

The Material Loop: A Regenerative Streetwear Atelier

Project Narrative

This project reimagines the fashion retail environment through a stronger focus on sustainability, creating a space where material choices and customer experience work together to reflect the brand's environmental values. Responsibly sourced, low-impact materials were selected not only to reduce environmental impact but also to establish a clear connection between the physical space and the brand's commitment to conscious consumption. The interior balances a contemporary retail experience with moments of openness and material honesty, encouraging customers to engage more thoughtfully with both the products and the space itself. Through carefully considered spatial planning, tactile finishes, and a restrained material palette, the project reinforces the brand's identity while responding to the growing demand for retail spaces that prioritise transparency, responsibility, and long-term value.

Breaking interior and exterior barriers

An open-air installation made of white geometric frames filled with translucent panels in bright colours like yellow, green, red and blue, creating a playful, immersive environment where light, movement and perspective constantly shift. It works especially well for the retail store as it extends the brand experience beyond the interior, bringing elements of the store's design language, such as bold colours, clean shapes, and modern structure - into an outdoor, community-friendly space.

The use of modular forms reflects retail design systems, while the layered colours echo fashion's focus on styling and combination. At the same time, the installation invites people to walk through, gather and interact, turning the terrace into a social hub. This gives the community a visually engaging place to spend time, take photos and connect. The terrace reflect the same colours and overall aesthetic as the retail store's interior, functioning as an extension of the brand rather than a separate zone.

The consistent visual identity, helps reinforce brand recognition, making the transition between indoor and outdoor space feel seamless and intentional.



Where light, colour, and structure playfully shape the space



A bold fusion of Art, Space, and Imagination



Where fashion meets flow - A space that moves with style

Community of creativity and collaboration

In Islington, cinemas, gyms and other social activities play an important role in supporting the local community. Almeida Theatre and community hubs across the borough offer workshops, youth programmes and social events that reduce isolation and encourage learning and creativity for all. The borough has a reputation for being progressive and socially aware, often associated with journalists, academics, charity workers, and people working in media or the arts. Islington remains socially mixed, with council estates and long-term working-class communities forming an important part of its identity.



Site - 341 Upper Street in Islington, London



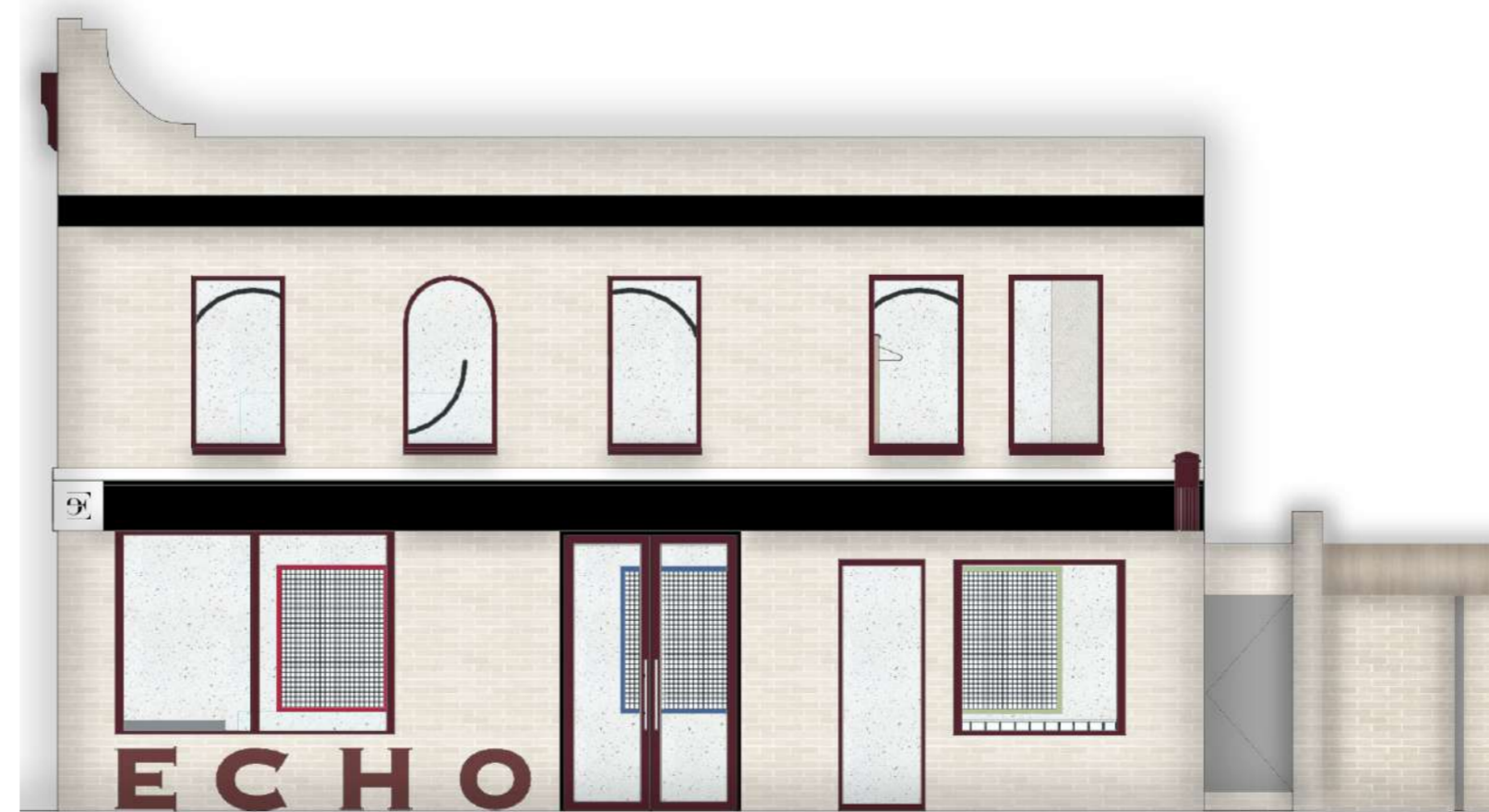
Nigel Xavier - redefining style with responsibility

