

Designing a futuristic retail flagship store on-site the Hard rock cafe within an existing building located at Building 225 - 229, Criterion, Piccadilly, London W1J 9HR. For clothing brand Exemplar and secondary users; a live workshop for sustainable fashion production. A space which is a store & exhibition space with layers of circulation for customers to engage to get the new definition of advanced retail design. It is a new concept which defines virtual customer experience within a physical space. Creating different zones and levels with the moving cubes enables the consumer to interact with the cube via sensors and movement. Encourages the consumers to engage a deeper understanding of the brand and their product using the VR space. This design aims to design retail space for the users for the next 5-10 years in the future.

THE CLIENT

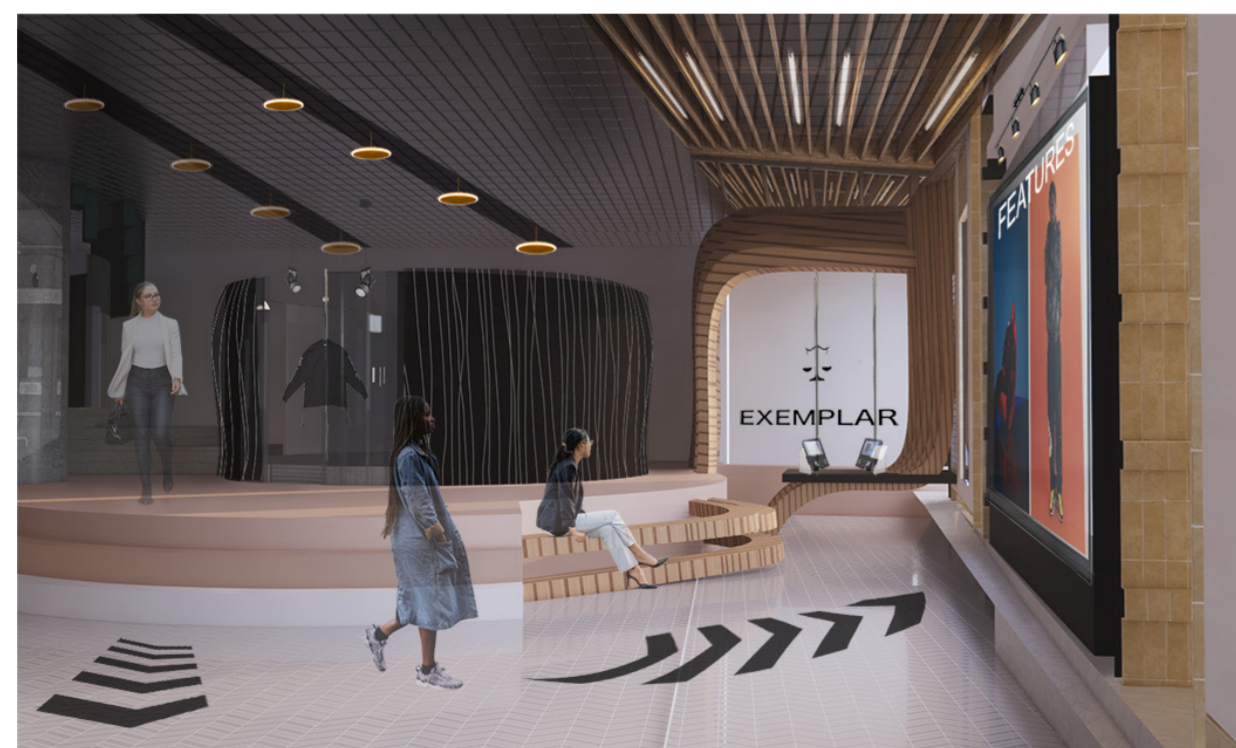
The label was founded by Brother & sister Erdi & Cansu who were graduates of Interior Architecture in 2017. The brand is unique as the items are made from clothing surplus, off-cuts and dead-stock fabrics therefore they have the aim to make clothes which are sustainably sourced. They can give life to products which would otherwise be wasted. Their design/inspiration comes from architecture which is displayed in their fashion aspect. Aim for protection, privacy, comfort & insulation.

FUTURE OF VR RETAIL DESIGN



1 | JOURNEY OF "RECONSTRUCTED"

The moving display cube with clothing inside it represents the idea and journey of the "Reconstructed" from the surplus of fabrics to the final creation. The level platform enables the consumer to see the clothing up close. Space is used by the workshop participants who can use this space to exhibit their clothing work in an exclusive workshop held once a month.



