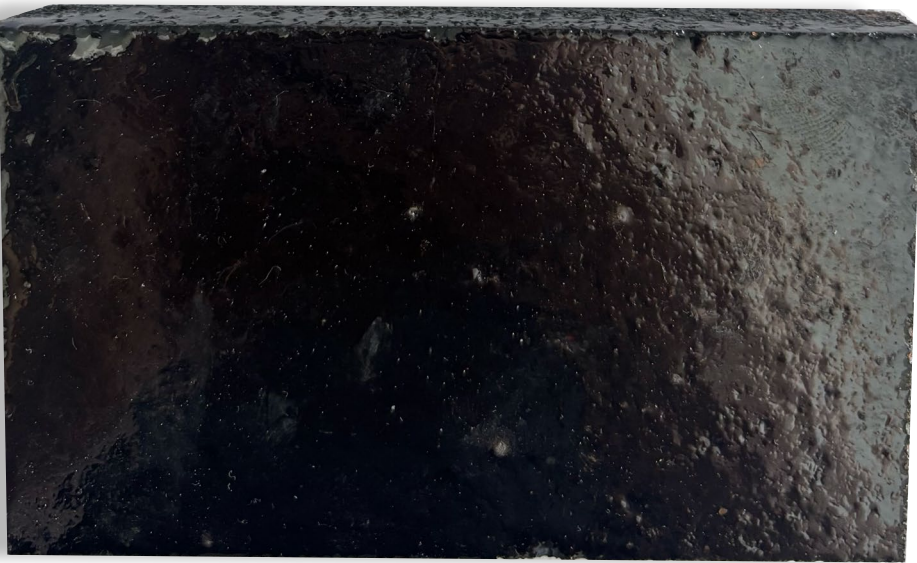




REFASHIONED



WARDROBE TO LANDFILL

Textile waste and over consumption of fast fashion has lead to the fashion and textile industry is the **3rd largest contributor of emissions** around the globe. **Less than 1% of material used to produce clothing is recycled** into new clothing. **1.45 million tonnes of used textiles** is generated annually. **Less than 20% of used clothing is recycled** in the UK, with many items exported or incinerated due to low quality and lack of infrastructure. These figures highlight the significant environmental impact of textile waste in the UK, underscoring the need for improved recycling infrastructure and consumer awareness.



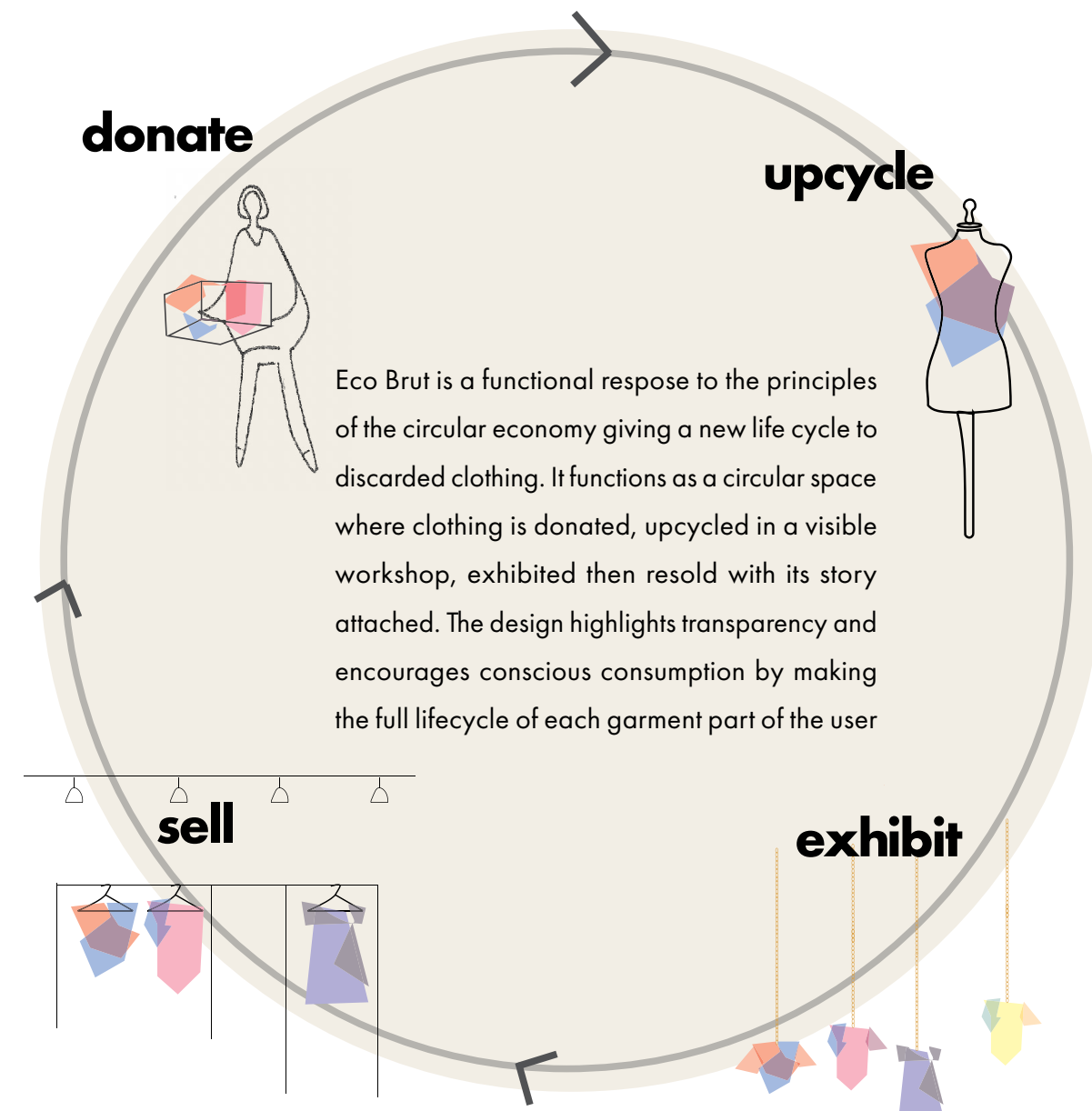
ECO BRUT REFASHIONED - BRUTALIST INSPIRED SPACE IN GLASGOW CITY CENTRE - AIMING TO ENCOURAGE PEOPLE TO WEAR RECYCLED FASHION - TO EDUCATE AND INFLUENCE SUSTAINABLE CONSUMPTION OF CLOTHING - CONSISTING OF FOUR FLOORS OF DESIGNER WORKSPACES, DONATION POINT, CAFE, CINEMA, RETAIL AND EXHIBITION.