He is mostly known for his patchwork and textile manipulation. His commitment to upcycling and repurposing existing materials into something entirely new, is one of the reasons his designs resonate so strongly with a generation that really values sustainability. As fashion continues shifting toward more responsible practices, Xavier is right at the forefront, showing that style and responsibility do not have to be separate, they can coexist.

Much of Xavier's work is rooted in the visual language of the '90s and Y2K era, reinterpreted through a distinctly modern lens. His aesthetic is guided by a recurring dialogue between past and present, a seamless fusion of "the old with the new".



Islington located in North London - location of the three-storey building



E C H O

"Wear the style, experience the design."

An intentional repetition of visual elements, such as colours, shapes and textures/patterns, to create a sense of unity, balance and harmony within the entire space.

This technique ensures that different elements share a connection, rather than appearing as unbalanced, creating a more cohesive look for the brand's identity.



Quiet study area



Retail ground floor



Reading nook



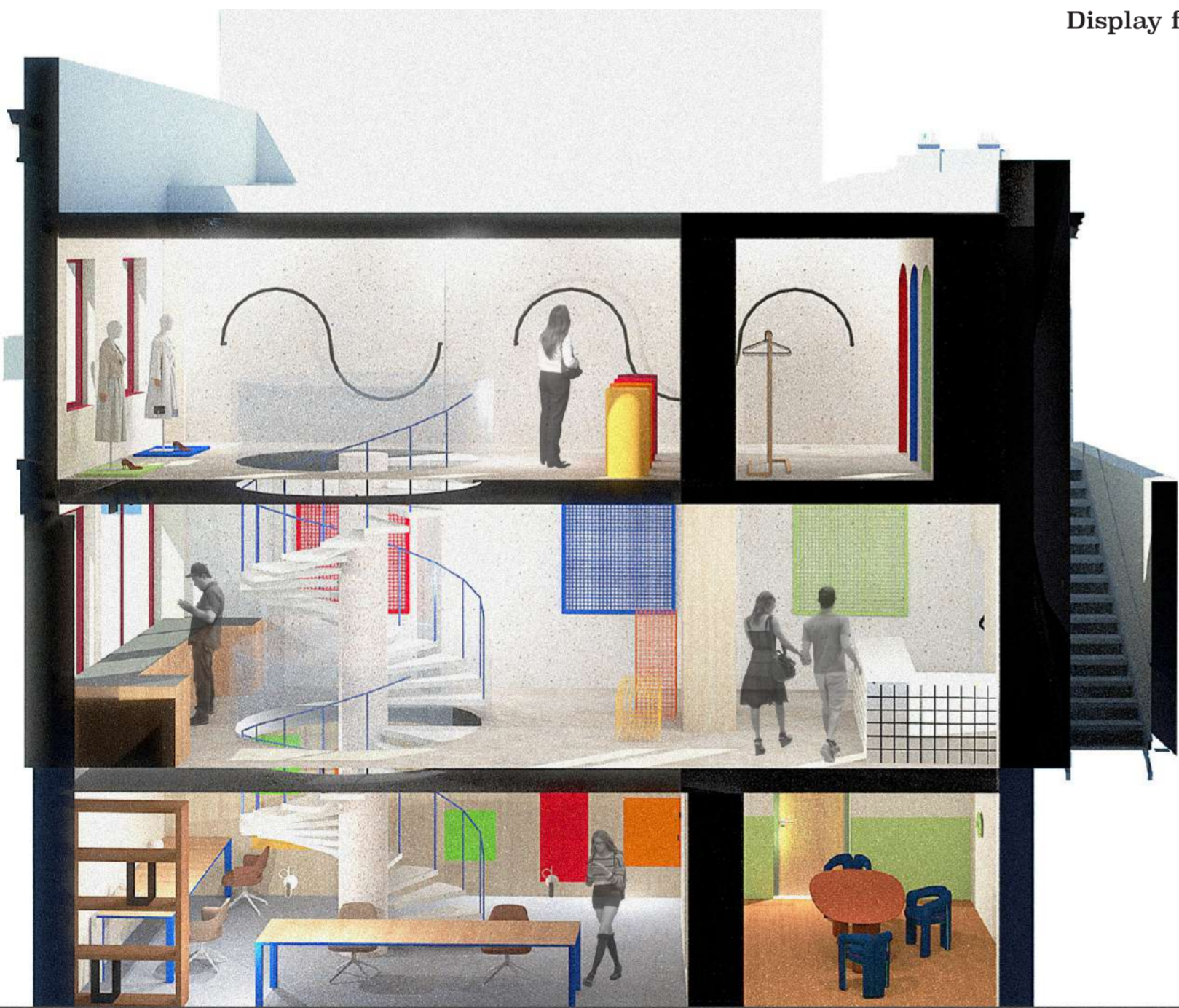
Display first floor



Bedroom

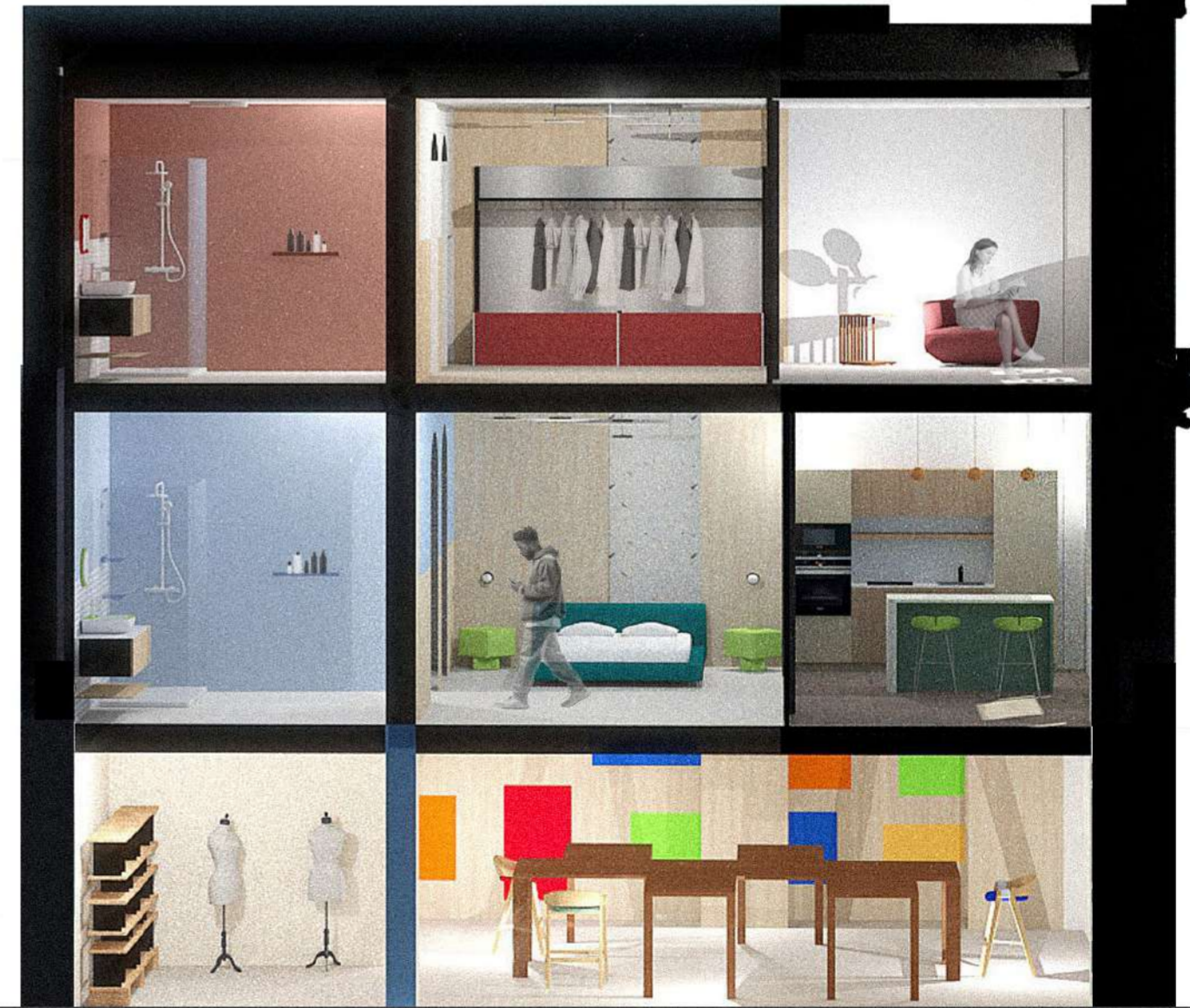


Bathroom



Section AA - retail space

From the display of clothing and accessories to elements of production and payment are intentionally visible from the exterior facade. This openness fosters an immersive and collaborative atmosphere, allowing passerby to engage visually with the processes within.