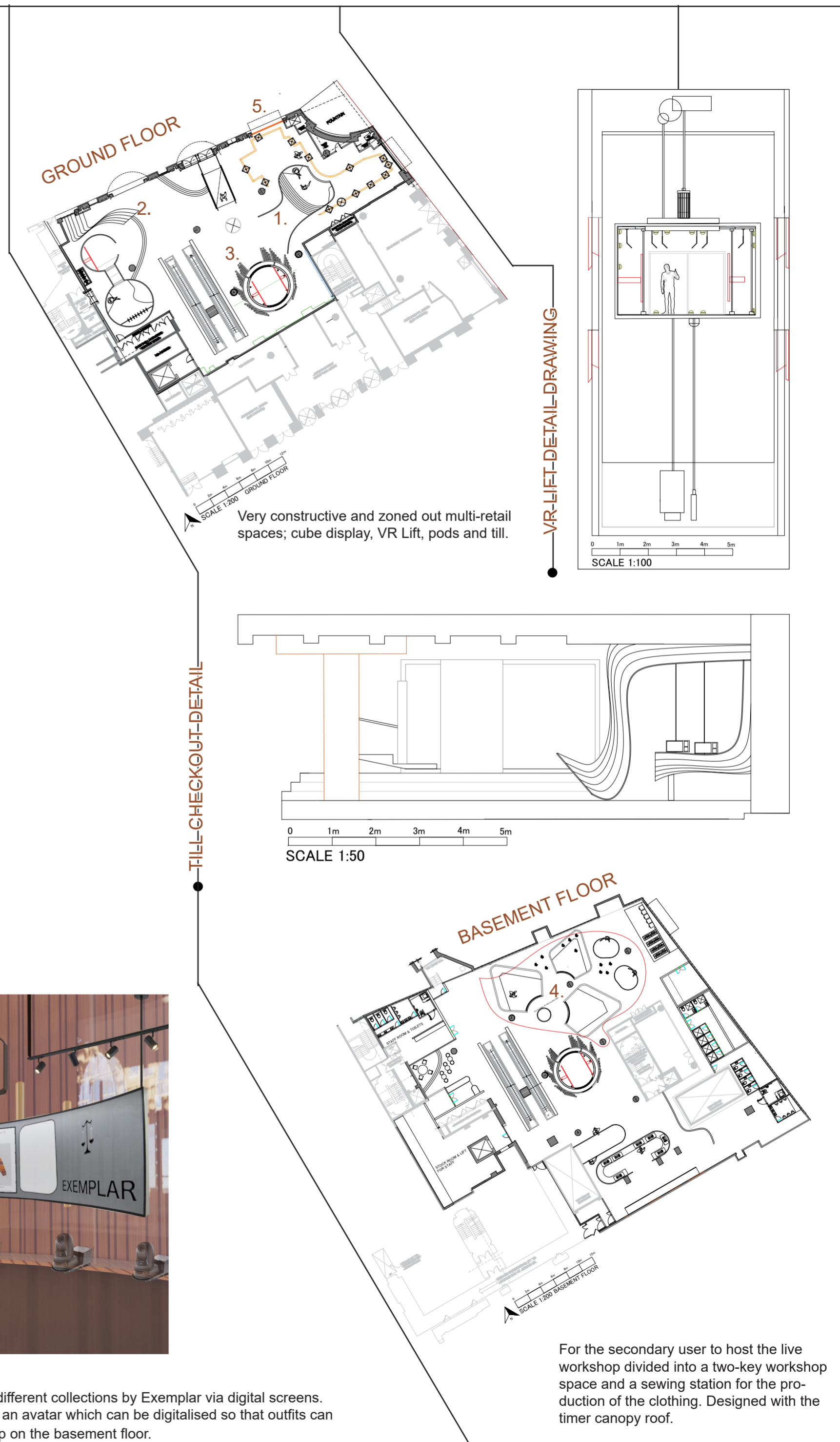
2 | MULTI-LAYER RETAIL EXPERIENCE | TILL SPACE

The till structure looks almost floating from the ceiling as an abstract structure dedicated to the corner that guides the customer to the checkout space. The is designed with intentions in the layout and circulation.



3 | VR LIFT VIRTUAL SPACE

A virtual changing room which allows the customers to explore the different collections by Exemplar via digital screens. Sensors and cameras inside take pictures of the person and create an avatar which can be digitalised so that outfits can be seen in their immersive world. Allows access to the live workshop on the basement floor.



