

DECHETS DE TISSAGE.

Withy Grove Stores is an abandoned store in central Manchester, close to major shopping centres, such as the Amdale. Following this the project is focused on retail design, based on Manchester rich cotton history. The main problem Dechets de Tissage will tackle is the lack of sustainability in the fashion industry. As to simplify the problem it is targeted towards a niche branch following similar problems, the denim industry. While researching solutions, lots came up. Some brands focus on reusing waste, some repair old products and some use other methods to sell sustainable denim. The design solution will be to design a sustainable denim retail experience, incorporating methods from the industry, while integrating unique design strategies to build authenticity.

"Weaving Waste" -Translated In English.



Design Problem

The main problem Dechets de Tissage will tackle is the lack of sustainability in the fashion industry. As to simplify the problem it is targeted towards a niche branch following similar problems, the denim industry. While researching solutions, lots came up. Some brands focus on reusing waste, some repair old products and some use other methods to sell sustainable denim. The design solution will be to design a sustainable denim retail experience, incorporating methods from the industry, while integrating unique design strategies to build authenticity. The design proposal aims to tackle and offer solutions to deal with the lack of sustainability in the denim industry. The solution will consist of bridging the retail structures within house manufacture elements providing an authentic product experience. While keeping with the idea of sustainability, the building site proposed is the Withy Gove Stores a decrypted building located in central Manchester.

Design Problem

The design problem will be based on the theme of sustainability. It is mainly targeted towards a more specific industry as sustainability is too broad. One industry which doesn't get enough recognition is the fashion industry which of now 2023 contributes to 10% of global emissions, on top of that the textiles produced each year, which is around 100 billion tons, 85% end up discarded in landfills all over the globe, mainly shipped to poor, developing nations (Voya, 2023). This 'fast fashion' is a growing issue in the textile world, with it set to increase global emissions by double in 2030, which would total 20% of all emissions (Crumbie, 2024). Denim is one of the most prolific fabrics as one pair of jeans takes over 3 thousand litres of water to make, as well as wasting 20% of the fabrics used in the production (Make Fashion Better, 2013). The denim industry is one of the most popular textile industries with a global net worth of 22.7 billion dollars and is estimated to rise to 35 billion by 2027 (Smith, 2023). This design proposal aims to design a sustainable retail space that specializes in upcycling and reusing wasted denim products. The design will utilize adaptive reuse principles, Holistic retail design strategies and other aesthetic design practices.

85% wasted materials, in 100 tones of fabrics each year



Site Analysis.



Not to scale

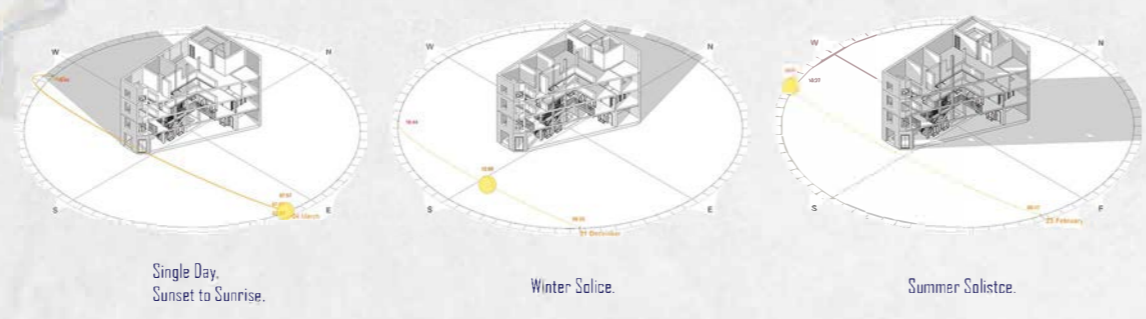
Noise Map.



17th-18th Century
The Beginning of Manchester Cotton Industry.

19th Century
The peak of Cottonwool.

20th-21st Century.
The End of Manchester's Cotton Industry.



User 3: Fashionists and Hipsters.

Fashionists are a type of fashion enthusiast who are defined by "a person who conforms or follows fashion trends or are the forefront of fashion" (Collins English Dictionary, 2024). They are typically the demographic that will be hooked on the product's exclusive elements. While Hipsters are dedicated to flocking towards thrift shops, looking for good quality vintage products such as denim. They will more than likely value the brands authenticity as vintage. Hipsters are an odd case of liking "high-priced" products or "low cost" products (White and Gonzalez, 2024).



User 2: Staff.

The Second user base will be the staff, such as retail staff, designer staff and executive staff. Mainly textile designers but the other designers will be hand-picked for specialised Skills in the form of upcycling old, tattered denim cloths, reuse of wasted textile materials and repairing.

