

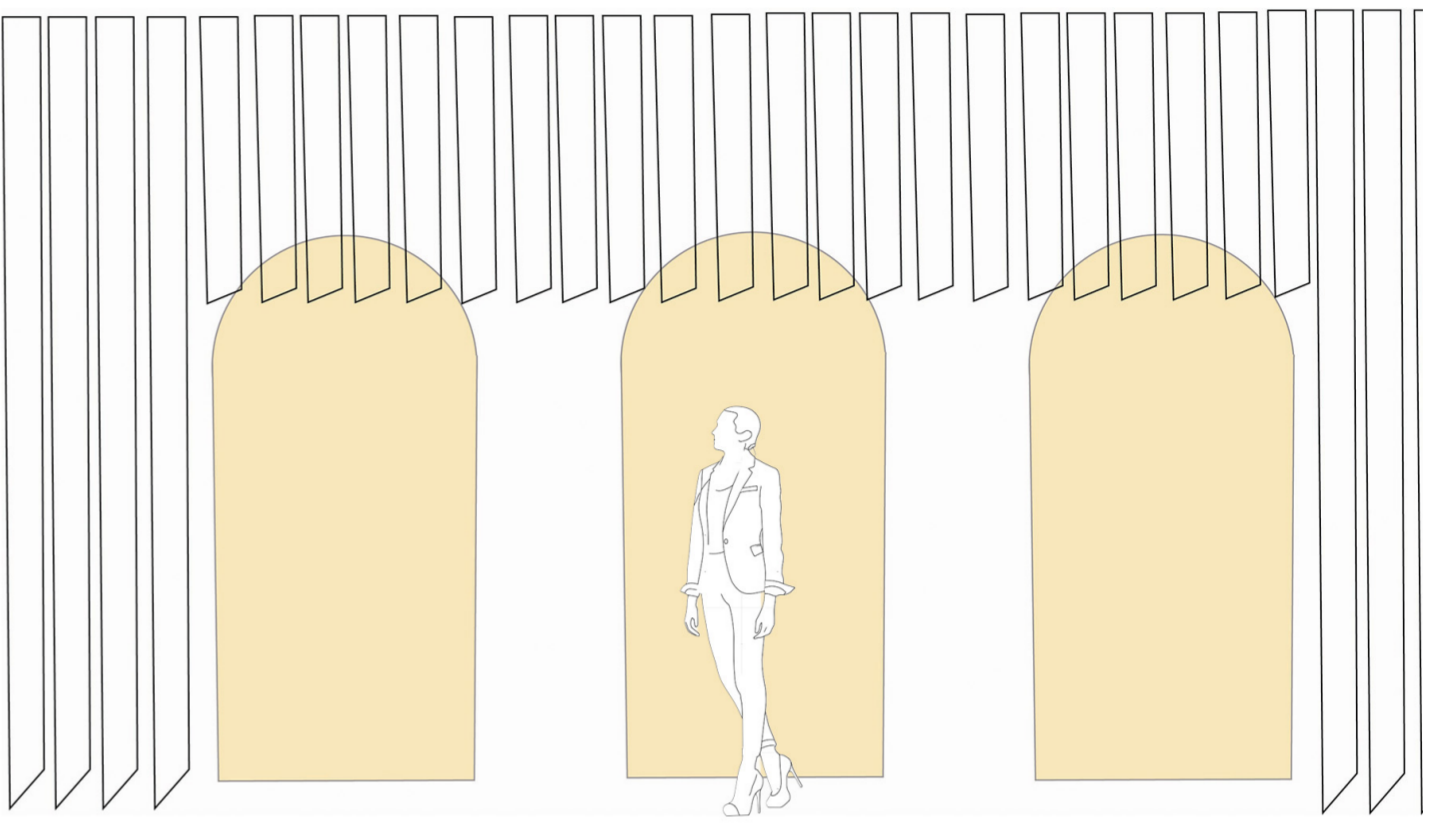
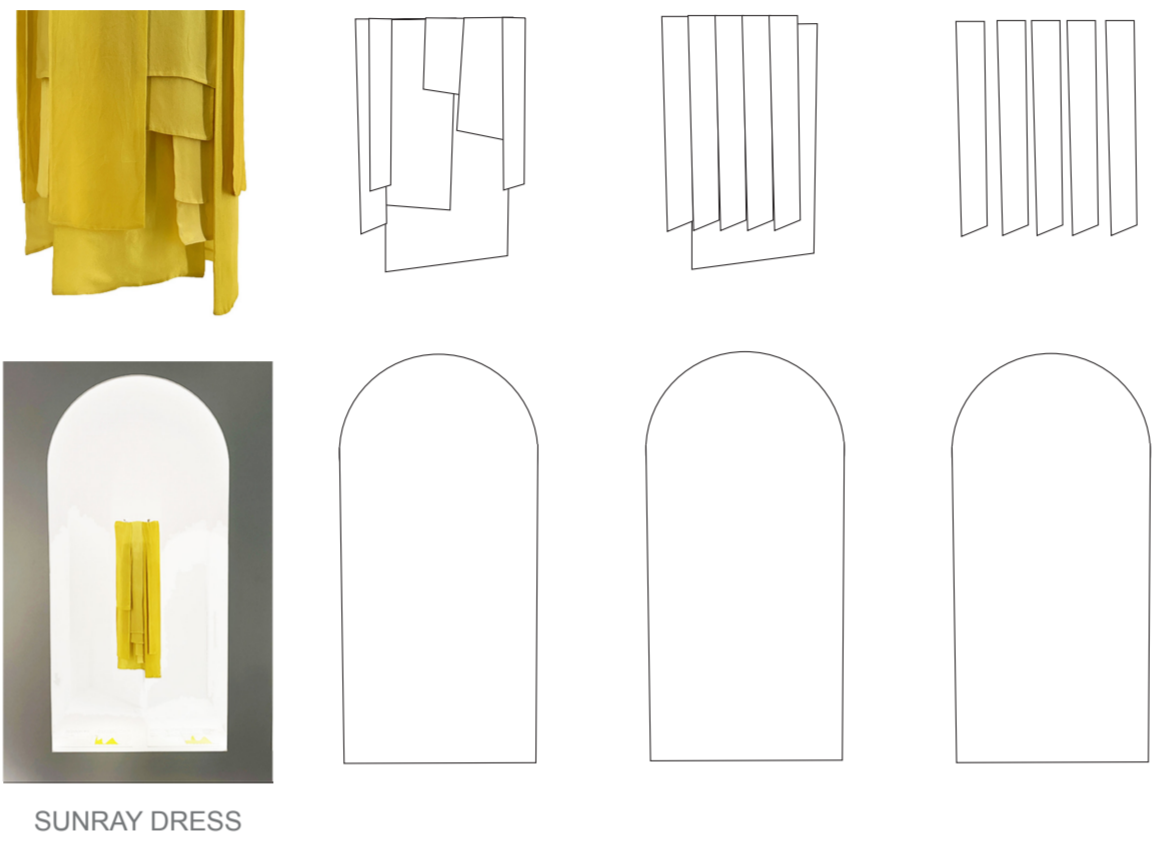