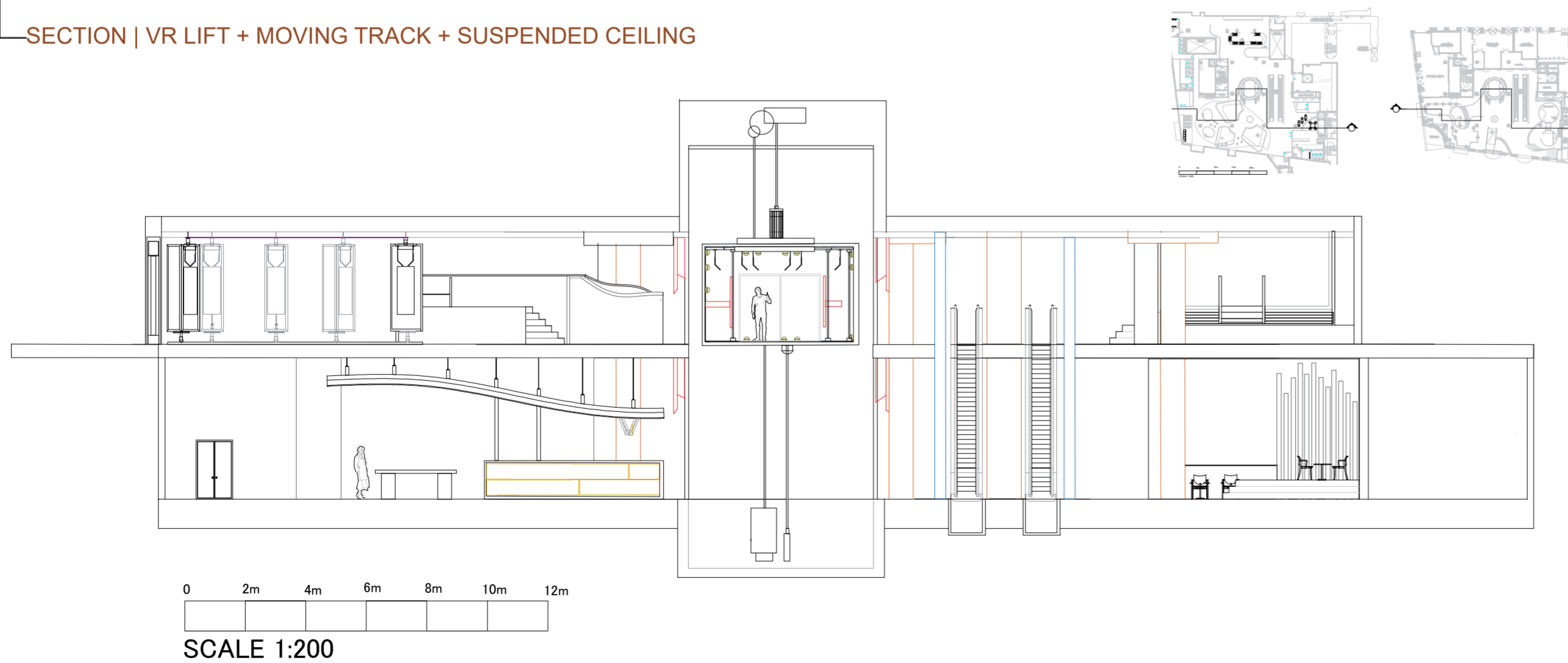
SUSTAINABLE WORKSHOP HUB



4 | LIVE WORKSHOP + SUSTAINABLE POD STATION

Designing the workshop area which would be a communal space where the workshop can be held. The pods are where the clothes would be sorted, cut and designed, and also provided storage for pieces put together and ready for exhibition. The clothing collection is also centred so that all the clothing dropped off can be sorted afterwards.

SECTION | VR LIFT + MOVING TRACK + SUSPENDED CEILING

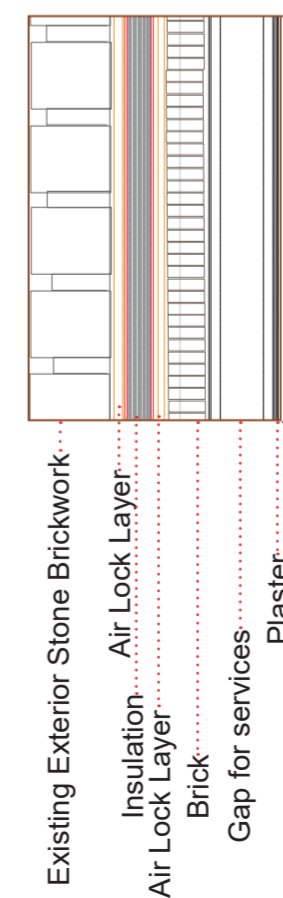


5 | INTERACTIVE WINDOW DISPLAY | EXTERNAL

Moving window display with motion sensors to allow the inside cubes to stop which encourages the consumer to learn more about the product. A feature display to showcase the brand's latest collaborations.



WALL DETAIL



FLOOR DETAIL