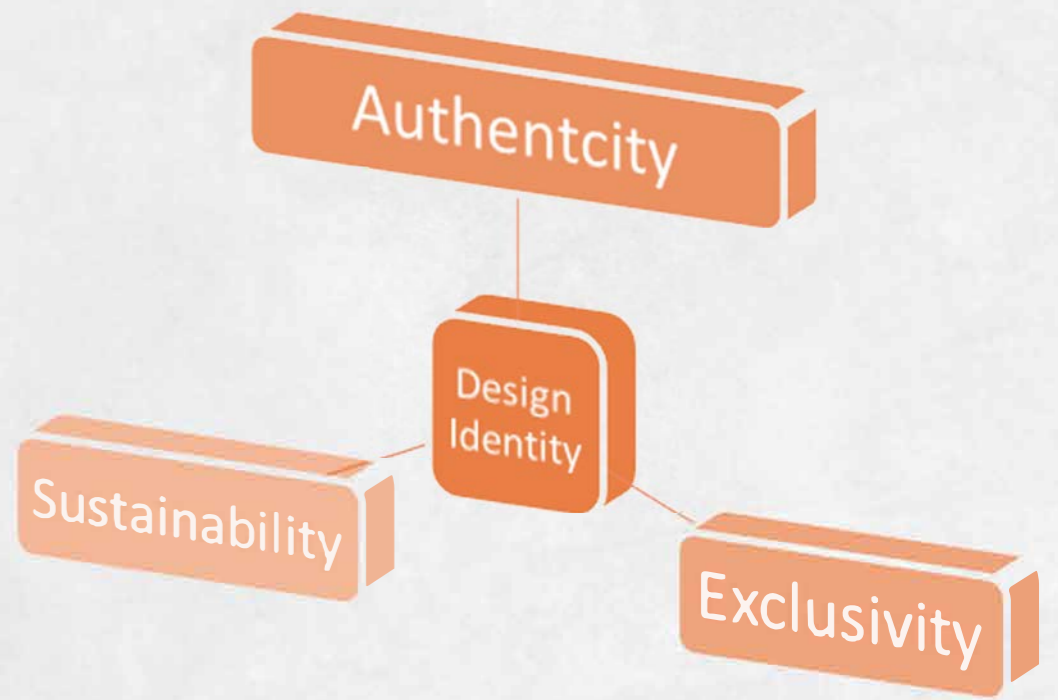


User 3: General public.

Since the site is in the centre of Manchester near more retail centre, such as the Ardale shopping centre, it would be a missed opportunity to design part of the project for the tertiary user, the public. This will be a main target for most of the general retail design.

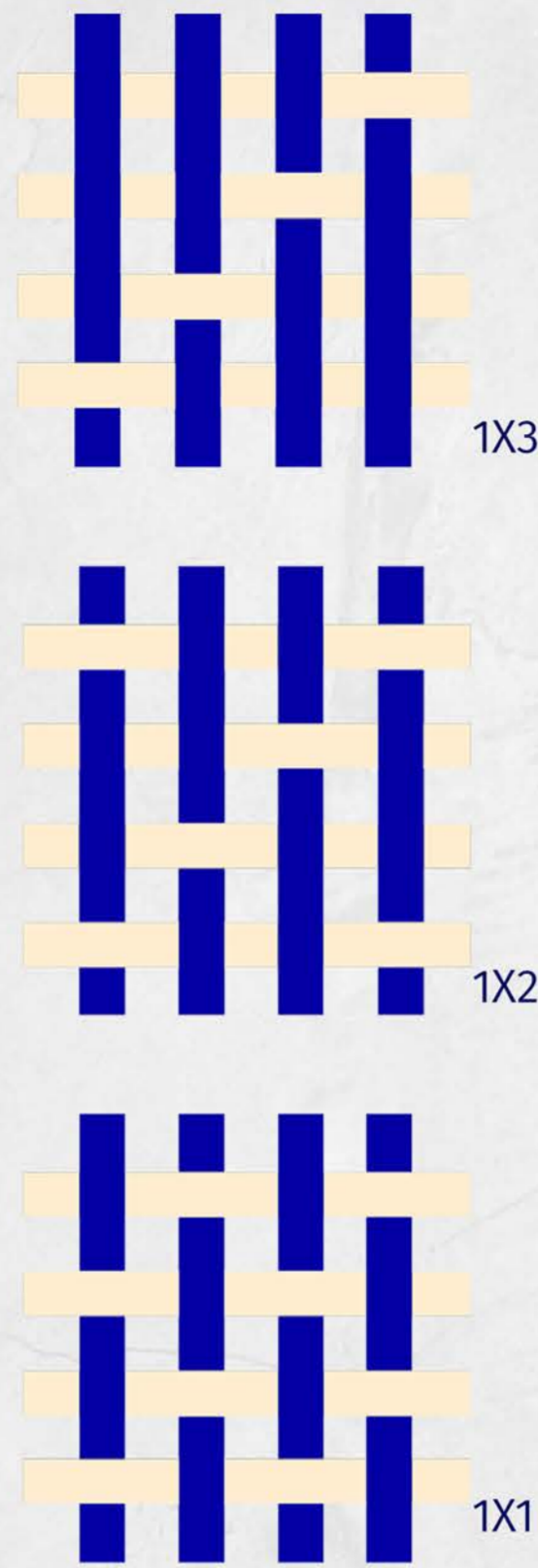
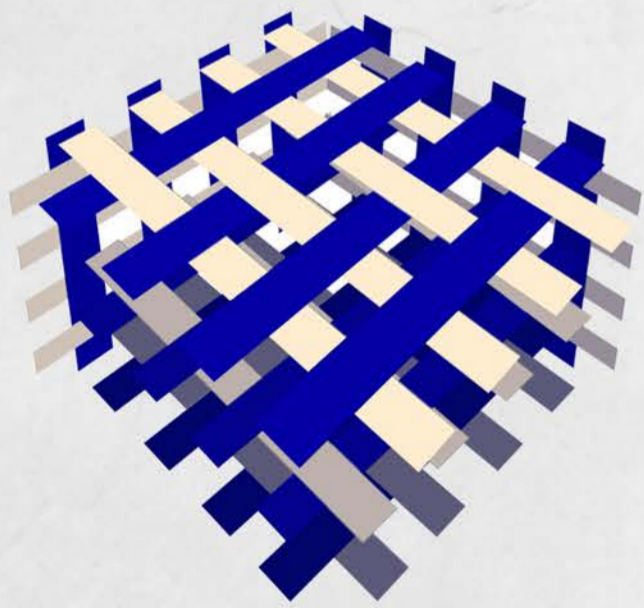
Design strategies