Reconstruct, Rejoin, Rebegin, Reject, Rebuild, Remould, Relive, Rework,

Recut, Refashion, New life, New Form, New time, New love, Old

clothes, Old shapes, New connections, New dreams, New people,

New creations. **HELP US BUILD A BETTER FUTURE.**

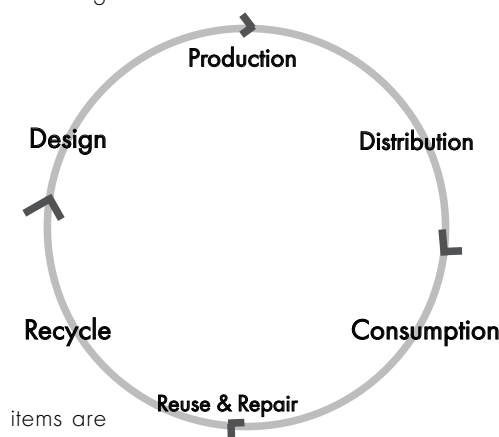


CIRCULAR ECONOMY

The circular economy is a closed-loop system where waste is reduced, providing sustainability. Unlike the linear economy—which follows a “take, make, dispose” approach—the circular economy keeps materials in use for as long as possible using strategies such as:

- Designing for durability, reuse, and repair
- Recycling and upcycling materials

By upcycling and using waste materials, items are saved from a landfill, but also avoid the emissions and costs associated with conventional manufacturing.



DONATION POINT



CUT AND SEW WORKSHOP



EXHIBITION



RETAIL

USERS

LUCA 21



Clothing Donor

He's thoughtful about his choices—from what he wears to where his clothes go next. Instead of donating to traditional charity shops, he supports this space, knowing his garments will be creatively repurposed by emerging designers.

His donation is intentional, rooted in values of sustainability and local impact. By contributing to a circular model, he helps shift fashion toward reuse and creativity over waste and consumption.

KIRSTEN 32



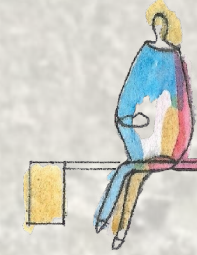
Fashion Designer

She's a designer who puts sustainability as a priority when she creates. Working with upcycled materials and ethical production methods, she sees waste not as a problem—but as a source of inspiration. Through her designs, she's challenging the norms of the fashion industry and exploring what a more circular, thoughtful approach can look like.

Right now, she's on the lookout for sustainable material sources and opportunities to share her work on platforms that share her values.

Collaboration is a big part of her process. She thrives in creative spaces with other designers, where ideas can flow, inspiration is shared, and everyone grows together.

JAMIE 29



Staff Member / Designer-in-Residence

She's deeply involved in the everyday life of the space—helping out across the shop floor, the donation point, and the textile sorting area. Her work keeps things moving, making sure second-hand clothes are sorted and fed back into the design and retail cycle.

In return, she gets free access to the designer studio, where she can focus on her own fashion practice. It's a work-exchange setup that keeps her connected to a sustainable design community—surrounded by materials, ideas, and people who share her values.

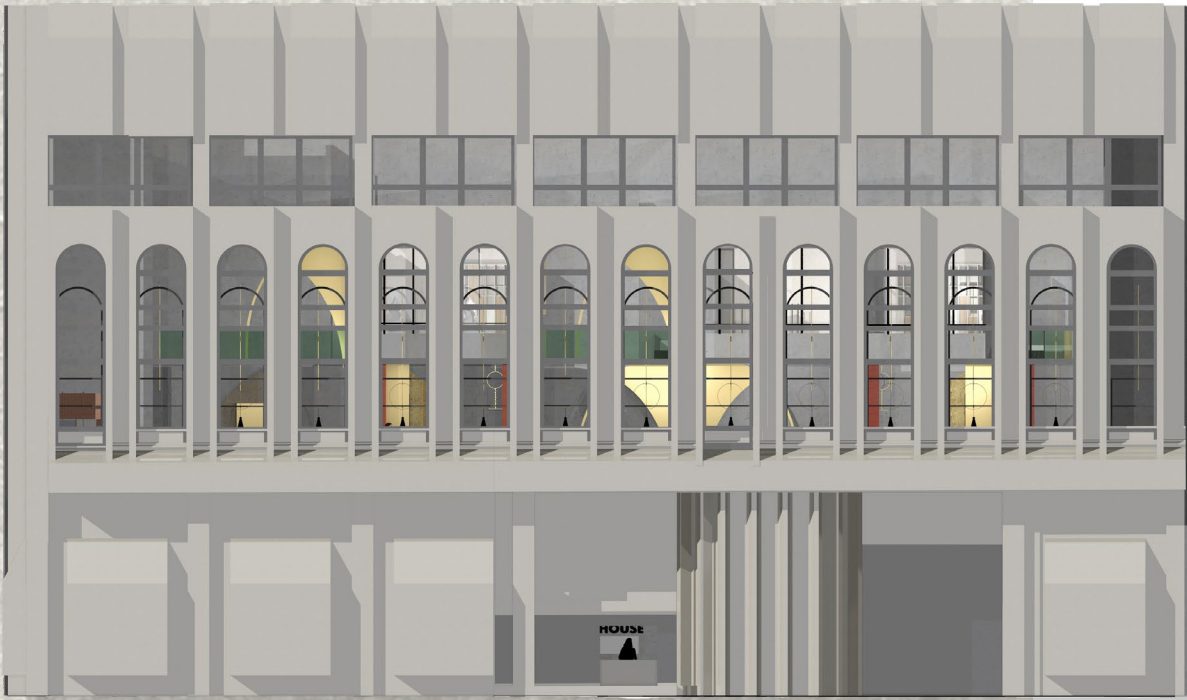
HENRI 26



Customer

He's into style, but not at the expense of his values. Sustainability, ethical fashion, and cutting down on waste all play a big role on how he shops. He avoids fast fashion, instead chooses pieces that are responsibly made and carefully sourced.

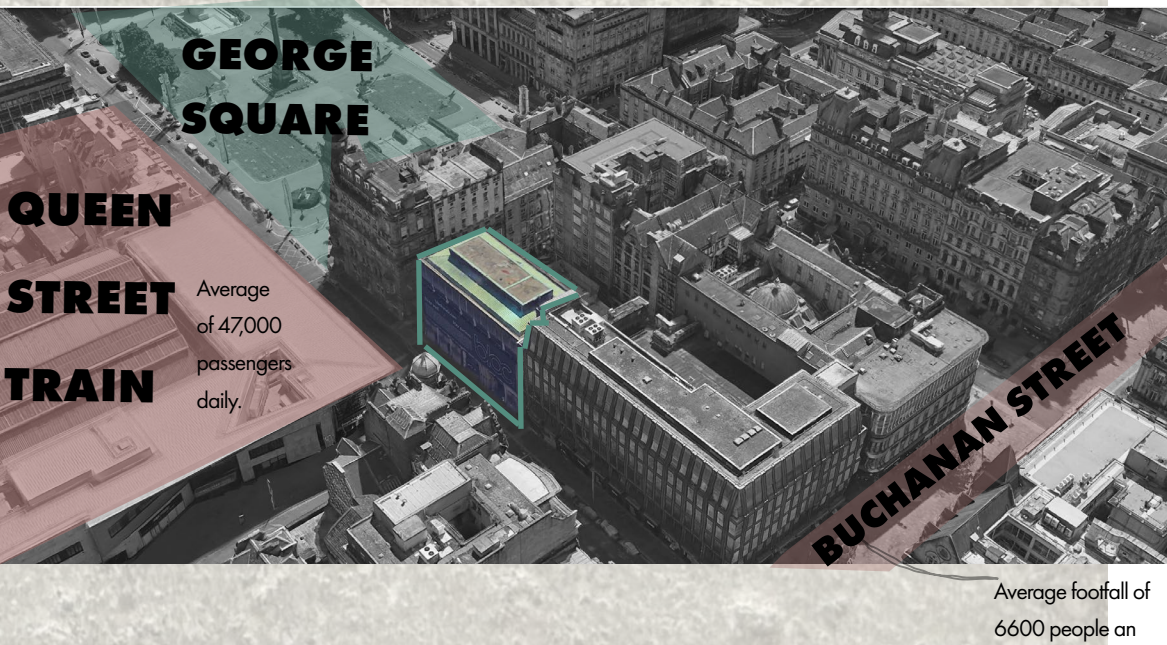
He likes high-end clothing, but it's not about labels—it's about quality, creativity, and finding pieces with a story. He gravitates toward upcycled or limited-edition designs that feel unique and personal.



