

# Stigma

BREAK THE NORM



**BRIEF:** To create a size inclusive department store which sells sustainable, eco-friendly underwear that celebrates womens bodies.

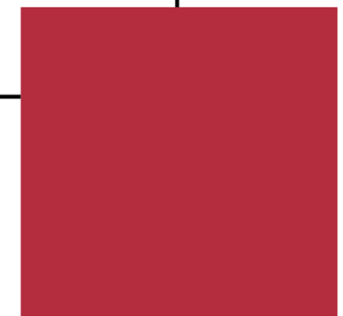
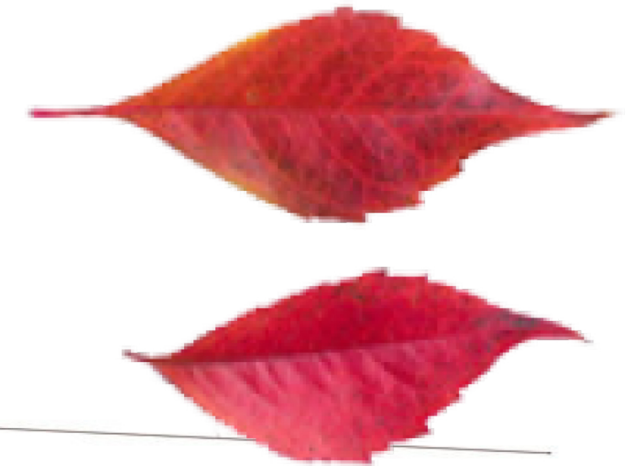
**CONCEPT:** Manipulating shapes/ natural shapes, how nature changes and progresses through time.



DISPLAY AREA



STIGMA AIMS TO BREAK THE NORM IN RETAIL BY REPRESENTING REAL WOMEN AND THEIR BODIES.





INTERIOR ARCHITECTURE - STAIRCASE



DIRECTIONAL STAIRCASE INSPIRED BY THE CONCEPT OF NATURAL CHANGE IN WOMEN'S BODIES OVERTIME AND HOW SUDDENLY THIS CAN OCCUR.

CHANGING ROOM WITH CUSTOMER ASSISTANCE



Sustainable Flooring



Plant-based paint



Natural Rugs



Hempcrete



Recycled Materials



BASEMENT CHANGING ROOMS