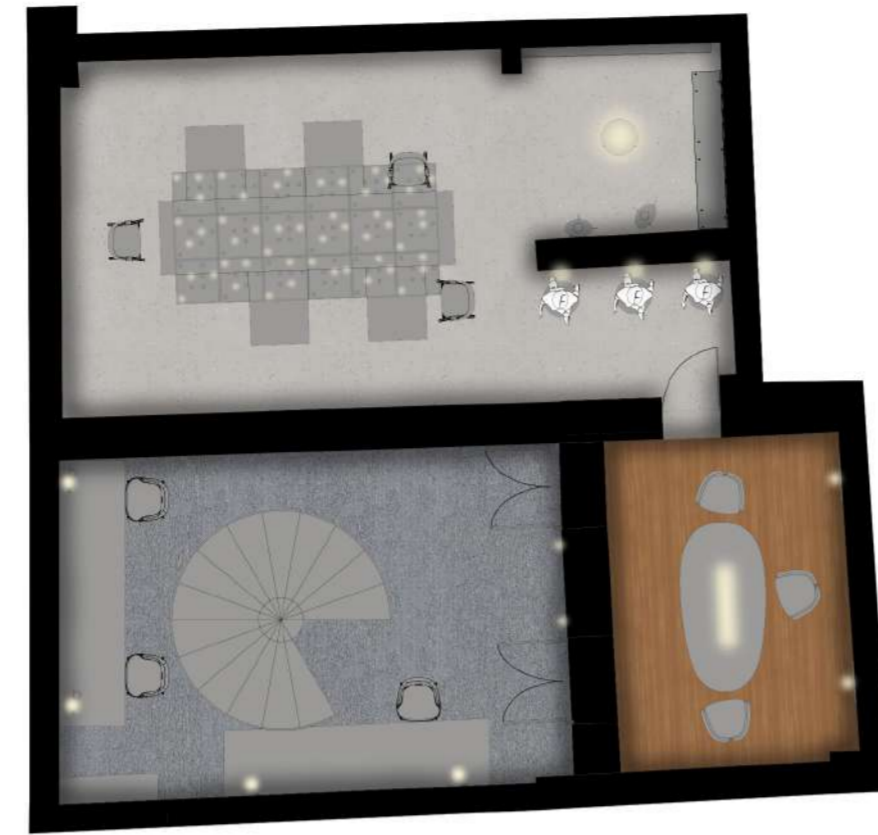


Section AA - live space

The live-in space also shows the teaching and mentorship environment that actively supports students in developing their creative vision. It combines functional living with guided learning, encouraging collaboration independence, and hands-on exploration.

Lighting and materiality

- The basement level is dedicated to a calm, focused learning environment, combining both teaching and mentorship functions with a quiet study area. It is designed to accommodate students who wish to engage in relaxed book reading, in-depth research, or independent work using laptops or sketchbooks.
- At ground level, the interior is divided by a central wall that runs straight through the space, clearly separating the living and working environments while maintaining a cohesive overall flow.
- The retail section is thoughtfully designed to enhance both presentation and customer experience. Mannequin displays are strategically positioned to provide clear, styled representations of complete outfits, helping customers easily envision how pieces come together. In addition, an increased number of display units allow for a broader showcase of products without overwhelming the space.



