

Thrifty



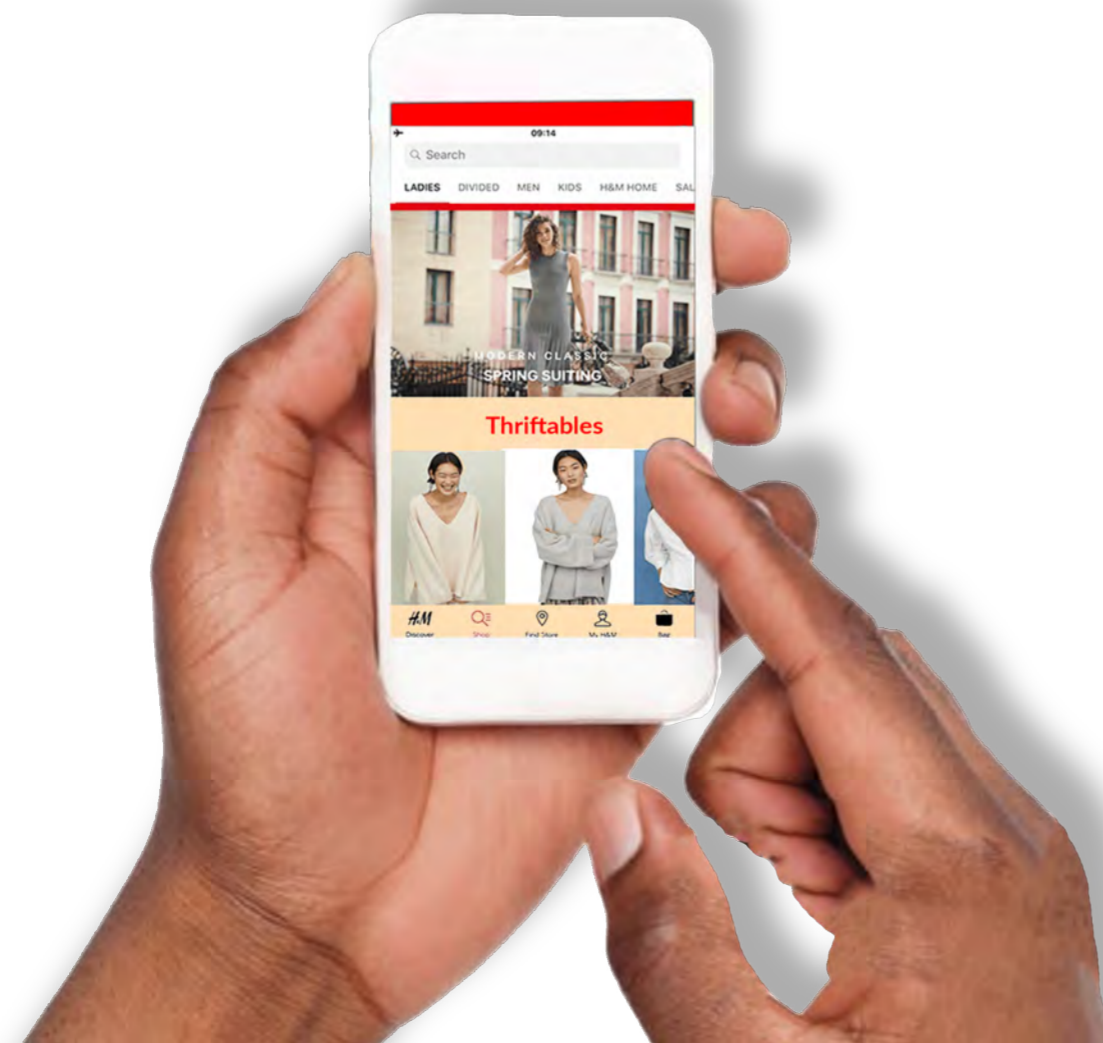
Project Summary

Thrifty reimagines an unused city centre unit as a home of circular fashion where rentable or pre-owned clothes and accessories are given the opportunity to have new lives. The interior of the store makes the most of the existing building and provides a distinct identity that supports the values of the brand. Where features, fittings and materials are introduced they are selected for their adaptable, sustainable or reusable qualities. As such traditional materials such as Sea Grass feature alongside cutting-edge materials such as Cornstarch Foam to provide moveable features that put users in control of interior settings. A pop of red provides a coherence that runs through the store, branding and online features. Whether using social media, the Thrifty App, the group changing room or in-store QR codes to 'find out more' physical and digital features are designed to be recognizable, regularly updated, informative and engaging.



