

close the Loop

What is Loop?

Loop is a multi purpose venue with an immersive Exhibition, clothes Workshop and retail space with the combined aim of being the future of retail by combating textile waste through changing consumption habits and educating about fast fashion.

Loop is about changing peoples perception through showing that retail design can be changed to meet enviromental needs.

This is a futuristic shop and the will be the way near future generations will shop.

About Loop

Loops mission is informed by The United Nations Sustainability Goal 12. Overconsumption of clothes is leading to excessive textile waste, with the fashion Industry being the second largest contributor of carbon emissions. Overconsumption is fuelled by the hunger for constant newness and increasingly rapid Changing trends, with fast fashion leading these behaviours.

Circular economy eliminates waste and circulates products. Breaking the cycle of linear economy to a circular economy in the ownership of clothes is Loop's aim. Through the workshop providing a space to alter and re-invent existing clothes. The retail space is a hub for clothes rental companies and clothes re-sale companies to locate in.

Exposing and educating consumers of their impact on the environment when over-consuming is the way Loop aims to trigger change in peoples mindset and consumption habits. Additionally making other options for fashion consumption more accessible, helping to close the textile waste loop and create a more circular fashion industry.

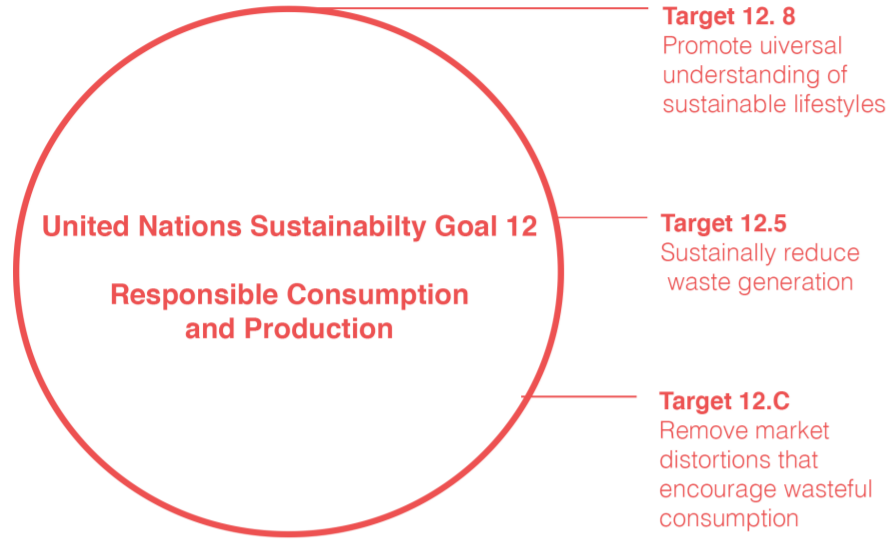


Future of Retail

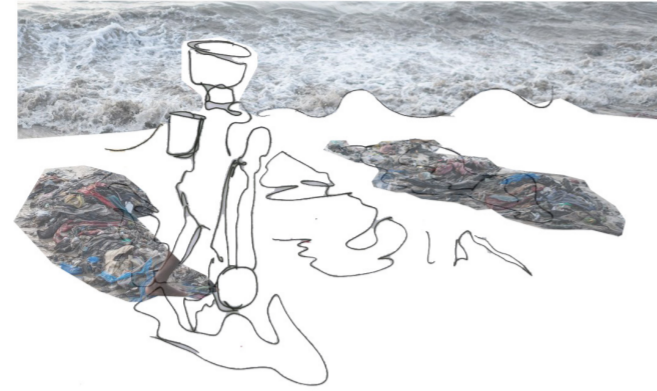
" ITS ONLY ONE CHEAP T-SHIRT " SAID 8 BILLION PEOPLE

How is the future of Retail Changing?

The future of retail is changing from high street shops and constant purchasing. To re-wearing and re-using clothes, as well as renting clothes with the rise of rental companies.



These goals have inspired the brief for Loop and influenced its mission. Referring to them to combine a space that promotes and works in changing people's future behaviours.