Basement floor

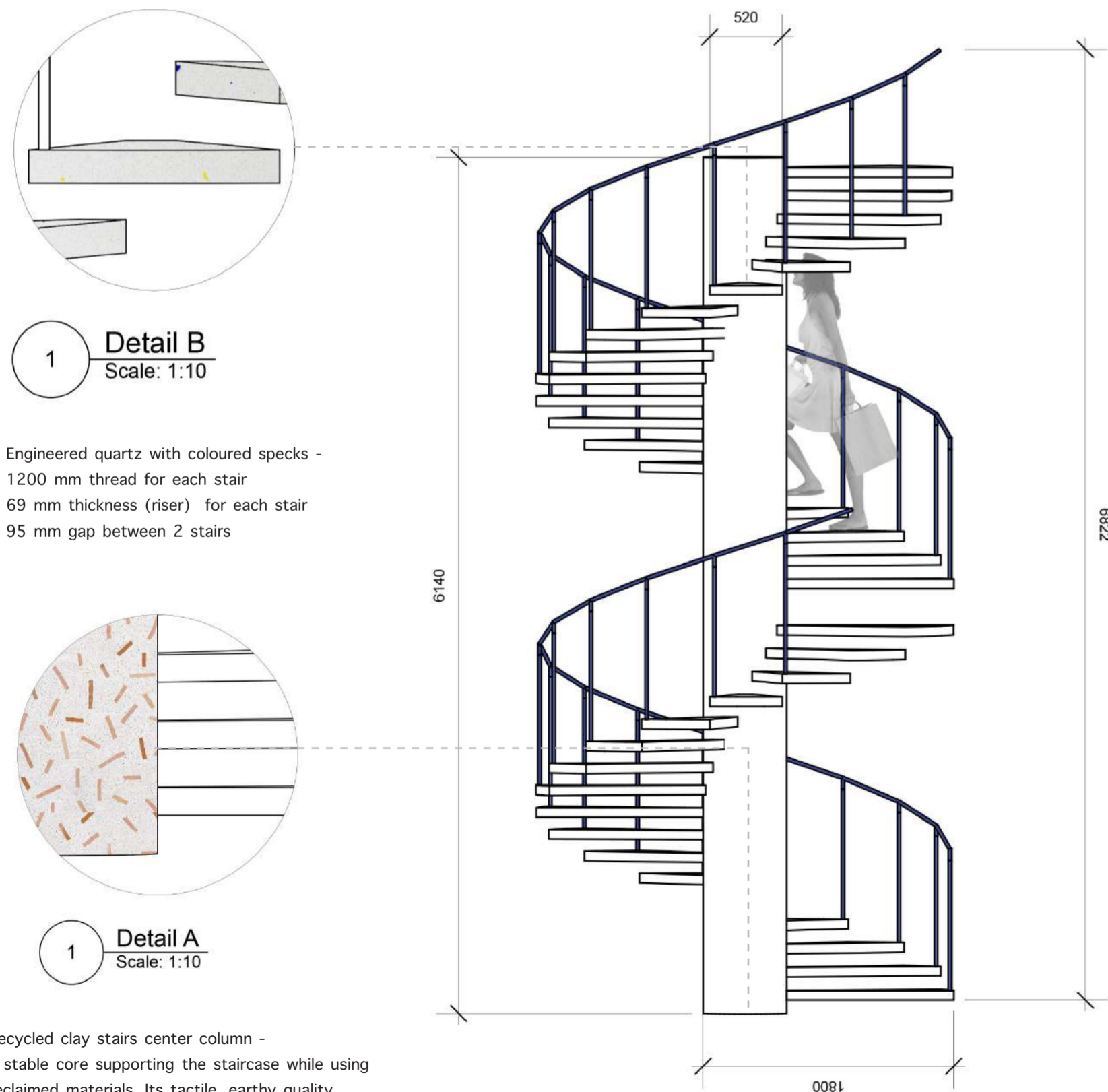


Ground floor



First floor

Swirl staircase detail



Retail store storyboard and materiality visuals



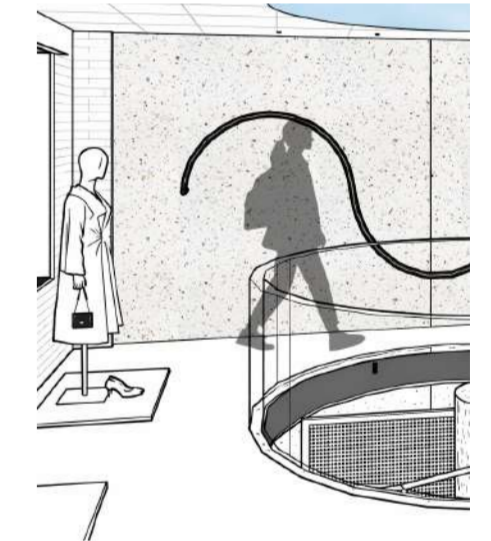
A dedicated storage/studio space for fashion design students, including fabrics, materials, books and mannequins.



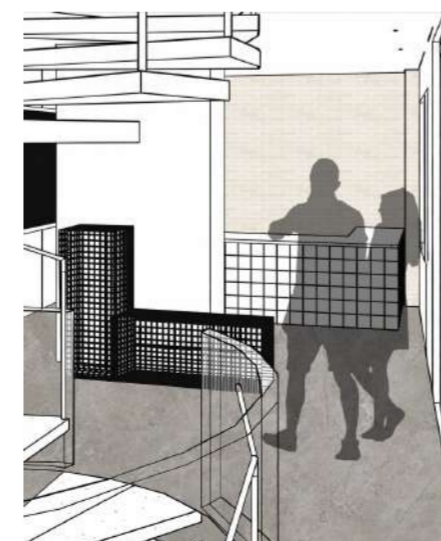
On the basement level, the staircase leads into a quiet study zone designed for students working on laptops/sketchbooks.



