

# Stella McCartney

## Flagship Store

SEVEN DIALS WAREHOUSE, LONDON

### PROJECT OVERVIEW

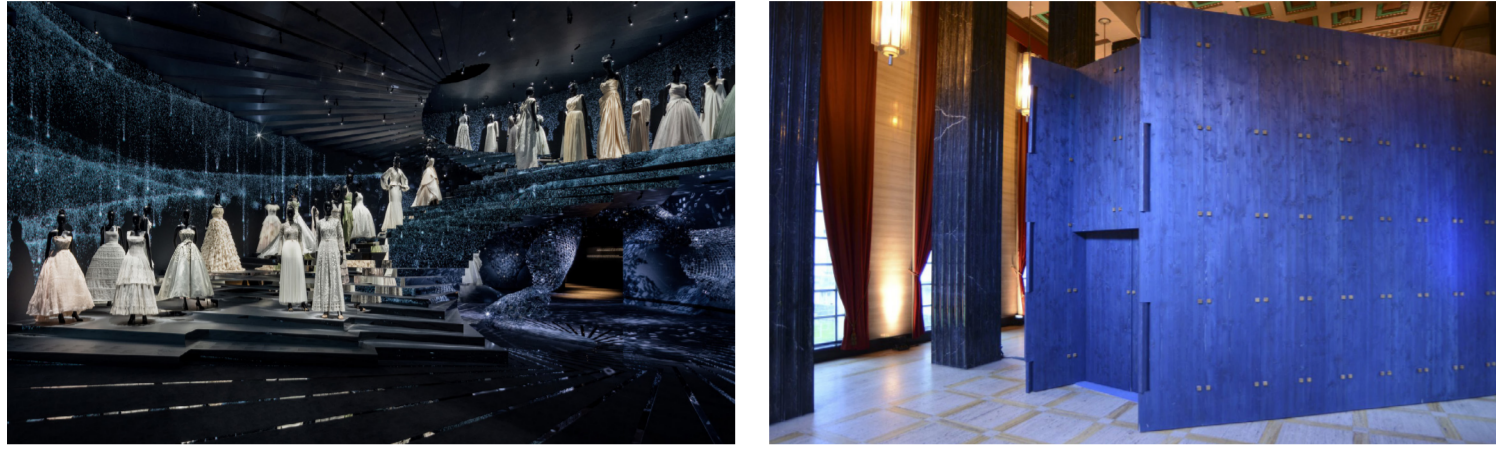
Located within Seven Dials Warehouse, this project reimagines the Stella McCartney flagship as a destination for conscious luxury. The proposal responds to the brand's ethos through sustainable design strategies, circular thinking and material innovation, creating an immersive retail experience that combines storytelling, customer engagement and environmental responsibility

### CONCEPT STATEMENT

My concept transforms the former Urban Outfitters site into a Stella McCartney flagship store that reflects the brand's commitment to sustainability, innovation and conscious fashion. Inspired by the Bond Street store, the design focuses on educating and engaging customers with the principles of up-cycled fashion through both product displays and interactive workshop spaces. A striking orange resin staircase acts as a central feature, connecting the ground floor retail environment to a VIP lounge and exclusive fitting rooms above. By retaining the existing industrial structure and incorporating bio-integrated, recycled and responsibly sourced materials, the proposal creates an immersive retail experience that celebrates craftsmanship while enhancing customer circulation and spatial flow.