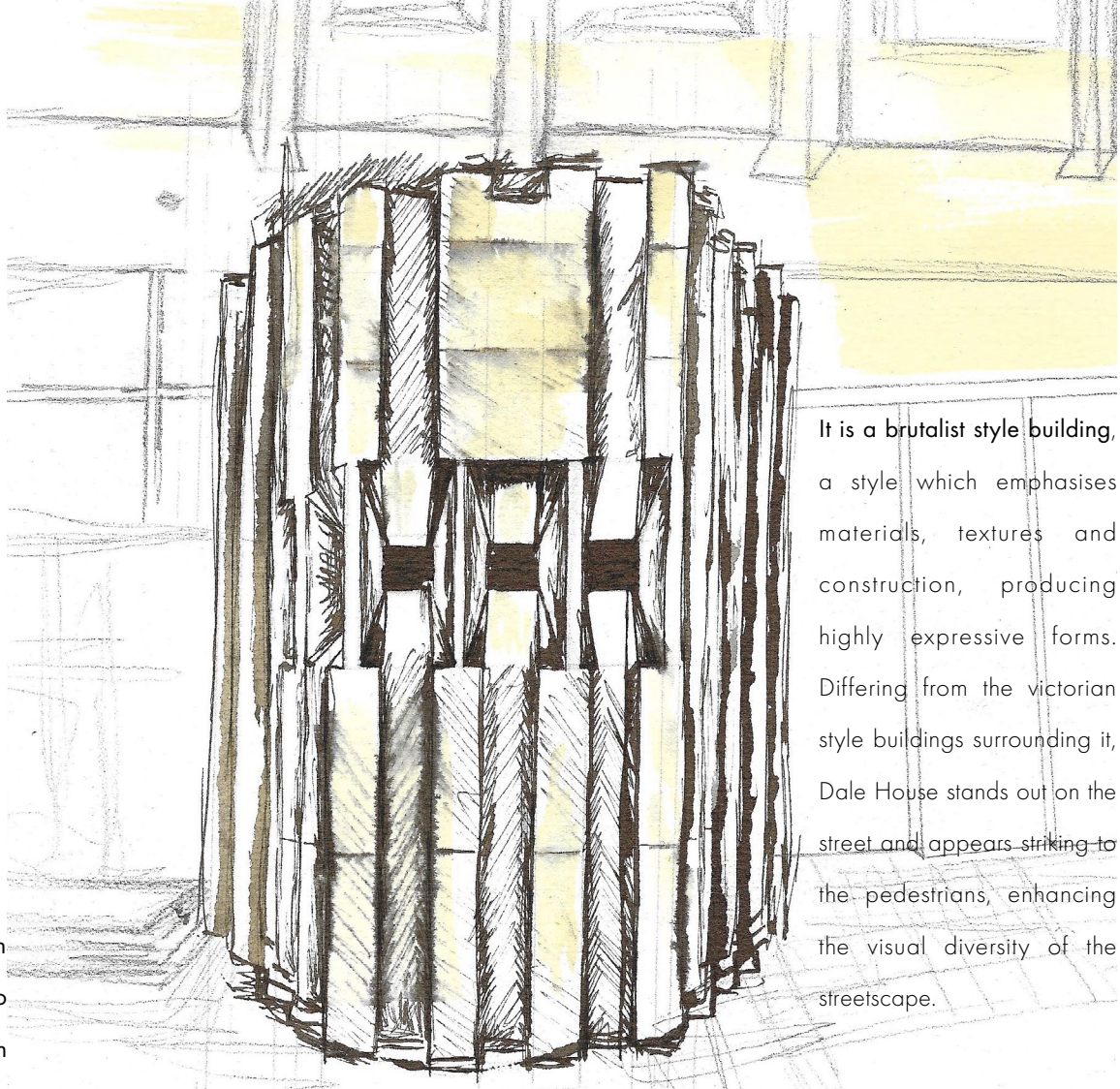
21 WEST GEORGE STREET

Dale House - Glasgow - G2 1BA

Located in the city centre of Glasgow, within the Central Conservation Area, the site is close to the main retail area with high pedestrian activity. Its diagonally opposite Queen Street train station and Buchanan Street Underground as well as main bus routes, so it benefits from access to various modes of public transport. Buchanan street has an estimated shopping catchment of 2 million within a 20 minute drive time.



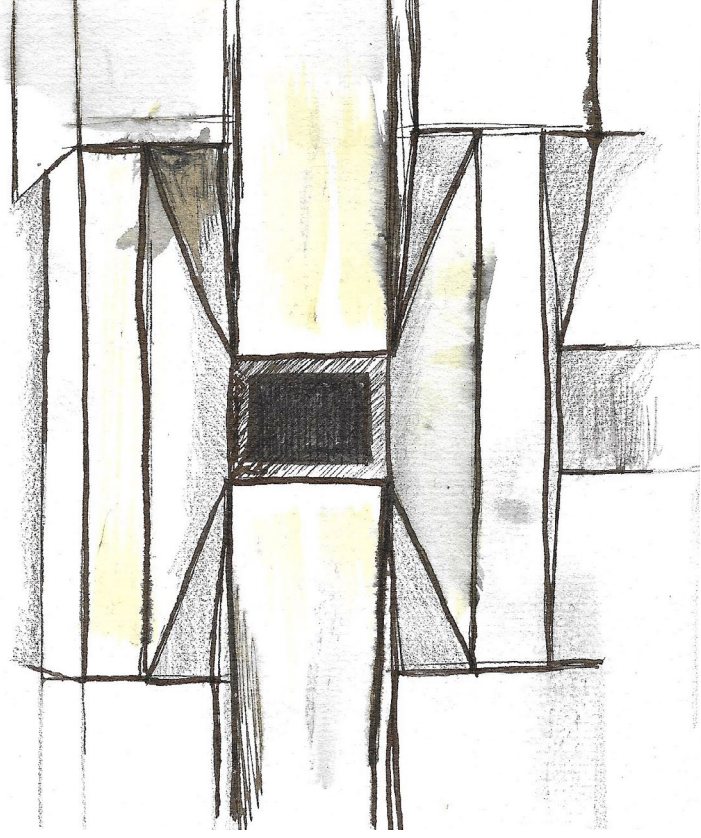
Average footfall of 6600 people an



It is a brutalist style building, a style which emphasises materials, textures and construction, producing highly expressive forms. Differing from the victorian style buildings surrounding it, Dale House stands out on the street and appears striking to the pedestrians, enhancing the visual diversity of the streetscape.