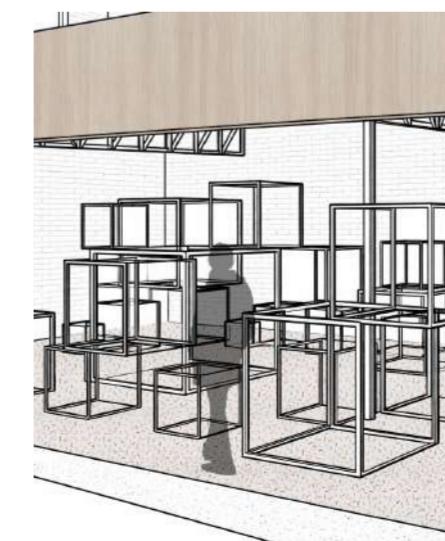
A meeting space to discuss private, one off client requirements. The environment feels distinct from the main store.



The third floor features an abstract wall display for clothing, complemented by mannequins styled in outfits.



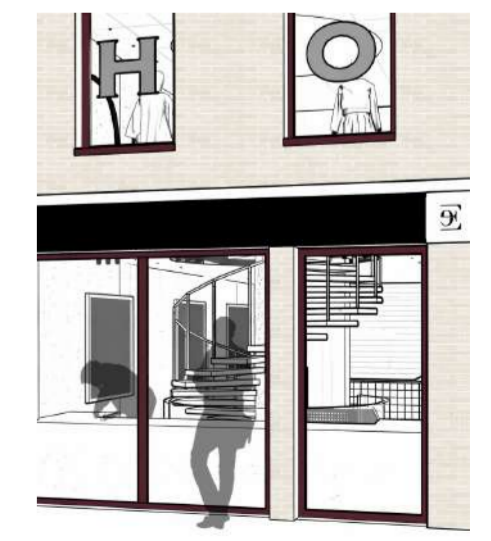
The ground-level display showcases clothing and accessories. Its natural and earthy aesthetic reinforces the brand's identity and ethos.



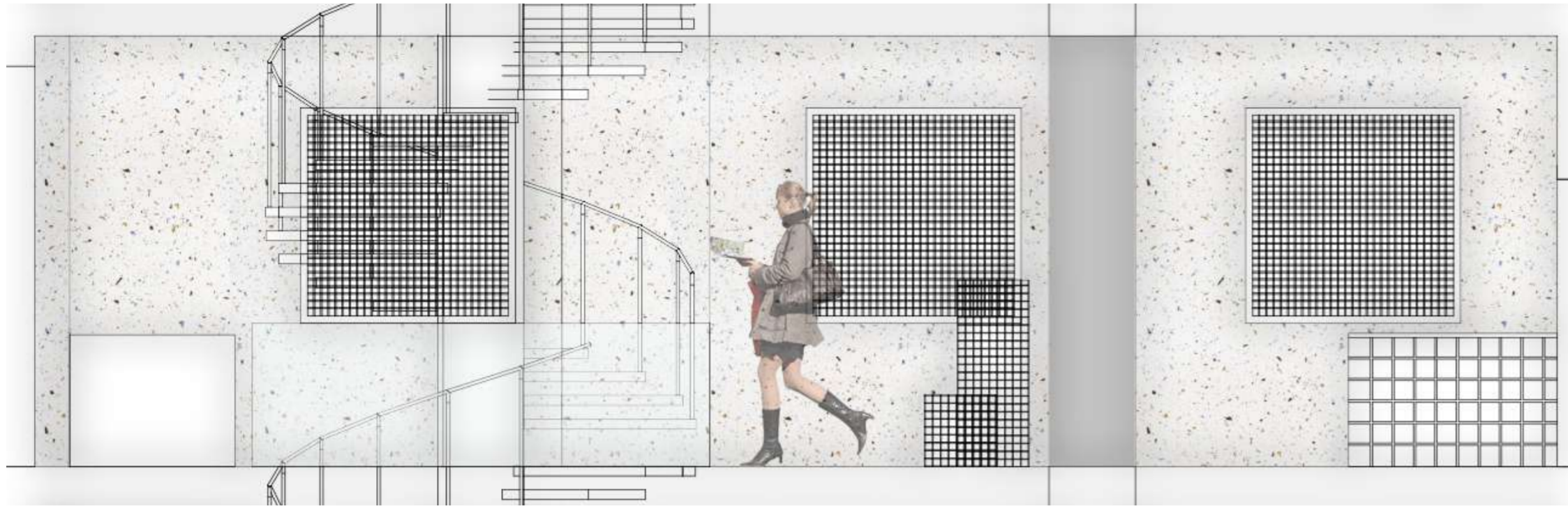
The terrace design extends the retail store's interior style, giving visitors a clear preview of the experience inside.