Initial sketches from photos of textile waste.



CONSUMPTION

Consumption of resources in the Production of clothing is one of the major problems of the fashion industry. The excessive resources it takes to produce and the shortened life cycle of clothes is unsustainable for the environment. With clothing manufacturer and sales in the UK being the fourth largest pressure on our natural resources. The average person buys 60% more clothing than 15 years ago but only keep them for half as long.

The fashion industry is the second largest contributor to carbon Emissions.

Buying 1 cotton t-shirt produces the equal amount of emission as driving 35 miles in a car.

Visual of view from cafe into the internal void of the exhibition. Spiral staircase designed to create slow descent for reflection on exhibition



TEXTILE WASTE

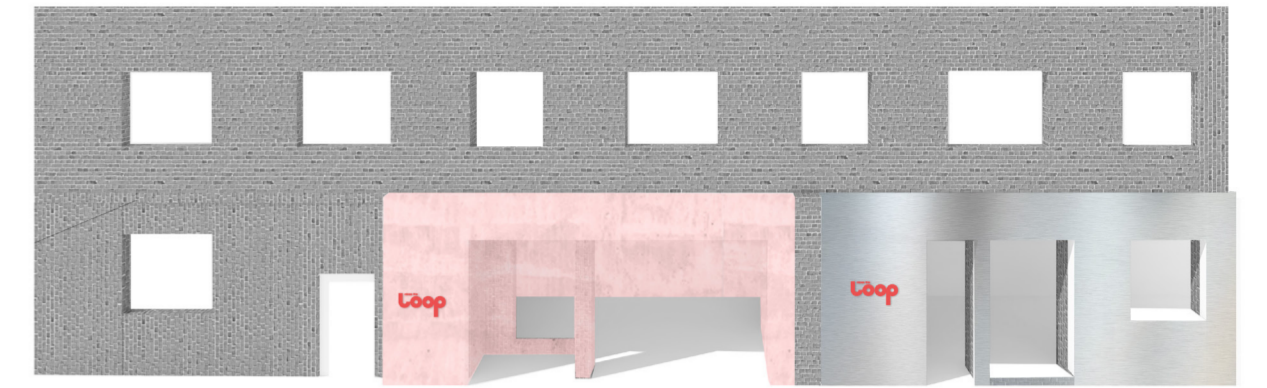
Textile waste is an environmental issue that is caused from discarding and excessive consumption of clothes. 300,000 tonnes of textile waste ends up in black bin bags every year. It is something we all contribute to through our shopping habits. The impacts are often overlooked as they are masked and off-shored to other locations. Textile waste contributes more to climate change than aviation and shipping combined. These other industries are exposed and shamed for being impactful.

Loop wants to bring textile waste to people's attention.

“All industries sins are kept behind closed doors, in countries far away from our own” (Leach, 2021)

FAST FASHION

Fast Fashion is low priced but stylish clothing that moves rapidly from design to production, taking advantage of current trends. Fast Fashion makes the next big thing accessible at an affordable price, therefore giving the consumer more buying power and satisfying Gen Z's constant need for newness. Retailers that are leaders in this industry are Pretty Little Thing, Shein and Fashion Nova, these all score less than 10% on The Fashion Transparency Index. Fast Fashion produces low quality clothing that has a short life span. The operating model of these companies is increasing the pace of design and production, with collections no longer being seasonal but weekly. This is leading to the masses over-consuming clothes to try and keep up with this pace of styles changing.



Loop is about changing people's behaviour and future consumption habits, done through changing retail design. These protagonists are what Loop is aimed at.



Converted

Archie lives in Ancoats, he is passionate about protecting the environment and tries to be active in it. Through time items of his clothing have been worn through, damaged or he is bored of the style. Renting a flat and the expense of machinery means Archie is unable to repair or alter his clothes. Throwing away or consuming more clothes is not what he wants to do. He is able to go to Loop and use the facilities to repair and restyle his clothes while being shown how by a professional. He believes this is the way he can do his part to reducing textile waste.



