

Sustainista.

"Weaving a Future of Fashion"

How can design highlight fashion's sustainability, ethics, natural beauty and the dangers of fast fashion?

CONCEPT.
Housed in an empty building brought back to life through adaptive reuse, this project aims to revitalise the high street while unfolding the story of fashion's lifecycle. It exposes the harsh realities of fast fashion before transitioning into a vision for a sustainable future. At the entrance, the suspended clothing installation serves as a confronting statement on overconsumption and waste, compelling visitors to reflect before they proceed. The journey is inspired by nature's metamorphosis, mirroring a chrysalis transforming into a moth symbolizing fashion's potential for renewal. Visitors move through stark, industrial settings that reveal the impact of mass production before entering an organic, immersive environment that embraces slow fashion, upcycling, and ethical design. A dedicated Fashion Lab offers hands-on upcycling workshops, empowering visitors to be part of the change. The space challenges perspectives and inspires a more conscious future by confronting fashion's past and engaging with innovative solutions.



MIND
Empowering people with knowledge and awareness.



MARKET
Highlighting sustainable fashion innovations and creators.



MOVEMENT
Bringing people together to drive collective action for a better future.

PROJECT AMBITION.
Climate Emergency and Sustainability.
This project confronts fashion's environmental impact while advocating for sustainability and circular design.

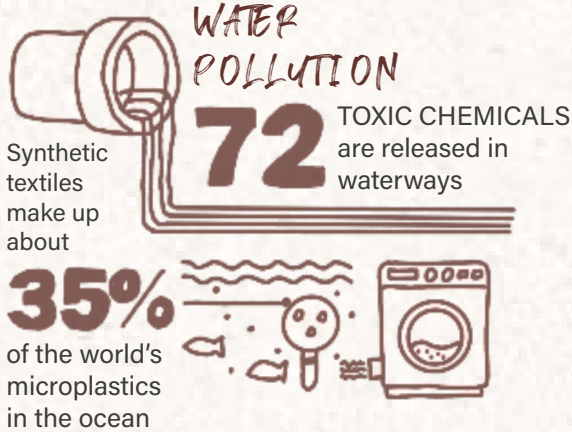
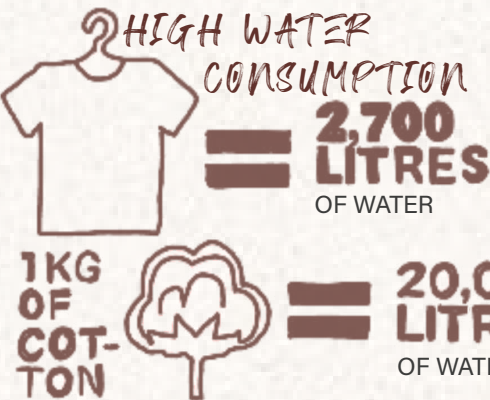
WHAT.
A sustainable fashion hub to educate, inspire and enable change in an industry that has contributed to the climate crisis.

WHERE.
Beacon House, Queens Rd, Bristol, BS8 1SE
The location is Bristol, widely recognised for its attitudes towards sustainability and creativity. Bristol has been declared as the most eco-friendly city in the UK.

WHO.
The space will aim to reach a broad audience, specifically Millennials (28-43 year olds).

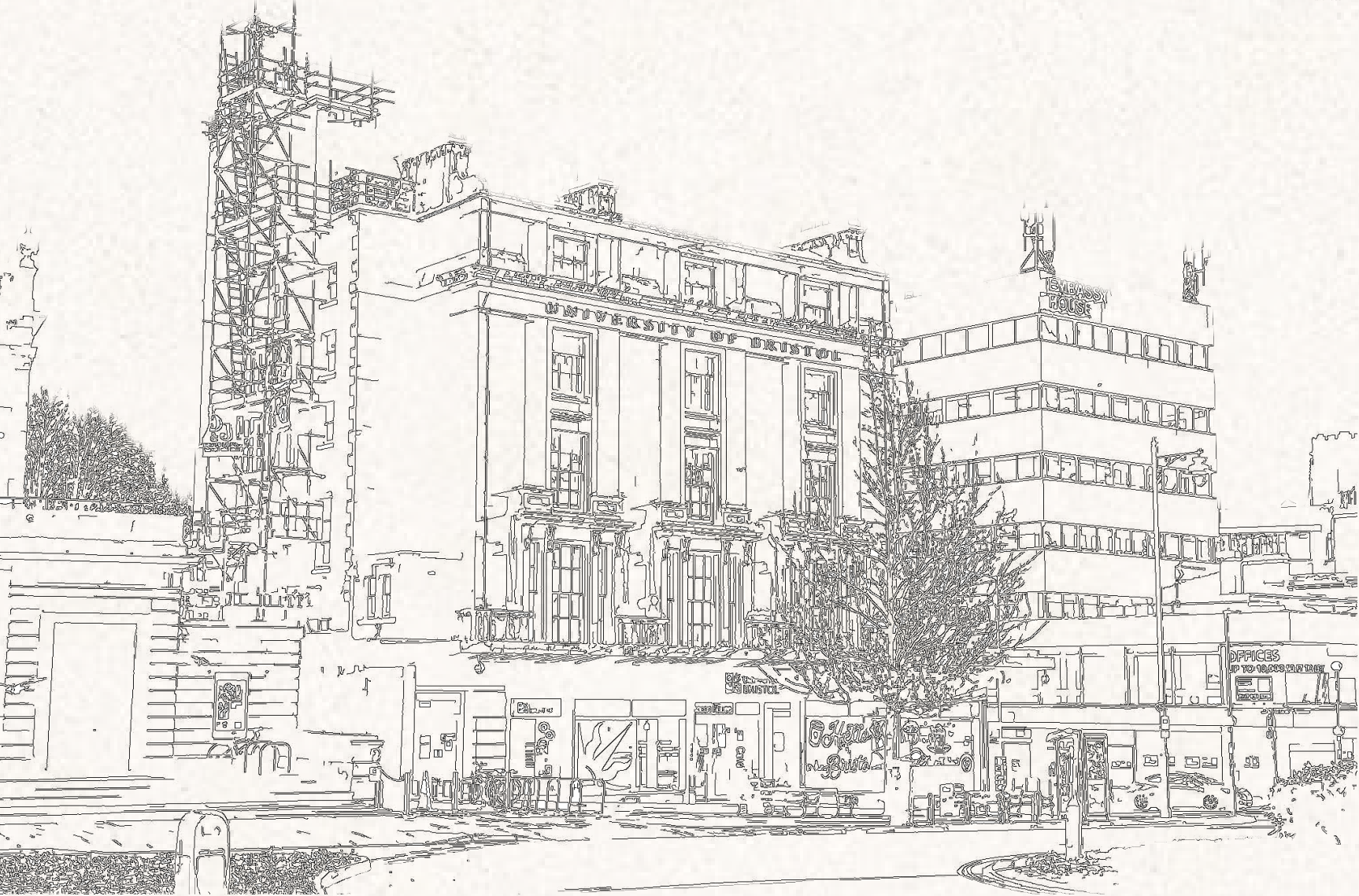
WHY.
Fast fashion is a slow killer of the planet, and something needs to change.

