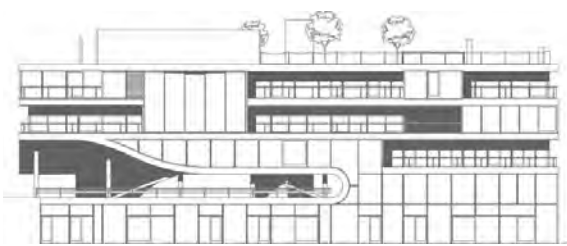
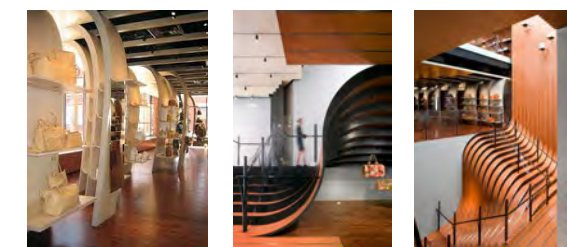


# Concept drawings

Combining a factory with a retail space

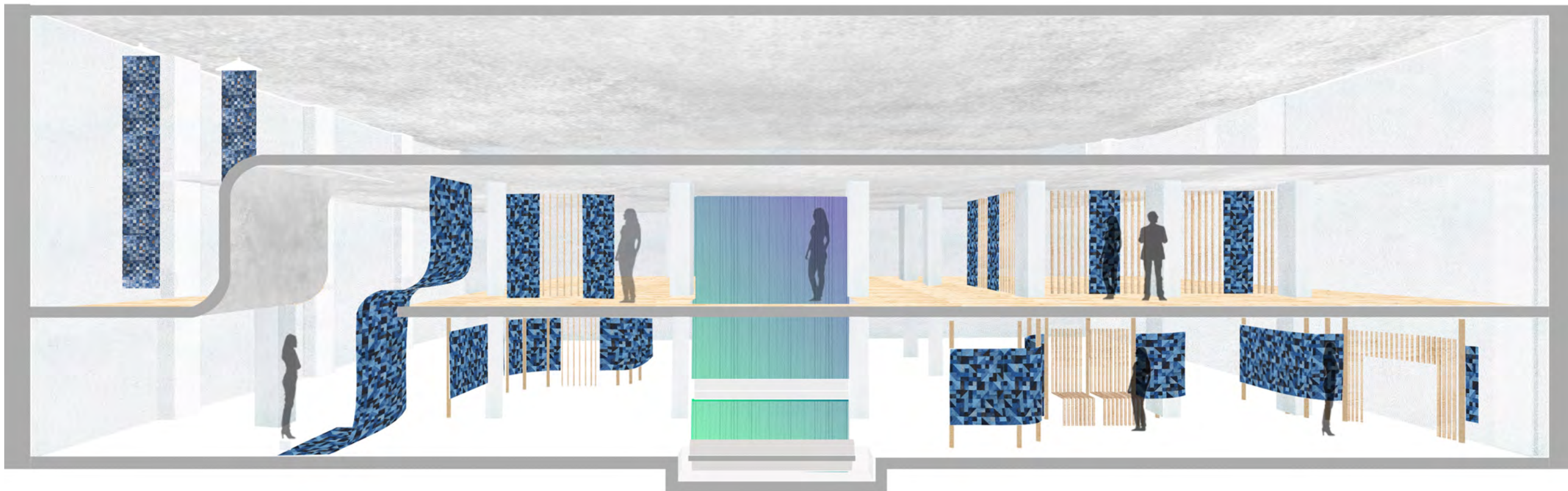
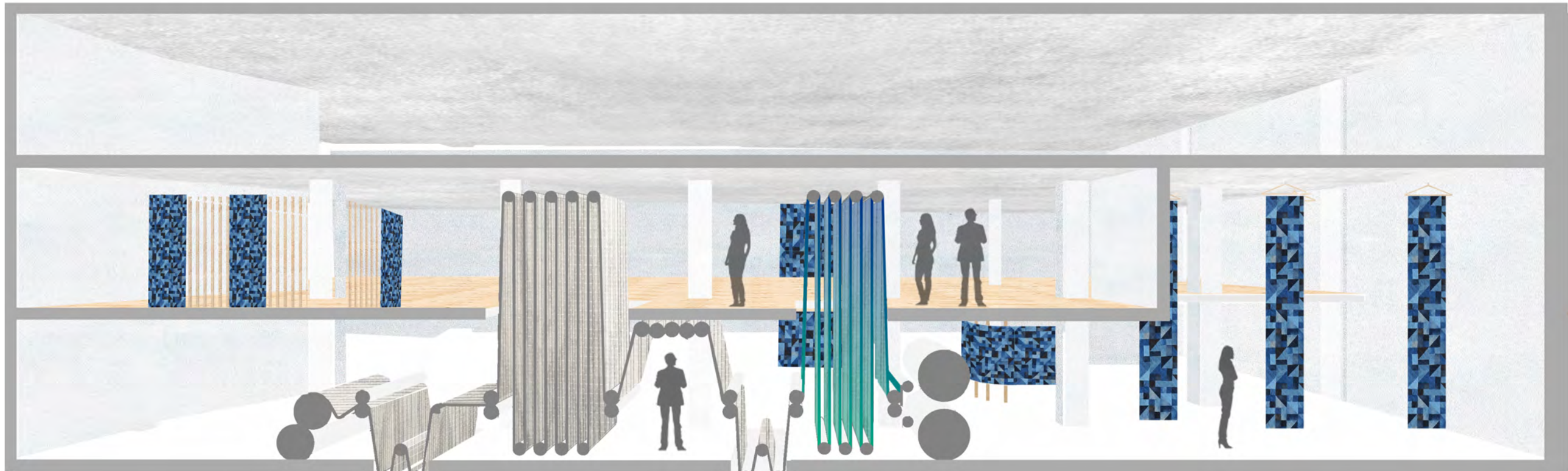


