



re^{earth}

wear clothes that matter

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Project Name/ Re-Earth Sustainable Department Store
Type/ Final year - Major design project (Commercial design)
Area/ 17,280 sqm
Height/ 23 meters
Location/ Dimco East building, 333 Woodlane, Shepard's Bush, London W12

Post-pandemic has made society seek transparency and truth in everything they come across, therefore building spaces and services with transparency are more important than ever to maintain trust with consumers.

The narrative of fashion as a waste problem is reaching a wider audience now, hence this project is a suitable way to raise awareness about the over-production of clothing and the importance of extending the lifespan of the existing clothing, to reduce the negative impact fashion has on the climate and society. Finding at no objective sustainable department store platforms existed to help shoppers and brands in London, Re-earth was born.





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The Solution - Re-Earth Project & Concept

The Re-earth is a sustainable department store that brings consciously manufactured goods with a variety of facilities. Facilities such as repairing, recycling, and reducing textile waste all being under one roof. It displays different sustainable, eco-friendly clothing brands, such as United by Blue, No-Nasties, Rapanui, Armedangles, and Alternative Apparel.

The concept behind this brand is to educate people about the long-term consequences of fast fashion and promote the four "Rs" – recycling, repairing, reusing, and reducing consumption.

This specific project is to raise awareness about the overproduction of clothing and the importance of extending the lifespan of existing clothing. It is an inviting, creative space, targeted towards young adults, offering an experience to educate themselves about where and how their clothes are made and its lifecycle.

Re-earth considers where and how things are made, who makes them and what they are made from. It is a community-focused business that gives back to local environmental organizations through community-based events, classes, and workshops.

Here Is Re-Earth's Vision, In Three Goals:

Making their impact visible: By sharing their impact and outlining their goals.

Their most ambitious goal: Becoming Earth Positive/net-positive across every resource they use.

Working towards a better future: Re-Earth closes the loop on their resource use by improving supply chain visibility, striving to take less from the planet and keeping materials in circulation.

The 5 pillars of Re-Earth:



The Sustainable Development Goals (SDGs) gives Re-Earth a framework to define its vision and steer it towards its objective of designing a better future of fashion.



The problem - Fashion is Trash

Fast fashion brands have a huge impact on the environment, fuelling demand for cheap, disposable clothing that is carbon intensive to produce and often ends up in landfill or incineration.

In the whole recycle circle, only 1% of old fabric can be recycled into making the new clothes.

Among old or discarded clothes, 84% of them would end in the landfill or incineration, causing a huge pollution to the earth.

Over half a million tons of microfiber pollution equivalent to 50 billion plastic bottles (a third of plastic pollution in the ocean), ends in the ocean due to microfibers from synthetic clothing.

Therefore, Re-Earth wants to create circular use of fashion that closes the loop system where products are designed, manufactured, and handled as second-hand Re-Earth clothing is circulated within the store. Re-Earth wants to open the UK's first in-store recycling system in London; to turn pre-loved clothing into a new garment, without the use of water or chemicals.



IN-STORE RECYCLING ROOM/ENTRANCE (GROUND FLOOR)



LIVE PLANT FEATURE WALL - GROUND FLOOR



RE-EARTH TAILOR SHOP (GROUND FLOOR)



WOMEN'S WEAR (GROUND FLOOR)



RE-EARTH CAFE (FIRST FLOOR)



WORKSHOP STUDIO (FIRST FLOOR)



REPAIR STUDIO (FIRST FLOOR)



VIEW OF THE EXHIBITION SHOW & CAFE



THE HOLOGRAPHIC EXHIBITION SHOW - (GROUND FLOOR)



THE FOUR R'S EXHIBITION (GROUND FLOOR)

MAIN TWO FEATURES OF RE-EARTH STORE:

Housed in a stunning glass box at Re-Earth, visitors can now remake an old item of clothing with the in-store recycling facility. The in-store recycling facility of a garment-to-garment recycling system, disassembles and assembles old RE-Earth clothing items that are donated into new clothing to sell at the Re-Earth store.

In just eight steps, machine shreds your old garment and knits a new one from the old fibres. This system will use no water and no chemicals, therefore having a significantly lower environmental impact than when producing clothing from scratch.

The workshop studio offers the visitors the chance to learn more about the science behind the Re-Earth brand, by showing in a lab-style set up about how Re-Earth clothes are made from natural plant materials and lab-produced pigments made from a plant's DNA. The workshop will also hold workshop events by artist and designers, teaching DIY of clothing and shoes.

These workshop events allow the visitors to join the slow fashion gradually, by educating themselves about how they can turn pre-loved clothing and shoes into something new by reusing, recycling, repair, repurposing, rethinking about fashion and reduce textile waste.