01 Precedent Research



02 Material Strategy



brass + stainless steel rods with acrylic clothing



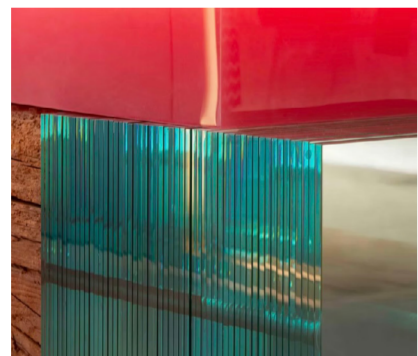
50mm cast silicone service counter



fluted concrete cladding



upcycled textile sofa

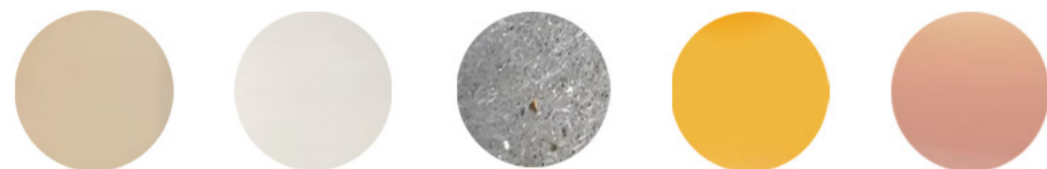


float glass + reclaimed timber + silicone display



recycled foam + rock day bed

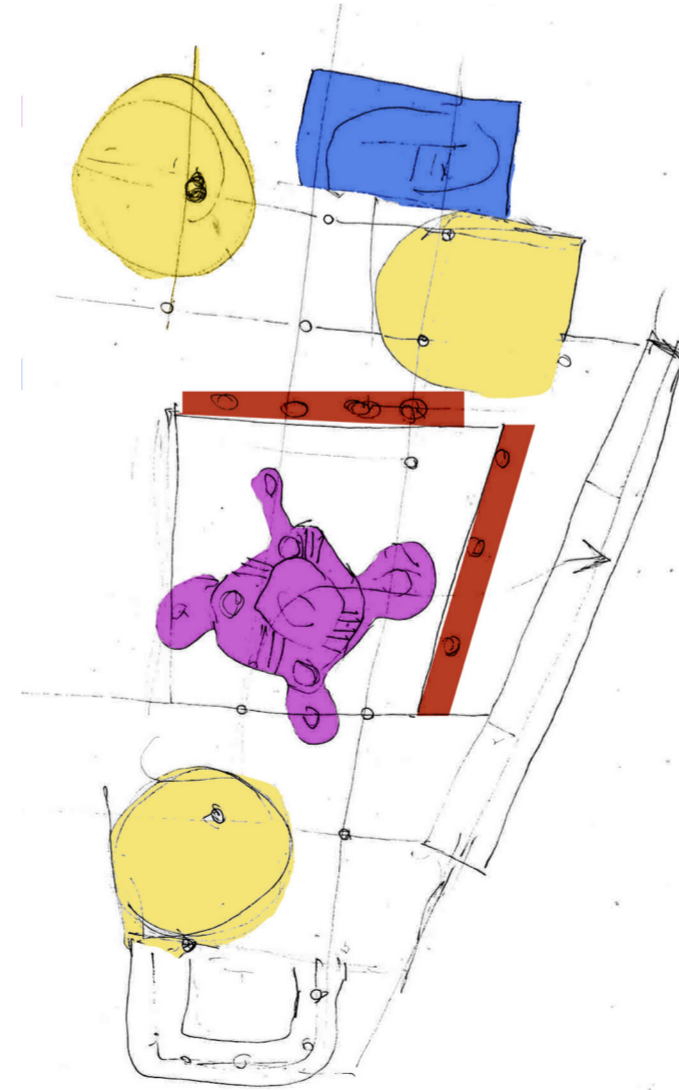
Colour Palette



03 Concept Collage



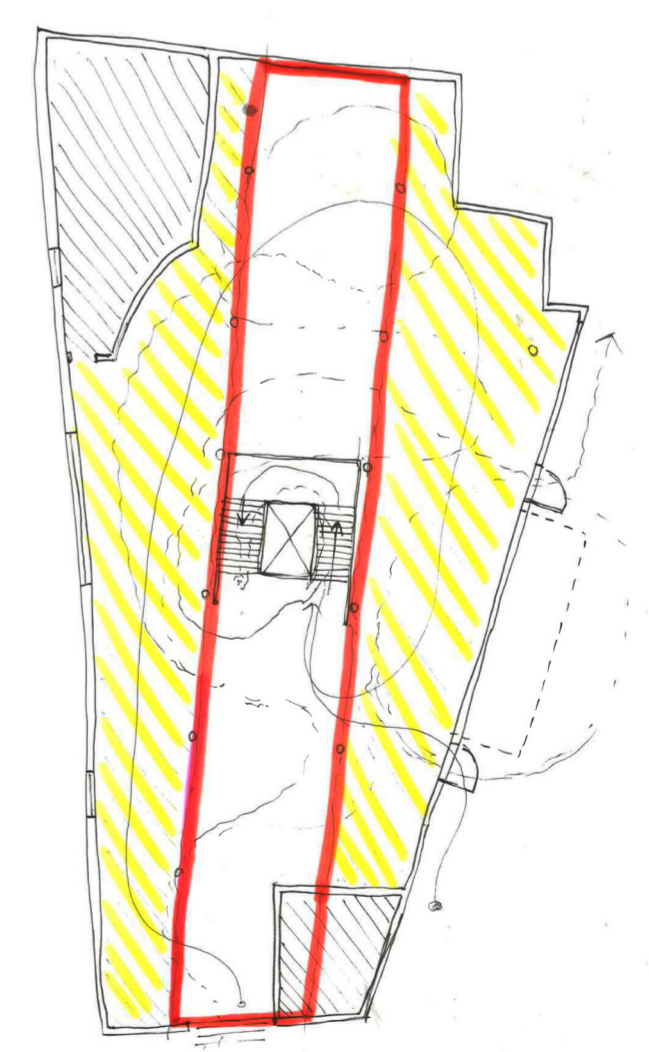
05 Initial Circulation / Spatial Diagrams



purple central stair atrium  
blue immersive feature space  
yellow retail and interactive pods  
brown perimeter display plinths



green entrance experience  
cyan exploration zone  
magenta central circulation spine  
orange secondary threshold space



red open vertical circulation  
yellow flexible retail display

04 Concept Statement

A slow, intentional journey shaped by movement and form.