Villa VPRO, Netherlands MVRDV, 1997



Longchamp store New York, Heatherwick Studio, 2006

To combine and integrate a retail space into a Denim factory. A small selection of clothes sold at the store will have been made using the machinery at the site.



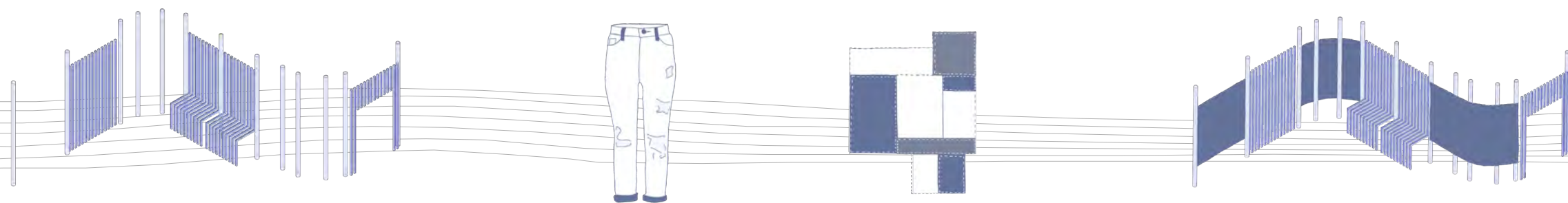
1

2

3

4

- 1 Empty wooden stand which are pre installed
- 2 Collection of unwanted denim
- 3 Shred and sew together to form a drape
- 4 Place around the wooden stands to form a growing interior





# Proposed scheme and programme

Exploded isometric

## Second Floor



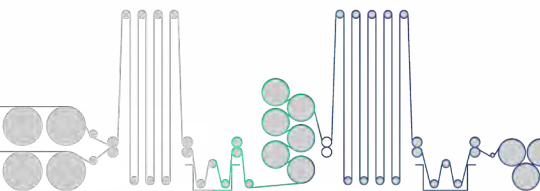
A learning centre to be educated on how denim is made, this process starts from the second floor and customers can work their way down.