Not - converted

Tia regularly shops at fast fashion retailers such as Pretty Little Thing or Boohoo. Wearing items once or twice before making another purchase from these websites, she wants to keep up with the constantly changing trends. She is realising that this is something that is unattainable financially and sustainably. She wants to educate herself to know the impacts of her consuming habits and is looking for alternatives to buying into fast fashion.



Converted

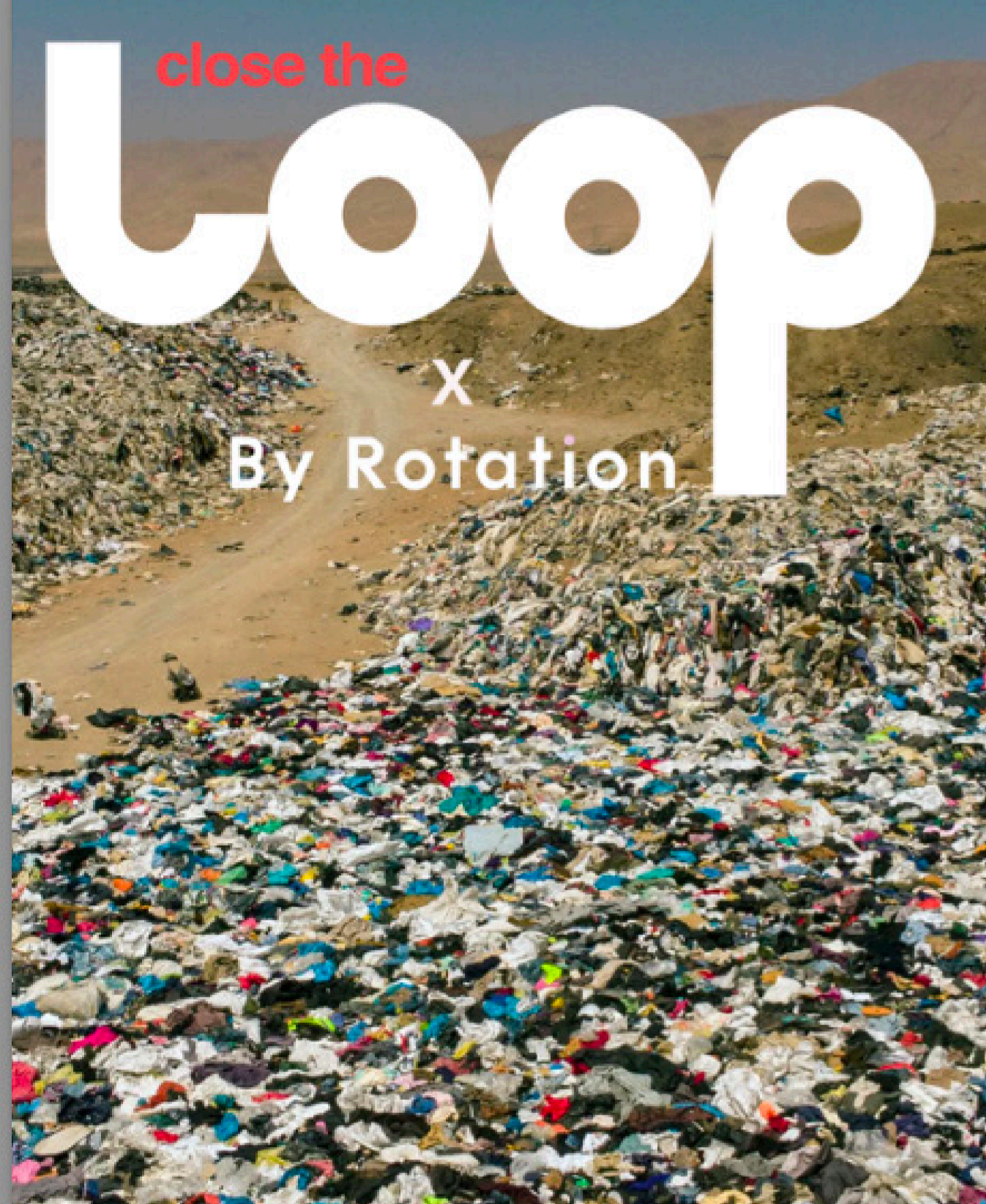
Emily is an employee at a fashion rental company, she works in Marketing. Emily needs to get the business to reach its target audience and try to gain new customers. Looking for a space to house their business, with the same vision that embodies their vision of limiting textile waste is really important for the brand.