THE ISSUE.



Suspended garments create a powerful visual statement on fashion waste and overproduction.

THE SITE.
Beacon House, Queens Rd, Bristol, BS8 1SE



THE LOCATION.



- KEY.
- Beacon House
 - Victoria Rooms
 - University of Bristol
 - Bristol Grammer
 - Clifton Triangle
 - Bristol Museum

THE USERS.



‘Ethical Wardrobe Warrior’

Poppy is passionate about ethical fashion and making sustainability the standard, not the exception.



‘Retail Rush Euthusiast’

James treats shopping like a sport, always on the hunt for the latest trends and emerging styles.



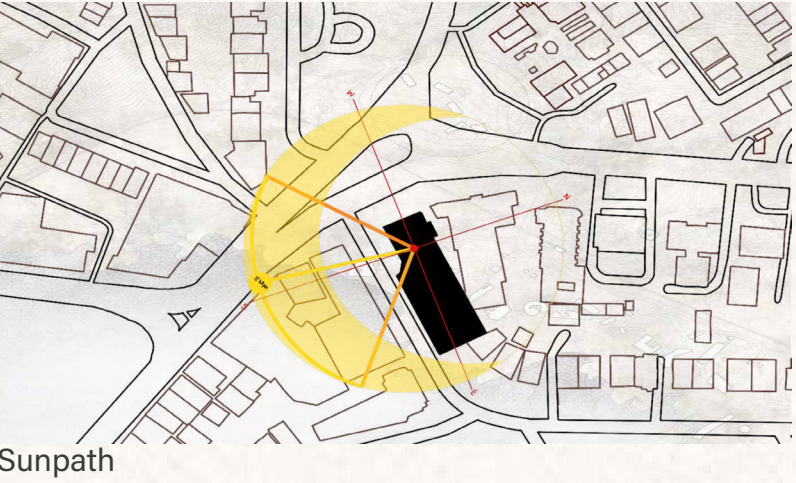
‘The Conscious Stylist’

Sophie belives in intentionally living and curating a wardrobe that reflects her values.

RENDERED SECTION AA.



SITE DIAGRAMS.



USER JOURNEY.

Starts with awareness, moves through discomfort, shifts to hope, and ends with action.



ENTRANCE.

As you arrive at Sustainista, striking window displays reveal the harsh realities of fast fashion. Discarded garments and bold visuals highlight overproduction, exploitation, and environmental damage.

HARSH REALITY.

Inside, an immersive installation confronts you with the true cost of fast fashion, textile waste, factory noises, and powerful stories challenge you to reflect.

TRANSITION.

As you move through the space, changing materials and lighting mirror nature's metamorphosis, signalling fashion's potential for conscious transformation.

ETHICAL ZONE.

In the Fashion Lab, the pace slows. You learn sustainable techniques such as upcycling and zero-waste design, with the opportunity to participate in hands-on workshops and rework old garments.

FASHION LAB.

Upstairs in the Ethical Zone, explore brands that use transparent supply chains and low-impact materials. Try on and purchase stylish, sustainable pieces.

EXIT.

Before you leave, a final installation of suspended garments offers a stark reminder of overproduction, urging reflection on fast fashion's impact and your role in changing it.