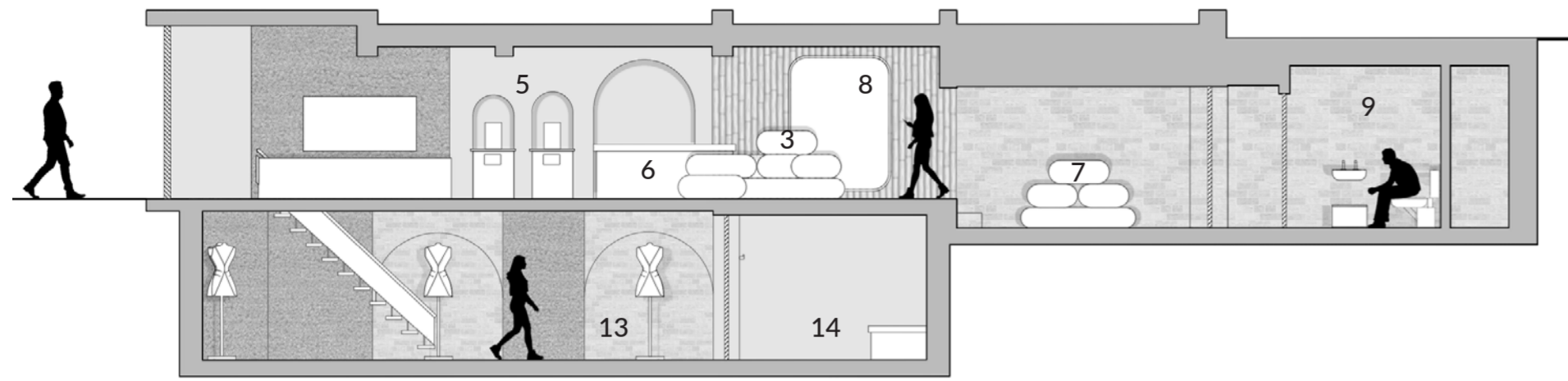
The Thrifty App

The Thrifty App promotes and increases user engagement through the use of advantage points and online catalogues.