Re:use



Re:purpose



Re:duce



Re:think



Re:cycle



Re:pair

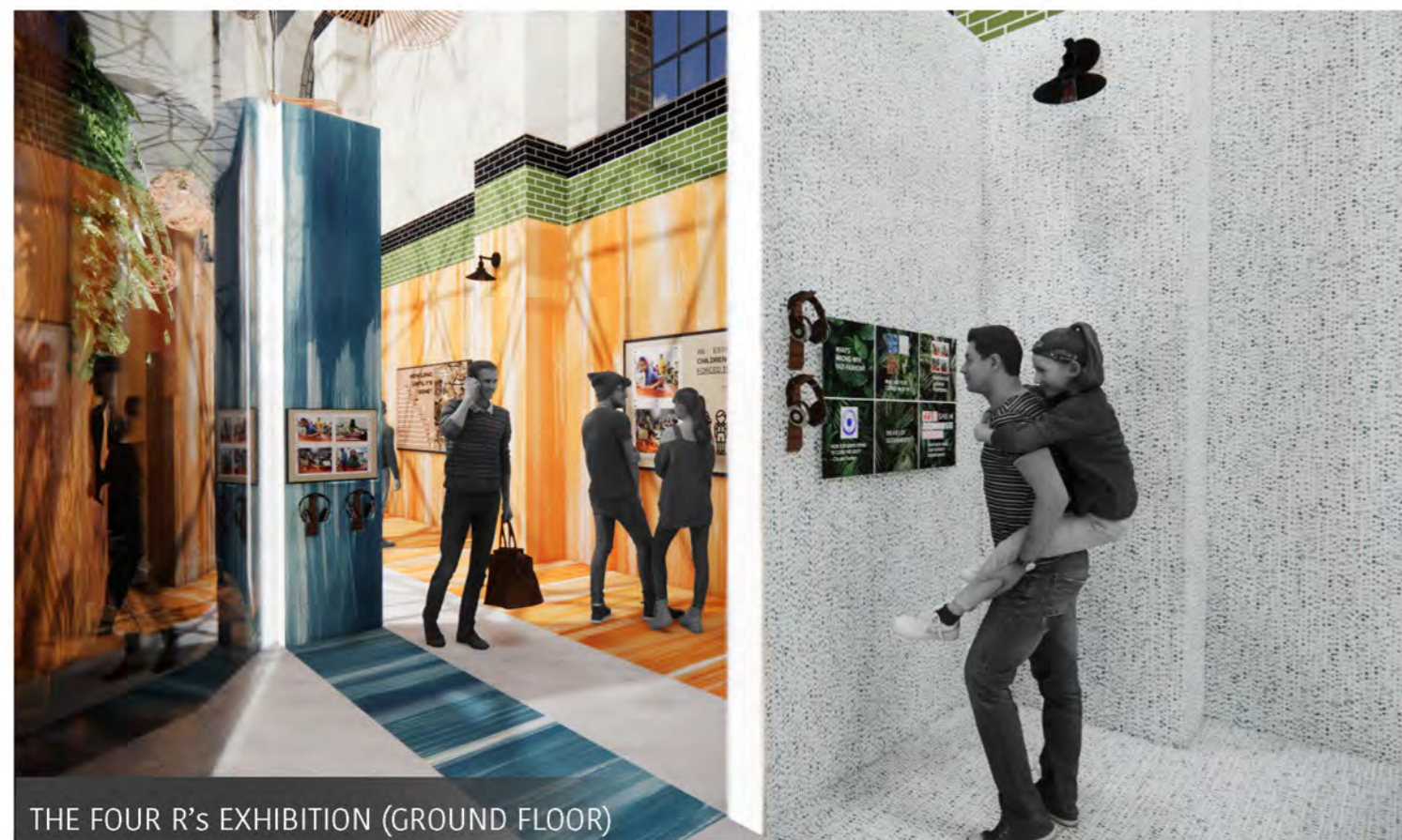


RE-EARTH TAILOR SHOP WAITING AREA (GROUND FLOOR)

The Re-Earth believes that every new garment should be a friend for life, not a one-hit wonder. The tailor shop offers the customers repair, alter, restore, customise and redesign of clothing items and accessories, to prevent the clothing from ending up in landfill when damaged. The shop has three separate consultation rooms and four fitting rooms with professional help from staff.