A former Royal Bank of Scotland cash handling centre which has been vacant since 2009. Built in the early 1980's. Having originally being designed as an office and bullion warehouse for the Bank of England, the necessary need for security significantly influences its heavily reinforced external appearance.

It is close to Ingram street, holding Glasgows high end fashion stores, as well as metres away from Buchanan street, one of the UK's busiest high streets. High end shops align with the design concept as both promote sustainability, holding shared values as high end brands embrace sustainability in their brand ethos, appealing to environmentally conscious consumers. Upcycling clothes into high quality garments mirrors the focus on craftsmanship and uniqueness that high end brands value. High end brands can donate unsold stock or scraps to the donation point. The retail space can provide access to unique, upcycled alternatives for customers who enjoy high end fashion.



Brass hexagon tiles on grey cement structural columns

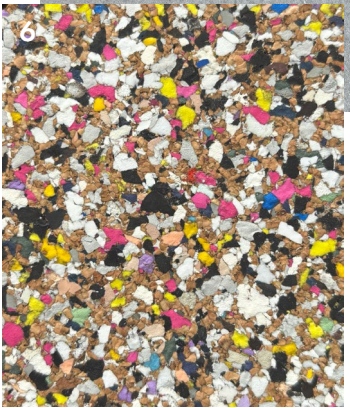
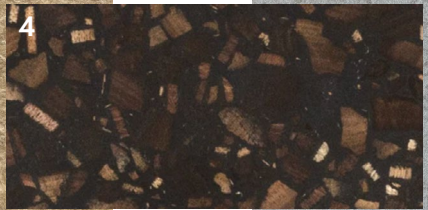
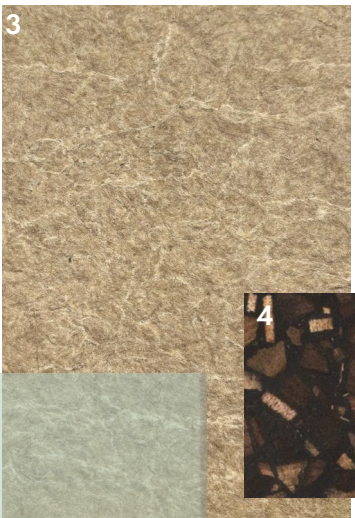
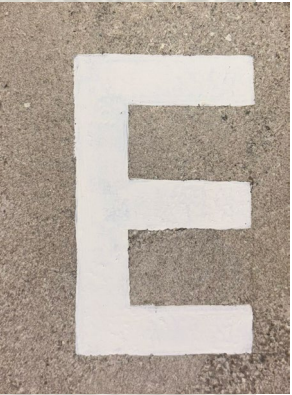


Clermont- Brushed limestone



BRANDING

Simple and impactful signage and quotes - White painted lettering directly onto concrete surfaces of the floor and walls for functional wayfinding as well as influential quotes on the floor throughout.



MATERIALITY

- 1 Reused buttons with duck egg blue/green glass
- 2 Recycled Duck egg blue/green glass
- 3 Junele- natural fibre waste and organic glue
- 4 Foresso- Charcoal walnut- wood waste in bio resin binder containing cement and plaster waste
- 5 Foresso- Bianco London plane- wood waste in bio resin binder containing cement and plaster waste
- 6 Beach clean material- cork with recycled EVA plastics
- 7 Porcelain tile- Parkside- Dawson Natural Ash
- 8 Polished brass

BRUTALIST. RAW. LUXURY.

USER JOURNEY

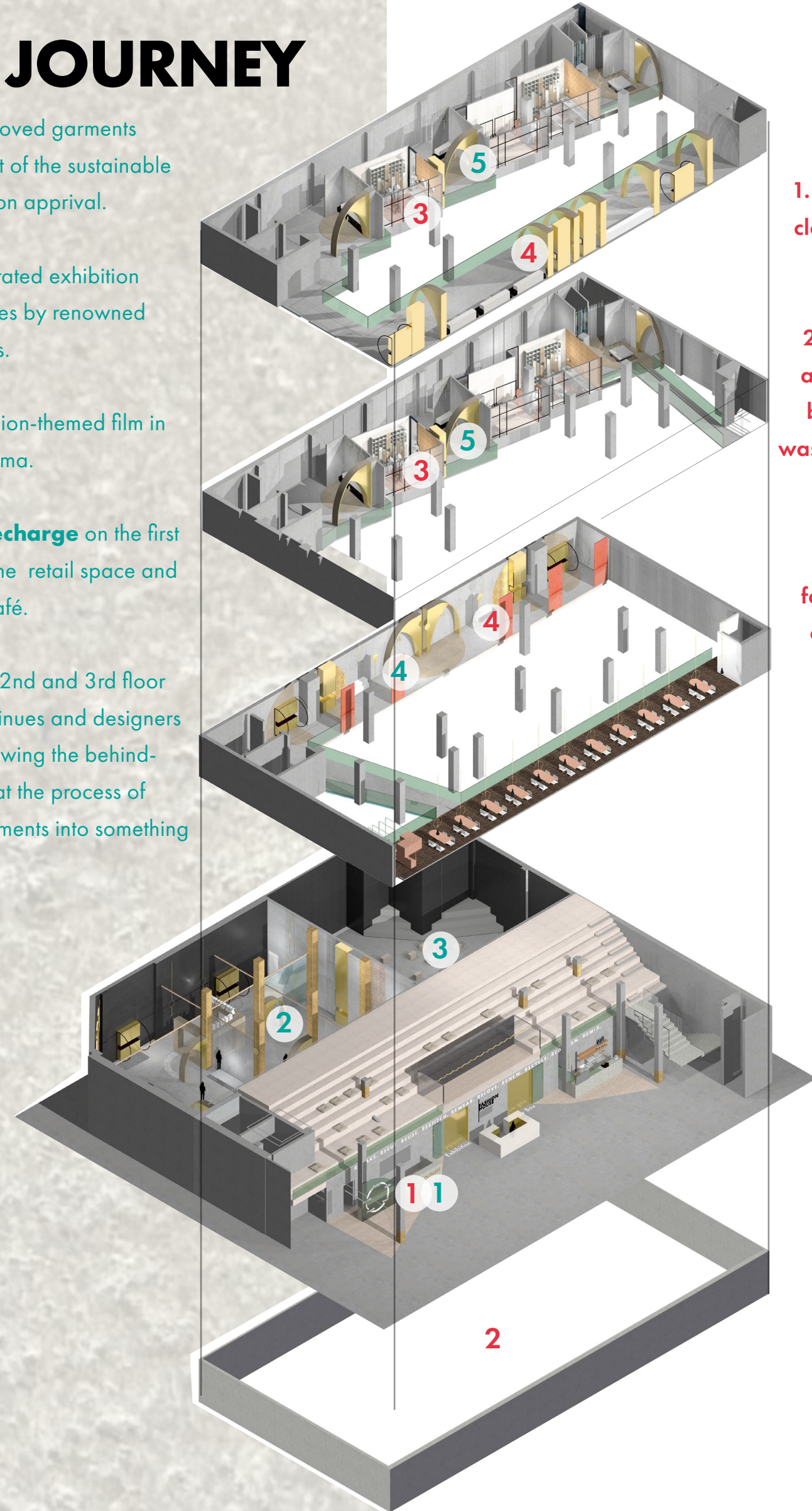
1. Donate pre-loved garments and become part of the sustainable fashion cycle upon appraisal.