Encompasses the creation of creative shopping experience. This is not restricted to the most basic retail methods so the design may inhabit many forms whether they be of the of a temporary nature, a digital experience, and extra. They must follow the consumers need based on the type of brand that the design desires offering a retail space for the consumer that communicates the set of principles the user requires. Exclusivity is defined by "the practice of excluding or not admitting other things" (Oxford English Dictionary, 2023)) or the scarcity in a commodity viewed by an ambitious middle-class individual with envy" (Teufel and Zimmermann, 2015, Page 180). Authenticity is defined as something "genuine, legitimate, real, or true" (Teufel and Zimmermann, 2015, Page 125). In the world of retail is about "targeting a specific audience artificially" (Teufel and Zimmermann, 2015, Page 125) In summary, adopting the strategy of authenticity in the retail design is key to gathering a good reputation for the product. With a good reputation builds renown for the brand.



CONCEPT.

The concept will be related to denim, specifically, the 3 types of denim weave pattern structures that most denim products are created with. These patterns will be used in a multi-layered structural form that will work vertically and horizontally. Each floor will host a different weave pattern structure from 1x1 to 2x1 then finally 3x1 (Robin, (2017)). The floor structure will be specialized based on each plan set weave pattern, so each floor will have a unique authentic style that elevates the horizontal concept. Regarding the vertical aspect, the concept will be layered through the intervention with the same weave pattern interlocking with each other. This will link with the external glass panel façade that will cover parts of the windows from transparent to blurred to opaque. The internal furnishings will also reflect the weave pattern concept. This could be fitted features such as shelving units, or furniture layouts that fit the set weave pattern structure. Throughout the site there will also be a vertical void that threads through each of the upper floors, this is to add further to the concept.



4. Residential space.

3. Manufacturing and staff space.

2. Secondary Retail space.

1. Main Retail space.

Axonometric.
 Yellow-Comunal spaces
 Green-Staff/Private spaces
 Blue-Public spaces
 Red-Exclusive spaces.

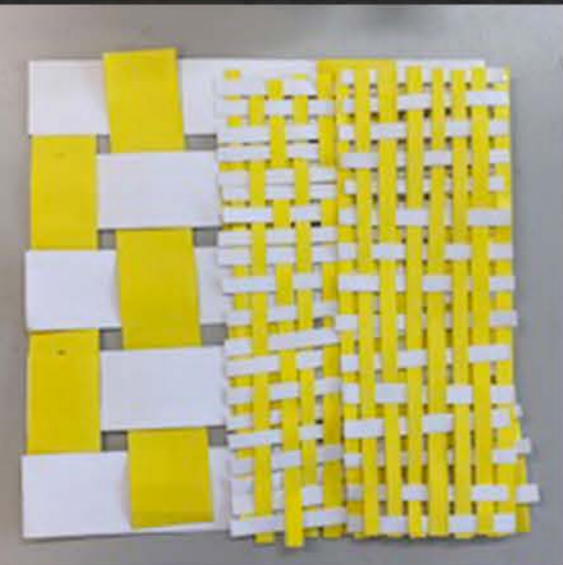


Concept Models.