Concept visual of effects from textile waste used to inspire installation in exhibition, to encourage people to change perception on over-consuming clothes.

close the Loop

X By Rotation

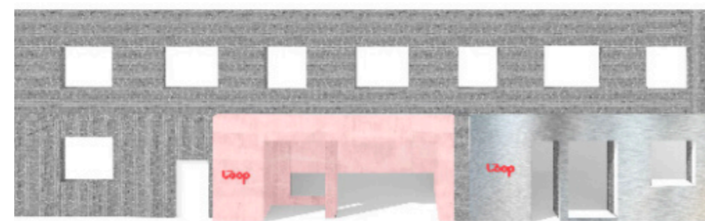


What is Loop X By Rotation?

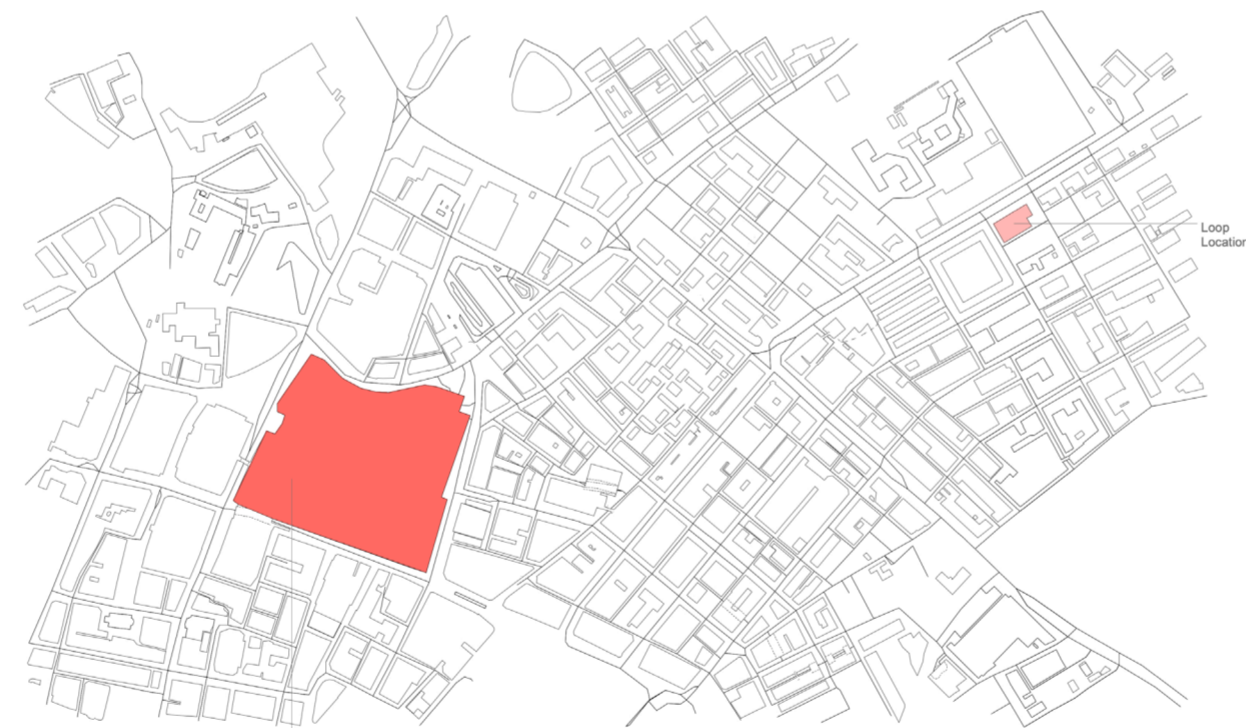
A physical retail station for the online store 'By Rotation'. Loop and By Rotation have the same mission of combating textile waste that is created by over Consumption of clothes.