## First Floor

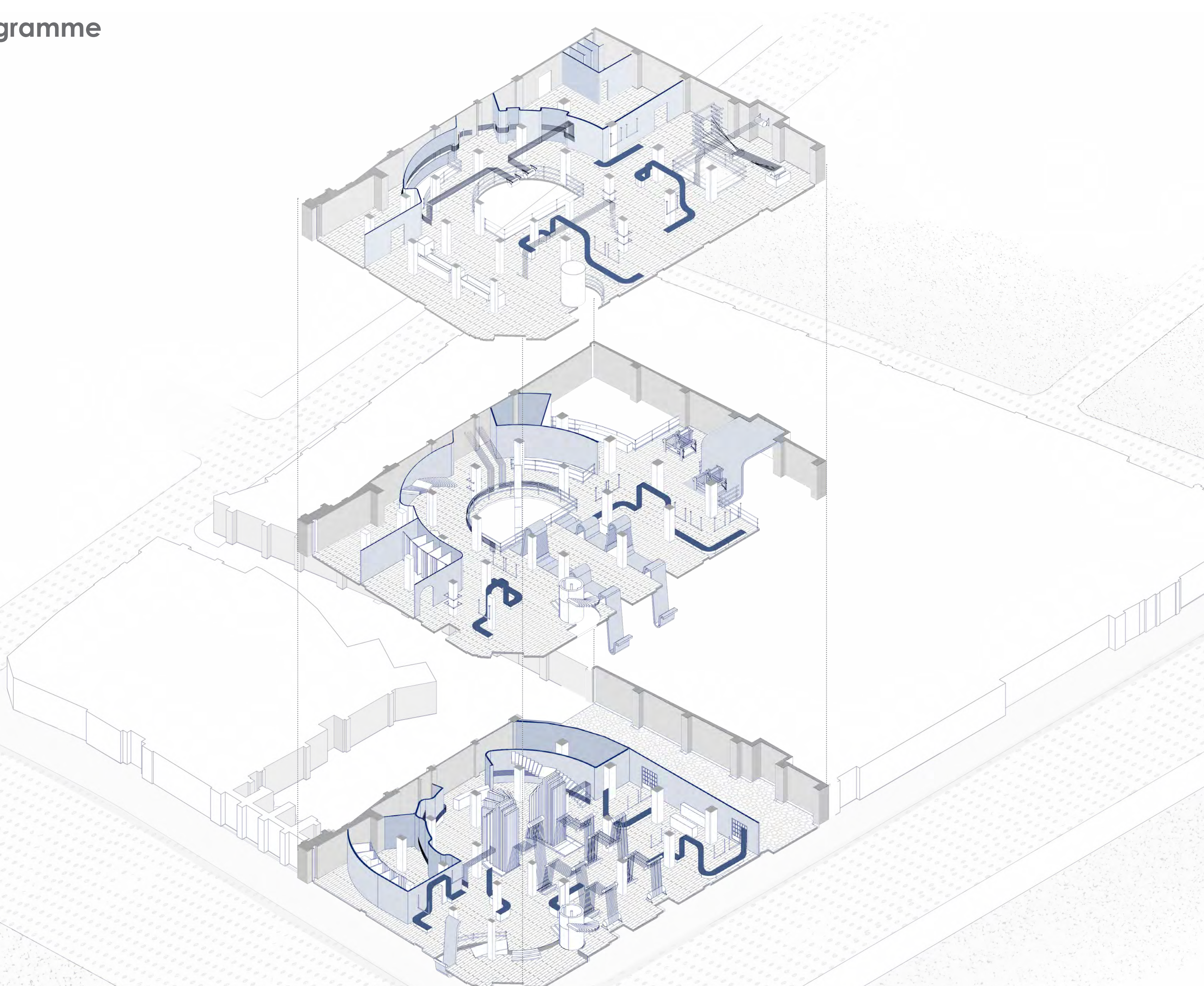


The Tailor Shop where Levi's customers can have their clothes repaired, tailored or personalised. Weaving Looms allow customers to interact with the process

## Ground Floor



More reflective of a typical Levis store and sells iconic Levi's products. This is where the dying process takes centre stage in the scheme.