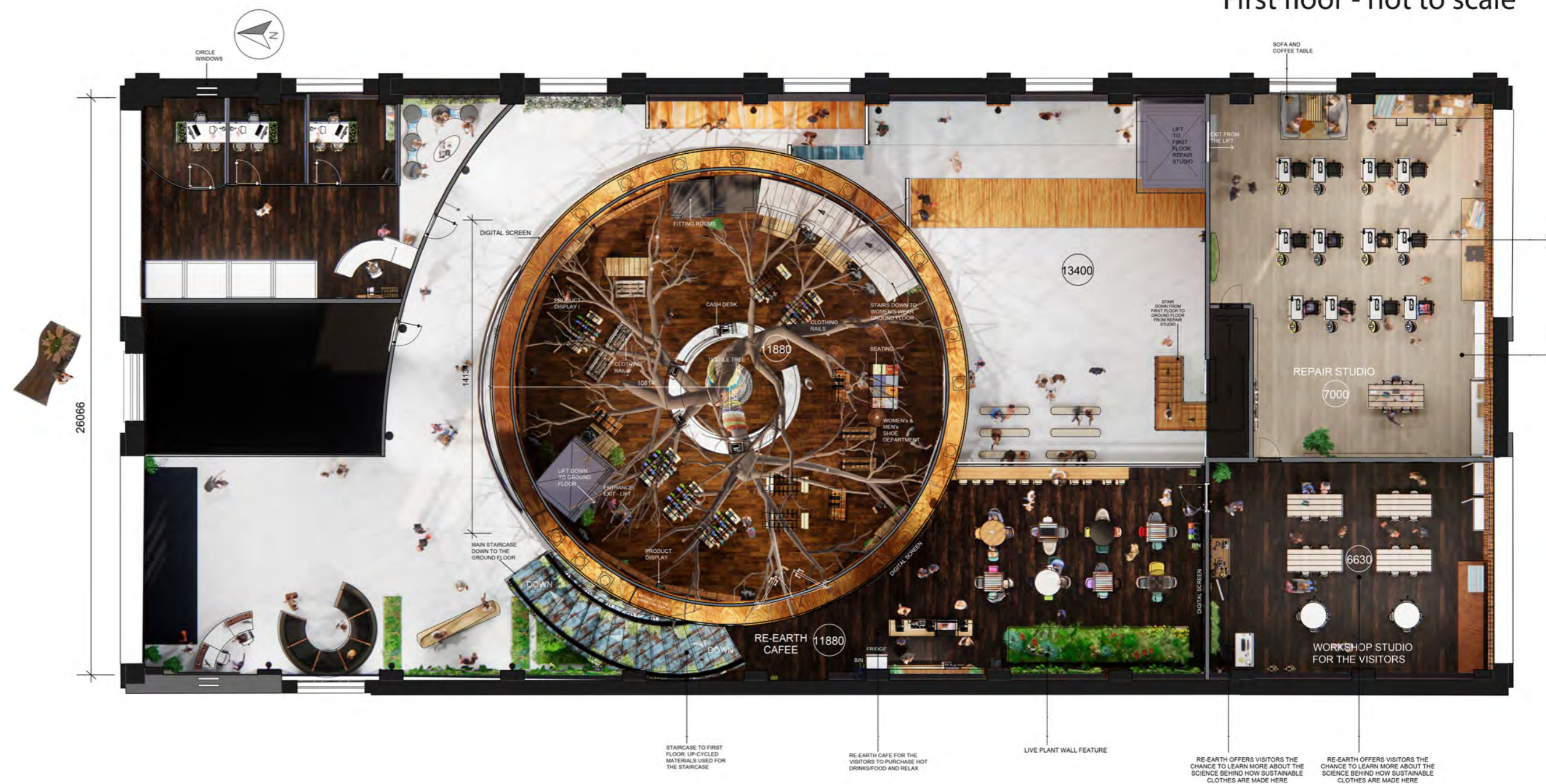
Ground floor - not to scale



THE FOUR R's EXHIBITION (GROUND FLOOR)

When following the curved wall, it will lead to the four R's exhibition, where the visitors can learn more about how to become more conscious consumer and the impact of textile waste has on the planet. Four walls are repositioned in a single point of perspective at the entrance and thus form a specific point of view to present a sequence of walls and floors.

The internal colours and displays of the walls are only revealed through the movement of the visitor. Each wall is inspired by nature's elements (fire, water, air, earth), and linked with the four "R"s (recycling, repairing, reusing, and reducing textile waste) by each one's comparable characteristics.



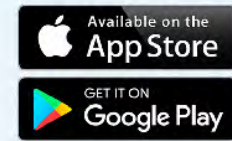
First floor - not to scale



Section drawings are not to scale



MEN'S WEAR (FIRST FLOOR)



The Re-Earth App

When customers donate, lease, repair their clothes at Re-Earth, they will earn sustainability points on the app that will give them vouchers and discounts to spend on clothing items, food and drinks. The app is available on App Store and Google Play.



HOLOGRAPHIC EXHIBITION (GROUND FLOOR) & CAFE (FIRST FLOOR)

Both shop floors (wome's & men's wear) sell products and clothing from recycled products by Re-Earth and eco-friendly, sustainable brands such as United by Blue, No-Nasties, Rapanui, Arme-dangles, and Alternative. At the centre of the floors, there is a recycled textile tree installation that is made from locally donated old clothes.

It comes from the ground floor through the first floor and stretches out toward the ceiling. Along with men's wear, the first floor holds a shoe department tailored for both men and women.

The Holographic fashion exhibition show on the ground floor happens underneath the Re-Earth cafe on the first floor. The visitors can enter this space by walking through the women's wear shop floor or the four R's exhibition walls. It will showcase the latest creations and styles of sustainable fashion and display local designers' ideas and projects.

This is an adaptable, reusable space that can host exhibitions, events, display and promote the brand's and local small business's sustainable products.