

# LOCAL THREADS

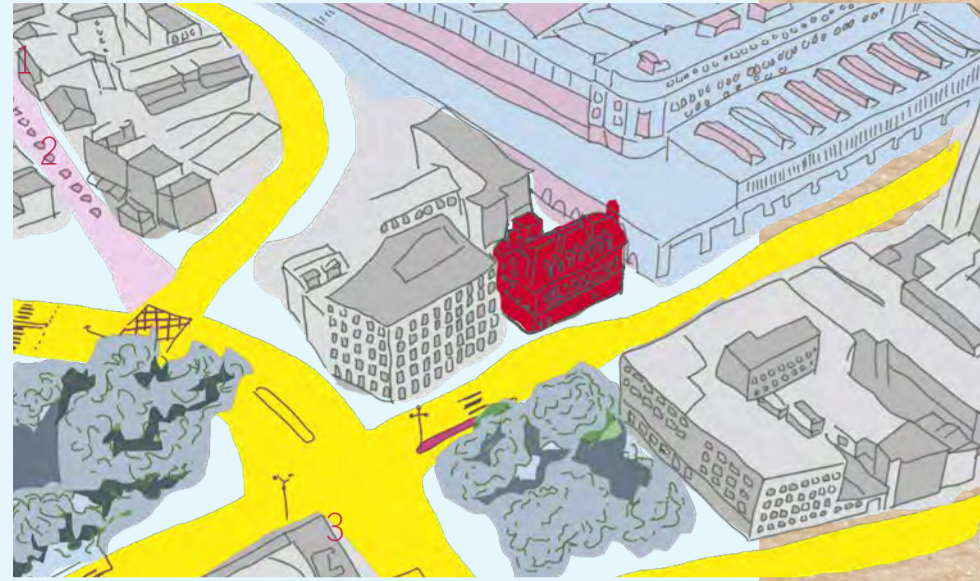
A self sustained incubator and community space for Lambeth based fashion enthusiasts.

Located in Waterloo, this historic site has undergone a transformation... dedicated to engaging the local community, and addressing concerns about sustainability of fashion and gentrification of the local area. 'Local Threads,' is a dynamic fashion incubator designed to support local fashion creatives in launching their brands, however, this project also aims to foster community involvement through public retail and hospitality areas. Spaces range from the lively workshops in the retail area, which respond to consumers changing shopping trends, to the inviting Ruche café and Runway Lounge, which explore hospitality in different ways with unique secondary attractions. For those in the incubator scheme, there are three additional floors. These floors house production workshops, personal making spaces, and a business floor where corporate responsibility is explored. This hybrid typology of space means a wider range of people shall be drawn in, this is key for a successful high-street space of the future.



# EXISTING LOCAL CREATIVE OUTLETS

The importance of providing opportunities to all

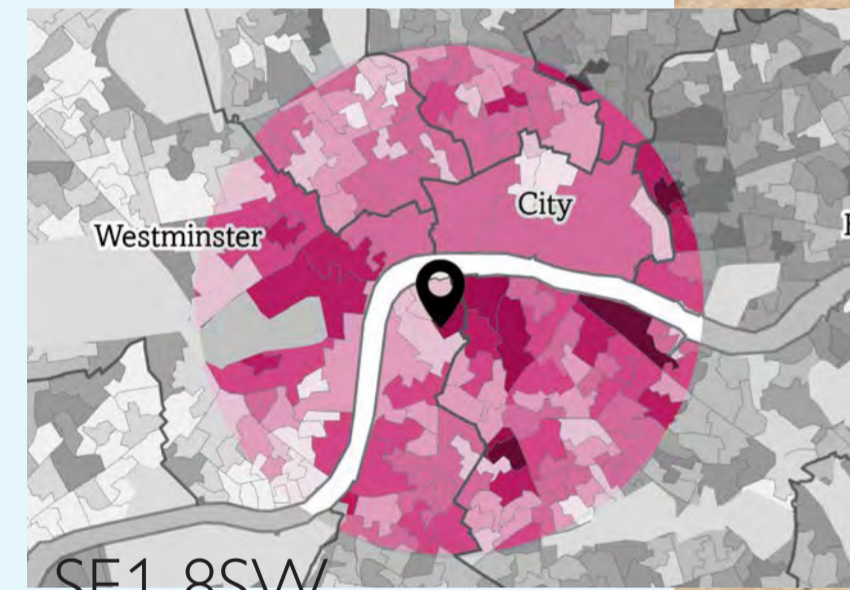
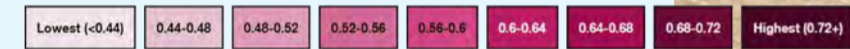


- 1 - Leak Street Graffiti tunnels
  - 2- Lower marsh food market
  - 3- The Old Vic
  - 4 - Royal Festival Hall / SouthBank centre
- These nearby spaces provide opportunities for those within the visual arts, performing arts and those in the culinary world.