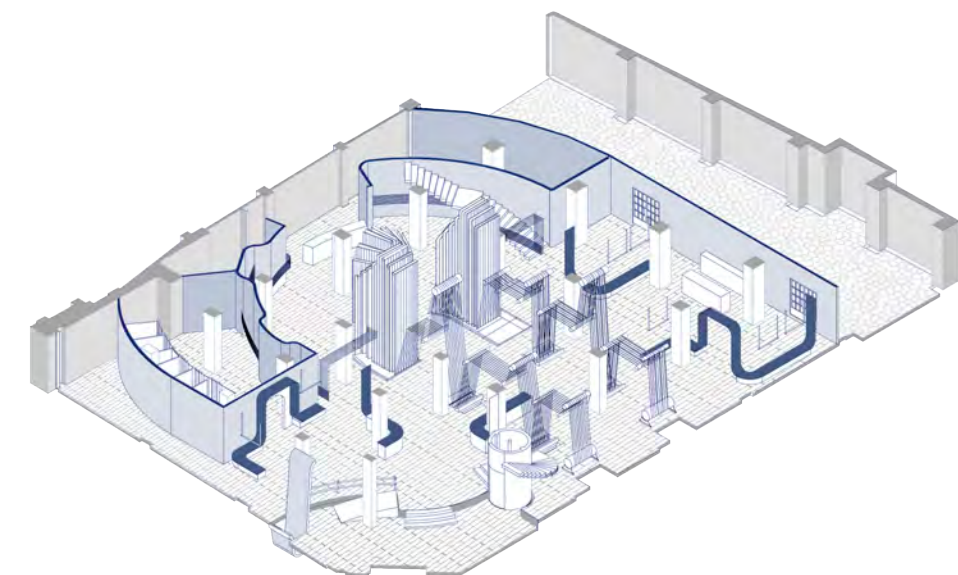


# Ground Floor plan

Scale 1:200 at A2

- 1 Main Entrance and access route to the first and second floor via lift
- 2 Products for sale displayed under moving threads
- 3 Rope dying machine within a void which crosses the two floors
- 4 Gender neutral customer changing rooms
- 5 Collection point for online orders and help desk
- 6 Reception desk and exit

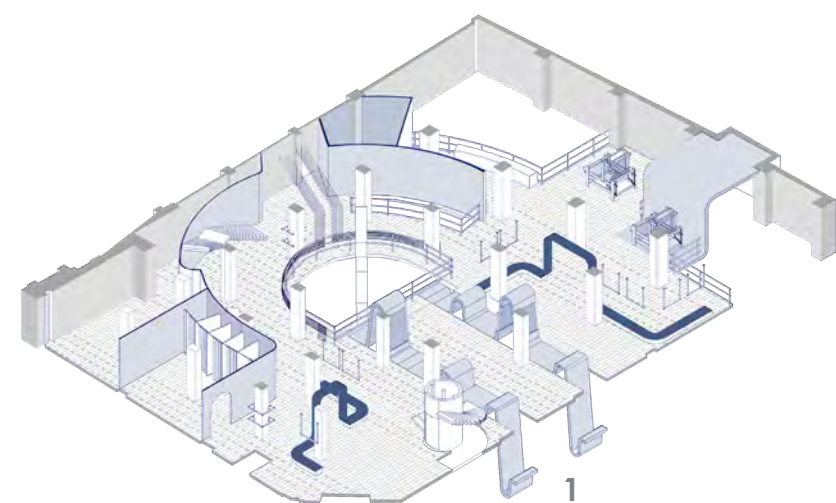
- Bottom-up route (for a retail experience)
- Top-down route (to learn about the production process)



# First Floor plan

Scale 1:200 at A2

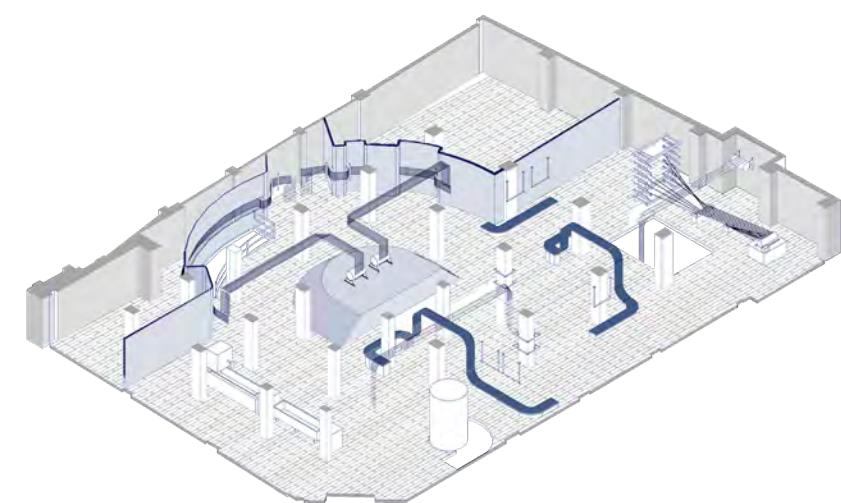
- 1 Integration of architecture and rope dying machine (reference iso)
- 2 Gender Neutral changing rooms
- 3 Reception desk for Levi's Tailor Shop
- 4 Weaving Looms for professionals and customers to engage with
- 5 Sewing machines for personal alterations to clothing
- 6 Stock room
- 7 Storage