2 Explore a curated exhibition showcasing pieces by renowned fashion designers.

3. Watch a fashion-themed film in the in-house cinema.

4. Shop and recharge on the first floor, browsing the retail space and heading to the café.

5. Discover on 2nd and 3rd floor where retail continues and designers are at work - showing the behind-the-scenes look at the process of transforming garments into something new



GARMENT JOURNEY

1. Members of the public donate clothing at the designated drop-off point

2. Donated textiles are washed and sorted by fabric type in the basement, which has industrial washing machines and organised storage

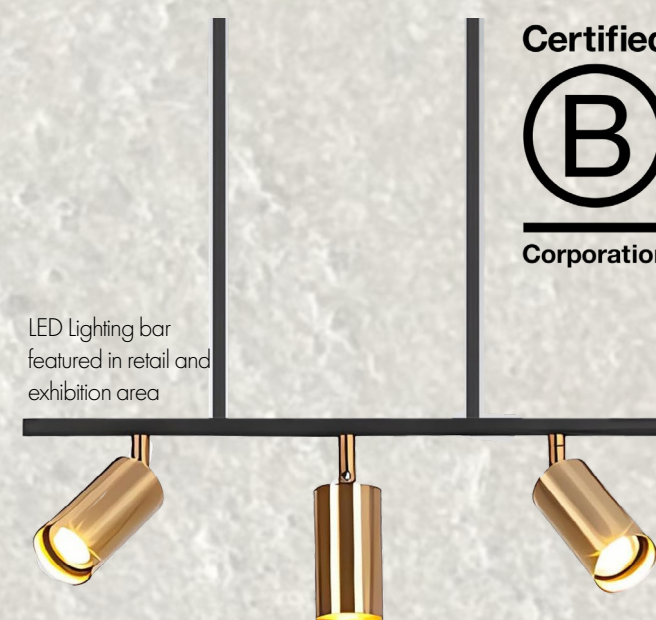
3. In-house designers select fabrics, deconstruct the original clothes, and upcycle them new piece

4. The final garments are then sold, giving new life to old materials

