

WHAT IS OUTFITBOX?

92 Floodgate street in Digbeth will be transformed into a fashion clothing rental outlet for Gen – Z. There is a need for future generations to adapt to more sustainable ways of living and one way of doing this is sourcing and renting clothes.

This space will be an inspiring, exciting place to try new clothes and socialise with friends. As a new wave of second-hand, fashionable and affordable clothing is coming to light 'OUTFITBOX' is helping Gen – Z feel their best while costing themselves and the planet the least.



WHERE IS OUTFITBOX?

92 Floodgate Street, The Ruin, Digbeth, Birmingham, B5 5SR

This site was chosen because of its location; Digbeth is well connected, has a forward thinking community with lots of opportunity. The areas of the building being designed are the basement, the GF, FF and the outdoor courtyard. The interior will reflect its location. Using Digbeth's vivid personality and colour to draw people in and to add to its vibrant neighbours.



OUTFITBOX

QUESTION YOUR CLOTHES



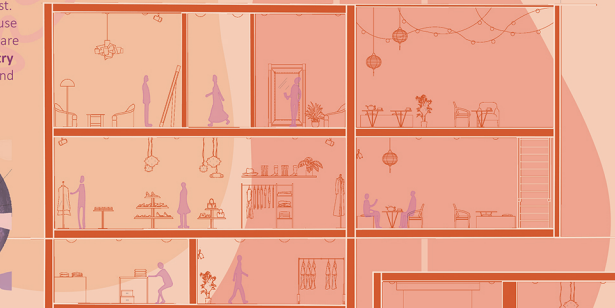
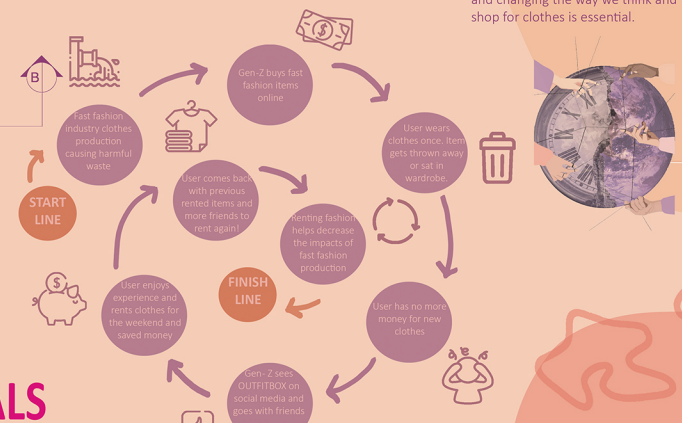
THE NEED FOR OUTFITBOX

The environmental impact caused by fast fashion is created by individual consumers and by the textile production itself. The fashion industry globally has doubled in size

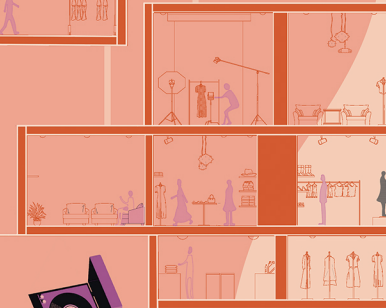
since 2000 leading to huge increases in textile waste and is now one of the highest polluting industries worldwide.

With Gen - Z being fast fashion's main consumer the change has to start with them. OUTFITBOX provides 'fast fashion' with a new outfit every week, with a different attitude and without waste.

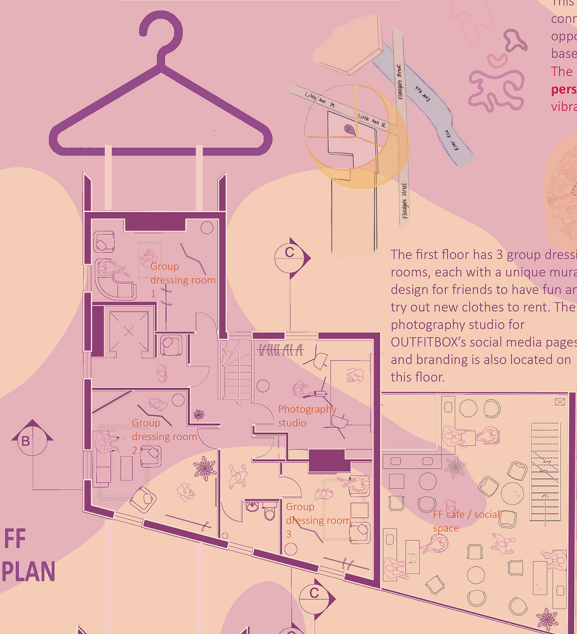
Gen - Z are among the younger population (12- 25 years old). OUTFITBOX is aimed to inspire these people to shop sustainably and be creative, as this age group are critical to our future and tend to use fast fashion websites the most. However anyone of any age can use the space, the young consumers are critical to the fast fashion industry and changing the way we think and shop for clothes is essential.