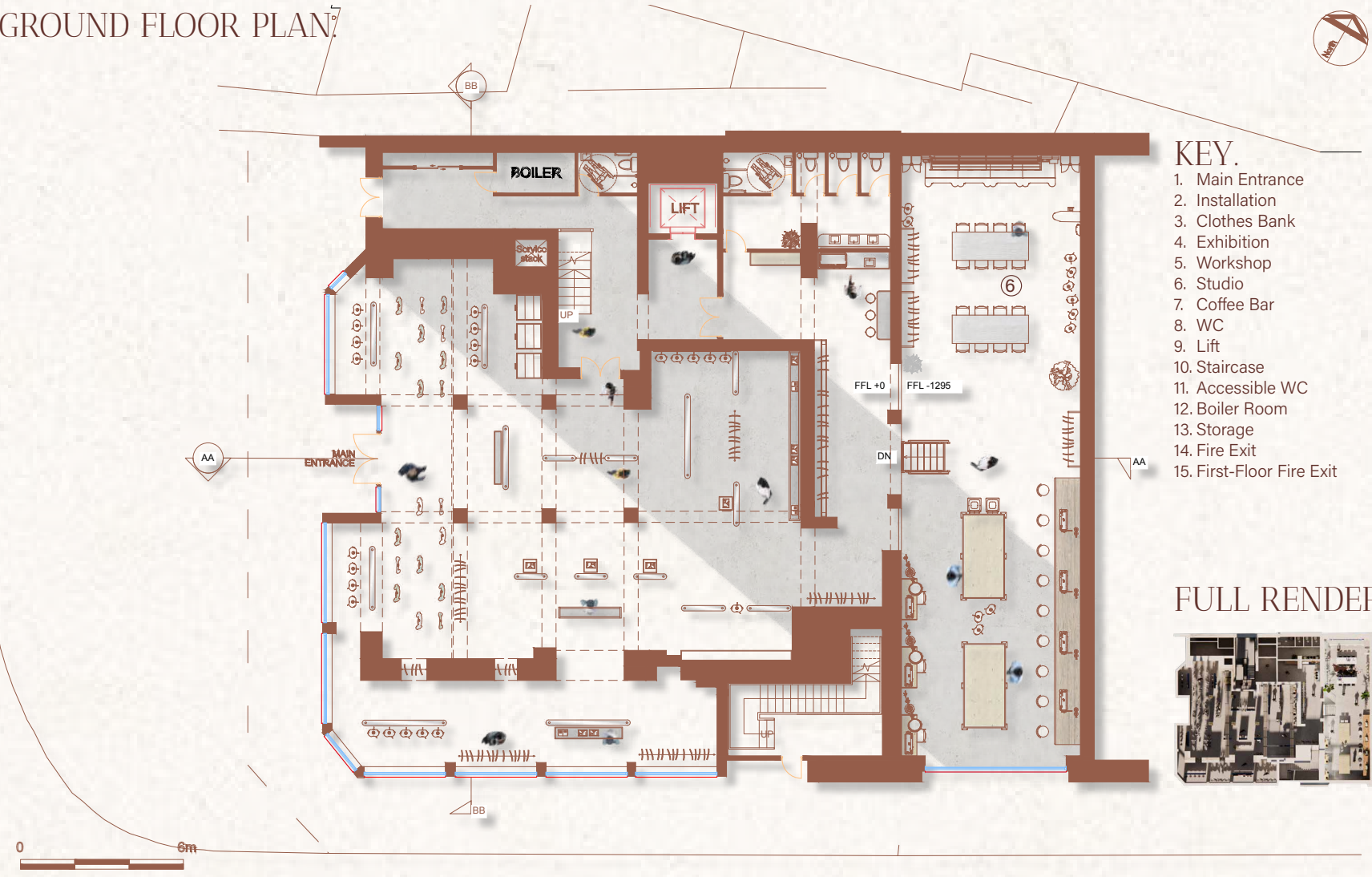
SITE INFORMATION.

Built in 1854 by WB Reed, the Queens Hotel (Beacon House) is a Grade II listed Neoclassical building with a striking exterior and an open dogleg staircase.

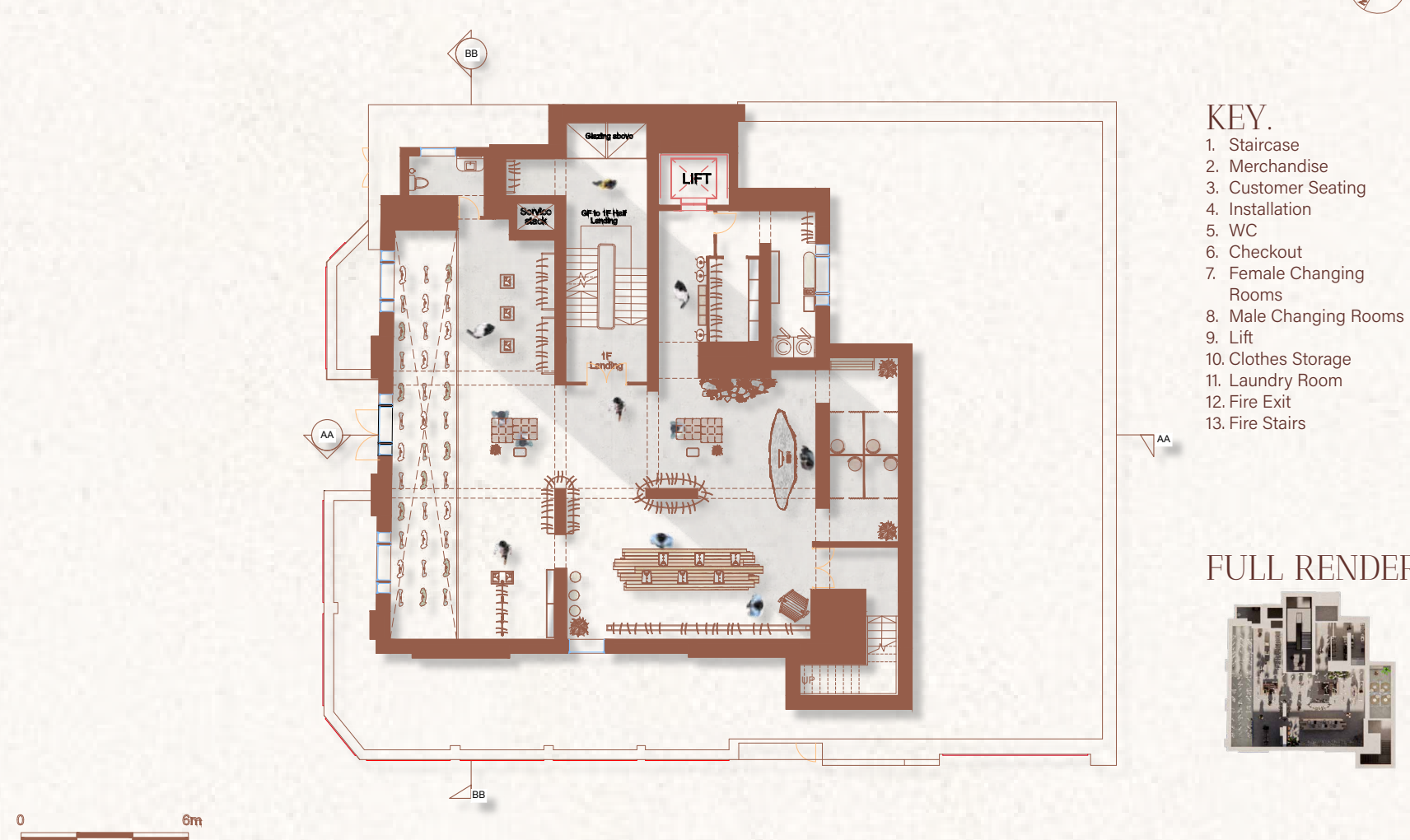
It has housed major retailers, including Gardiners, Debenhams, and Habitat.