SECTION Scale 1:100



CLEAN ENERGY - BUILDING SUSTAINABILITY



Biophillic design is incorporated by using natural light and ventilation.

The centre of the building has been opened up to create an atrium, providing as much natural light and space as possible.

Ventillation – the building will have natural ventilation as all of the windows will open.

Lighting systems – the building will use natural light from the windows and the glass roof. Ambient effects will be created using LED lights at various levels on each floor. Sensors will also be used to make the lighting more energy efficient.

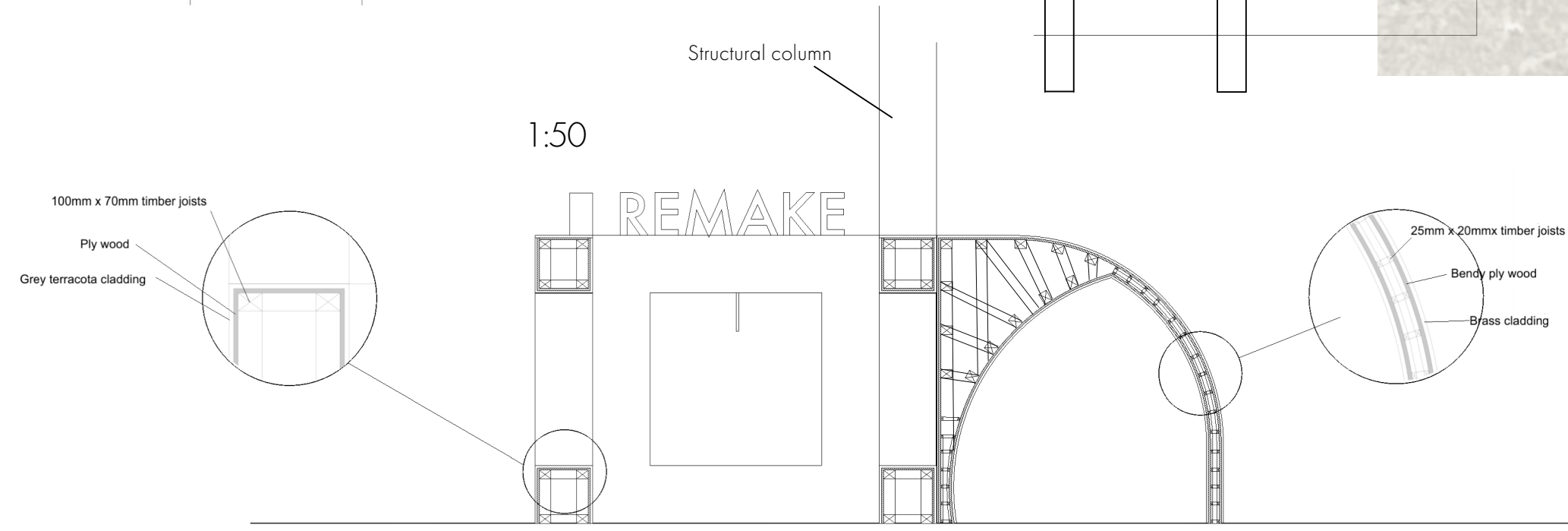
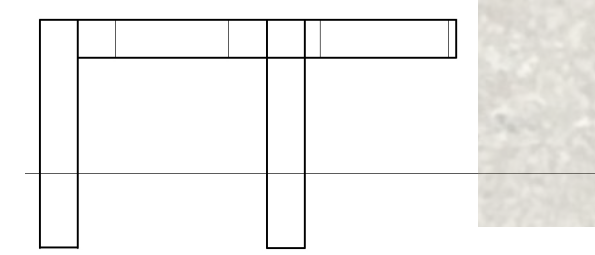
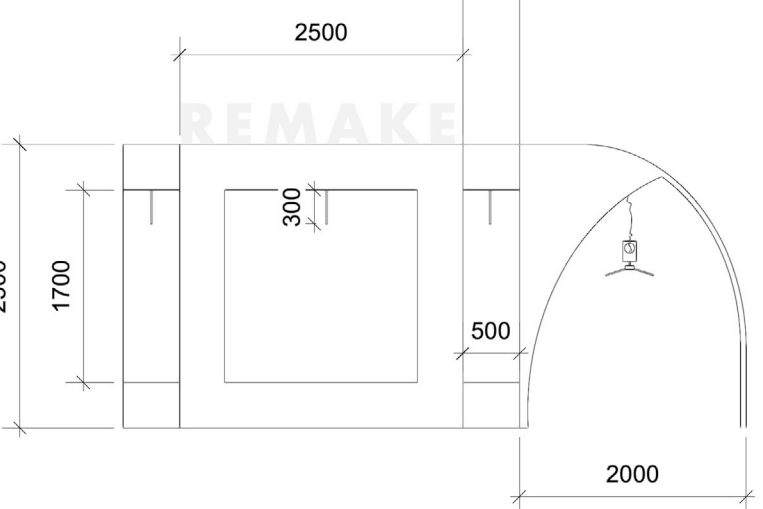
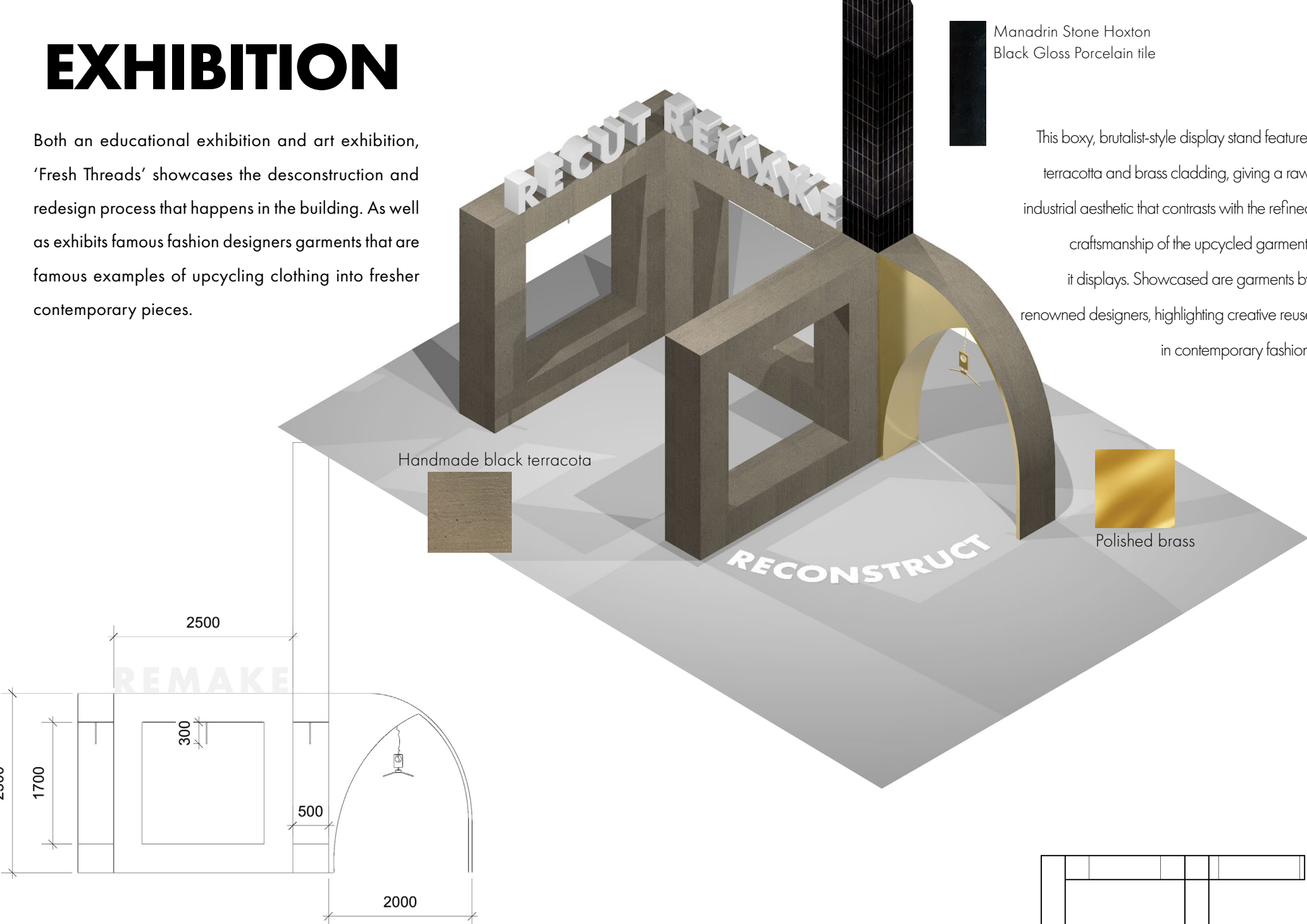
Energy generation – will be renewable by using solar thermal panels on the roof.

