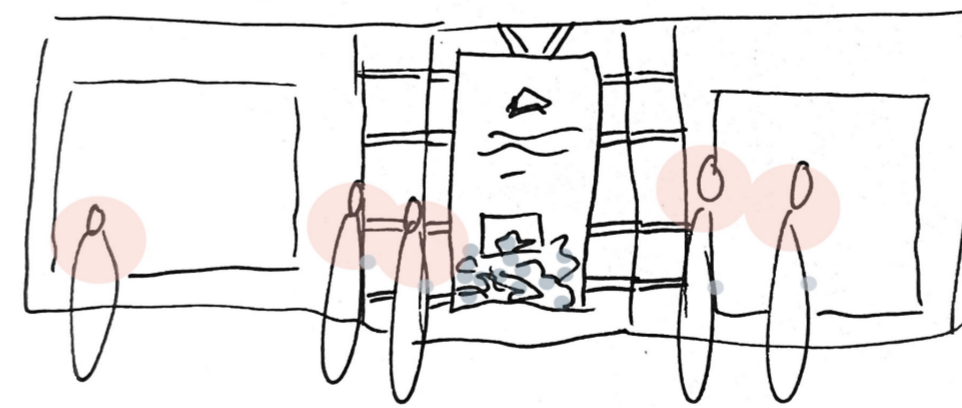
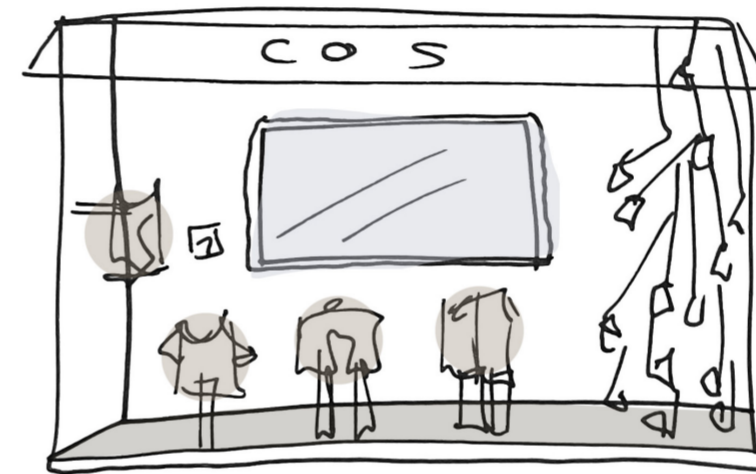
Littering is a huge problem on the streets and 80% of plastic bottles go into landfill and oceans. The location of the site sees around 100 million tourists per year and many will carry bottles, especially in the summer months. QR code next to the bottle bin which shows how your bottle is being used by COS to make new garments for the flagship store.