Located centrally, it benefits from high footfall and community initiatives but faces listing restrictions, limited parking, and potential congestion.

GROUND FLOOR PLAN.



FIRST FLOOR PLAN.



COLOUR PALETTE.

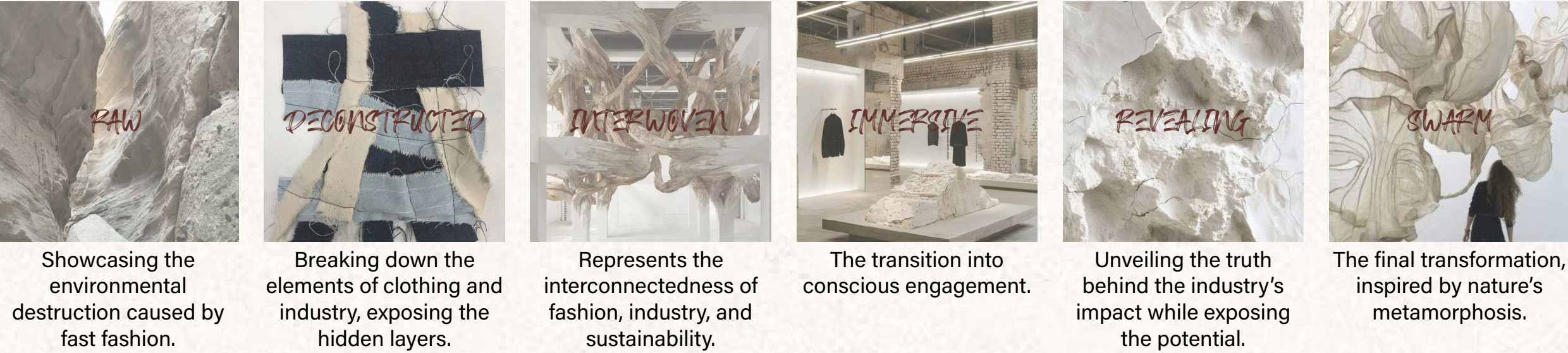


The colour palette reflects fashion's transformation from industrial waste to sustainable renewal. Through a balance of raw, industrial tones and warm, natural accents, the colours tell a story of overconsumption, reflection, and change.

- Grey and Steel highlight the industry's polluted, mechanical past.
- White suggests clarity and a fresh start.
- Green symbolises sustainability and slow fashion.
- Wood brings warmth and represents ethical craftsmanship.

This palette immerses visitors in fashion's past while guiding them towards a conscious future, making sustainability a choice and necessity.

CONCEPT NARRATIVE.