By Rotation's Selection of clothes will be displayed at the pop up from Different lenders. Customers will be able to come to the pop up try on an item of clothing they are looking to rent. After trying on the item in the changing room the renter can confirm rental on the tablet with the By Rotation App. Returning the Item to the deposit bins at Loop once rental period is over.

“Join the world’s largest shared wardrobe”



She does most of her clothes shopping at fast fashion retailers such as Pretty Little Thing or Bohoo. Alice often wears outfits once or twice before making another purchase from these websites, she wants to keep up with the trends she sees on Instagram. She is realising that this is something that is unattainable financially and sustainably. She wants to educate herself to be more aware she is looking for alternatives to buying into fast fashion and instead something with more longevity.



Pop up Location



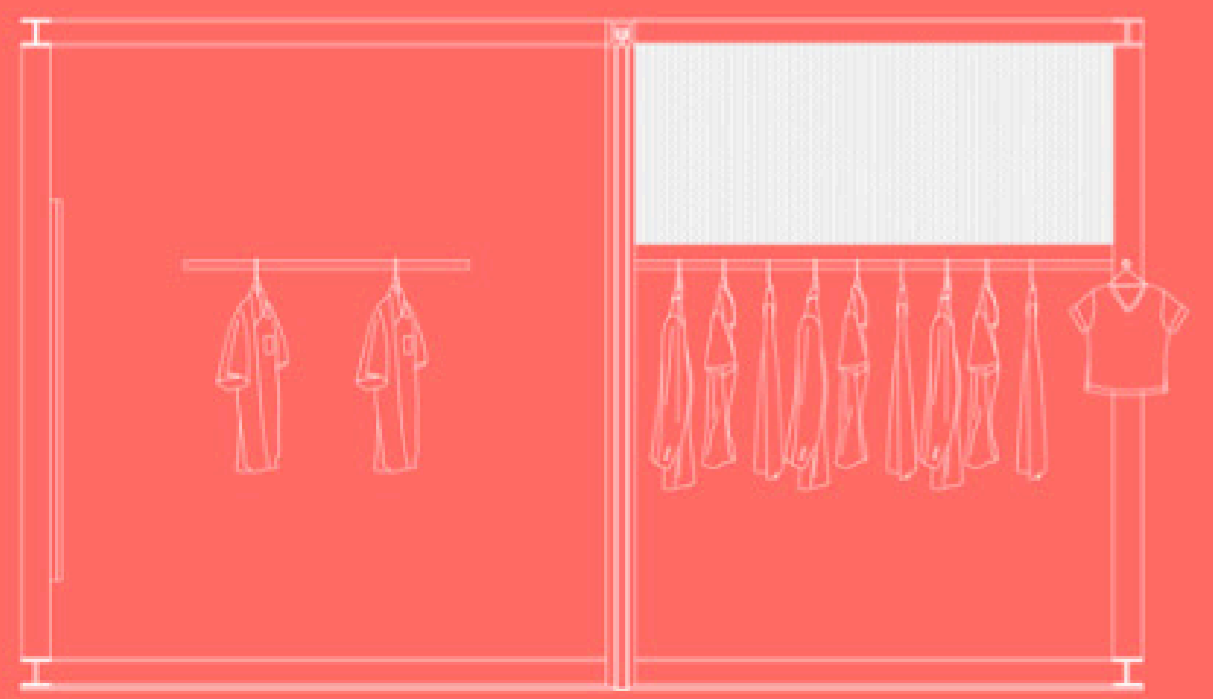
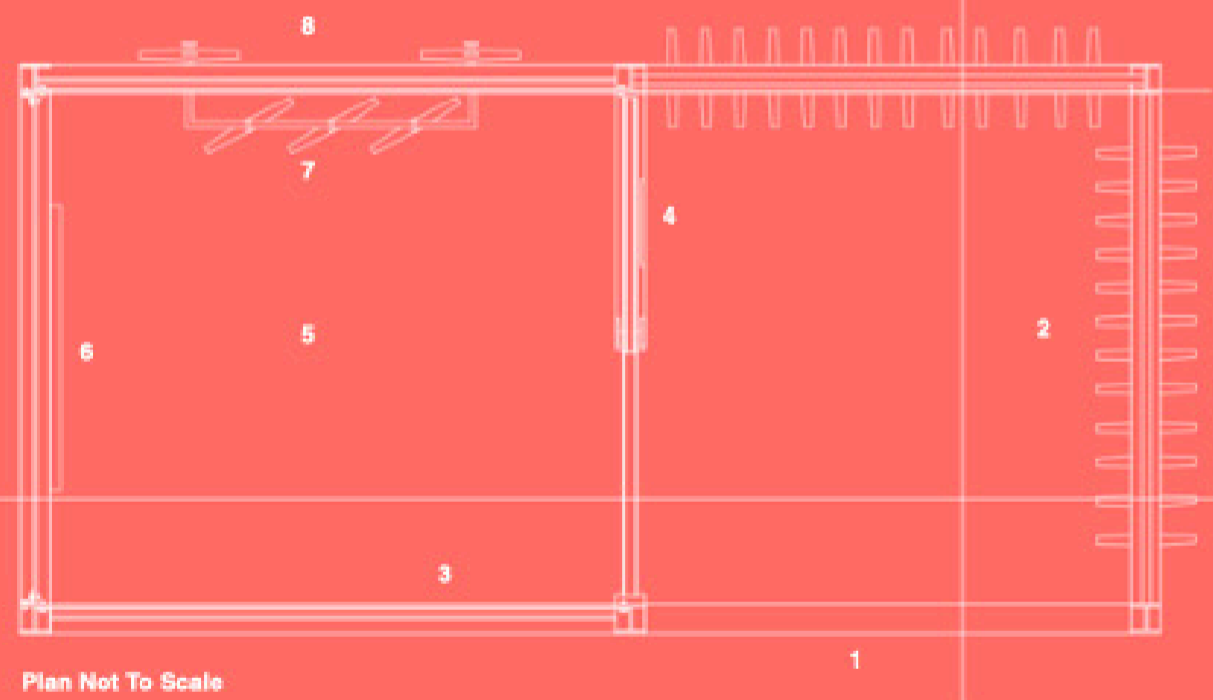
The population of America send 10.5 billion tonnes of clothing to landfill every year.