## DESIGNING A FASHION EMPORIUM

### Phoebe English Pop Up Store

The Phoebe English Pop-Up explores retail as a contemplative, immersive environment defined by breath, lightness, and ease. Serving as a spatial metaphor for the brand's ethos of transparency and zero-waste craftsmanship, the interior utilizes a "floating garment" motif. The store is enveloped by a barely-there facade—a translucent bio-resin membrane that breathes with light and shadow, shifting between reflection and transparency. This delicate boundary outlines the compact volume without enclosing it, promoting fluid, unburdened movement. By exposing construction and celebrating spatial lightness, the design elevates sustainable fashion from a commercial transaction into a profound, sensory lived experience. Situated within the Sustainable Fashion Emporium—a creative hub acting as a testing ground for new ideas in retail and sustainability—this individual pop-up showcases the work of emerging designer Phoebe English. The design functions as a sculptural presentation space that connects fashion, art, and sustainability, transforming her collections into an immersive spatial narrative rather than a standard commercial runway.

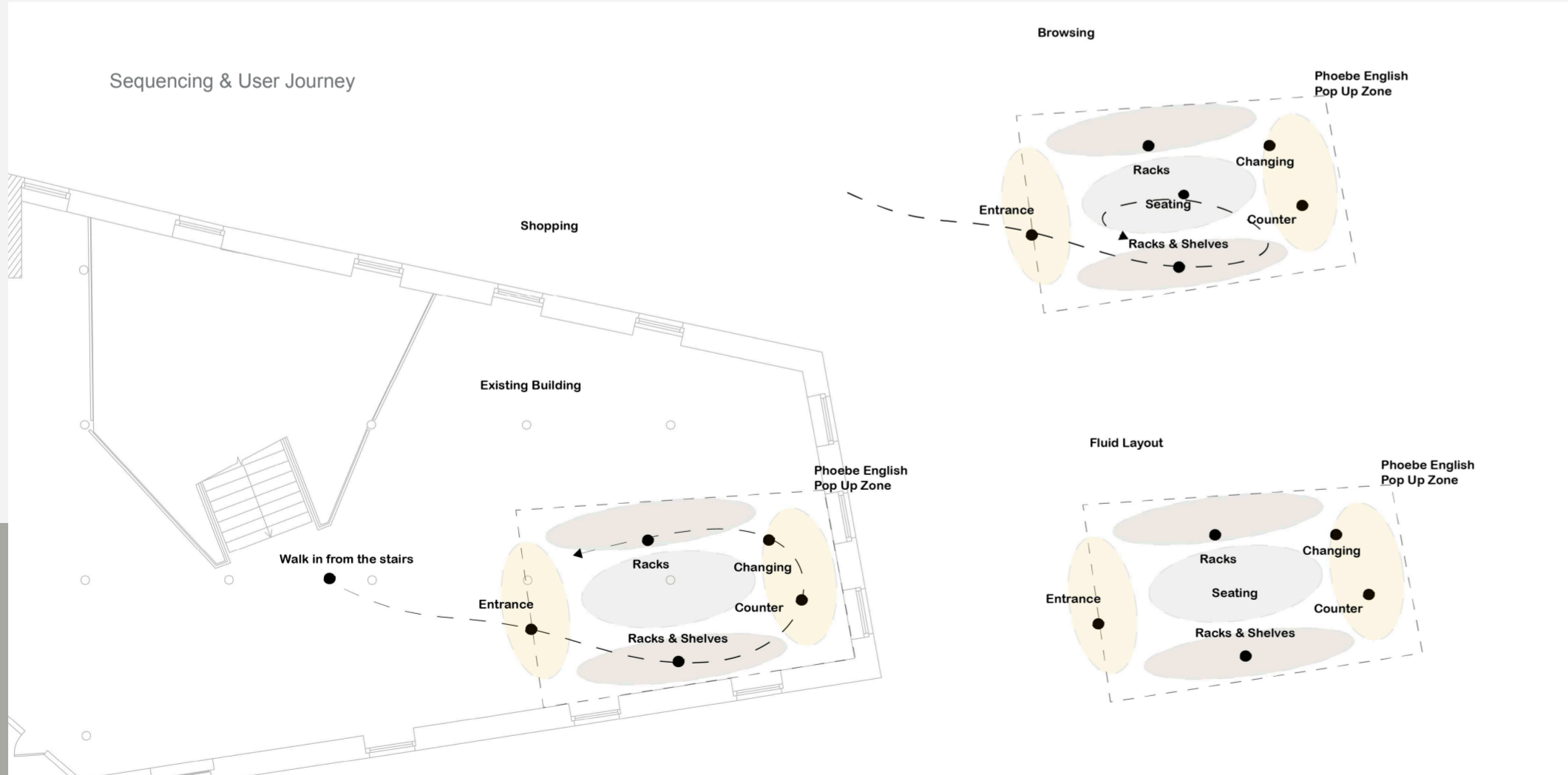
# CONCEPT AND SPATIAL NARRATIVE



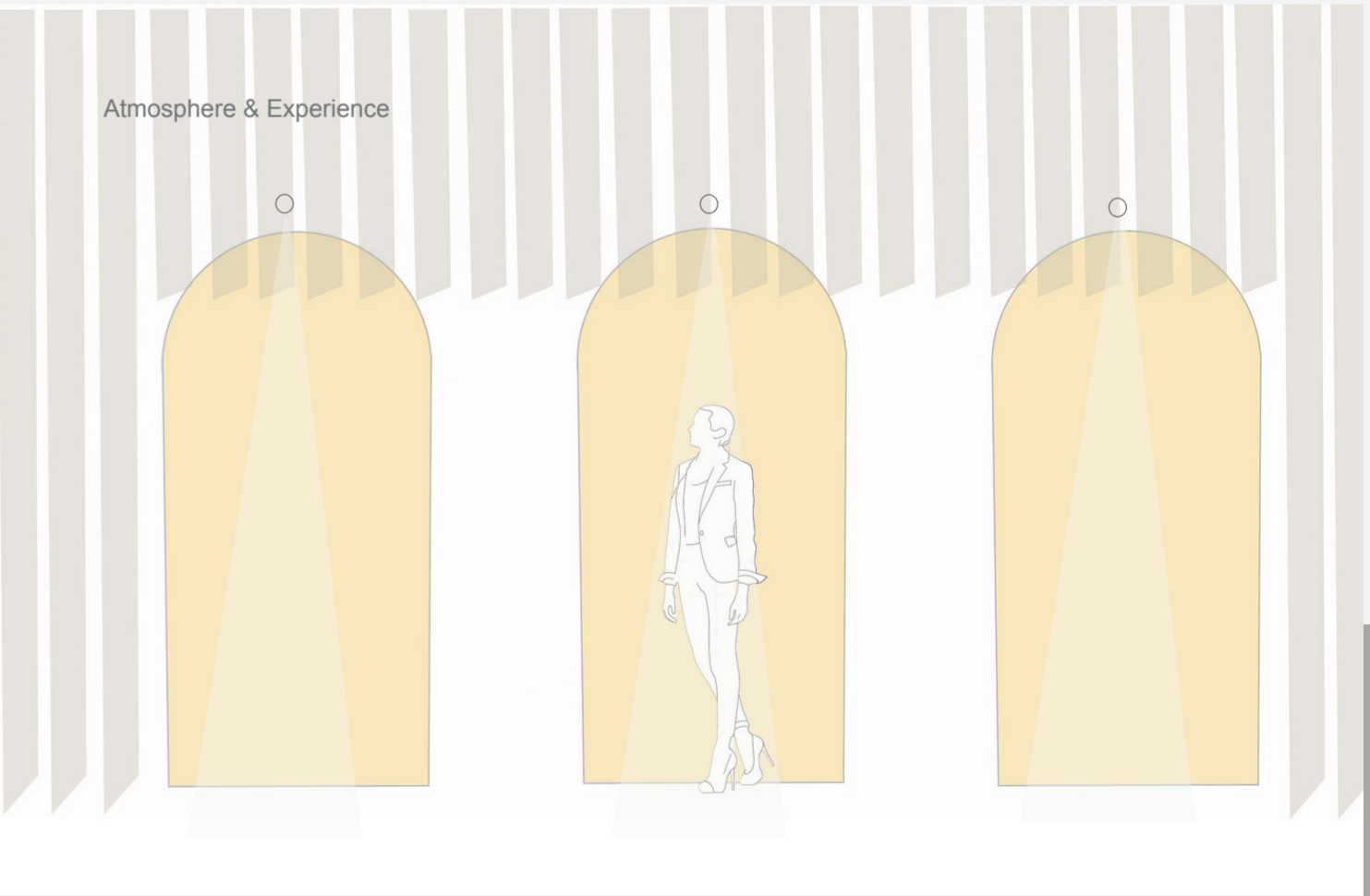
Phoebe English is a Sustainable Circular Fashion Label that uses Scrap Materials and Natural Dyes to fabricate Beautiful Garments. She uses plants, such as Weld and Mugwort, to achieve Smoky chartreuse or Yellow hues.

The spatial narrative is driven by free-hanging garments and Phoebe English's "Sunray Dress," displayed at the MET Museum. Framed within the architectural arch, the yellow dress serves as a vibrant metaphor for joy and new life.

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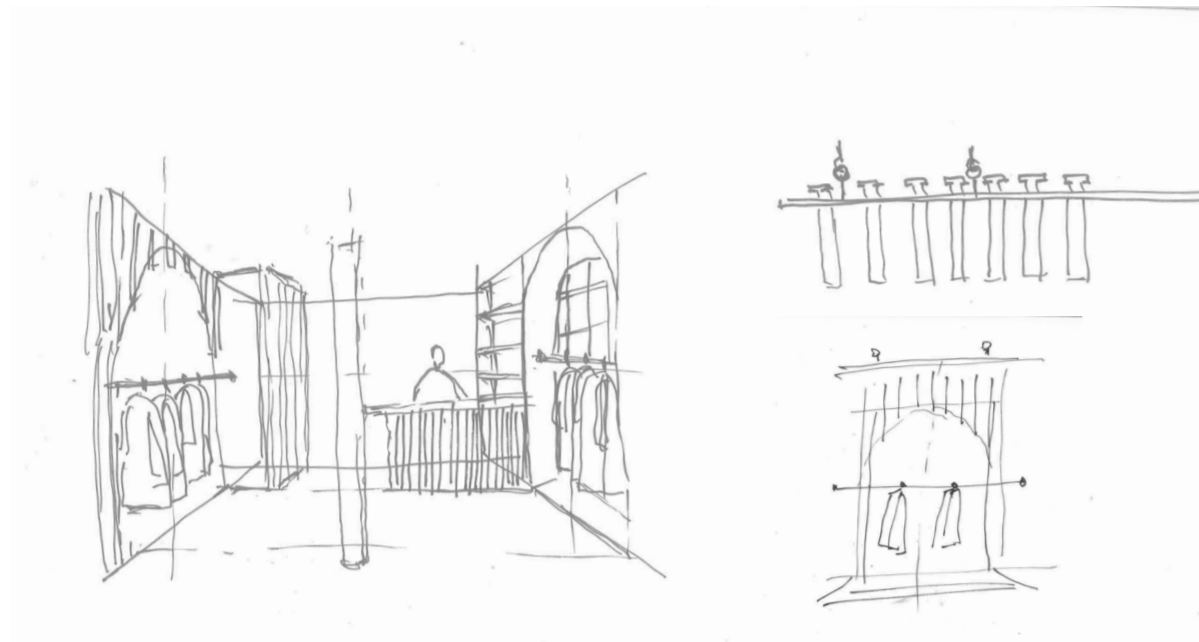


A fluid, non-linear path draws visitors through light-permeable thresholds, shifting the retail experience from passive consumption to an immersive, exploratory encounter with suspended craftsmanship.