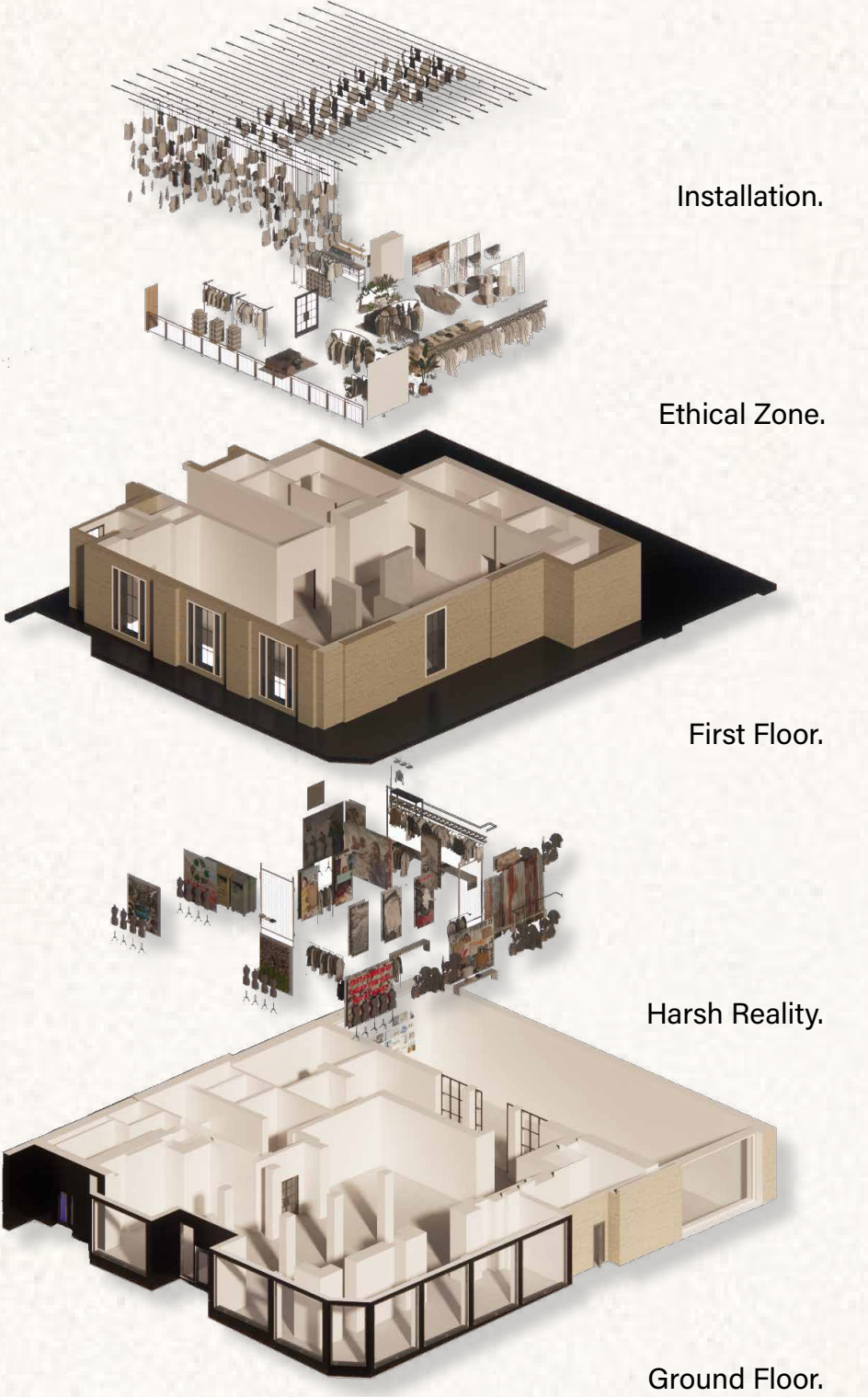
GROUND FLOOR STUDIO AND WORKSHOP.



GROUND FLOOR HARSH REALITY.



AXONOMETRIC VIEW.



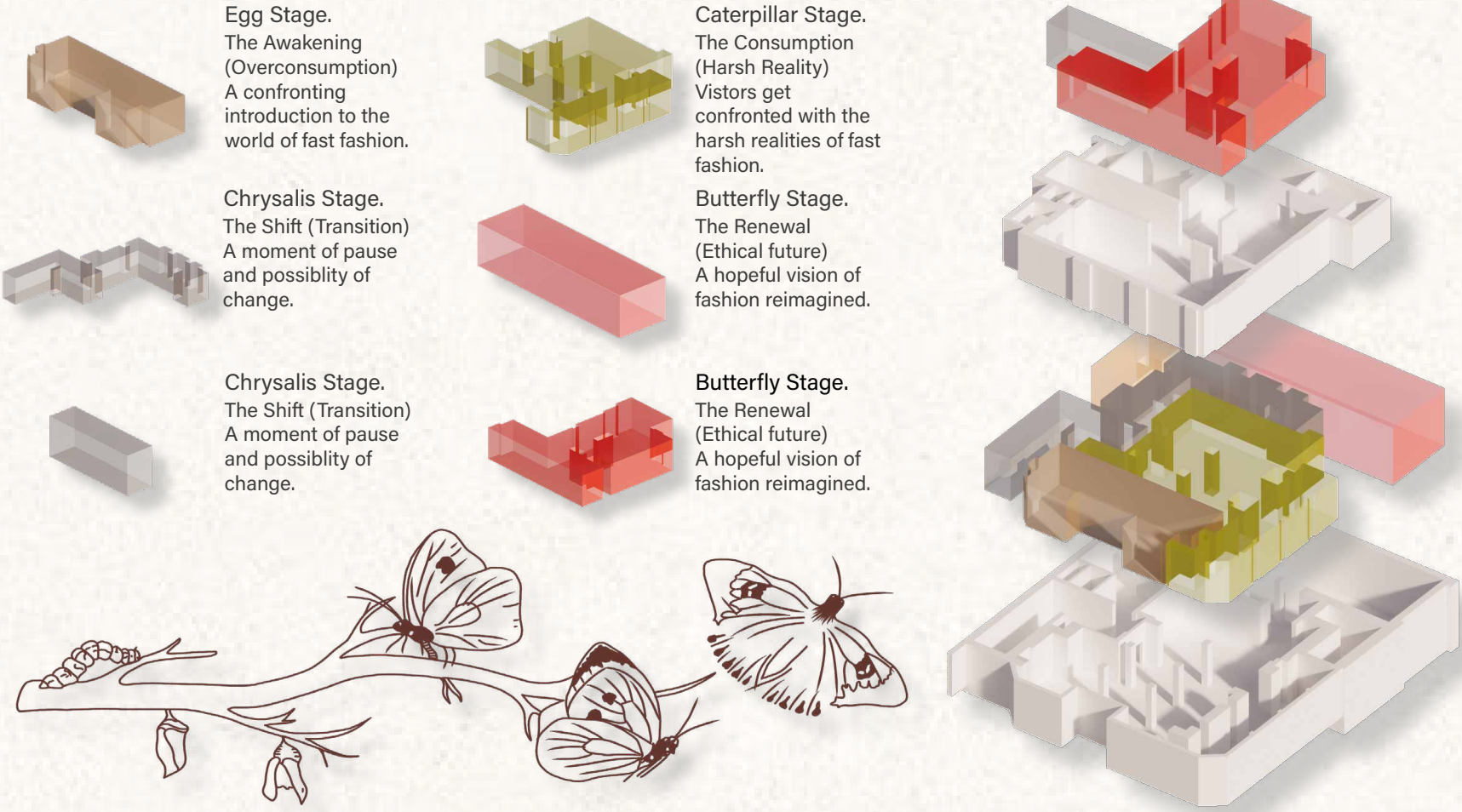
SECTION AA.