An IT management system will enable smart, fine-tuned control of heat, light and air conditioning, which will reduce energy consumption and running costs. It will also enhance the comfort of the users in the building

The building will aim to be certified by B Corp, a rigorous application process but highlights environmental performance, transparency and accountability

EXHIBITION

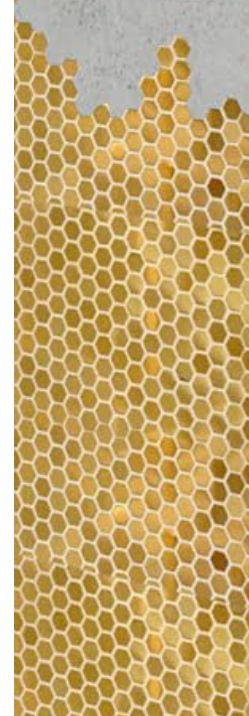
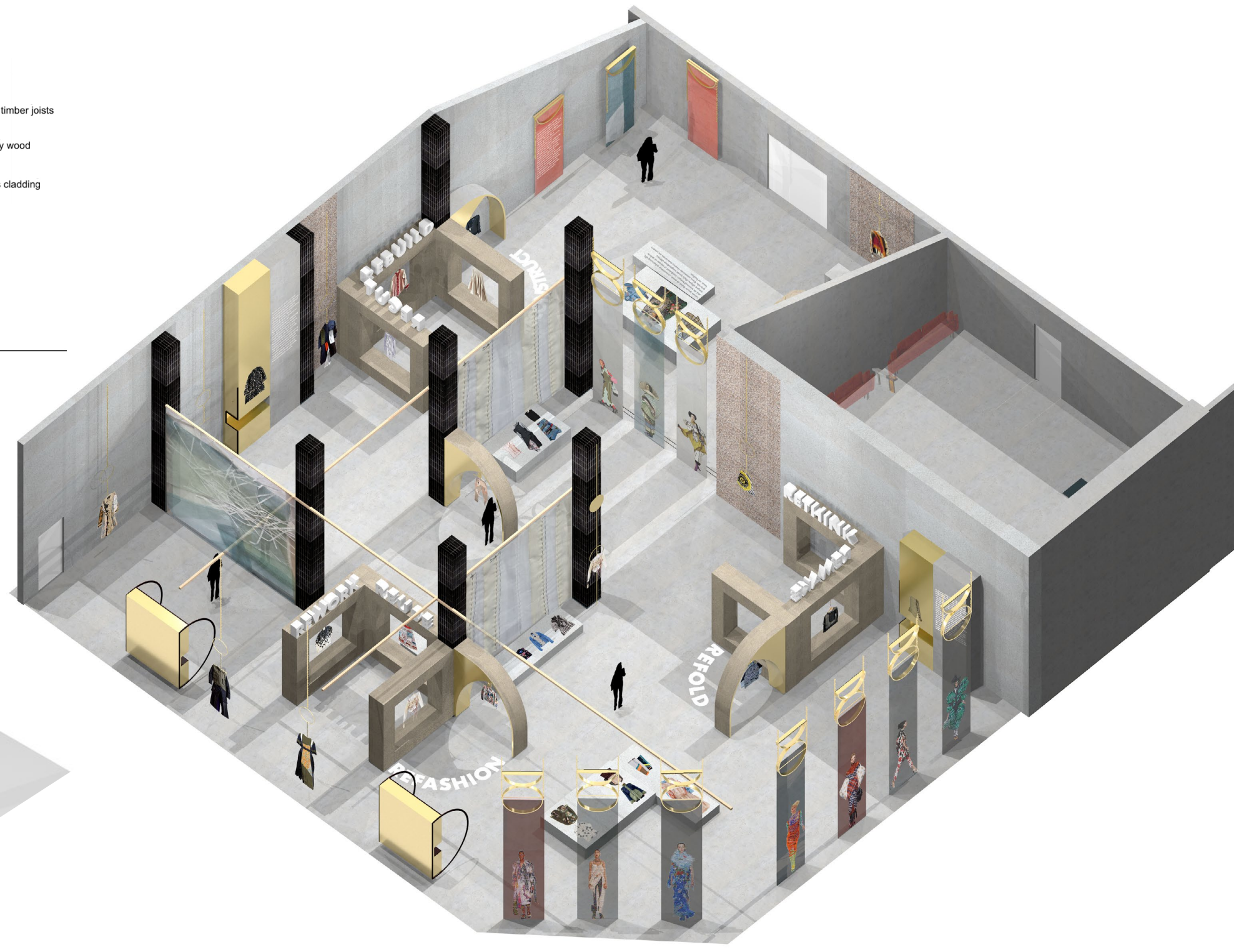
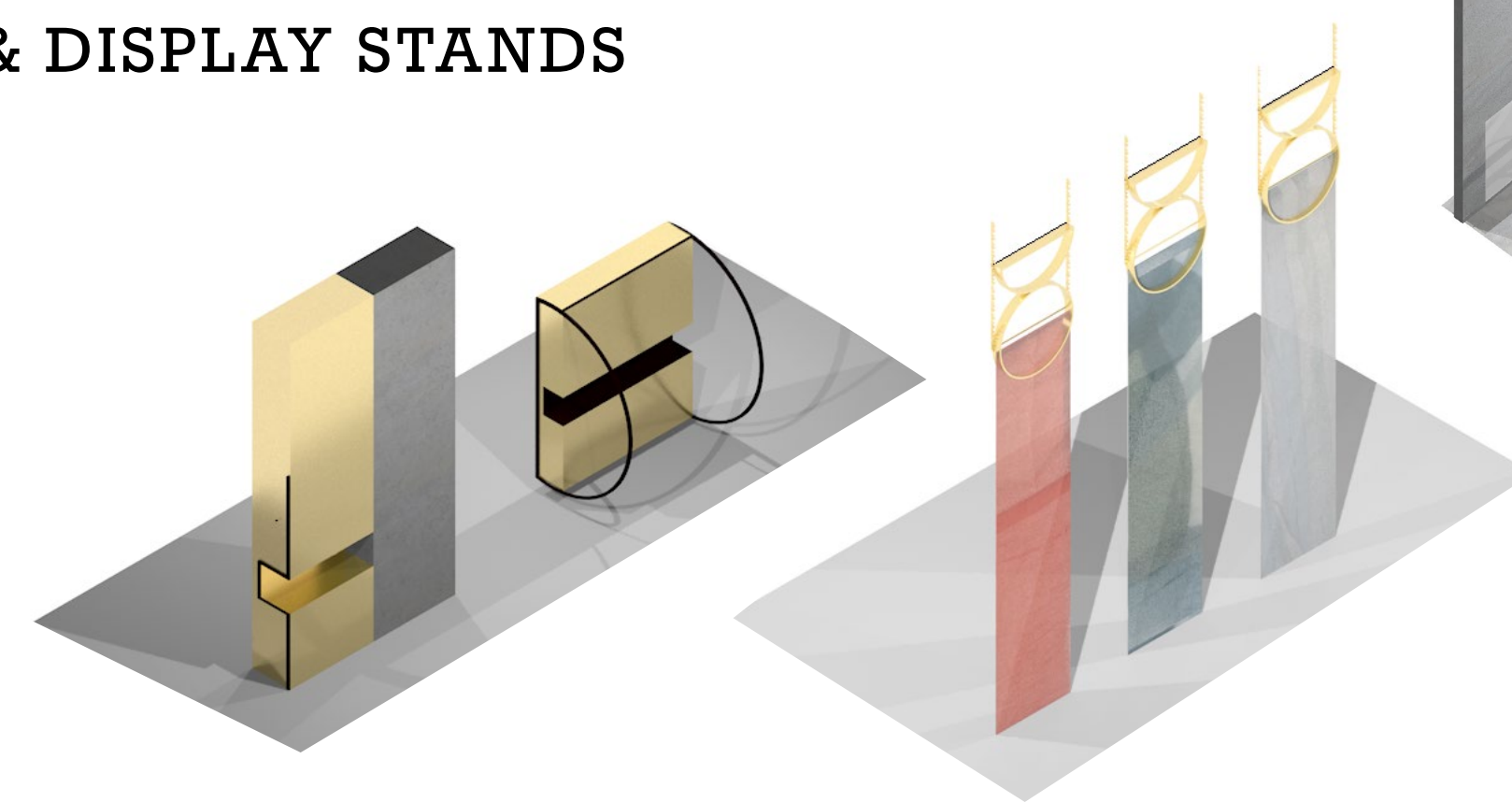
Both an educational exhibition and art exhibition, 'Fresh Threads' showcases the deconstruction and redesign process that happens in the building. As well as exhibits famous fashion designers garments that are famous examples of upcycling clothing into fresher contemporary pieces.