X 30

That is 30 times as heavy as The Empire State Building.



This pop up is supporting the aim of changing retail spaces with Loop by exposing the idea of this new concept of rental clothes, making it more common way of shopping.



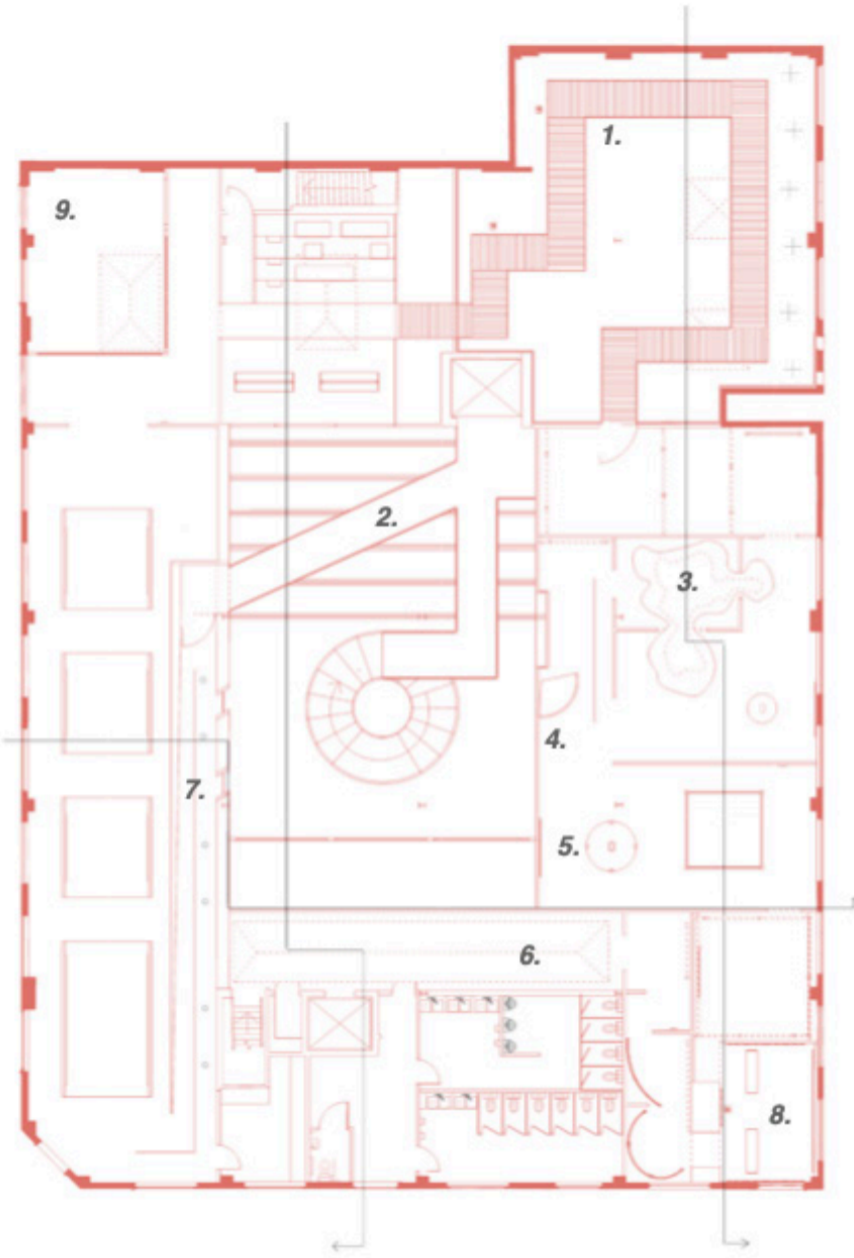
How does By Rotation Work?

How to Lend

- 1. LIST YOUR WARDROBE**
Screenshot of the app showing a list of items for rent with details like category, product type, and price.
- 2. APPROVE RENTAL REQUESTS**
Screenshot of the app showing rental details, price breakdown, and renter information.
- 3. SEND THE ITEM**
Screenshot of the app showing a photo of the item being sent for rent.
- 4. GET PAID & REVIEW**
Screenshot of the app showing a summary of earnings, including total income and insights.