Existing Models.

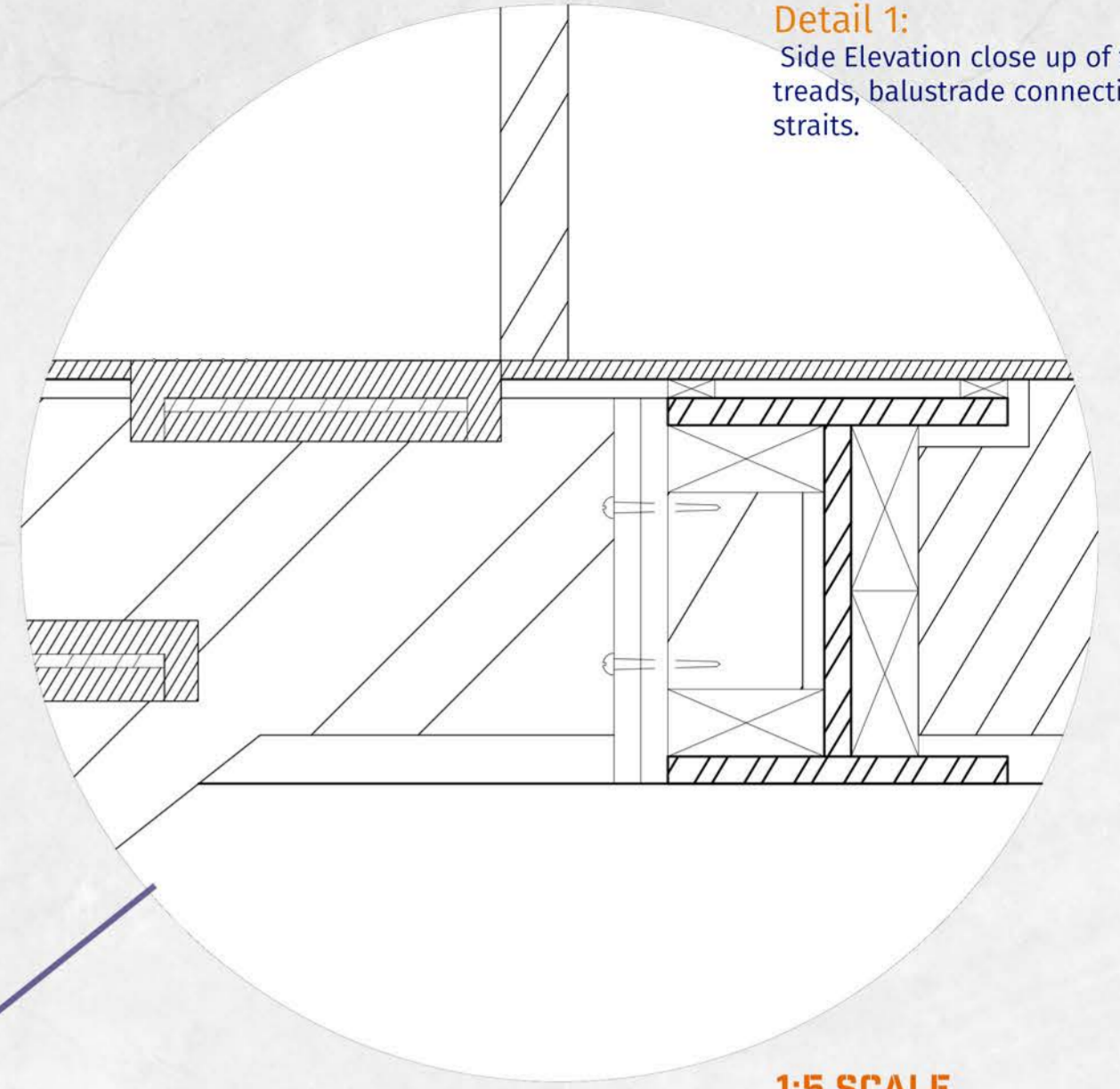
Material board.

1:50 SCALE.



