



Visual showing Retail and Listening space, where customers come to shop but also are welcome to listen into live literature. Focusing on social interaction whilst in a retail element.



Visual showing reception centre, encouraging a hybrid multi functional space where customers can gain information and purchase items or a coffee.

# EACH × OTHER



Is a future Scenario towards a better retail solution which is enabling consumers to have access to hybrid spaces across Manchester.

Each Other x Commonword on Swan Street is a retail space that also offers opportunities for social interactions, harmoniously incorporating the ethos of both brands. Visitors can experience live literature events and workshops. With these structured activities, the space provides a community hub which welcomes everyone to contribute and celebrate creativity.

As a continuation of this concept, Each Other Workshop on Oldham Street is a niche space offering workshops that give a new life to unworn or old items of clothing by embroidering or printing poetry onto them.

## THE JOURNEY:

The journey starts at 55-57 Oldham street.



Enter the space and is greeted with a reception space that offers a small coffee point, information space also point of sale.



The customer has access to the retail space which offers donated items from previous workshops and blank items.



Joining the workshop allows people to print or embroider text on clothing items.



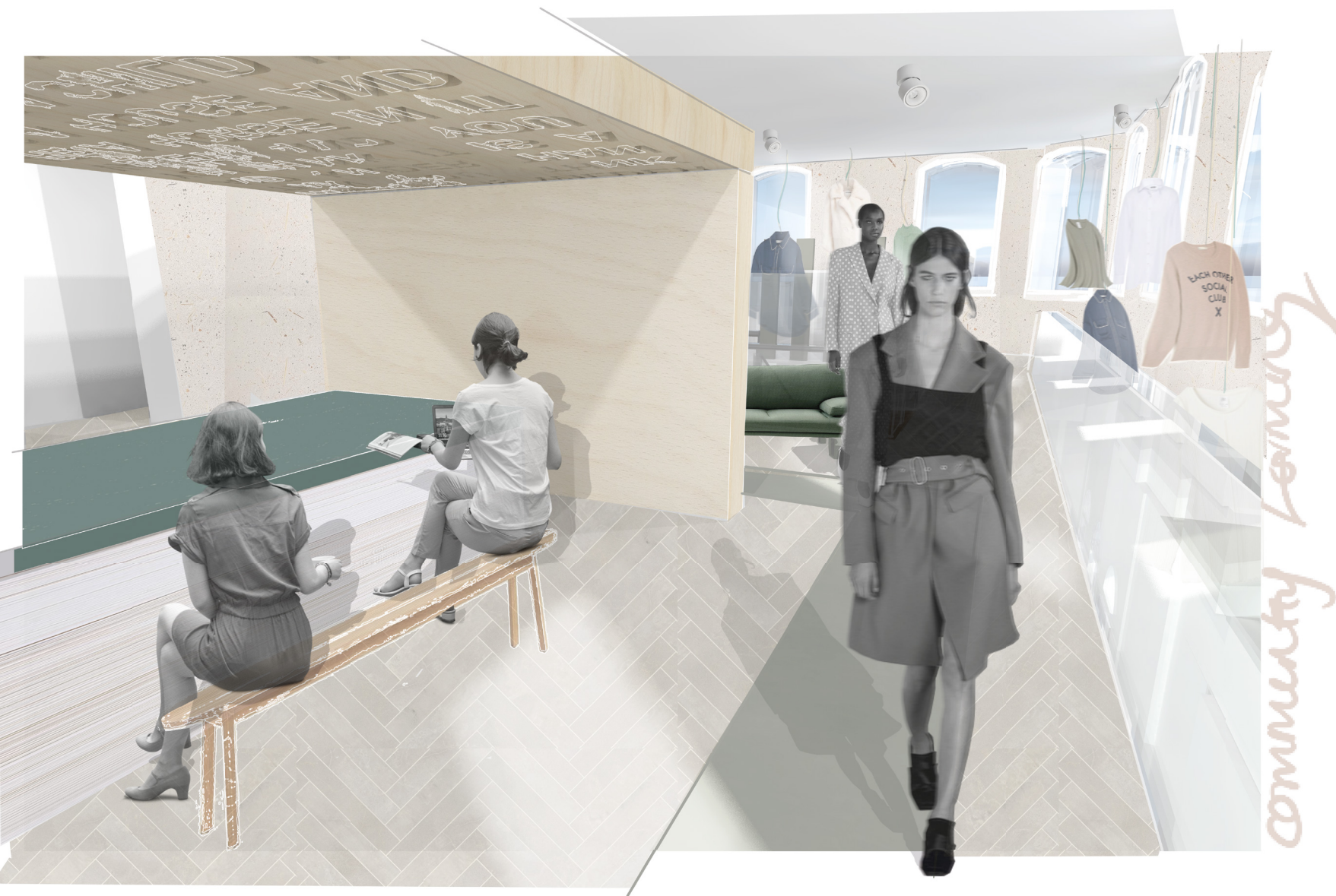
Then the journey continues into 27 Swan Street where customers can get involved in live events and Each Other's retail space.