Circulation becomes an experience - guiding users through moments of discovery, interaction and pause

ENTER → DISCOVER → CREATE → REFLECT → EXIT

Key Ideas

01 Slow Movement

A paced journey through space, encouraging pause and awareness.

02 Form as Guide

Curved and sculptural elements direct circulation intuitively.

03 Interactive Experience

Moments of making and discovery embedded within the route.

Core Idea

A slow, fluid circulation where movement and form shape a quiet, experiential journey through sustainability

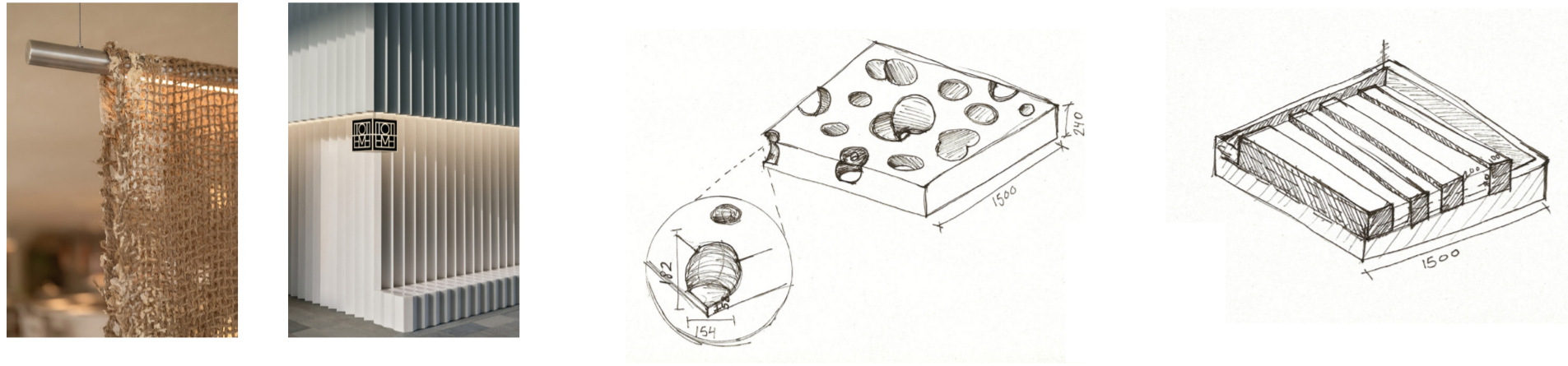
## BOARD 03 : MATERIAL DEVELOPMENT, TESTING AND PROTOTYPING

Exploring bio-based and biodegradable materials through iterative testing and hands-on experimentation. The focus was on understanding how natural materials can be shaped, formed and refined to create functional

### MYCELIUM DEVELOPMENT

Mycelium is the root-like network of a fungus that grows through organic material and binds it together as it spreads. In sustainable fashion, mycelium can be grown and processed into leather-like materials that can be used for clothing, shoes and accessories. It is considered sustainable because it grows quickly, uses natural or waste materials, and is biodegradable, making it an alternative to animal leather and synthetic fabrics. They can also be used as wall panels, as they have acoustic properties and are naturally fire-resistant.

#### Concept



#### Trials



##### Trial 1

For the first attempt, the substrate failed to fully bind and fungal growth was inconsistent. The tile was loose, crumbly and fragile

##### Trial 2

In the second trial, the mycelium held a more uniform shape with the ribbed mould, producing a denser, firmer structure

#### Outcome



The final tile set well and had improved structural integrity with a dense, rigid form