A statement piece, the spiral staircase serves as a dual purpose - acting as both a runway for models and a central stairway connecting all three floors.

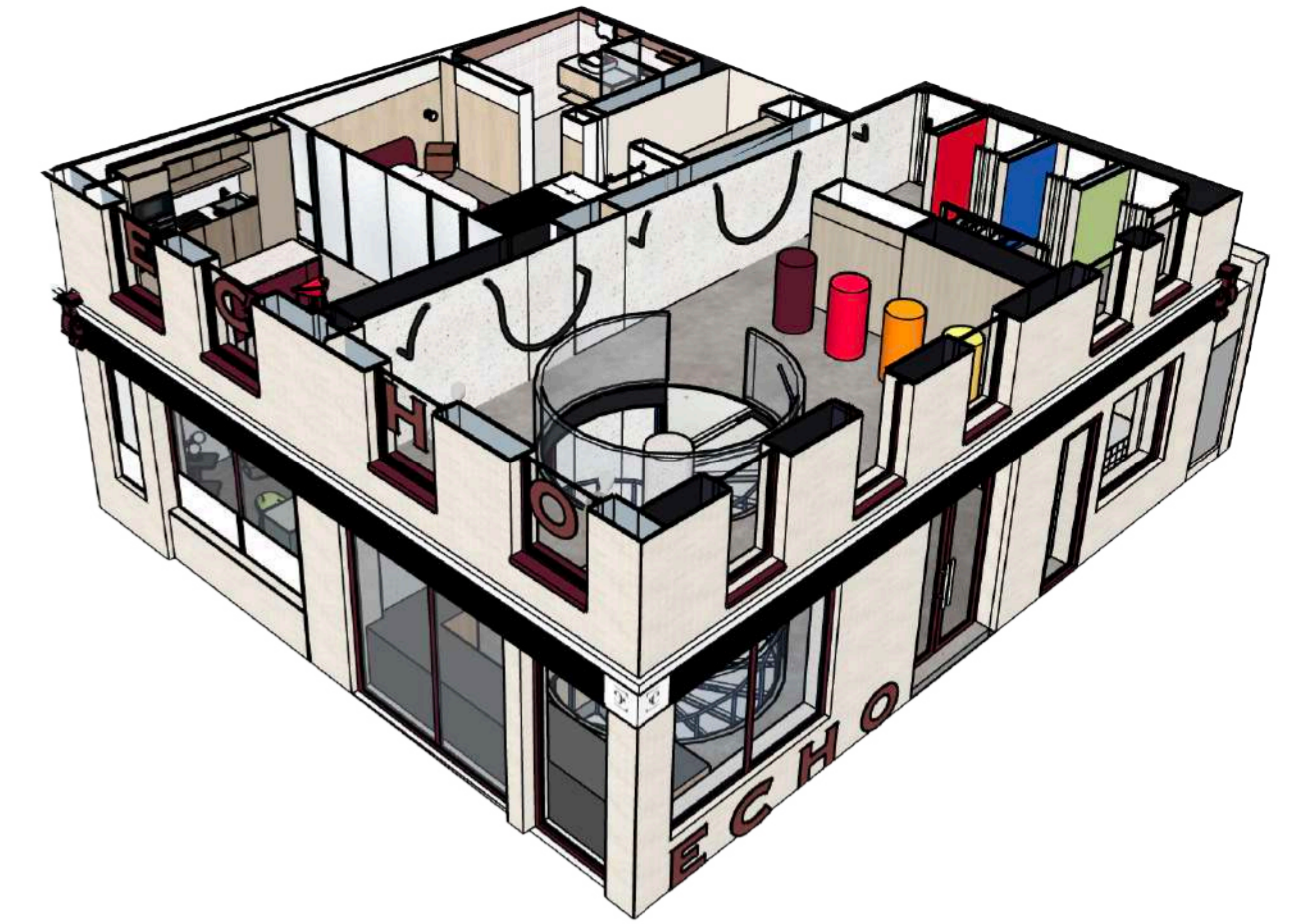


The storefront/facade gives customers and passerby a captivating, real-time view of garments being produced and the display.

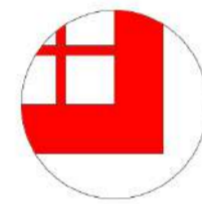


Detail and technical section

All key functions - ranging from the display of clothing and accessories to elements of production and payment - are intentionally visible from the exterior facade. This openness fosters an immersive and collaborative atmosphere, allowing passerby to engage visually with the creative and commercial processes within. The first floor extends the retail experience with additional garment displays, while also incorporating a discreetly positioned changing room at the far back to ensure privacy and comfort for customers.