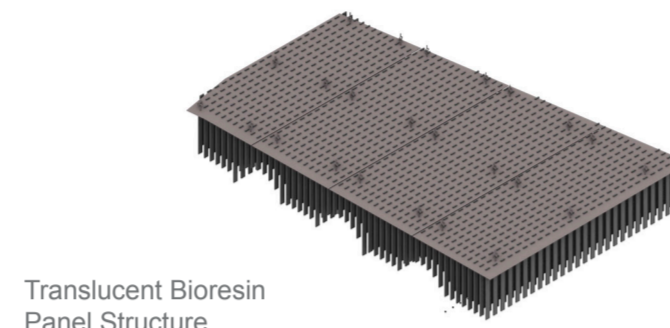
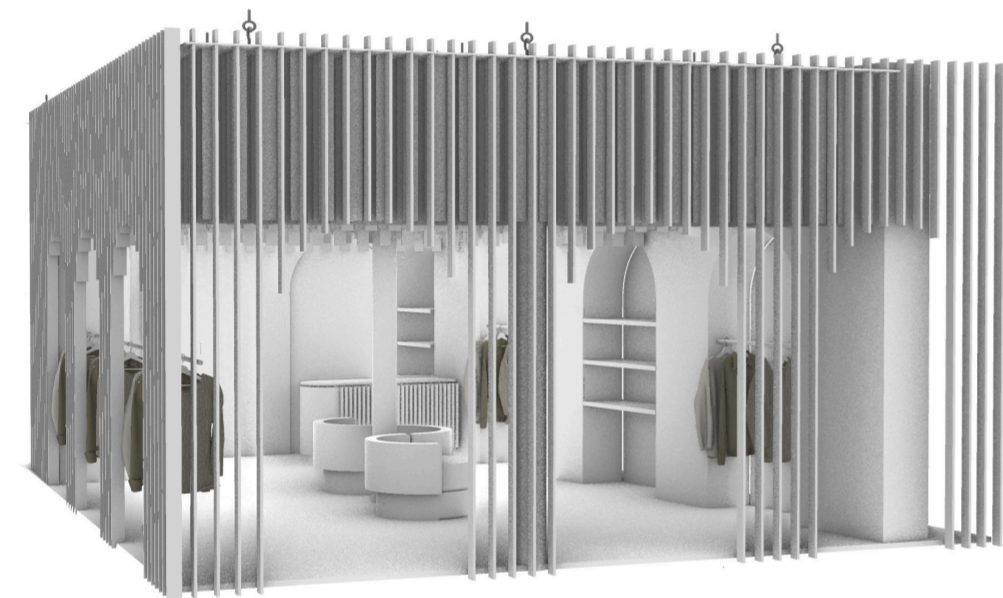


The semi-translucent bio-resin membrane filters ambient light into a soft glow, prioritizing acoustic calm and visual weightlessness to evoke a profound sense of breathing space.