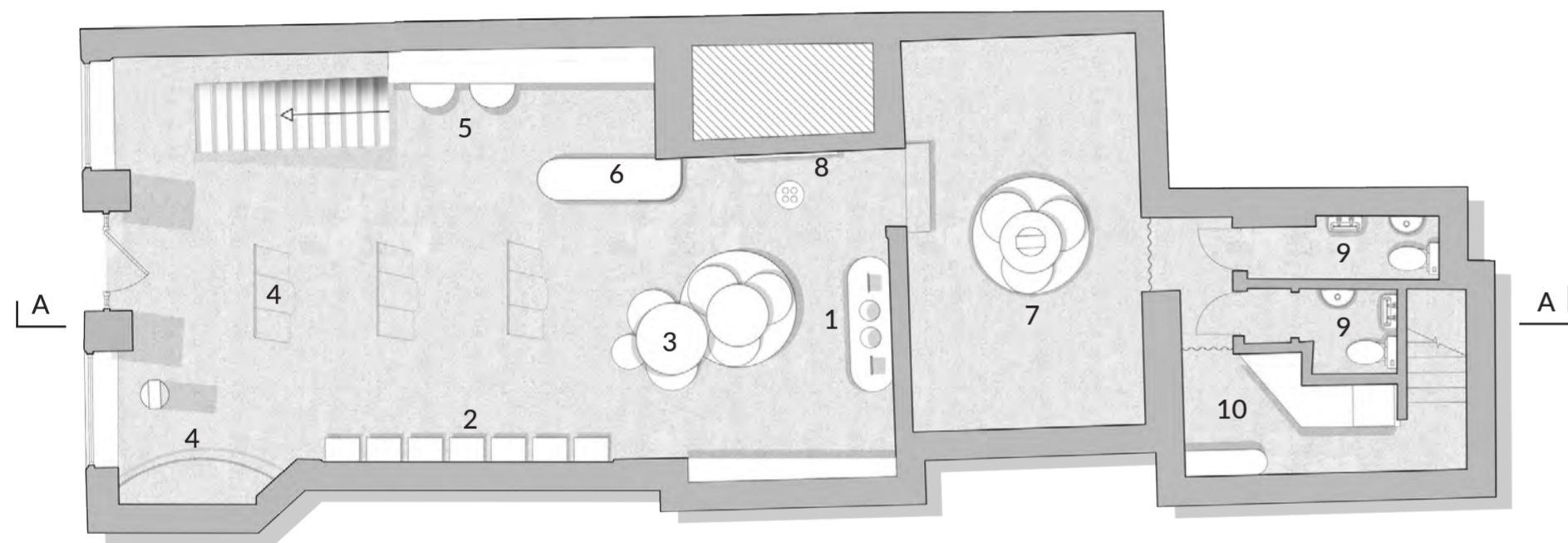


- 1 Encourage social media through the use of interactive features
- 2 Provides opportunities to rent bespoke fashion pieces.
- 3 Creates comfortable spaces to try on clothes.
- 4 Promotes sustainable fashion and interiors