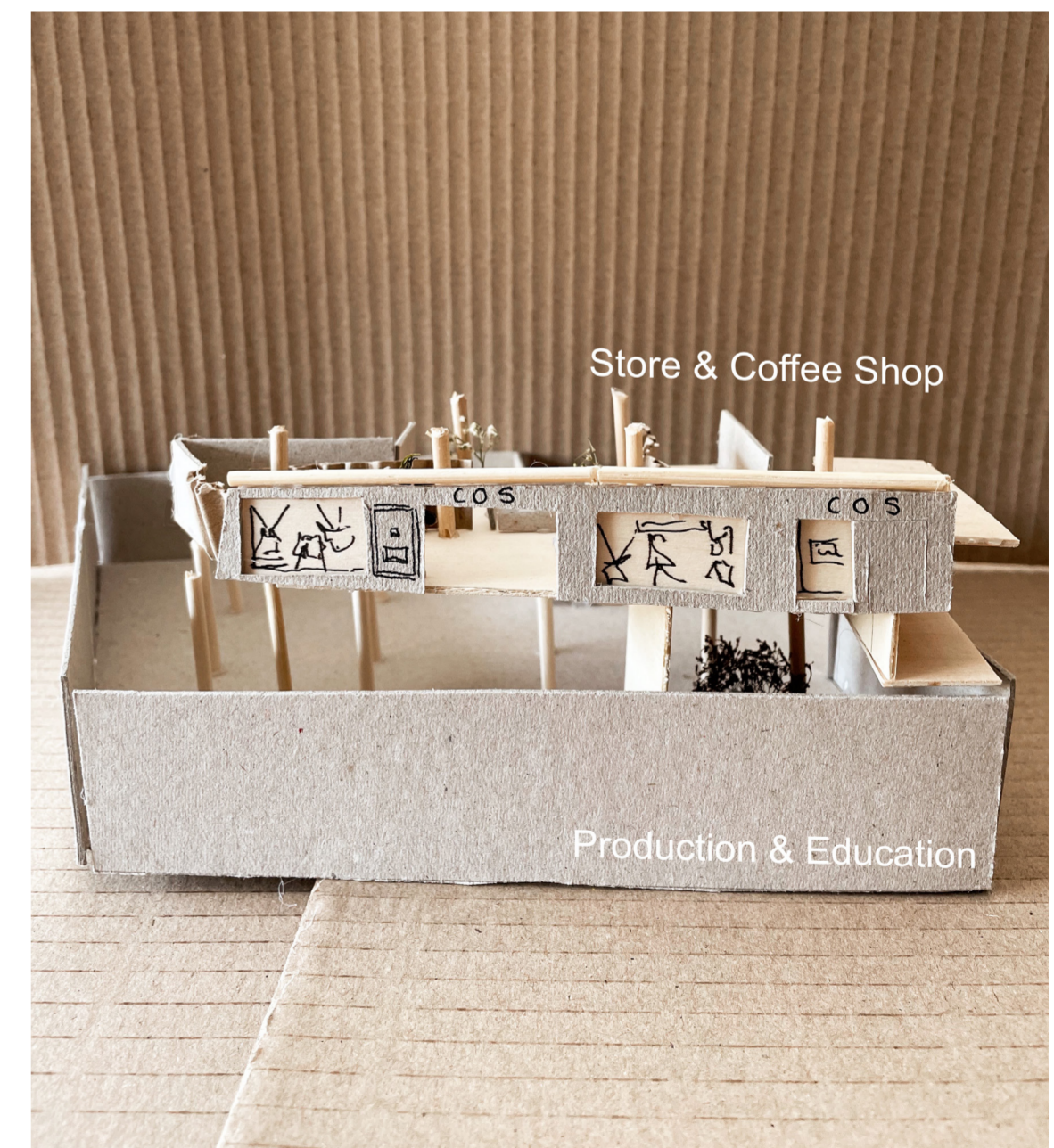
This idea is an example for Autumn/Winter ranges. Moving imagery as backdrop, of landscapes. Showing how the brand is wanting to keep these beautiful sceneries safe by being a lead brand in sustainability. Clothing will compliment these images but also have the ability to stand out.



This idea showcases the sustainable ethos of COS for one of the window displays. My concept is to design a coffee shop on the ground floor and coffee grounds that are left over are used as a source to dye materials. This is a natural way of dyeing clothes and prevents the coffee grounds from going straight into landfill. This window display shows garments in the collection, an installation, a video of the process and a QR code on the glass for passing by people to read more about the work COS are doing.



MODEL



1:20 physical model showing the space and a void where the existing staircase is situated. This glass void allows visitors to look down into the production space in the basement.

MATERIALS



MYCELLIUM

TERRAZZO

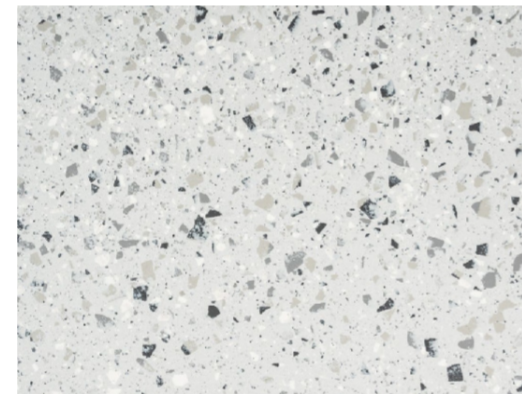
CORK



Mycellium



Bark



Terrazzo



Cork



Mushroom Bricks



Mycellium



Chipboard