# GENTRIFICATION

The importance of producing a community centred space.

**GENTRIFICATION:** 'the process whereby the character of a poor urban area is changed by wealthier people moving in, improving housing, and attracting new businesses, often displacing current inhabitants in the process'



# THE COST OF FAST FASHION

The importance of producing a sustainable fashion environment

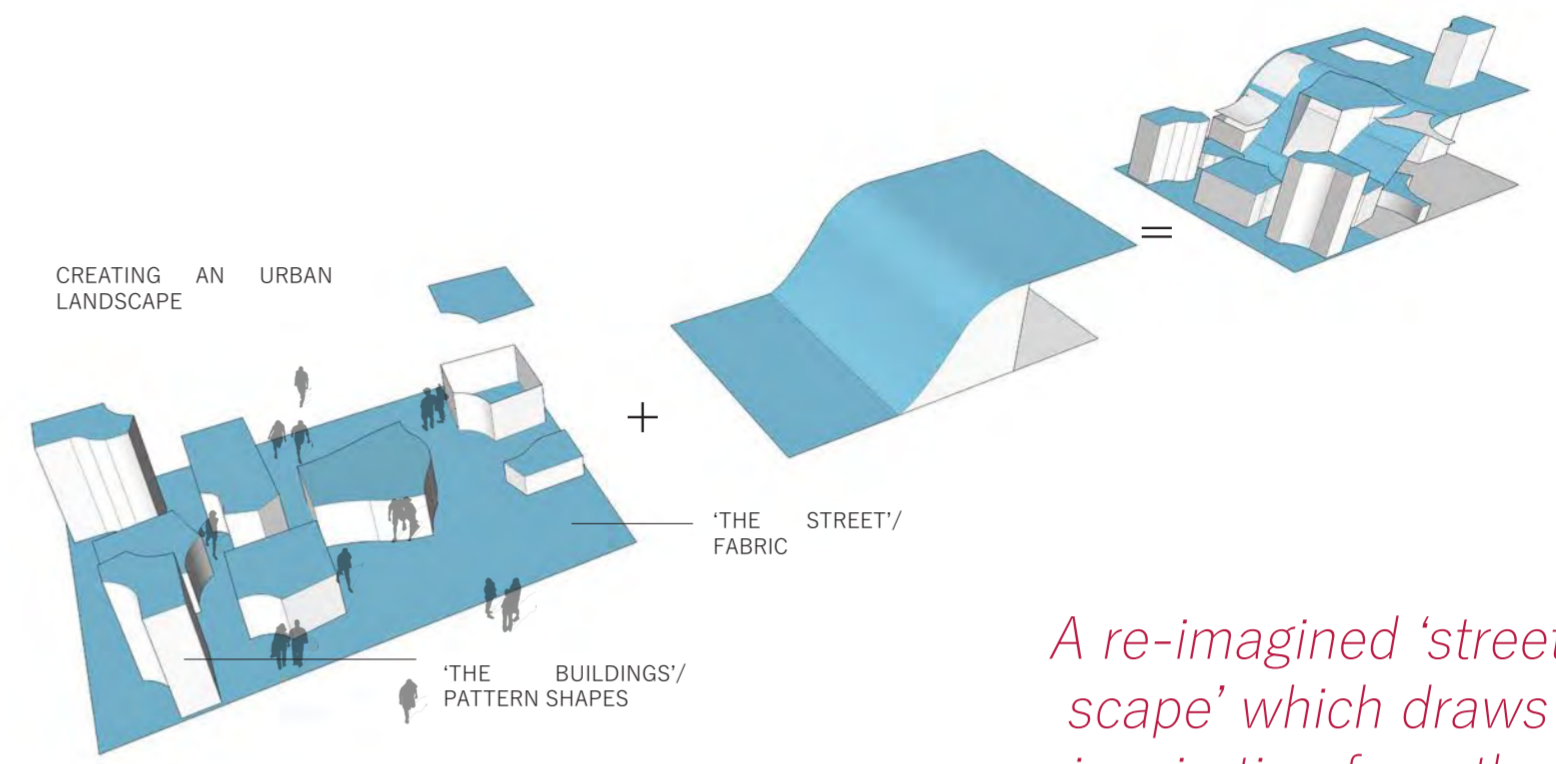
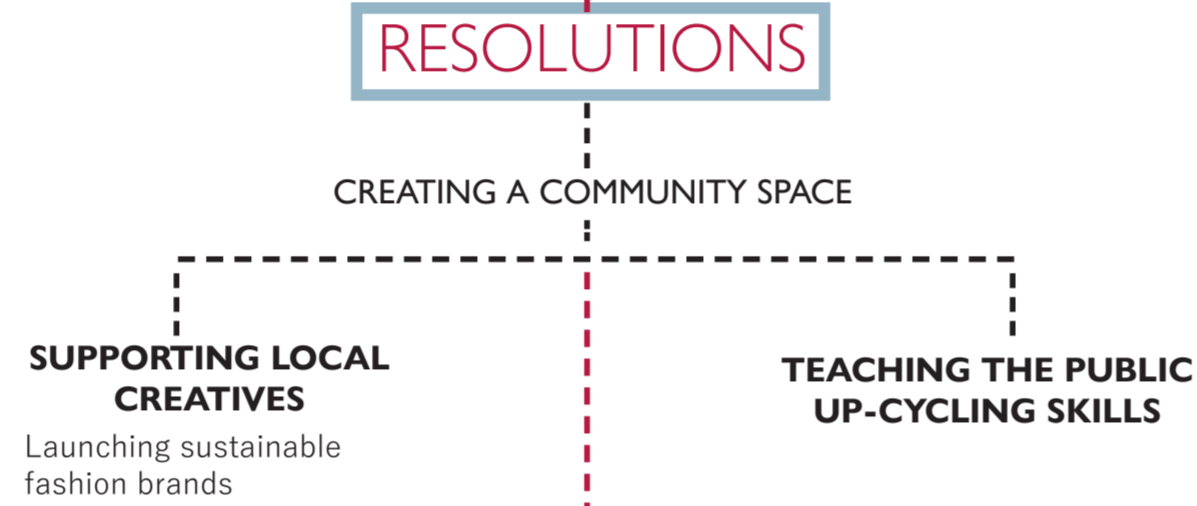
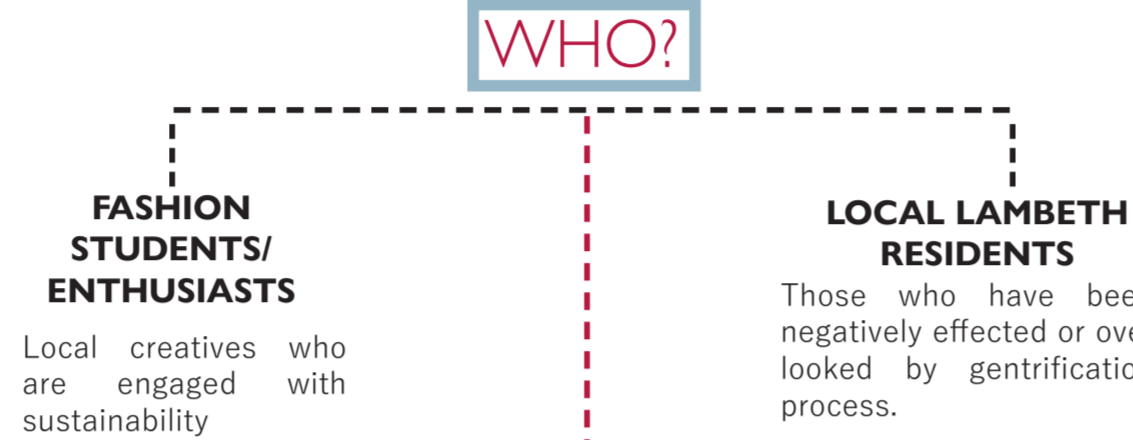
The value of clothing that goes into land fill each year...