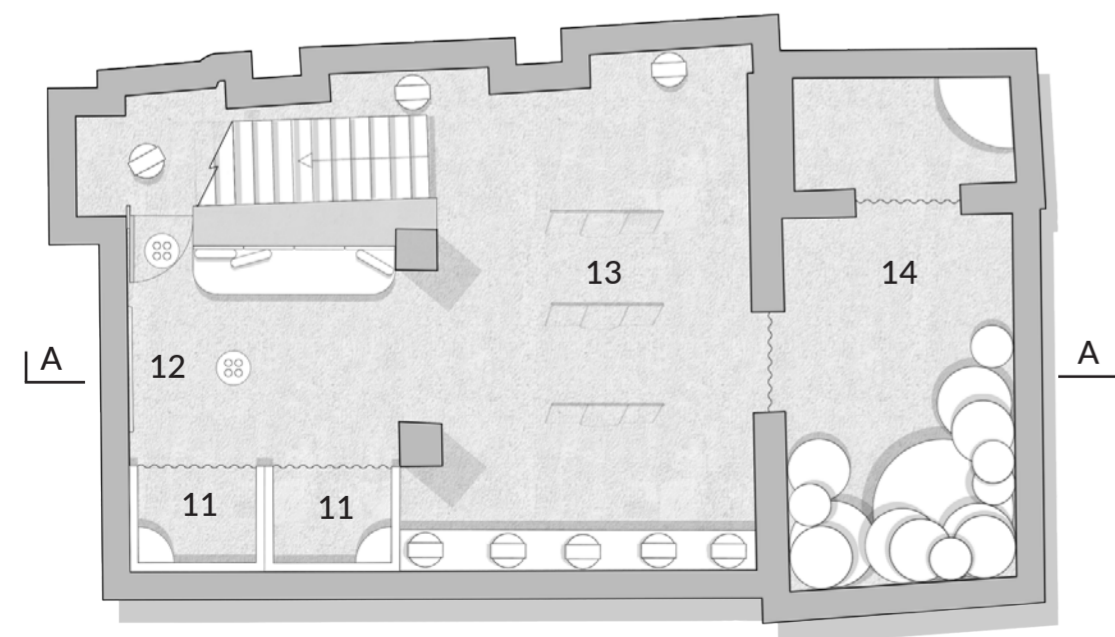




Proposed Section A-A



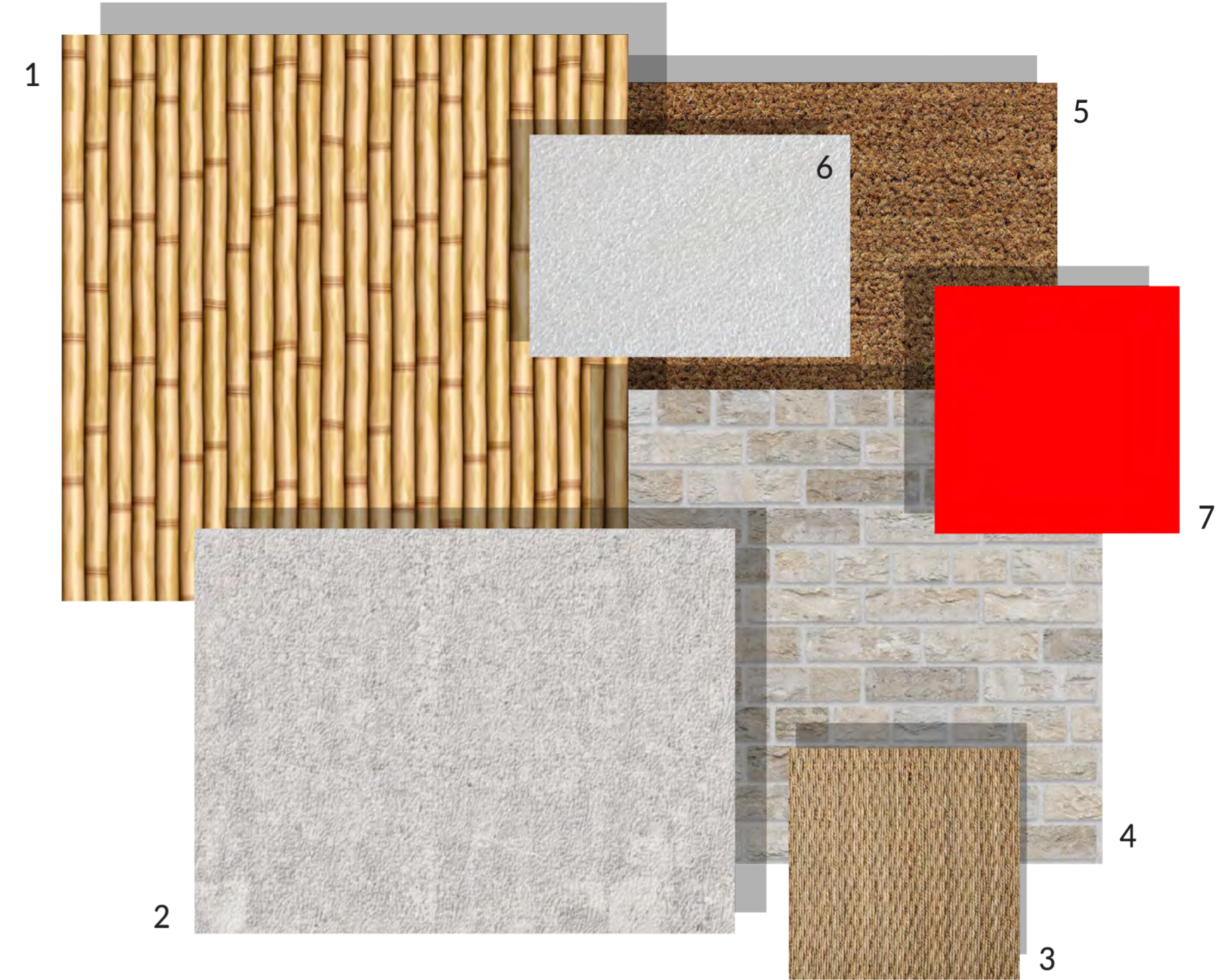
Proposed Ground Floor Plan



Proposed Basement Floor Plan

Key

- 1. Donation station
- 2. Shoe display
- 3. Accessory display
- 4. Clothing racks
- 5. Self checkout
- 6. Till
- 7. Small designers display
- 8. Interactive catalogue mirror
- 9. Restrooms
- 10. Existing kitchenette
- 11. Changing rooms
- 12. Interactive clothing fitting mirror
- 13. Rentable items
- 14. Private changing rooms



Material Board and specification

- | | | | |
|---|--|--|--|
| <p>1. Bamboo panelling
Tung oil finish
Mobba
www.mobba.co.uk</p> | <p>3. Sea grass
No finish
Coastal Country
www.coastal-countryhomedecor.com.au</p> | <p>5. Coir
Bonded latex
Seton
www.seton.co.uk</p> | <p>7. Organic paint
Red no.25
Victory Colours
www.victory-colours.co.uk</p> |
| <p>2. Concrete
Bush hammered
Existing finish
(already in space)</p> | <p>4. Brick
Brick stain
lightener
Existing finish
(already in space)</p> | <p>6. Cornstarch-Foam
No finish
Zouch
Zouchconverters.co.uk</p> | |

Proposed Layout & Materiality

The store re-works an empty unit located on Lower Bridge Street in Chester's city centre. The layouts and materials used in the interior are a response to existing conditions and are driven by a desire to promote sustainable, flexible and comfortable interior practices. Many of the existing features and materials were restored or retained, whilst new elements are either recyclable, biodegradable or reusable.