SECTION B - B



SECTION C - C



FF PLAN



GF PLAN



BASEMENT PLAN

The first floor has 3 group dressing rooms, each with a unique mural design for friends to have fun and try out new clothes to rent. The photography studio for OUTFITBOX's social media pages and branding is also located on this floor.

The ground floor has a mix of public and private spaces. The retail space is located here along with the ground floor cafe social space.

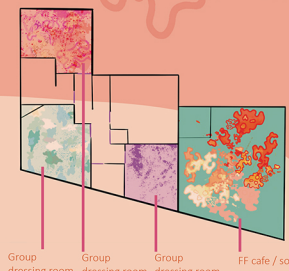
MURALS AT OUTFITBOX

The design of the building and concept aims to feed the modern user of its need for trends, fashion and fun clothes whilst also fighting the massive problems caused by the fast fashion industry. Therefore to make 92 Floodgate Street 'instagrammable' and catch the attention of Gen-Z. Murals with eye-catching and unique designs will be used throughout the space. These murals have meaning and

depth that relate to worldwide problems caused by the fast fashion industry. Using real waste, prints, patterns and textures have been created. These have then been edited and layered using a mixed-media / abstract approach to create the artwork. Each room highlighted has a different mural with a different meaning.



Individual dressing rooms



Retail space 1, Retail space 2, GF cafe / social space



MUSIC
Music in retail is vital for the user to relax and feel good about themselves. Having music that is on brand will help make the user feel immersed in the atmosphere of the space. As a consequence it helps the brand literally speak for itself.

SCAN TO LISTEN TO OUTFITBOX'S PLAYLIST!



USER JOURNEY



1 The users arrives outside OUTFITBOX. They're enticed into the space by fun exteriors.

2 Welcomed to OUTFITBOX. The renting system / swap borrow system and the changing room options are explained.

3 Deposit system explained for items; £3 for an item and £7 for an outfit. Additional small deposits for items not returned.

4 Users roam space shopping whilst taking in the interiors and reading about fashion waste (information box on walls).

5 Users decide to use group dressing room 2 to try on clothes and listen to music.

6 Users check out! Users are told how many days they have to return items and are encouraged to bring own clothes to swap next time for free!

7 Users decide to have a coffee break before carrying on with their day. This is also profit for the business and helpful for shoppers to have a rest.

8 Users return two weeks later with friends. Deposits from previous visit are returned to previous users and the cycle continues.



GROUND FLOOR VISUALS



RETAIL SPACE 1

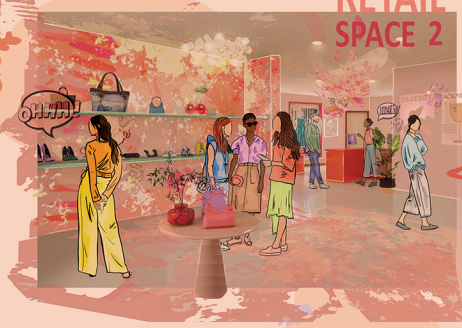
BRANDING + SOCIAL MEDIA

Borrow 1 item = £3 (+£2 deposit)
Borrow an outfit = £7 top and bottom / skirt (£3 deposit)
14 day to return item

OR bring an item in good condition (shoes, hats, clothing) and borrow an item for free!
Any clothes no longer in good condition are in a sale bin for free or given to trusted local charity. OUTFITBOX offers its users a full experience down to the finest detail for that perfect Instagram worthy photo!



RETAIL SPACE 2



CAFE / SOCIAL SPACE



FIRST FLOOR VISUALS



GROUP DRESSING ROOM 3



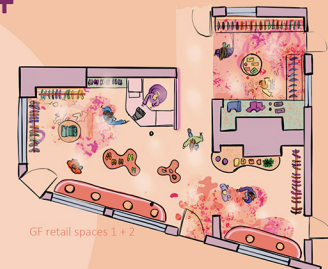
GROUP DRESSING ROOM 3

CAFE / SOCIAL SPACE



MATERIALITY + THE USER

When designing an 'Instagrammable' space for Gen-Z having an amped up nostalgic catches attention due to its connection to the nostalgia of childhood. Gen Z are currently taking a mix-and-match approach to nostalgic styling. They are particularly attracted to '90s and early 2000s-influenced designs. They also mix a wide range of vintage and retro influences from a variety of decades. Gen-Z is extremely visually aware. Designs need to be hyper-visual, looking to ultra-bright colours, patterns and style.



GF retail spaces 1 + 2

These key features make for a truly 'Instagrammable' space with vibrant colours, fun music and interesting murals which in turn help the user think about their own fashion waste while shopping sustainably.



GF individual dressing room



FF staff photography room



FF group dressing room 1



GF cafe and social space



FF group dressing room 2



FF cafe and social space



FF group dressing room 3

RETAIL SPACE MATERIAL BOARD



SECTION B - B



SECTION C - C



OUTFITBOX
Question your clothes

SEE IT? WANT IT? BORROW IT.

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