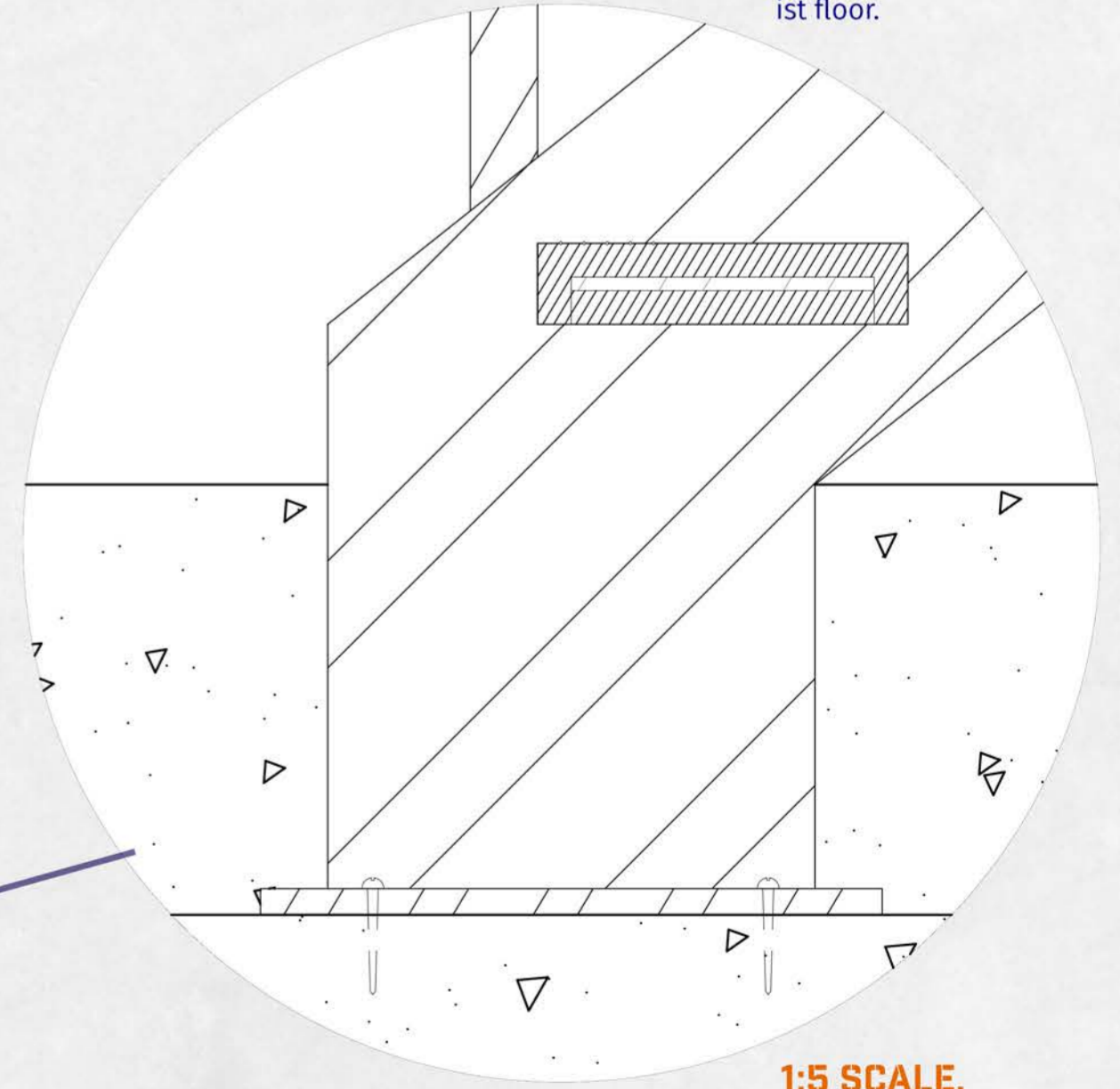


1:50 SCALE.