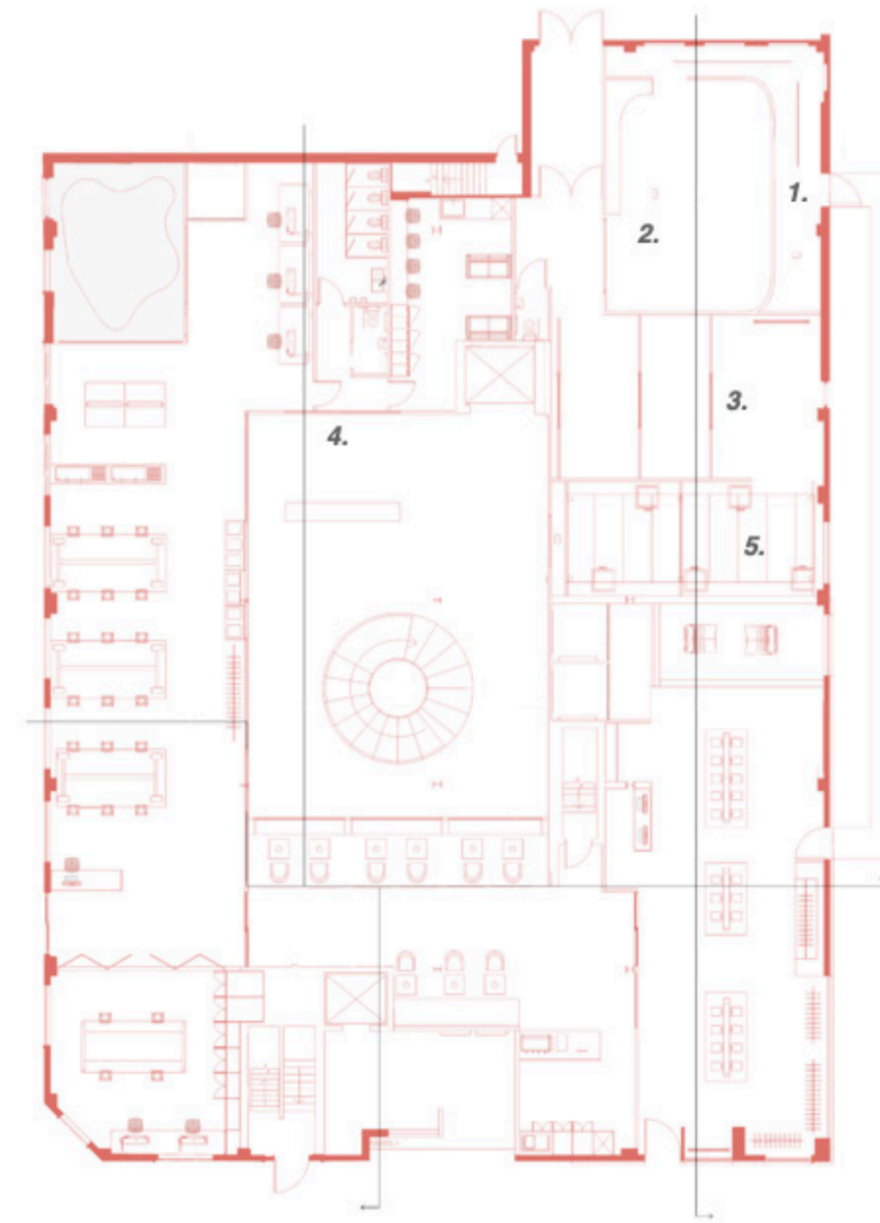
Image from By Rotation Website

Explanation of Exhibition First Floor



1. Installation room visualising effects of textile dye on environment. Walkway over water that represents dye, projections of places that are affected.
2. Fragmented journey, Walkway over beams leading to staircase that has a one way flow to the bottom of the exhibition. Designed to break up journey and create feeling of disorientation.
3. Installation of pile clothes. Blocking what appears to be a path to the exhibition to create disorientation and confrontation by the large pile.
4. Wall representing word "Reveal" creating curiosity about what is around the corner. Leads to dead end but view over exhibition to come.
5. Interactive screen that user types in amount of clothes purchased in a time frame and it shows the amount of water consumed to produce that.
6. Interactive screen that user types in amount of clothes purchased in a time frame and it shows the amount of water consumed to produce that.
7. Corridor with decline in floor and ceiling height to create uneasy feeling. Ticking sound of clock audio to represents climate clock in next stage.
8. Projection room showing videos talking about fast fashions context in Manchester.
9. Void where exhibition goes donate item of clothing bought with them. Void is double height into the workshop. Workshop is able to access these clothes to use to re-make. Exhibition then shows what would have happened to that item if had not been Donated.

Explanation of Exhibition Ground Floor



1. Exit of exhibition. Designed to be simple and small exit to evoke uneasy feeling, lead straight onto street.
2. Interactive Light installation. Words " Now you know better, it is sometimes worse to do nothing" are projected onto wall and can only read it by standing in front of light.
3. Information about what user can do next, where they can shop instead of fast fashion.
4. Climate Clock. Displaying Time left before effects of carbon emissions are irreversible.
5. Each TV installation explaining each different reason why you may make a purchase and why it can be for the wrong reasons. Reference to " The World is on Fire and we are still buying shoes".



Section communication detail of exhibition

Now you know better, the worst you can do is nothing.