View 1 : Looking towards accessories display



View 2 : A view of shoe display wall

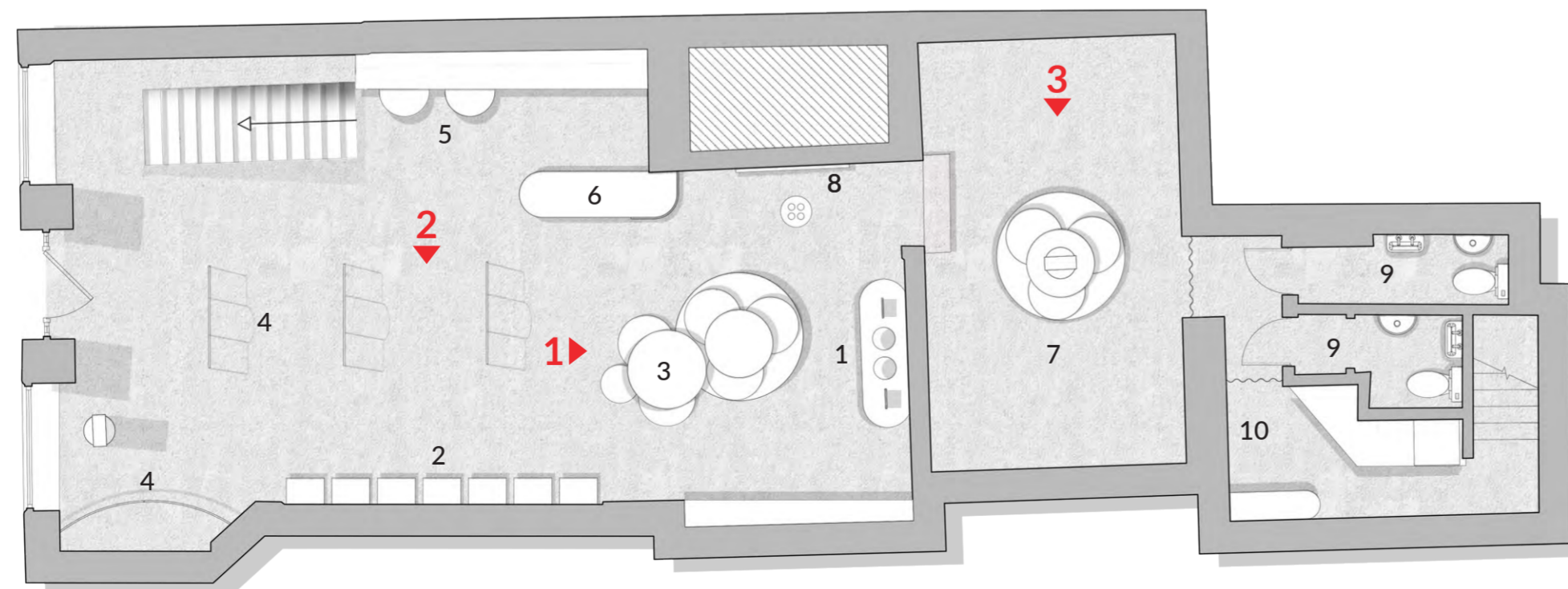


View 3 : A view of small designers space

Ground Floor in Detail

Key

1. Donation station
2. Shoe display
3. Accessory display
4. Clothing racks
5. Self checkout
6. Till
7. Small designers display
8. Interactive catalogue mirror
9. Restrooms
10. Existing kitchenette



Buy, Donate and Display.

At first sight the store is a selection of thriftables, from clothes, shoes and accessories. These items are displayed on simple clothing racks, re-arrangeable Seagrass beanbags and adjustable Cornstarch foam shelving. The store also features a number of digital interactive mirrors that provide information on garments and accessories as well as allowing access to the store's catalogue to see what's in stock.

Further into the back of the store is a self service drop off point. Here customers are able to donate their unwanted items. Every donation gains the customer points on their advantage card. These points can be used straight away to get a small discount off a purchase in store or can be saved to gain a larger discount off a purchase in store.

Through the arch is a space designated for new or small designers to showcase their unique brand and expose their work. This station can be rented out to anyone looking to exhibit and sell their designs.



View 1 : Looking through the rentable display to the interactive mirror.



All rentable items are equipped with QR codes.

