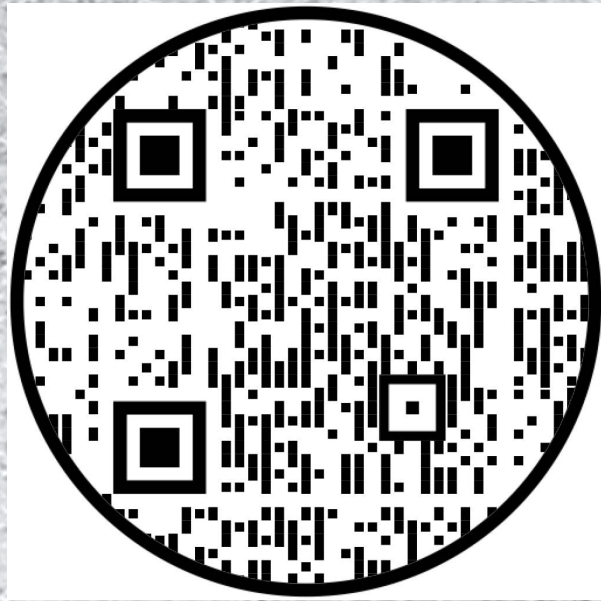


DEFRAME



https://youtu.be/3XdqUDlu_jU

A self sufficient space, encouraging sustainable practices with a high-end feel and luxurious shopping experience.

Problem

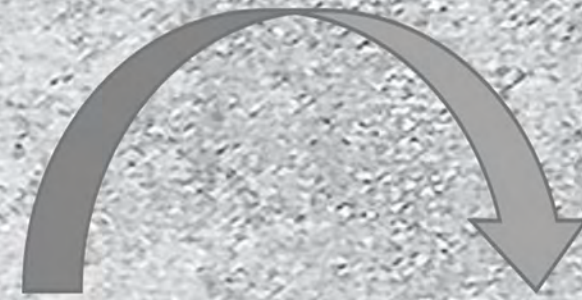
The clothing cycle is not a cycle it has a clear start and end, that being landfill.

Solution

A place to educate people on how to upcycle their clothes in an ethical, creative and meaningful way.

Design

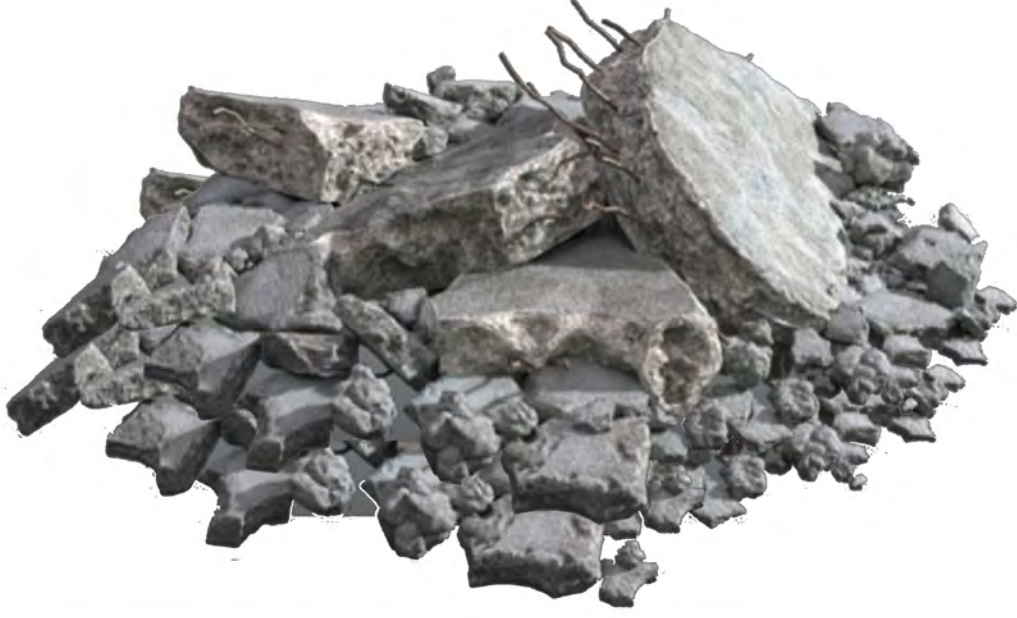
Using industry standard technology to mill, compress and print recycled clothes to make new collections





Concept

Throughout researching the cemented structure of the fast fashion industry and how to break its layers, the concept started to mirror this idea of demolition in the construction industry.



Features

Unique Wall Display

Folded Clothes Display

Lighting

Laundry Jet Technology



Features

Railway History

Recycled Mezzanine Concrete As Display

- I. Place rubble into frame with removable front
- II. Fill voids with resin
- III. Remove front panel
- IV. Sand, buff and polish
- V. Display behind glass with spot lights



Features

Pop Art

Local Artists

Bespoke Recycled Plastic
Work Benches