multifunctional space





Visual showing Retail and Listening space, where customers come to shop but also are welcome to listen into live literature. Focusing on retail and creating access to the brand.



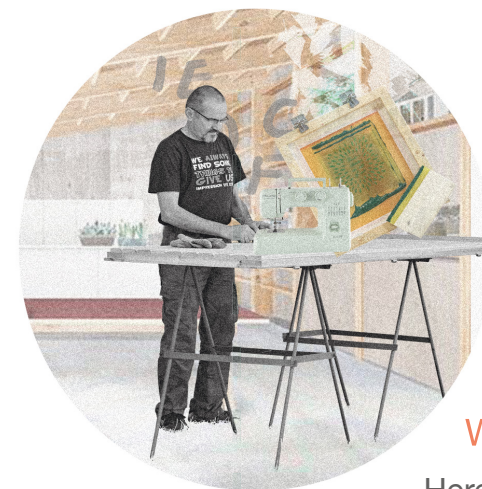
Visual showing workshop space where people can join a workshop or just gain knowledge of literature. It encourages skill building and community interactions.

27 Swan Street



### WRITING

The visitors can learn how to write poetry and improve on writing skills. And even book into a live poetry night.



### WORD CRAFTING

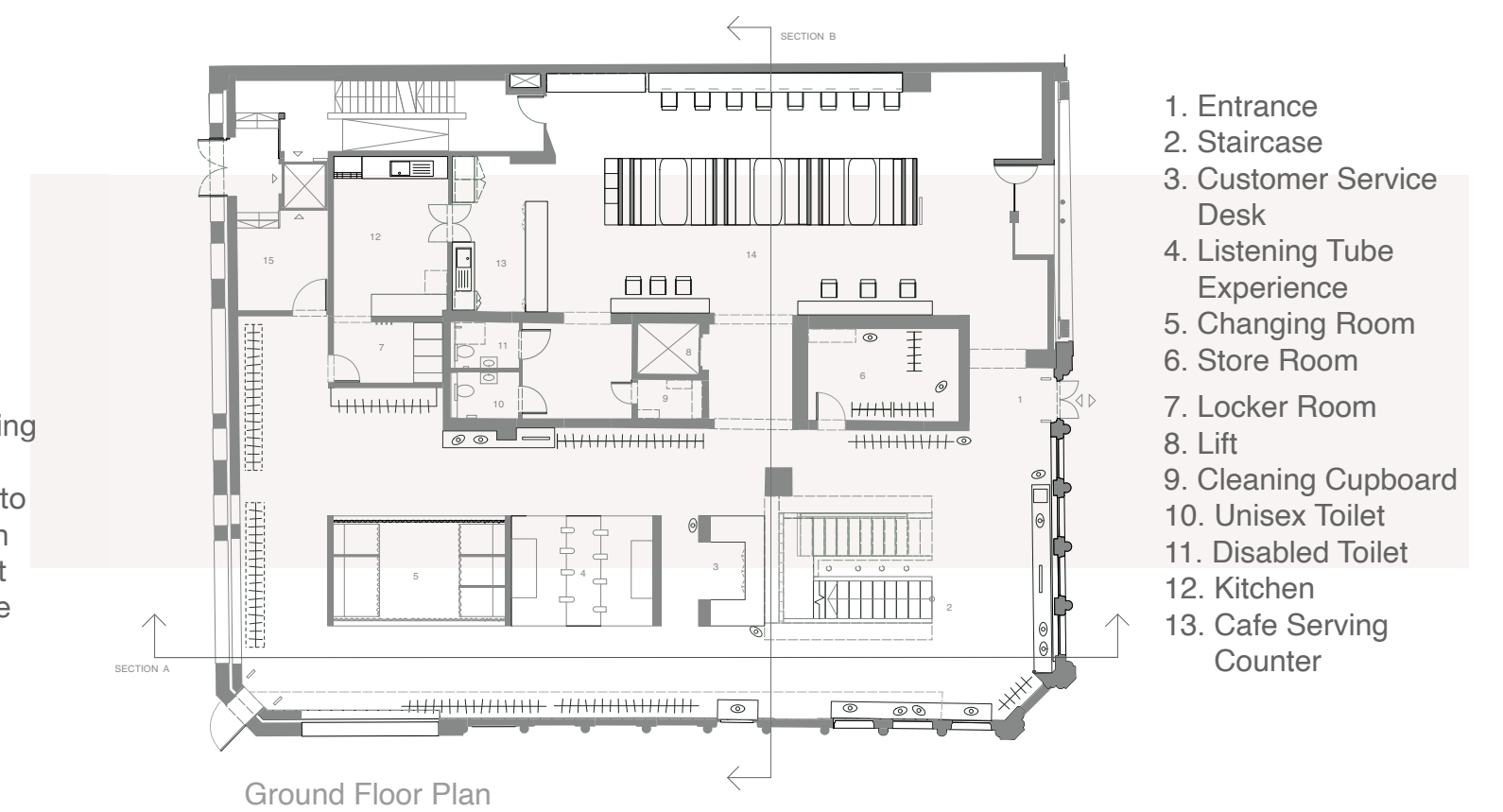
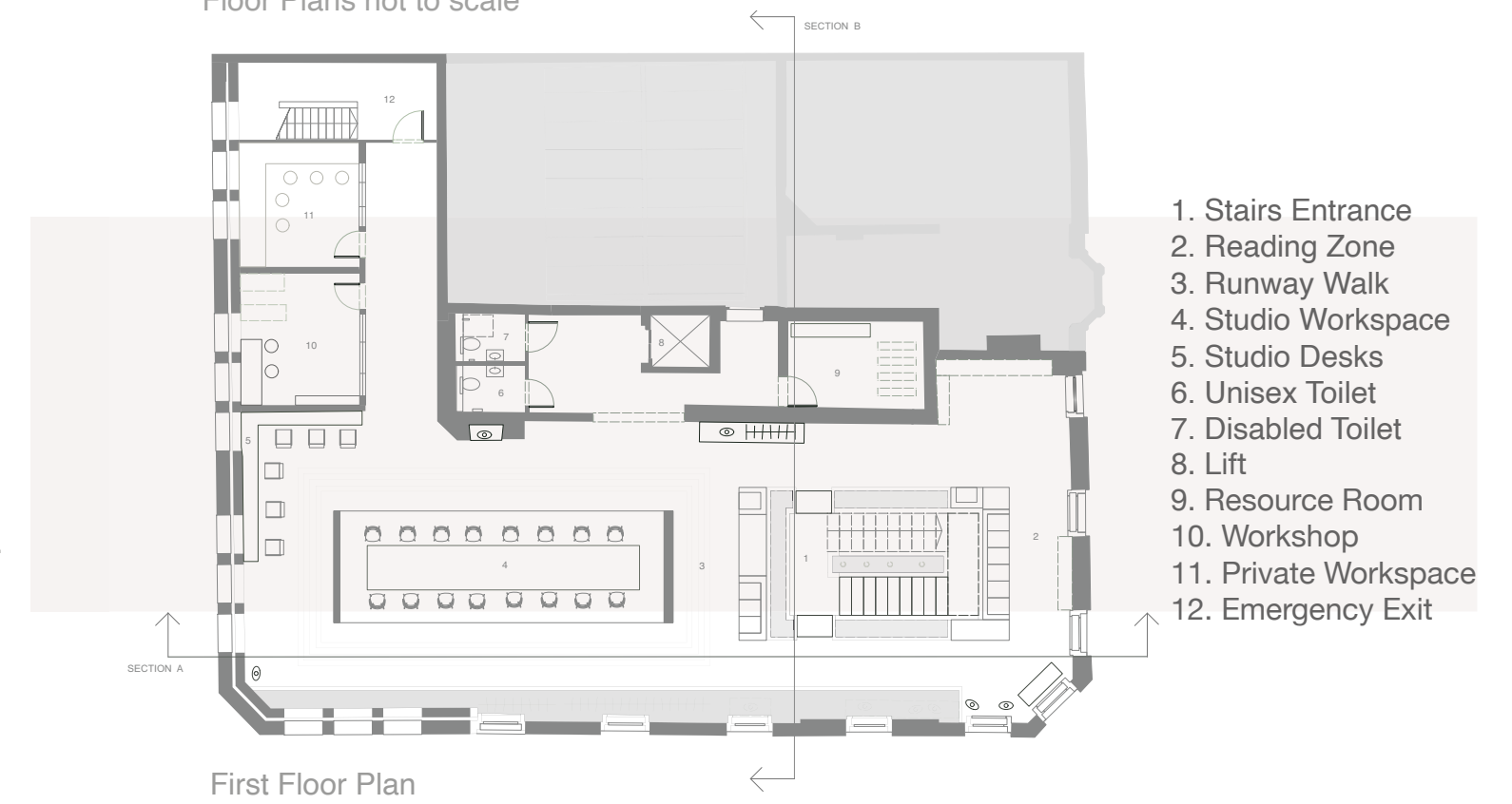
Here they can physically embroider or print their writing on an old piece of clothing they bring. The main aim is to help people see that fashion can be multi disciplinary but also can be a way to recycle old clothing.