SECTION BB.



STRATEGY DIAGRAM.



MATERIALS BOARD.

Textured Clay Plaster.
What is it: A natural wall finish made from clay, sand and natural fibres. It's breathable, biodegradable and VOC-free.
Sustainability: Clay plaster is locally sourced, non-toxic and fully recyclable. It regulates humidity and improves air quality.
Use: Wall finish

Polished Concrete.
What is it: A dense, finished surface created by grinding down concrete to a smooth finish.
Sustainability: Polished concrete can be a sustainable flooring option due to its durability, and use of natural materials.
Use: Floor Finish

Plywood.
What is it: A manufactured wood product made by layering thin sheets of wood veneer.
Sustainability: It is FSC-certified and reclaimed, low in waste and easily repurposed.
Use: Display tops, Partition walls and Tabletops

Canvas.
What is it: A coarse woven fabric typically made from cotton, hemp or linen.
Sustainability: Natural canvas is biodegradable and renewable. It can be reused and upcycled.
Use: Ballustrade and Display

Steel Metal.
What is it: It is a highly durable industrial alloy, and it is salvaged in adaptive reuse projects.
Sustainability: Steel is infinitely recyclable.
Use: Structural framework, Beams and Clothing racks

Stone.
What is it: Natural material, repurposed from building sites.
Sustainability: Sourced and salvaged stone has a long life cycle and minimal processing needs. It's also durable.
Use: Desk and Display units

Reclaimed Wood.
What is it: Weathered wood salvaged from demolition and old buildings.
Sustainability: Reclaimed wood prevents deforestation and reduces landfill waste.
Use: Display units, Seating and Tabletops

Steel Chain.
What is it: A raw industrial element made from steel.
Sustainability: It can be upcycled.
Use: To suspend the clothes



GROUND FLOOR HARSH REALITY.

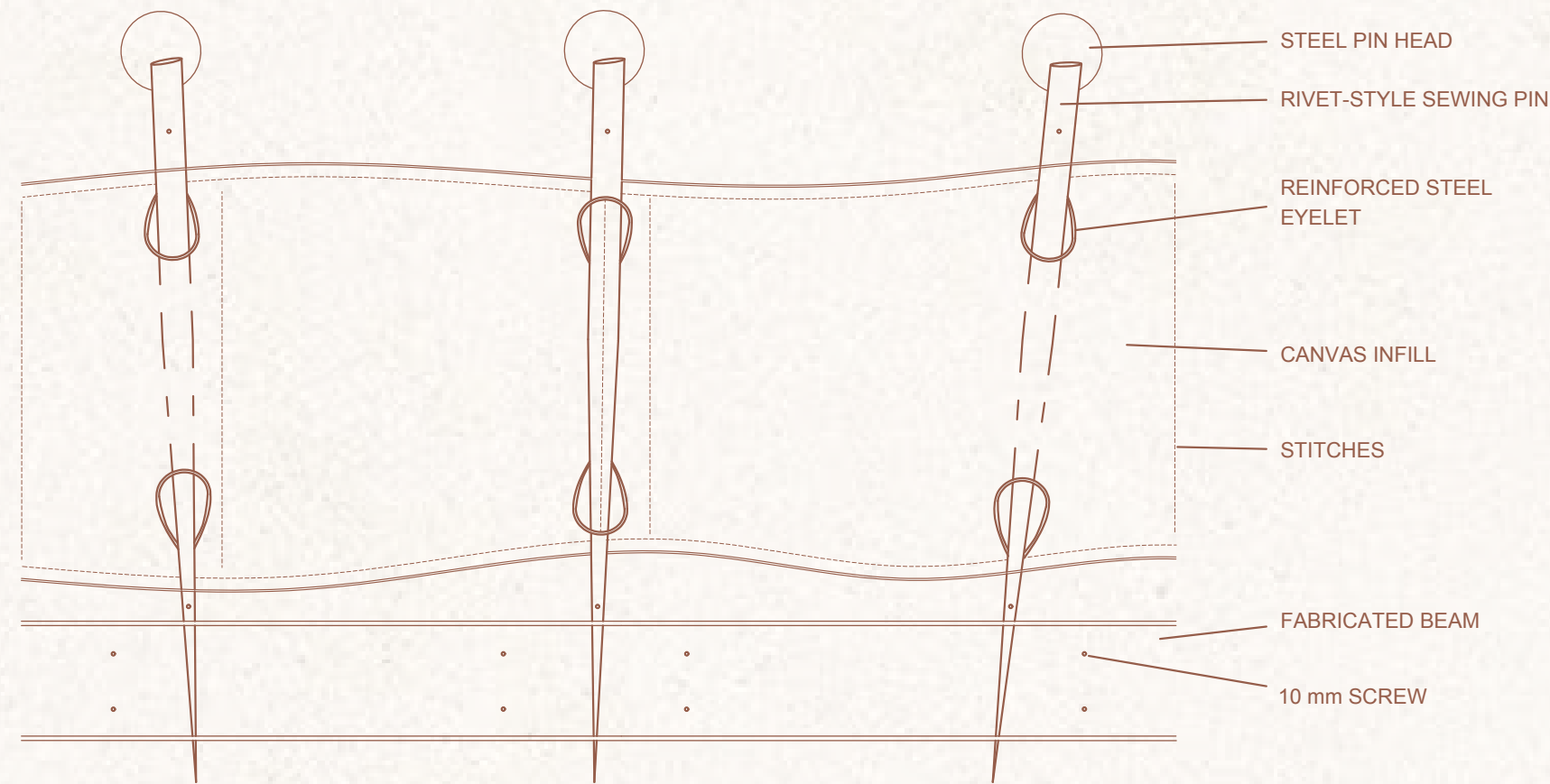


BESPOKE INTERIOR FITTING DETAIL A.