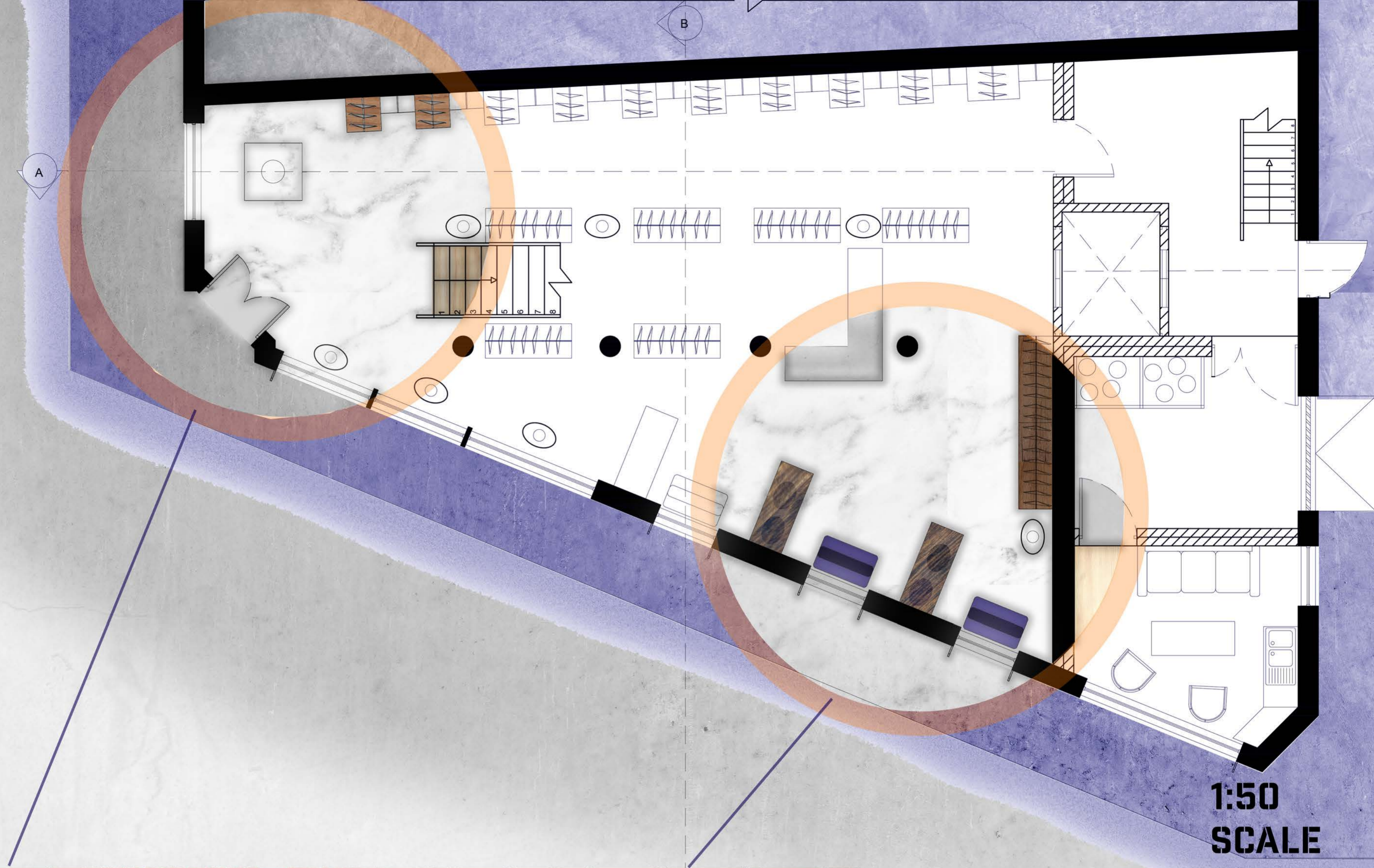
Detail 1:
Side Elevation close up of the stair treads, balustrade connection and straits.

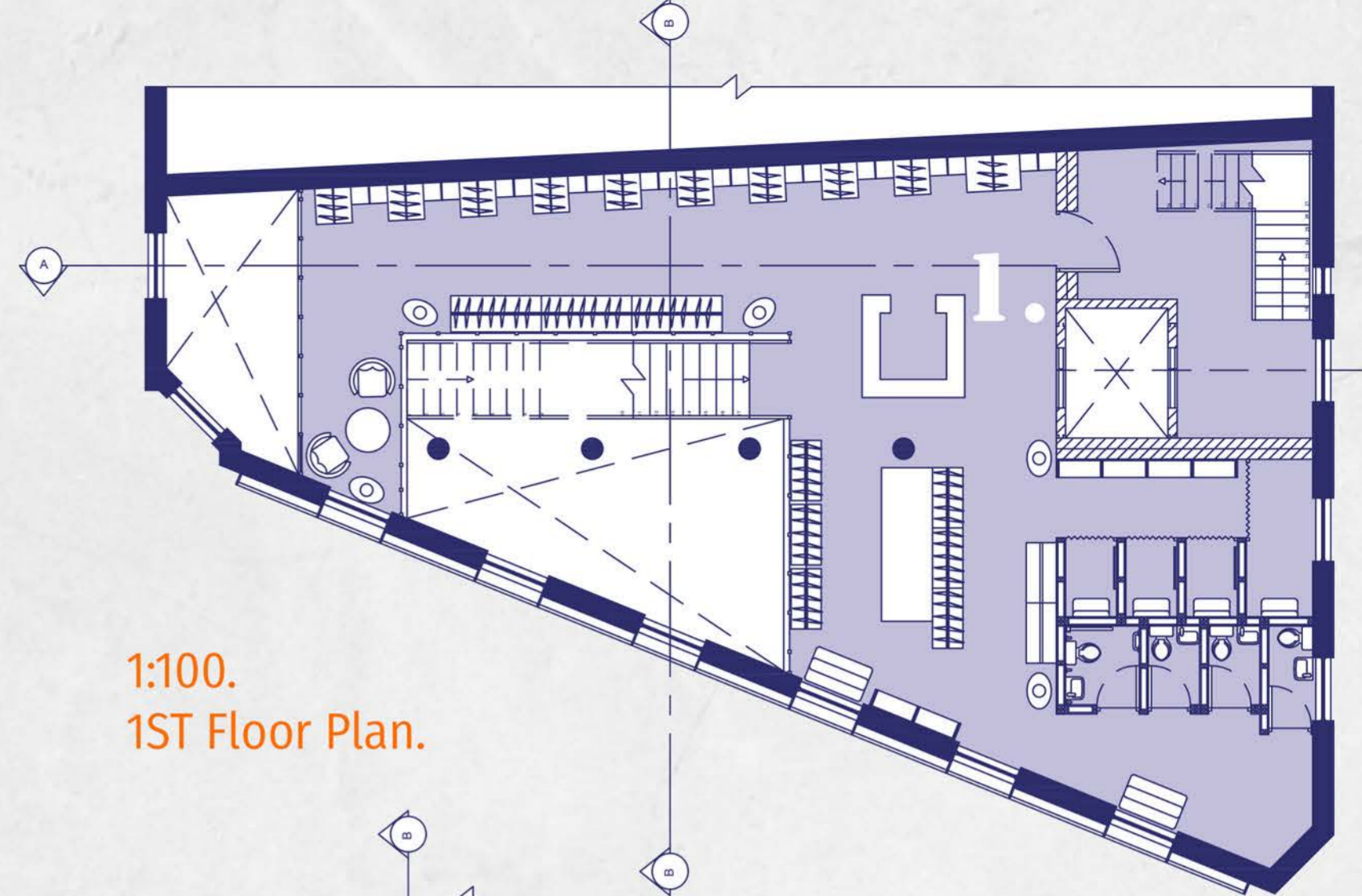
1:5 SCALE.