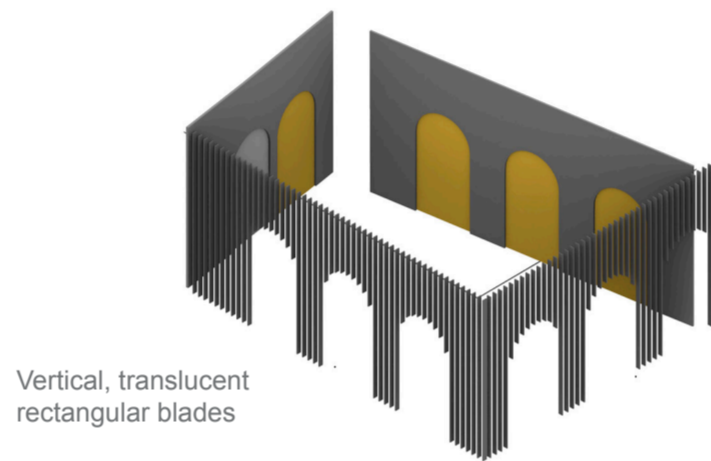
# DESIGN DEVELOPMENT



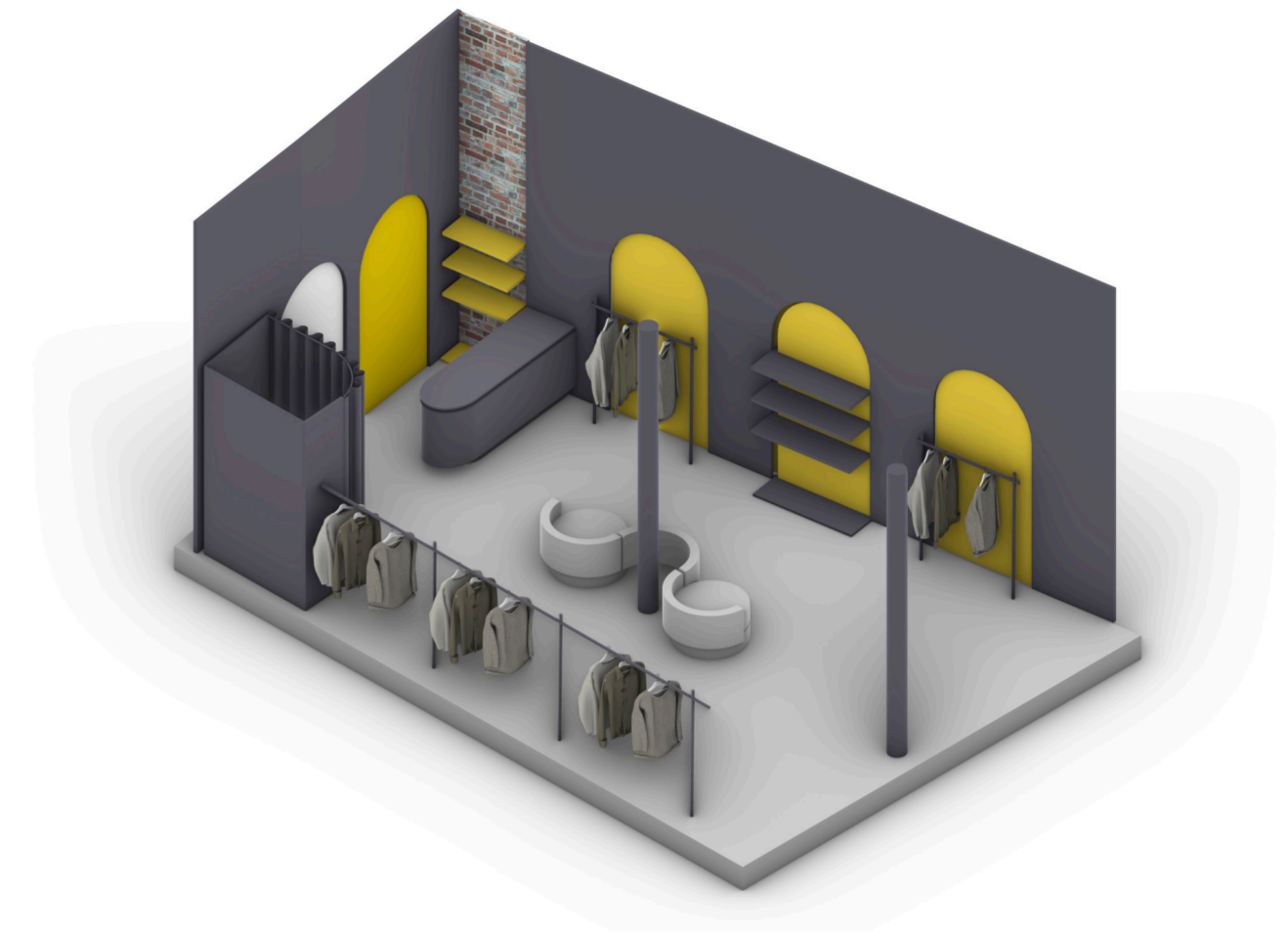
First Sketches of Pop up Store



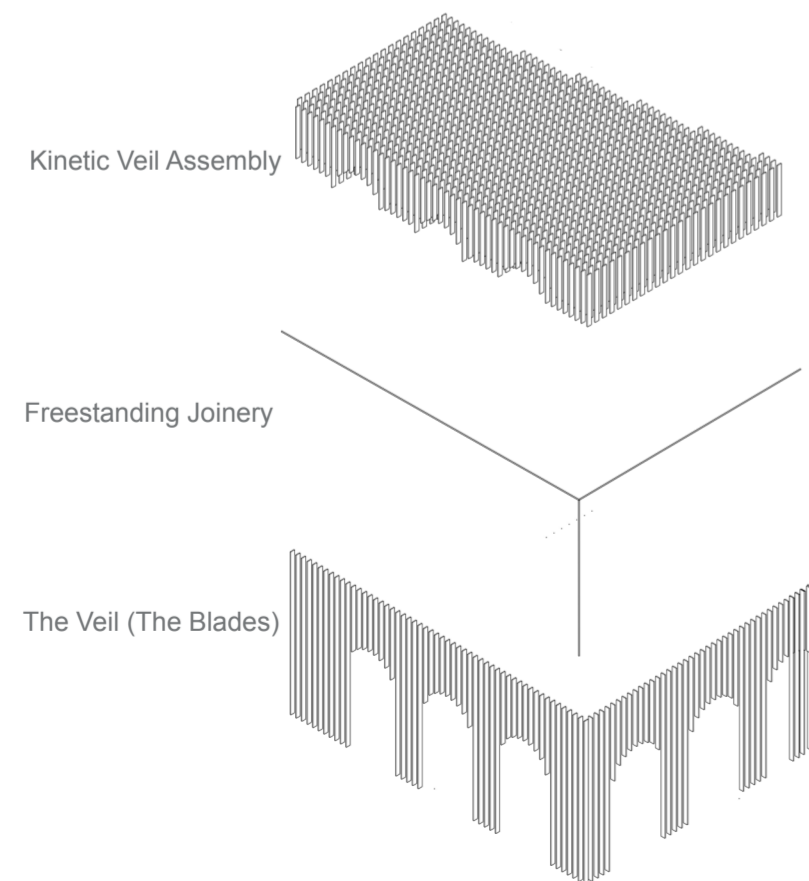
Translucent Bioresin Panel Structure



Vertical, translucent rectangular blades



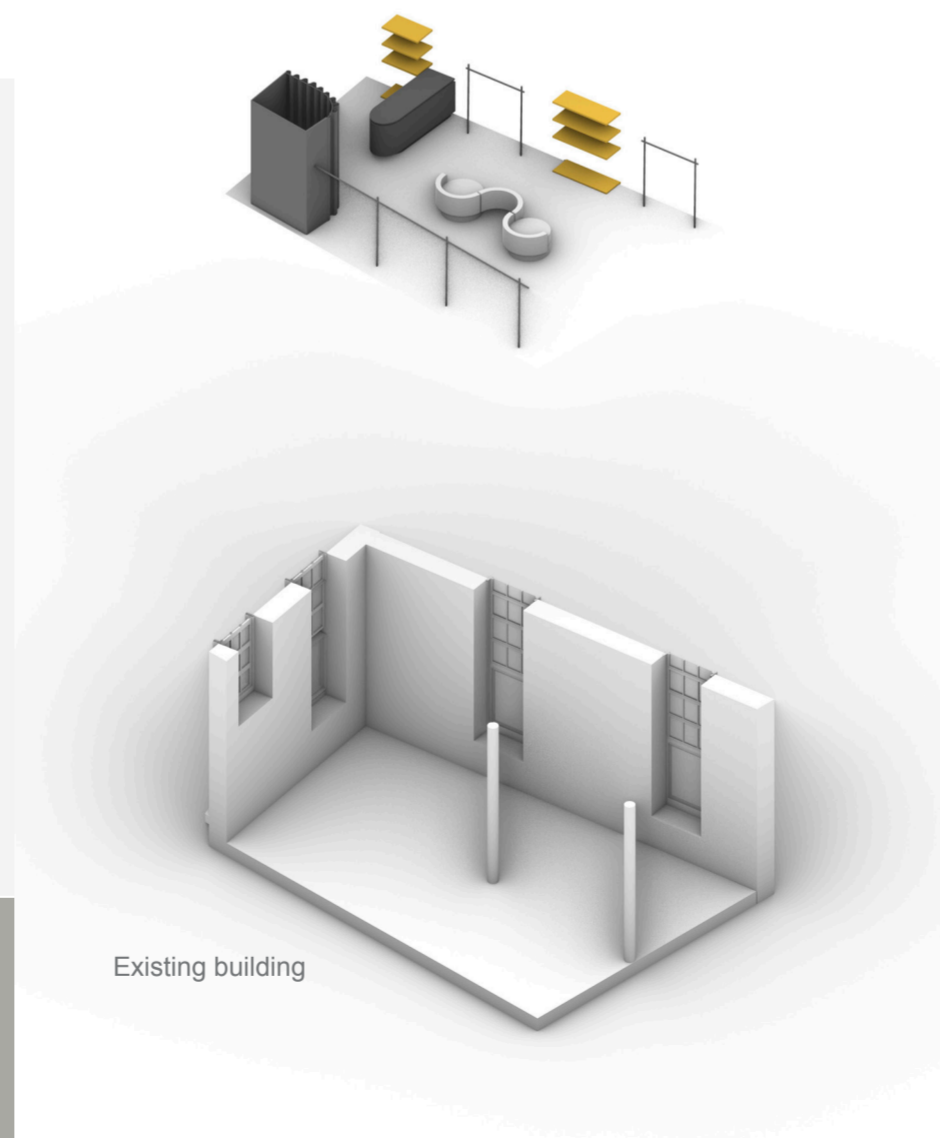
The design development contrasts the original brick architecture with new, lightweight interventions like bio-resin wall covering panels and suspended displays.