Rendered Balustrade.



Technical Detail A.



FIRST FLOOR ETHICAL ZONE.



SOCIAL SUSTAINABILITY.



'Sustainista' drives change in fashion through education, ethics, and sustainability. In partnership with UWE and NGOs, it fosters a community for discussions, workshops, and conscious retail.

ECONOMIC SUSTAINABILITY.



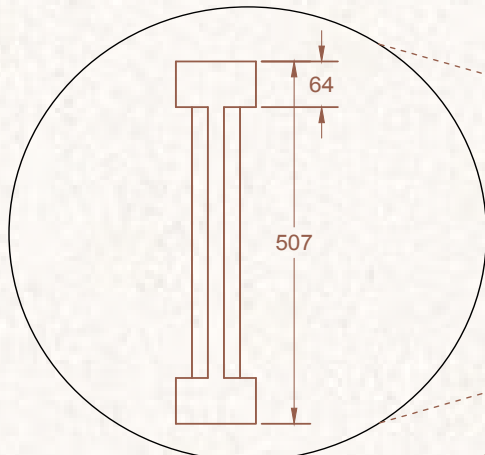
The project promotes circular design, repurposing materials to cut costs and waste while supporting local businesses for a sustainable, flexible space.

ENVIRONMENTAL SUSTAINABILITY.

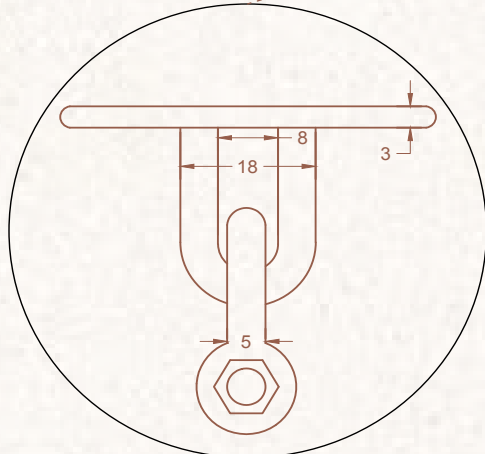


'Sustainista' cuts fashion's carbon footprint through ethical shopping, upcycling, and sustainable design.

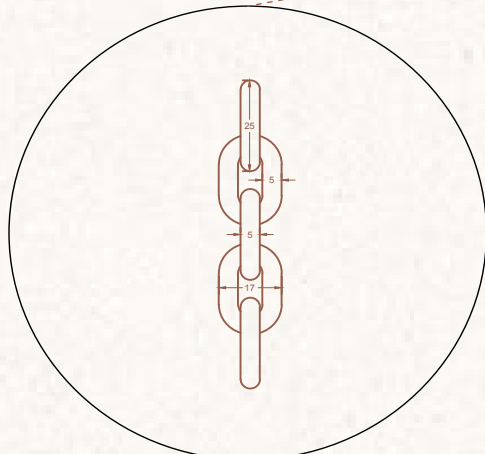
TECHNICAL SECTION.