#### Process



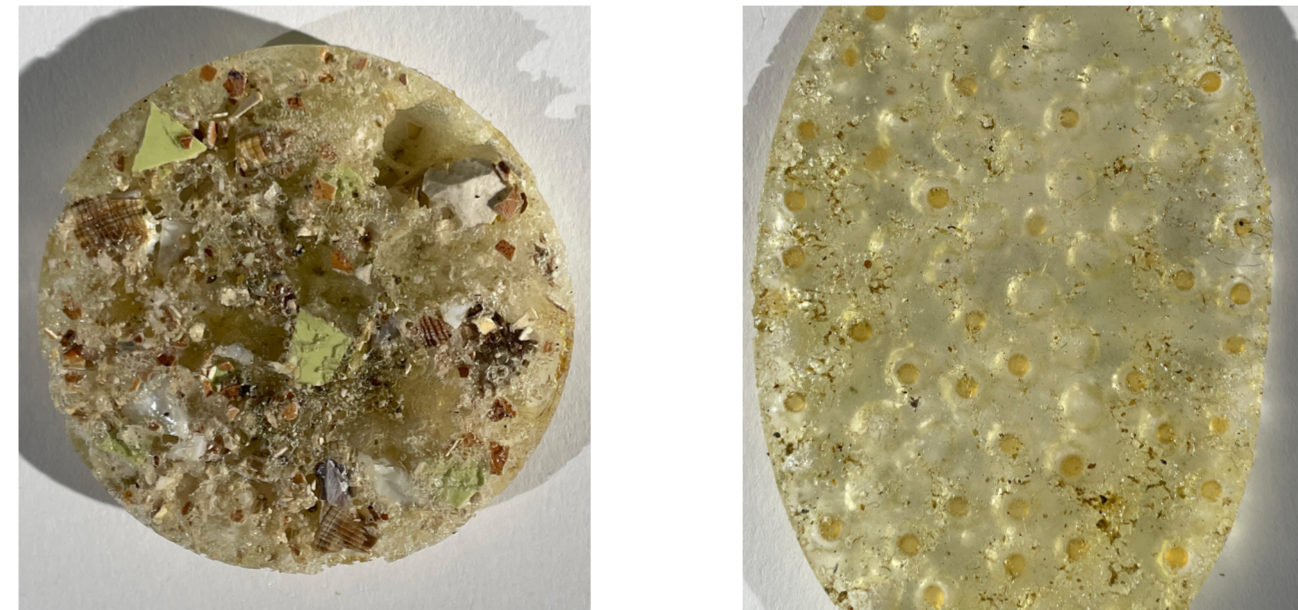
The tile mould was first sterilised using alcohol to minimise contamination. It was then filled with a prepared substrate and mycelium mixture, compacted, and left in a controlled environment to allow the mycelium to colonise and solidify

#### Sodium alginate recipe for faceted mold



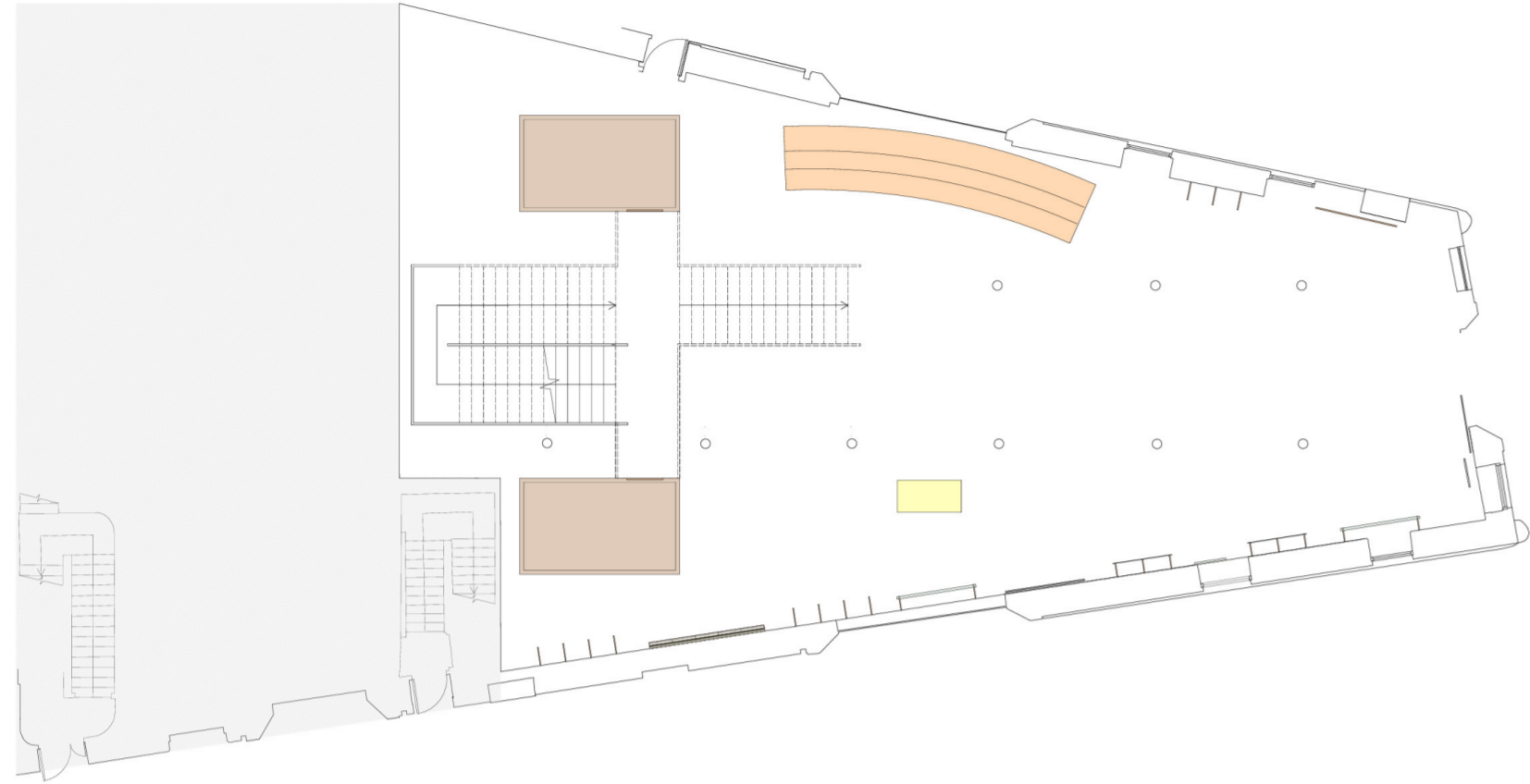
A 15 x 15 cm faceted clay tile was first sculpted to create a textured mould. A sodium alginate mould was then cast from the clay form and used to produce a faceted structure. The alginate mixture was enhanced with glycerol and natural waste fillers, including paper waste, turmeric, orange peel and sawdust, before being poured into the mould and left to cure. The final prototype explored the material's structural qualities and its potential application as a faceted wall element within the proposed pop-up space.