# Second Floor plan

Scale 1:200 at A2

- 1 Orange Fibre production
- 2 Making Fibres into fabric threads
- 3 Rope dying machine within a void which crosses the two floors
- 4 Start point for moving threads which run through rear of site
- 5 Stock room
- 6 Staff Room and toilets

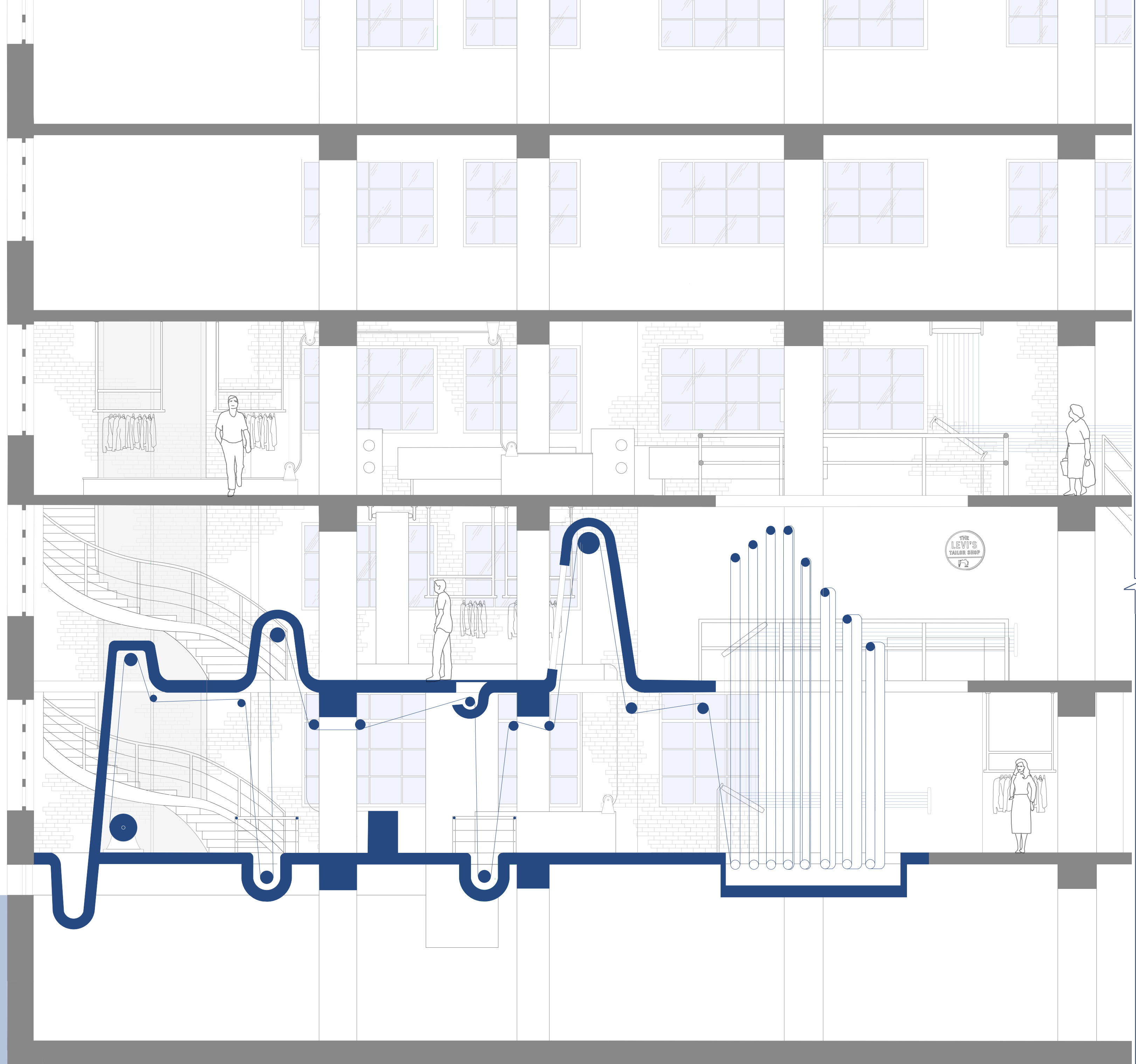
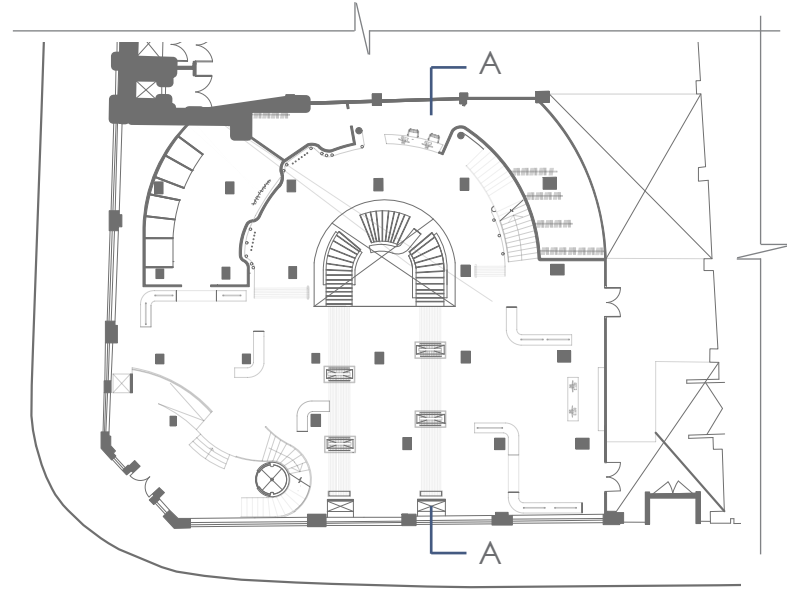