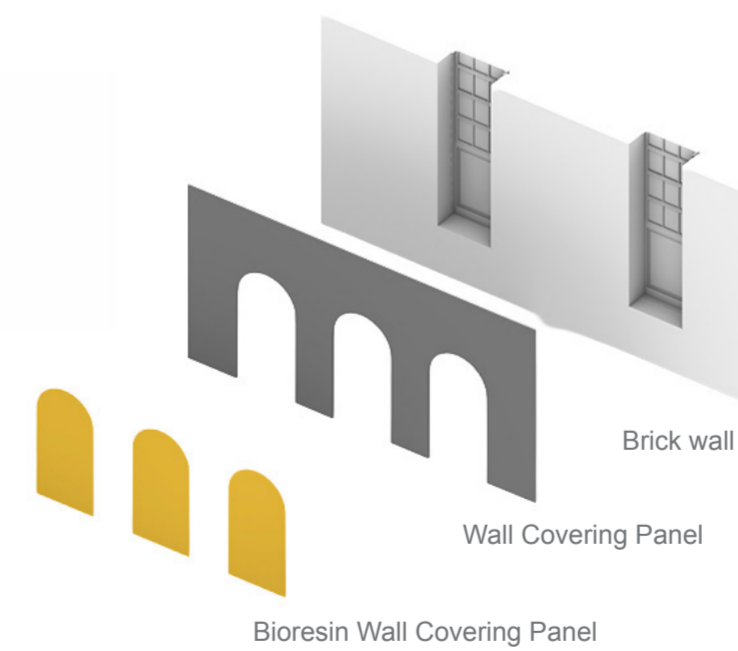
Kinetic Veil Assembly

Freestanding Joinery

The Veil (The Blades)