#### Bio Resin Sample

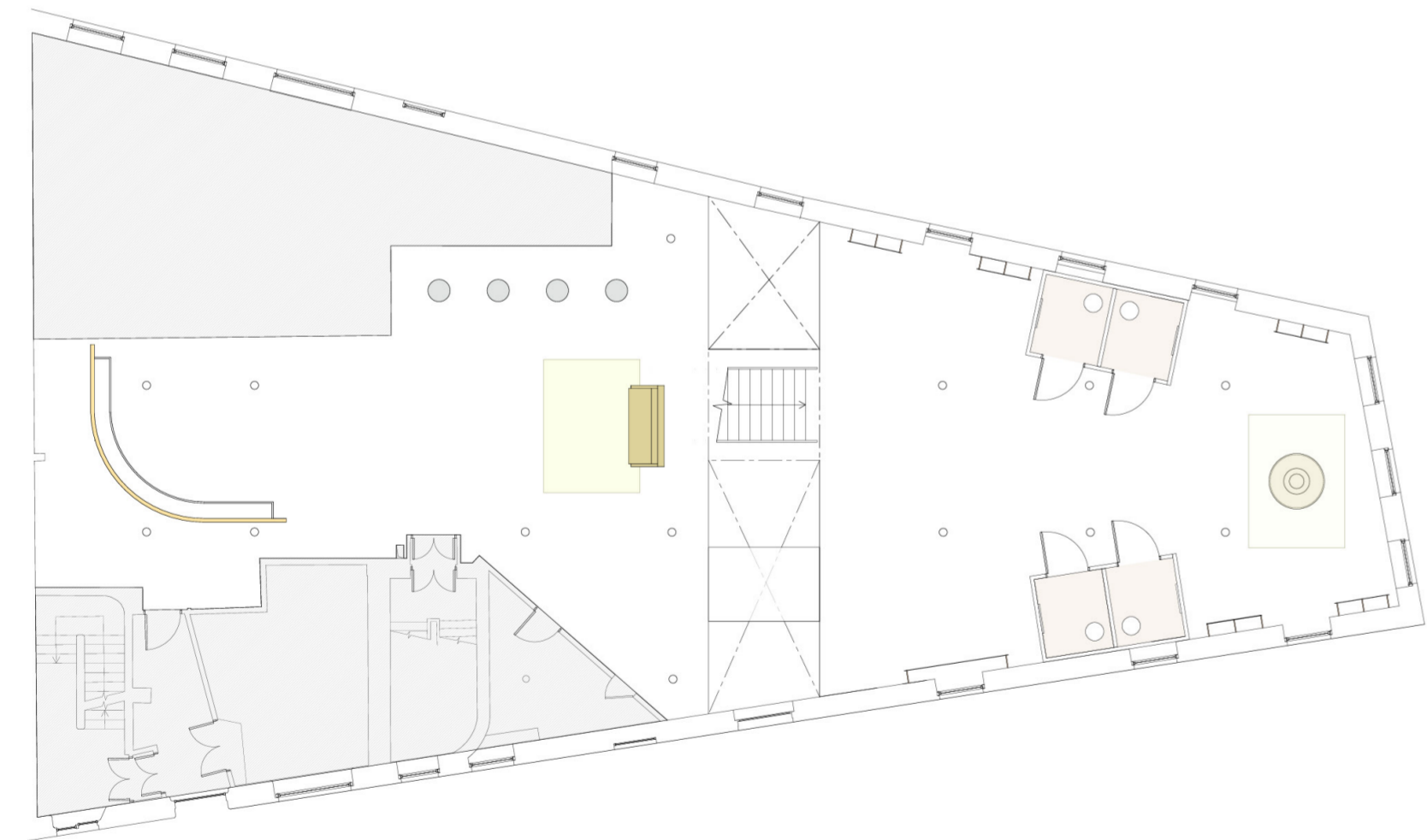


Bio-resin was cast with reclaimed ceramic and shell fragments to explore waste integration and material aesthetics. Further testing with water-soluble Orbeez produced cellular, bacteria-like textures through heat-induced shrinkage, highlighting opportunities for organic surface development.