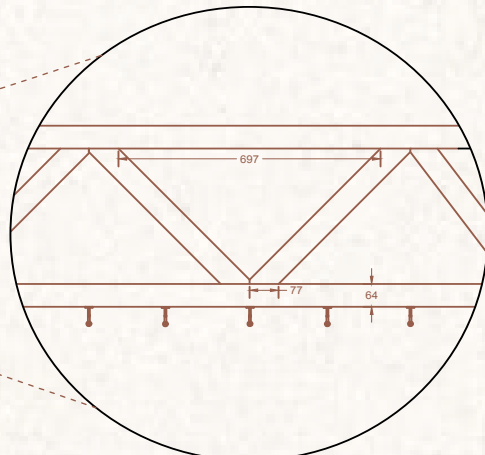
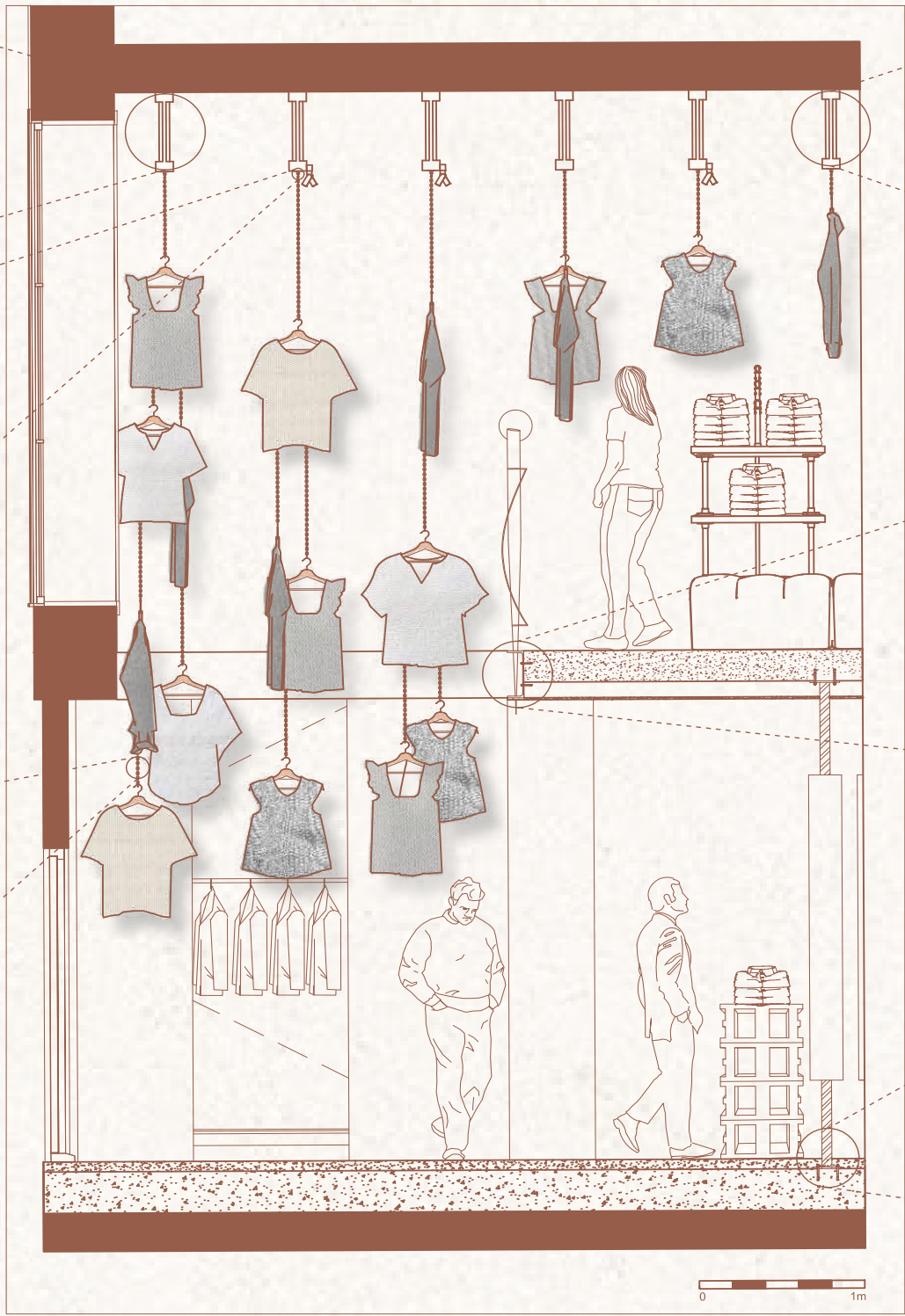
Fabricated Steel Truss



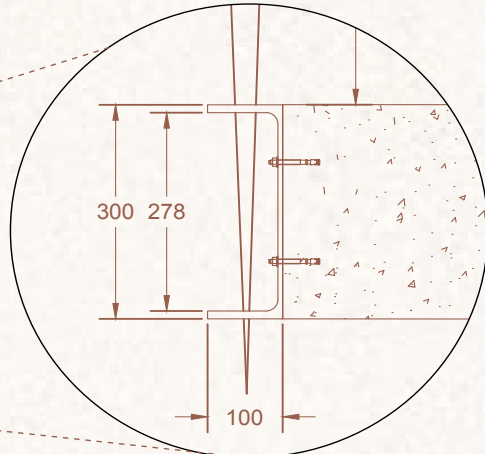
Shackle and Pad-Eye



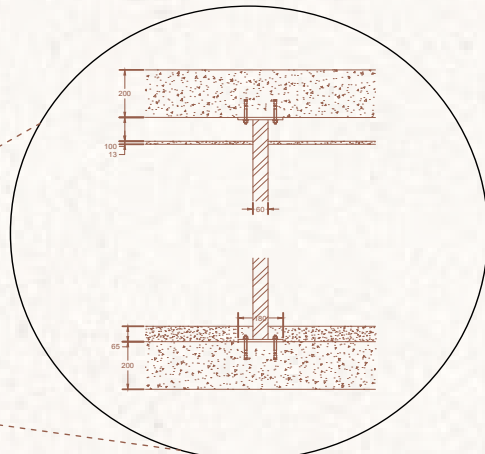
5mm Galvanised Chain



Fabricated Steel Truss



Balustrade Attachment



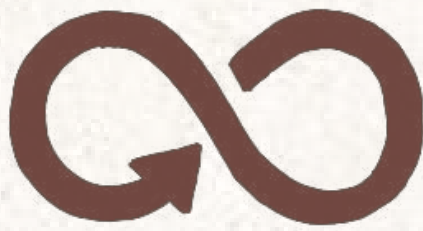
Timber Stud Wall

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS.



GOAL 11
SUSTAINABLE CITIES AND COMMUNITIES

Promote local, ethical fashion and educate consumers on its environmental impact.



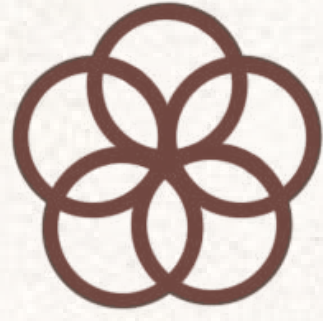
GOAL 12
RESPONSIBLE CONSUMPTION AND PRODUCTION

Encourage sustainable fashion through recycling, upcycling, and ethical labour practices.



GOAL 13
CLIMATE ACTION

Reduce fashion's carbon footprint by promoting eco-friendly materials and minimising textile waste.



GOAL 17
PARTNERSHIP FOR THE GOALS

Foster collaboration with brands, NGOs, and consumers to drive industry-wide sustainability.