### PRODUCT

In the end the visitor ends up with a piece of their own clothing with their own literature on.

Floor plans for Each Other x Commonword  
Floor Plans not to scale



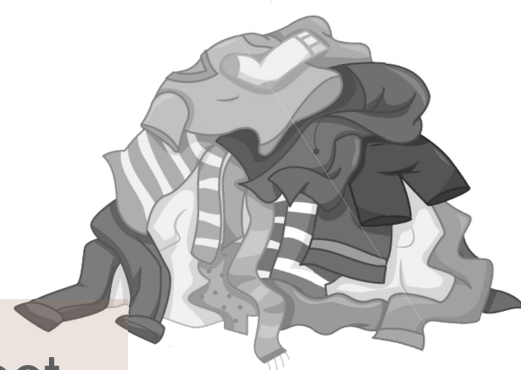




Visual showing workshop space where people can join a workshop and form new skills and give a new life to items of clothing

slow fashion

80%  
OF OUR CLOTHES  
THAT WE OWN GO  
UNWORN

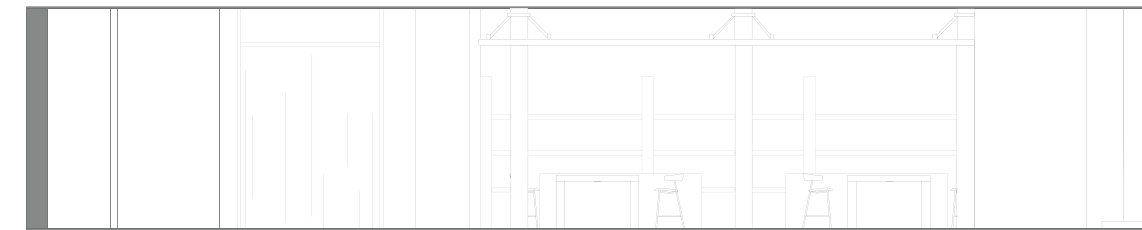


350, 000 TONNES,  
THATS AROUND  
£140 MILLION  
WORTH OF USED  
BUT STILL  
WEARABLE  
CLOTHING GOES  
TO LANDFILL IN  
THE UK EVERY  
YEAR

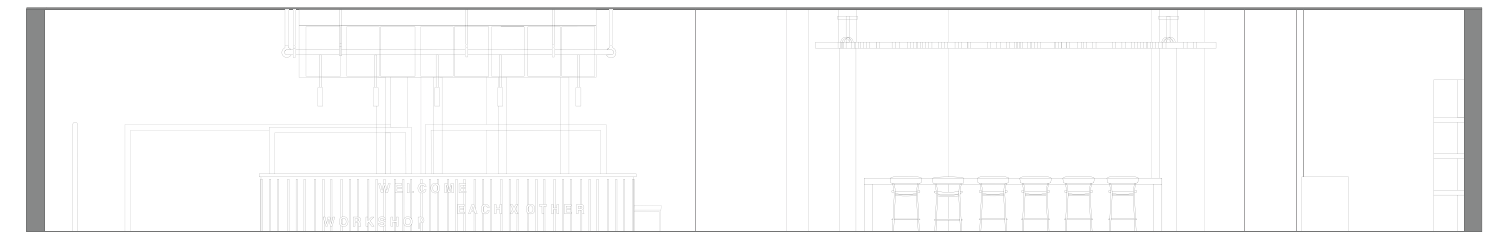


55 - 57 Oldham street

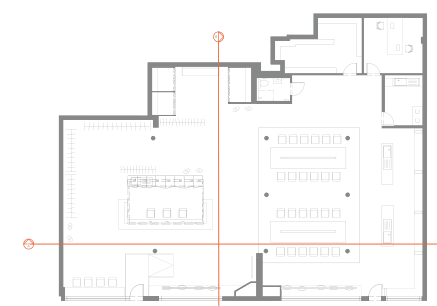
Sections for Each Other x Commonword workshop  
Sections not to scale