FLOOR PLANS

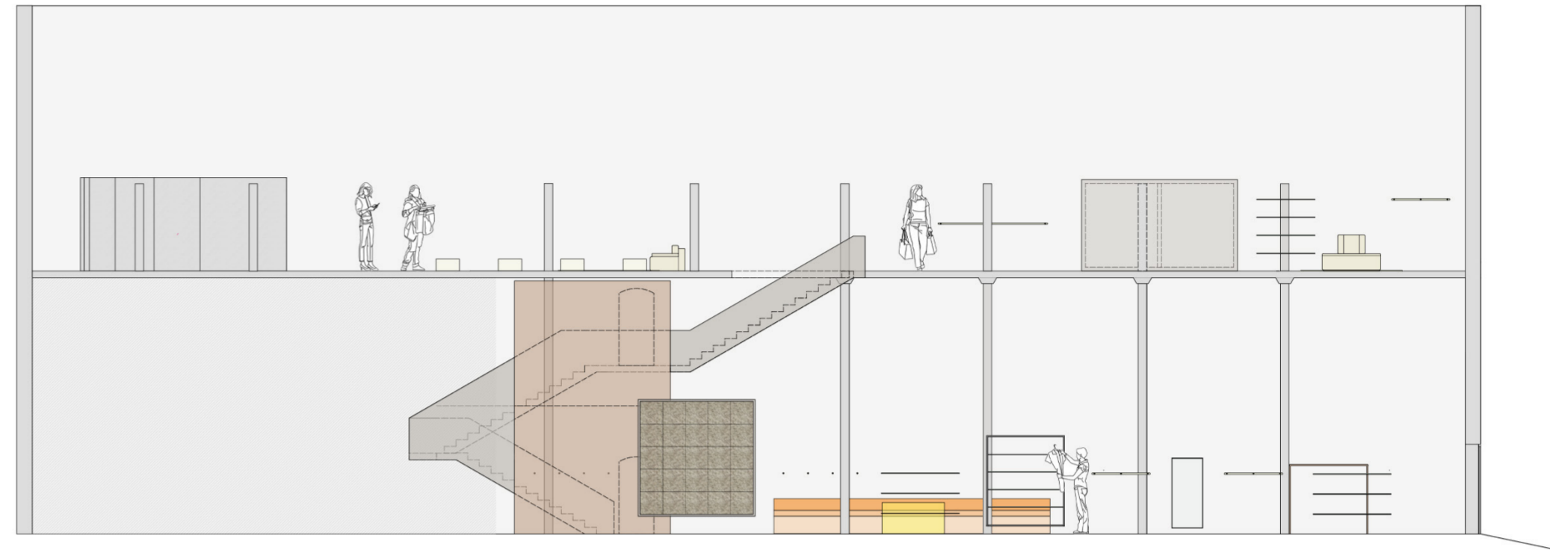


1 Proposed Ground Floor Plan  
Scale: 1:50

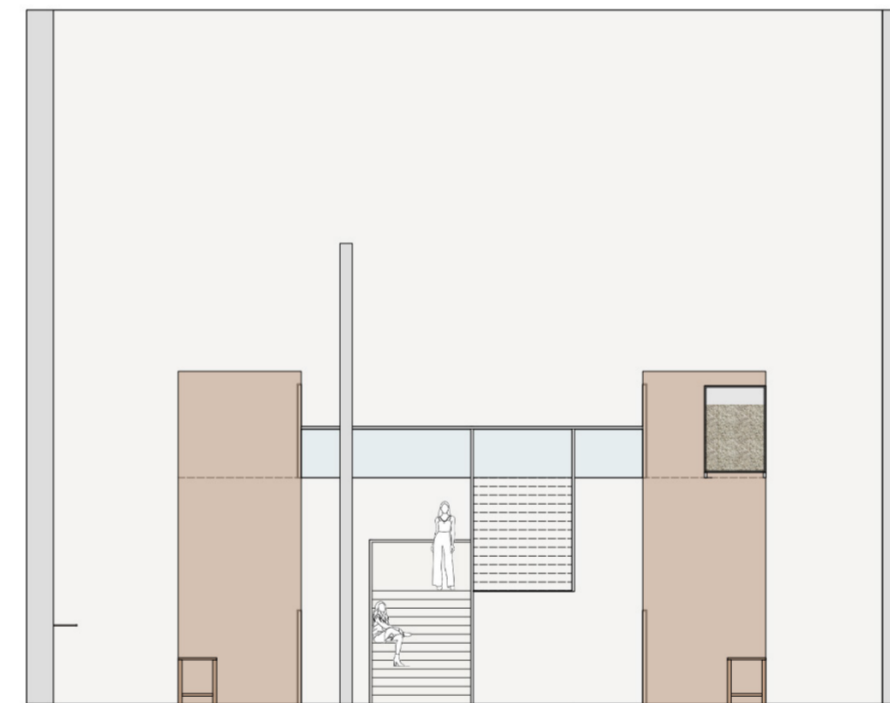