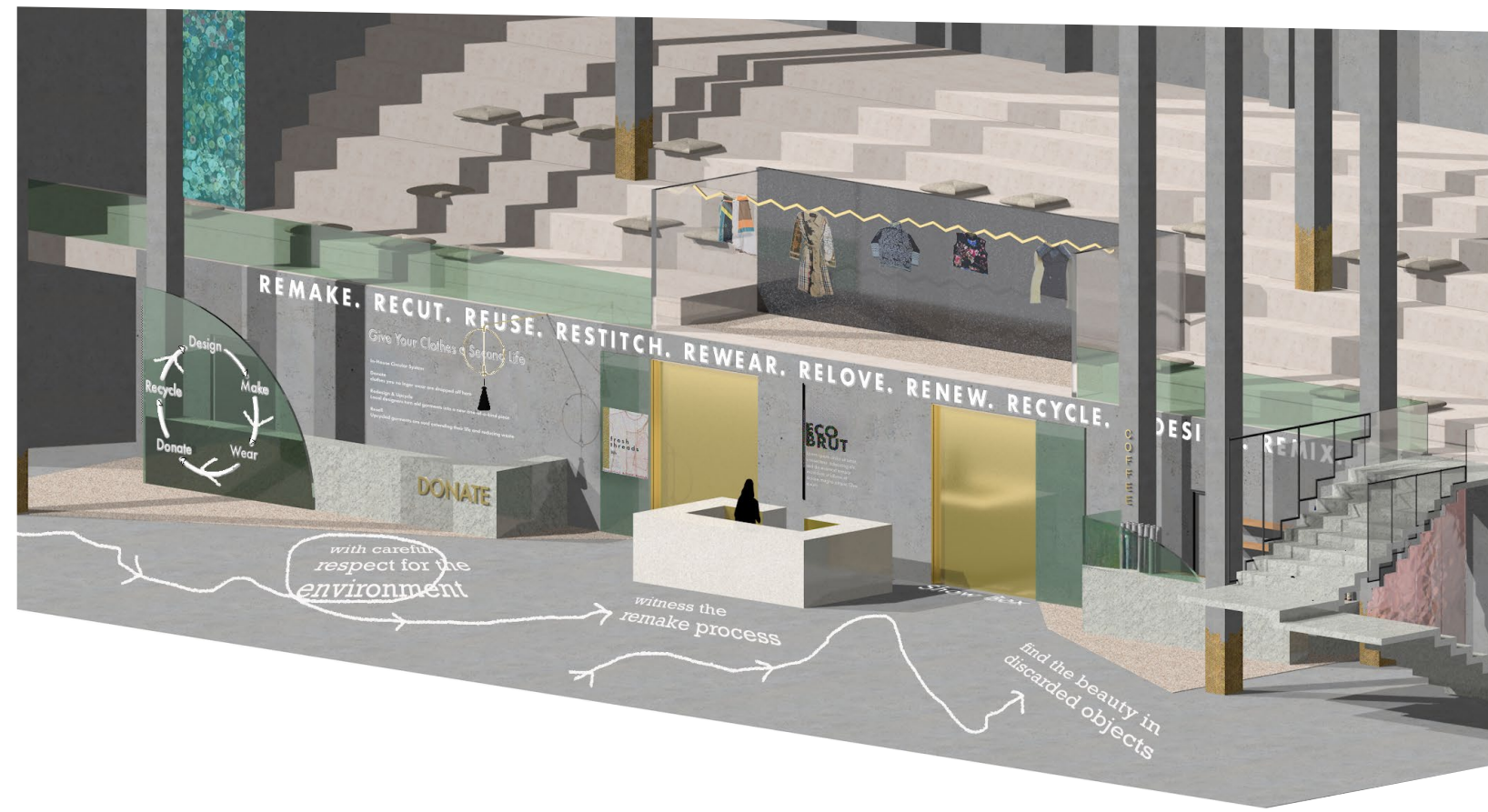
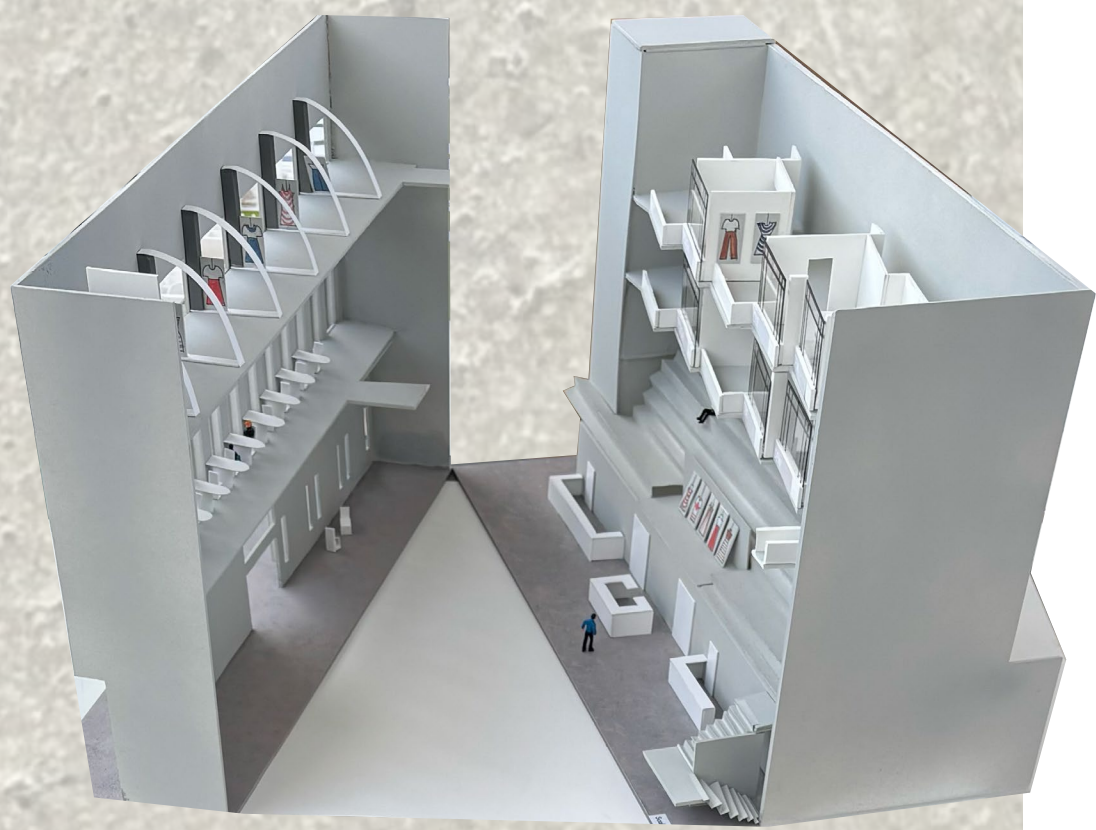


DIVIDER & DISPLAY STANDS



Divider- Exhibition space





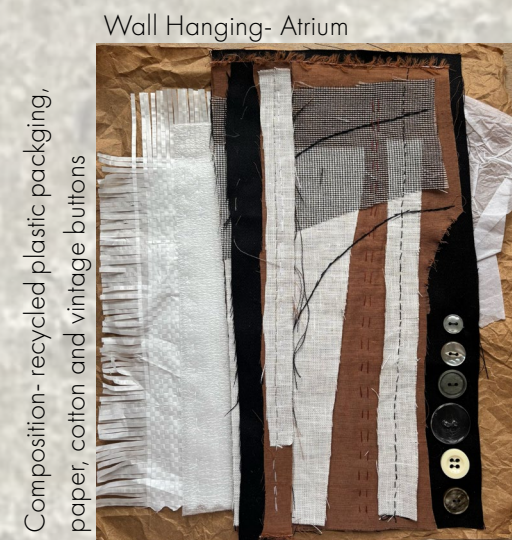
CAFE

ATRIUM

To light the whole building in an energy efficient way the floors are void in the centre allowing the skylight to flood the whole building with natural light through to the ground floor, as well as creating a connection to the outside and dynamic lighting changes.

The floors being located on the edge of the building creates an increased sense of space, adding vertical visual interest, aswell as inkeeping with the theme of transparency allowing the user to see every floor.

BANNERS & WALL HANGING



Wall Hanging- Atrium
Composition- recycled plastic packaging, paper, cotton and vintage buttons



Recycled cotton and linen

Hanging Banner - Printed in-house designers' names- top of tiered seating feature



Recycled and dyed cotton

Hanging Banner - Printed graphic of fashion editorial feature