## Section BB

Section is not to scale

A detailed section which depicts the scheme in use and its contrast to the existing building.





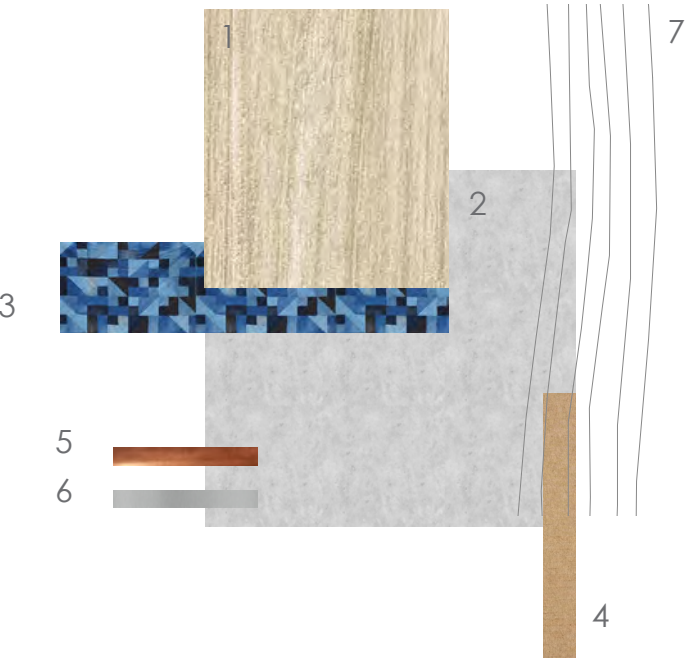
# Materiality

After analysis existing Levi's stores it was apparent that an aesthetic which consisted of raw materials was important for Levi's Branding. Where possible there has been a limitation of raw material usage within this scheme and alternative methods found to achieve the same effect with more sustainable approaches.

- 1. Plywood for the base support for drapes
- 2. Oak and Concrete effect veneer
- 3. Reconstructed denim
- 4. Cardboard Tubes
- 5. Copper piping (balustrades)
- 6. Dark steel
- 7. Blue dyed fabric threads.



Levi's in Covent Garden  
Levi's in Great Marlborough St





Final Visualisation