2 Proposed First Floor Plan  
Scale: 1:50

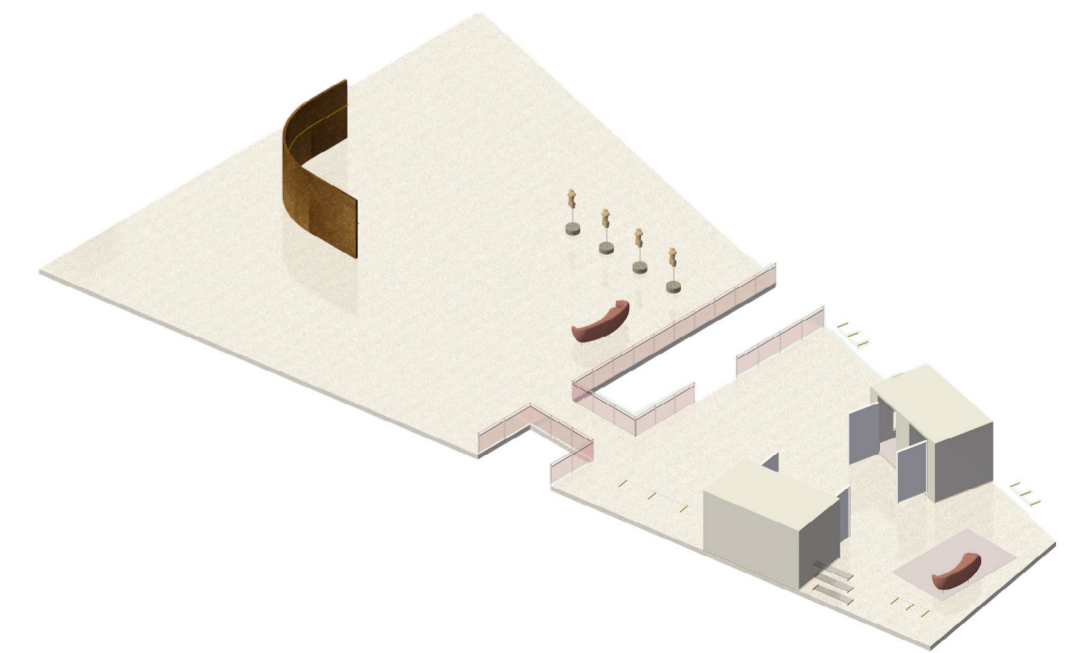
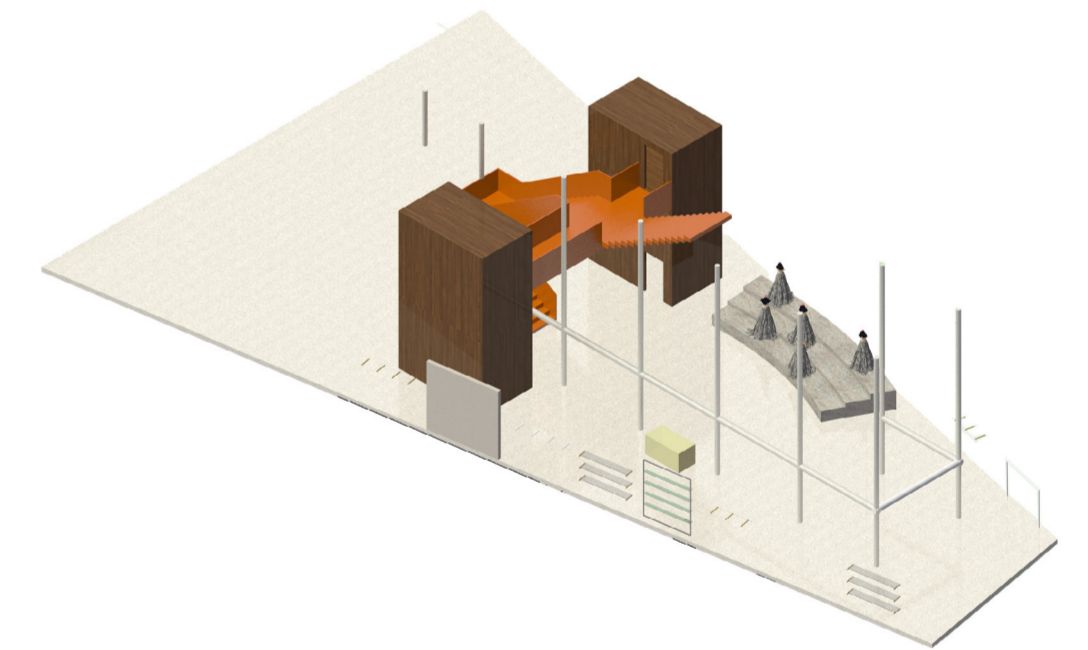
ELEVATIONS