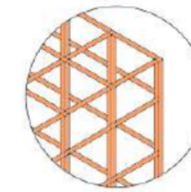
1 **Frame detail**
Scale: 1:10



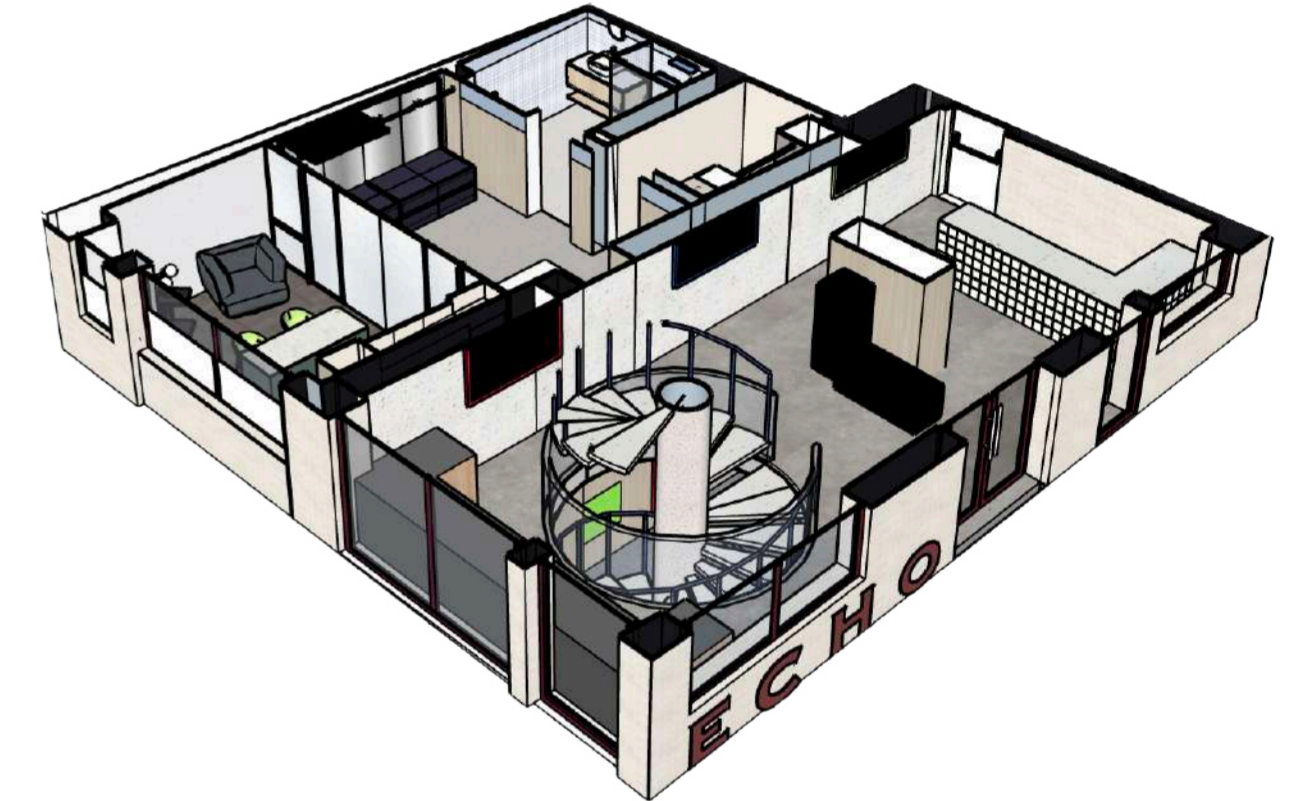
The grid supports both the aesthetic arrangement of the outfit and the technical clarity of the presentation, making the composition look clean, structured, and intentional. It also helps control the visual flow of the design, allowing viewers to quickly understand the relationship between the items being presented.



1 **Grid detail**
Scale: 1:10



A balance between material presence and spatial abstraction, a common strategy in contemporary retail visual merchandising to highlight product silhouette, layering, and fabric texture while maintaining an architectural aesthetic.



Stairs centre column



Recycled clay - durable and gives a strong visual appeal.

Signage wall



Wood - provides a warm and natural aesthetic, to enhance the overall shopping experience.

Display wall



Terrazzo - an extremely long lifespan, lowering environmental impact.

Stairs



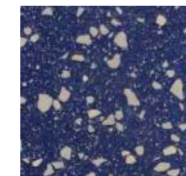
Engineered quartz - great for heavy foot traffic, and non-porous.

Flooring



Corian - reduced need for replacement, lowers material waste.

Stairs handrail



Recycled plastic terrazzo - suitable for high traffic areas, when experiencing frequent contact.

Grid frame



Aluminium - its strength-to-weight ratio lowers transportation.