Existing building



Brick wall

Wall Covering Panel

Bioresin Wall Covering Panel

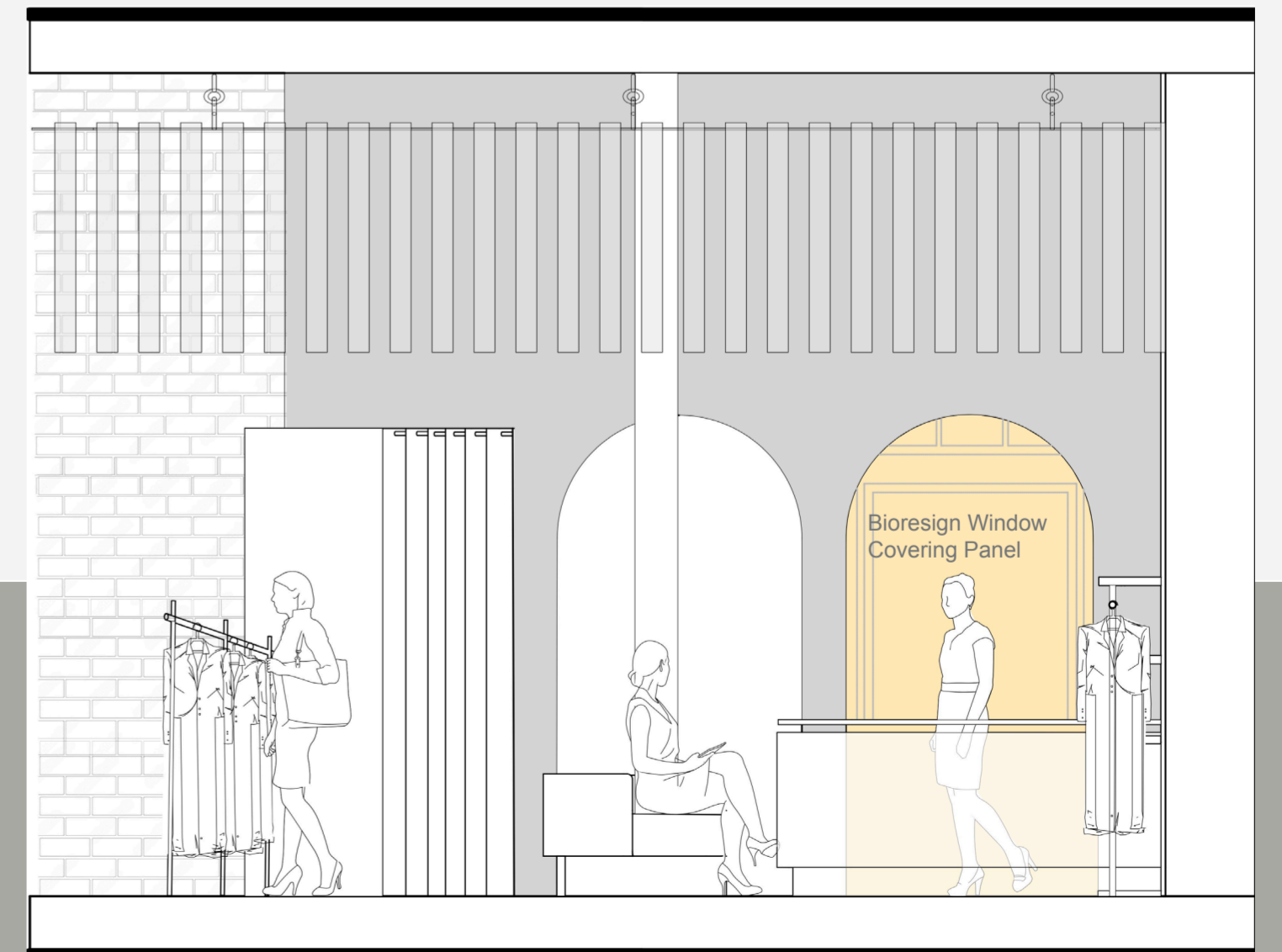
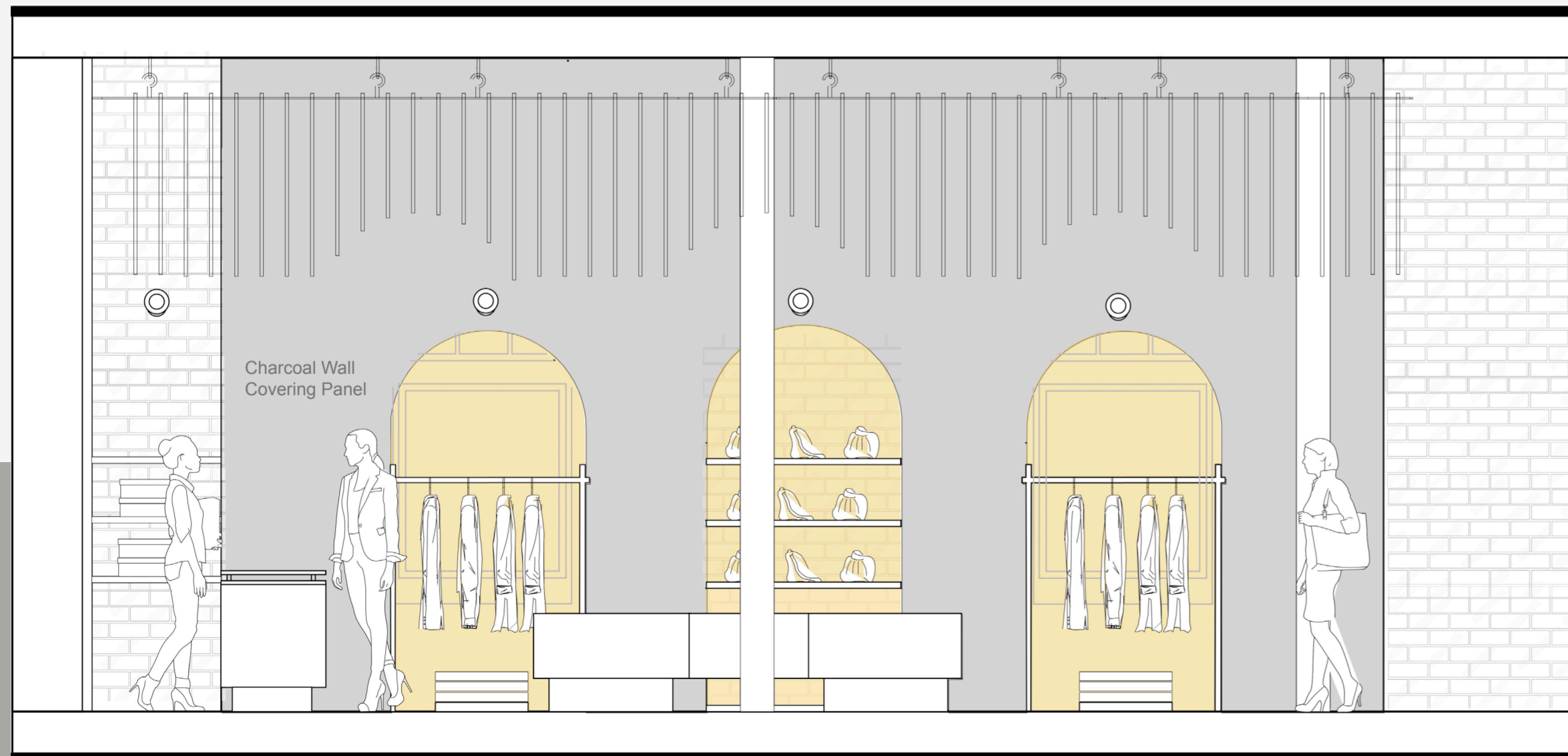
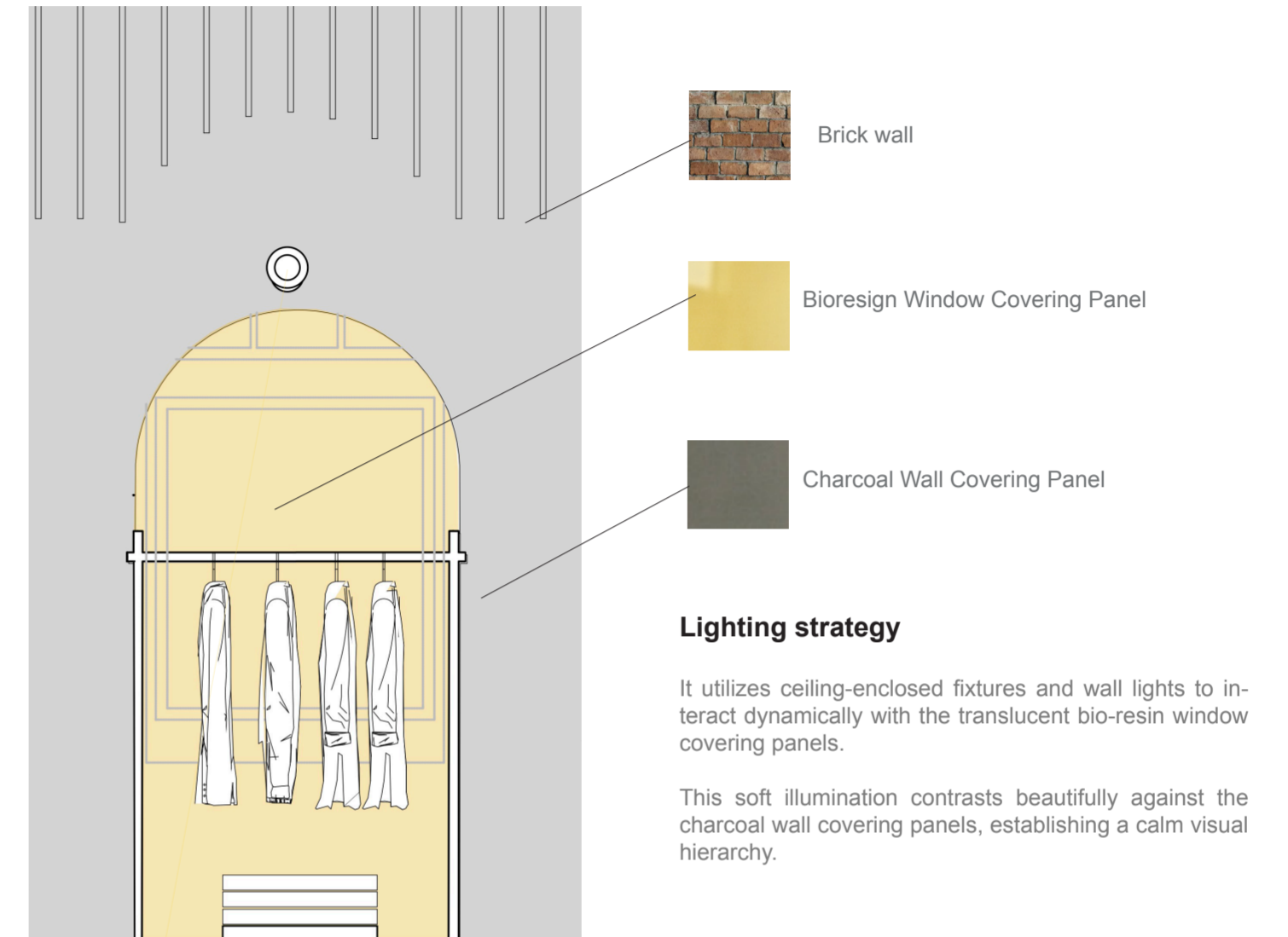
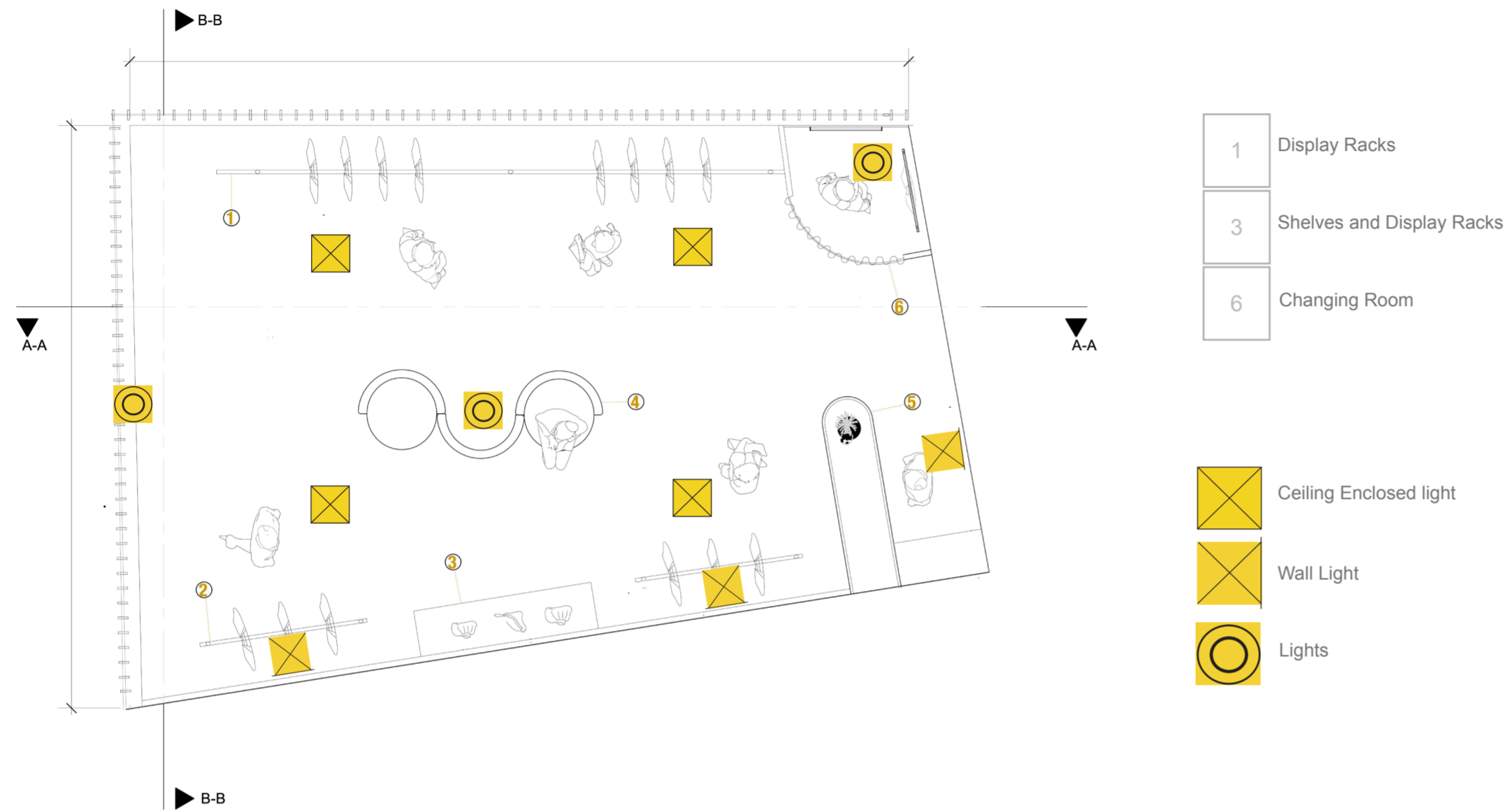


Floating garments, Free Hanging uspended Retail Canopy System: A modular tension-based assembly creating a permeable spatial boundary.

Exploded view illustrating the separation between the existing brick shell and the newly inserted, lightweight retail architecture.

A tactical buildup of charcoal, mirror, and bio-resin designed to maximize light diffusion and spatial depth.

# SPATIAL & LIGHTING RESOLUTION





**Bioresin Development Process**

The custom material palette is defined by bio-resin panels that are put together in layers, ranging from transparent yellow to terrazzo-like textures. These sustainable material explorations sit perfectly against light charcoal and grey finishes, grounding the weightless aesthetic in physical craftsmanship.