3 Proposed Elevation  
Scale: 1:50



4 Proposed Section A-A  
Scale: 1:50



AXONOMETRIC VIEWS

# BOARD 05 : FINAL PROPOSAL AND MATERIAL IMPACT

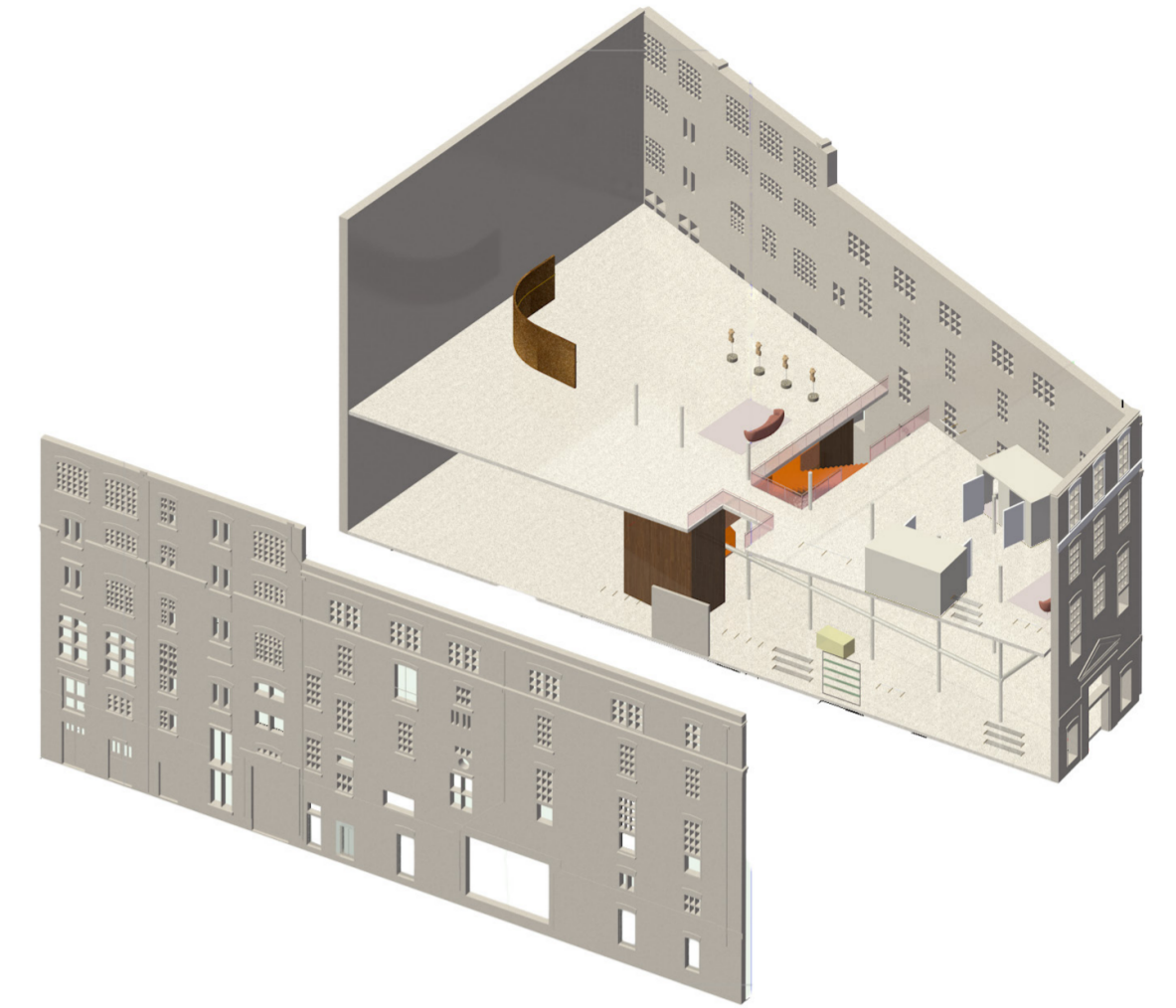
The material and environmental resolution focuses on combining bold contemporary interventions with sustainable material choices. The design uses orange bio-resin, brass, acrylic, birch plywood, terrazzo, bio-concrete, mycelium and upcycled fabrics to create a distinctive interior while reducing environmental impact. The environmental strategy prioritises renewable, recycled and low-carbon materials, maximises daylight through the central atrium and supports adaptive reuse of the existing building structure, contributing to a more sustainable and resource-efficient design.



Ground Floor - View Towards Stair and Display



Ground Floor - Overall Shopping Floor View



First Floor - View from VIP Lounge



Staircase - Connection to Workshop and First Floor