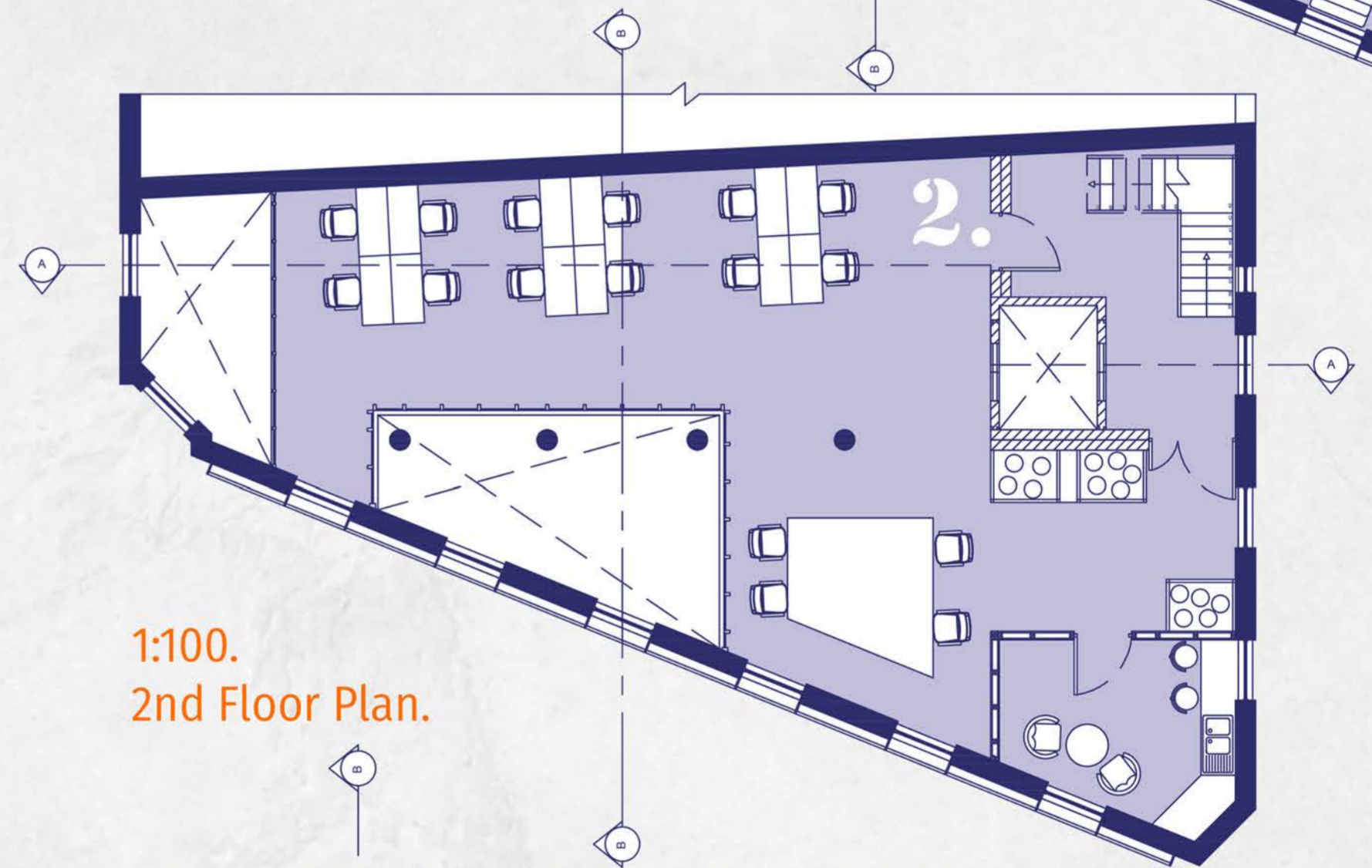
Detail 2:
Side elevation close up of the stair treads connecting into the 1st floor.