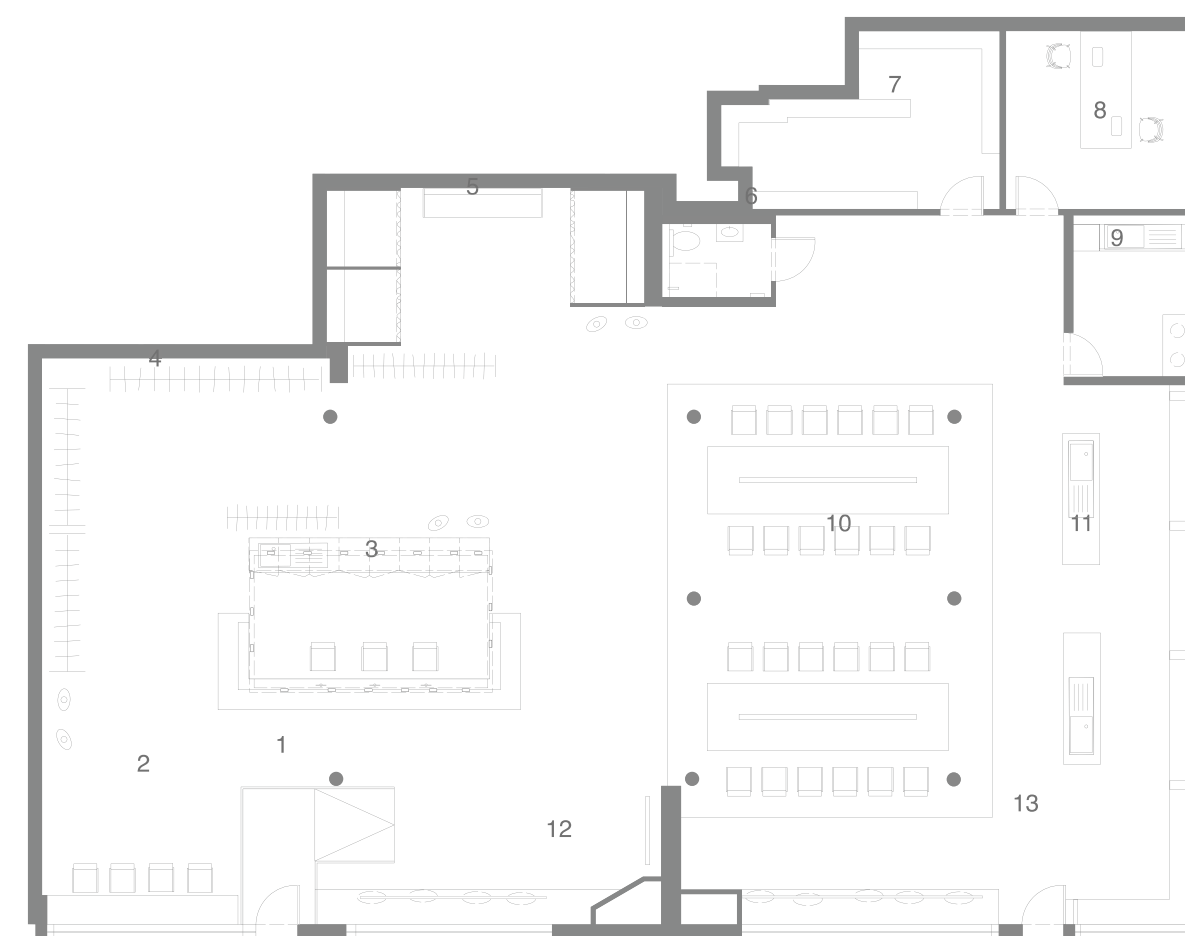
SECTION B  
Scale: 1:50



SECTION A  
Scale: 1:50



PLAN  
Scale: 1:200



1. Entrance
2. Small seating area
3. Reception / small kitchen  
Zone and point of sale counter
4. Retail space
5. Changing rooms
6. Accessible toilet
7. Extra Storage
8. Sewing rooms
9. Dark room
10. Workshop space
11. Sinks and shelving space
12. Window display
13. Exit

Floor plans for Each Other x Commonword workshop  
Floor Plans not to scale