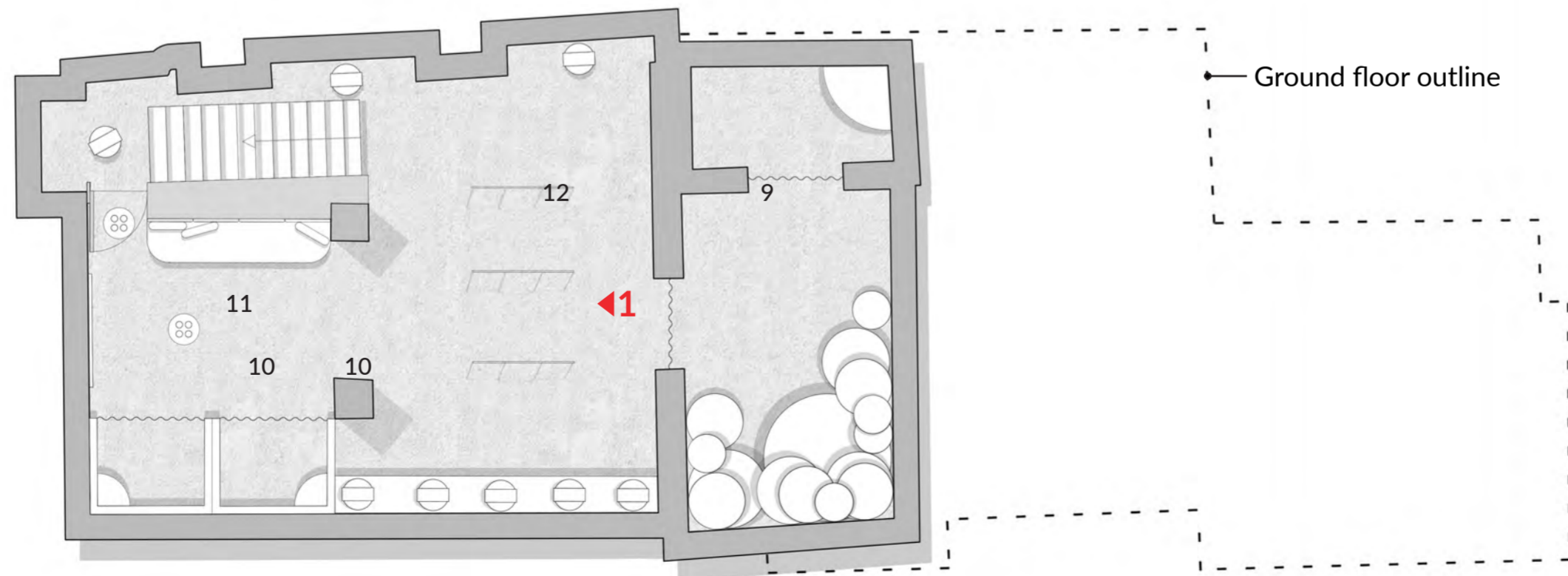


Customers can scan this QR code using their phone.



Here customers can see how previous renters have worn clothes.

Basement Level in Detail



Key

- 9. Private changing room
- 10. Regular changing rooms
- 11. Interactive clothes fitting mirror
- 12. Rentable items

Each item has its own story.

On the basement level is where all the rentable items are displayed. Each rentable item is unique but available in multiple sizes. Part of the experience within this store is the QR codes that sit on the plinths of the rentables garments. When scanned the QR code takes customers to a page that showcases some previous renters of this specific item and where they have been worn. This is a great review method for customers as well as a great way to see the history of the item.

Through the red arch are two regular fitting rooms with large mirrors and seagrass curtains. Just outside these fitting rooms is an interactive mirror. This interactive mirror allows customers to scroll through items and virtually try them on with ease. Along with this is a function that will recommend customers on what size to buy if the buyer chooses to use this function.



View of private fitting rooms

Private Fitting rooms.

The private fitting room is at basement level. This fitting room is available for walk-ins and is also bookable via the Thrifty App. Separated by a curtain are two sections to this room. The first section is filled with comfortable pouffe beanbags which provides flexible seating arrangements. The second section is a private changing space containing a large mirror for individuals to try on their clothes.

The beanbags are all made from natural seagrass and feature throughout the shop. They can be stacked and re-assembled to create new interesting displays, whilst being able to be piled or separated to create a large comfortable lounging area or small seating areas.



Beanbag Feature



Scenario 1

Perfect for finding the right pre-teen birthday outfit for the eldest child. Whilst trying to keep the wriggling children from creating chaos.



Scenario 2

Great for a girls shopping spree for the girls summer trip abroad.



Scenario 3

An ideal space for the dragged along boyfriend to sit and wait for the piles of clothes to be tried on.