1:5 SCALE.

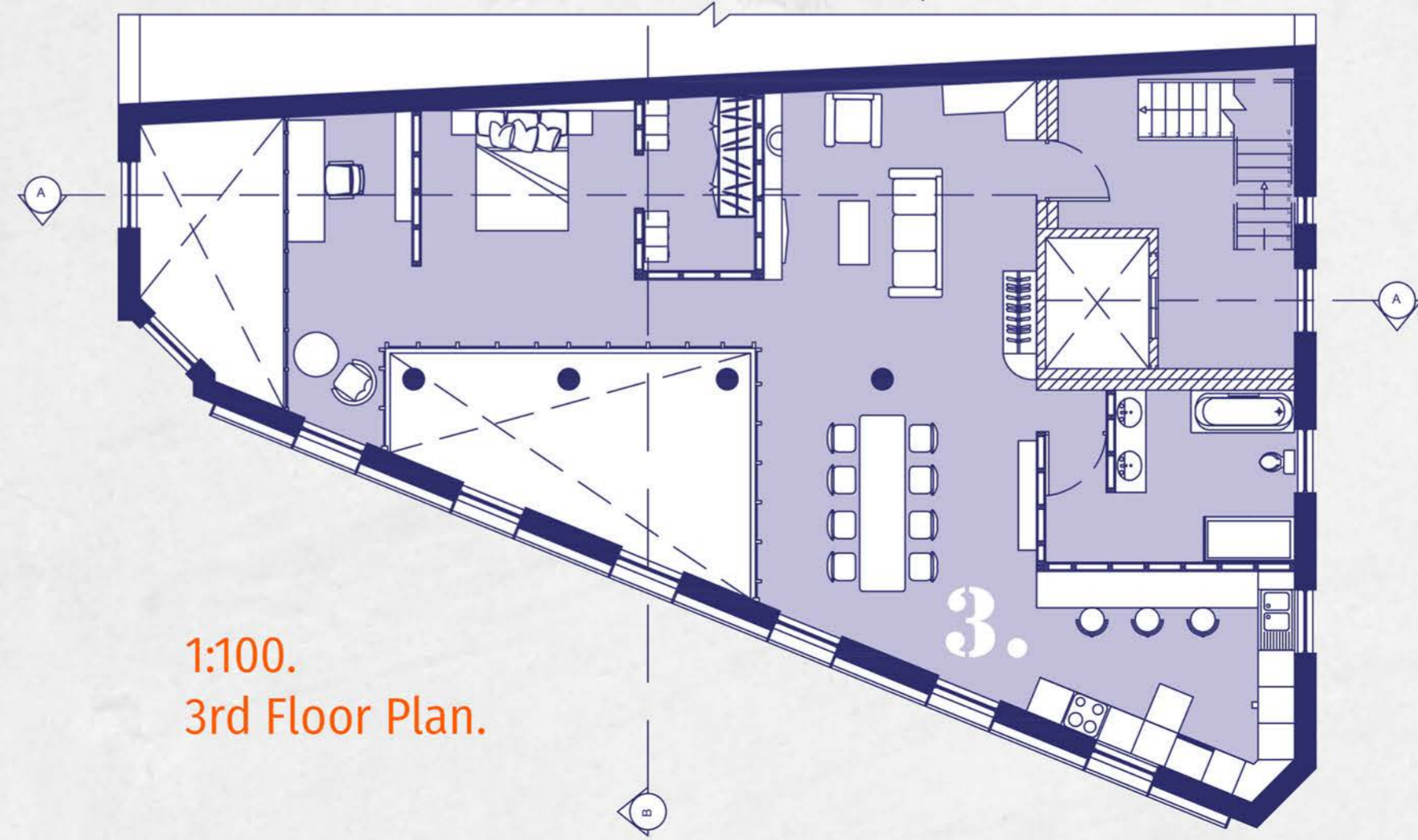




1:100.
1ST Floor Plan.



1:100.
2nd Floor Plan.



1:100.
3rd Floor Plan.