£140m

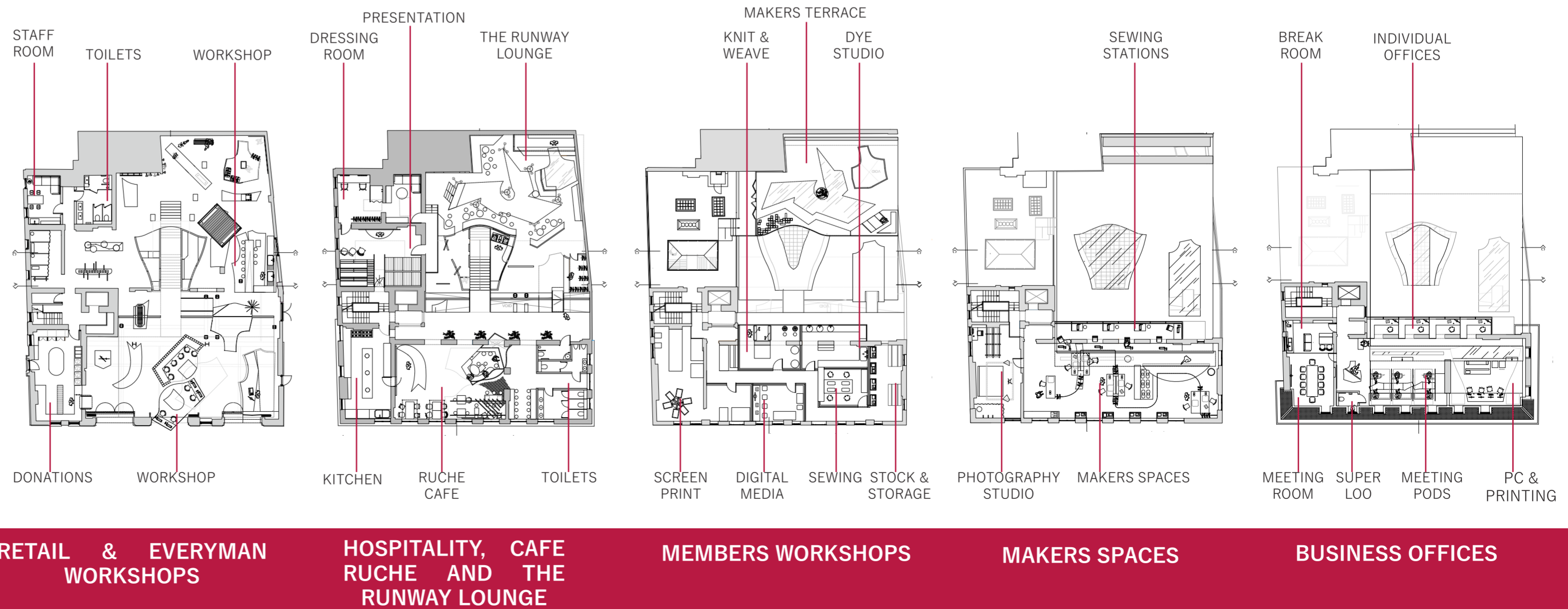
The sales on Depop market place where the majority of clothing is customised, up cycled or reconstructed has risen by ...

65%<sup>^</sup>

...since 2019



A re-imagined 'street scape' which draws inspiration from the garment making art of pattern cutting...



# RE-IMAGINED RETAIL - IMMERSED IN CREATIVITY

ADDRESSING THE COST OF LIVING AND CLIMATE CRISIS WHILST SERVING THE GROWING CONSUMER TRENDS SURROUNDING PERSONALISATION AND INTERACTIVITY WITHIN RETAIL.

This retail floor houses two workshop spaces, open to the general public for educative classes on various up-cycling and garment making skills. This means customers can learn how to extend the life of their wardrobes, which is of-course at a financial benefit to themselves, as well as having a much further reaching sustainable impact. These spaces reveal a behind the scenes feel, engaging the shoppers with the journey each individual clothing item undergoes. Finally, perhaps as a result of our ever increasing individualistic society there has been a distinct movement towards customers desires to 'leave their mark' on products bought, these workshops allow this to be actualised as individuals can personalise their buys or make their own garments, inspired by the world of creativity which surrounds them.



PAINT AND PRINT PAINT AND PRINT  
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The Lambeth public are able to either donate or up-cycle their unwanted clothing, alternatively they buy from the various concessions throughout the retail space, they concession sell up-cycled and sustainably produced clothing made by each Local threads Incubator member. This variety of options ensure a guilt free shopping experience which celebrates local creativity, and the growing popularity of garment making hobbies.

You can also see a distinct urban street style throughout the space aim to fuel the sense of a London centric and welcoming community space.

## PRINT AND PAINT

All garments that have been up-cycled through the process of printing and painting are displayed here also side the dye and print workshop, the display design around the visual street representation of these methods news paper clad windows and graffiti art.



## EMBEDDED WORKSHOP

This vantage point truly depicts how embedded and immersed the workshops are within the retail area, no barriers restricting public interaction, customers are able to see members working and interact with workshop classes themselves, this boundless character speaks to the community 'open to all' values of the space.



## PATTERN FORMS

Another example of how the pattern cutting pieces interact with the space can be seen in the print and paint area, the wooden template lies on the floor having punctured a void through to the above bar area, connecting the spaces vertically and emotionally as the methods mastered in these up-cycled clothes make their way up to the runway shows above.



# HOSPITALITY WITH A DIFFERENCE - VARIED ATTRACTIONS & COMMUNITY-CENTRIC



## RETAIL AND .... HOSPITALITY

Blended commercial spaces offer multiple attractions to draw people in. With online shopping experiencing a dramatic increase over the last decade this space aims to offer leisure experiences beyond retail alone, whilst the workshops offers a unique activity to engage with ,these two hospitality spaces are a very valuable extension of this. Retail experiences especially in London can often be a destination trip, set aside as a day out, the addition of these spaces means every need is served. The Ruche Cafe is a daytime destination, offering a local space to come together and connect over their shared interest of garment making and fashion. It is more relaxed in nature with areas where customers can work or relax.

The Runway Lounge however, is a space that comes to life at night. With a bar and DJ booth this location is perfect for late night drinks and socialising. However, this spaces takes it a step further as it can host runway shows with its central pop-up runway, meaning members of the public and possible business connections can come to the members new clothing launches and experience fashion in a way many do not. This shall prove runway fashion can be stunning and sustainable. For when shows aren't taking place there will be exhibition style display presenting the members current innovative creations, meaning there is always something new to be seen. There is one final public space on this floor and that is the presentation space, more likely somewhere guest shall go after becoming familiar with Local Threads, this area is home to various educatory talks and classes within the realm of up-cycling, circular economy and fast fashion, arming the community with knowledge.



The Runway Lounge - pop-up fashion shows - late night venue - exhibition of key pieces



Ruche cafe - daytime venue - casual - meet and socialise - urban - youthful



SECTION BB

# A COHESIVE ENTITY PROVIDING EVERY REQUIRED FACILITY IN ONE LOCATION



To ensure all the needs of this space are served in one location a business floor can be found on the 4th level of this building. This space deals with corporate social responsibility, a necessity now more than ever, every brand that wishes to be successful needs to have a clear core of ethical and sustainable practice. There is a need for transparency of these efforts demanded by consumers, having it on site and so connected to the rest of the space is key.



Here you can see the makers spaces, each with their large personal desk space and separate sewing machine along the rear extension. Lighting is key when using a sewing machine as attention to detail is essential, hence why the machines are in the glass encased area. This shall mean that artificial lighting can be kept to a minimum, reducing the cost financially and improving the sustainability. The makers spaces are individual but still extremely social, this is important in how people wish to work now, an extreme push back on the 'work from home' ways enforced by covid-19, this space nurtures shared creativity and a sense of community. This is even more important as the members are all creating brands and a sense of support, over competition should be felt.



The production workshops, packed full of an array of garment making equipment, these machines are powered by solar panels on the rear of the building which capture the mid day sun, as well as water collection tanks, which are particularly useful for the dye lab and screen printing space. It is essential to offset the negative impacts of any methods used to create the garments. Away from the workshops you can see a indoor/ outdoor terrace, this is for the members use only. The addition of this area helps contribute to WELL building standards as it provides a clam, light, open, airy retreat away from any noise for members to go and wind down during or after a hard day of work, this attention to mental well-being is key for workplaces of the future.



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