

HUES

OF THE EARTH

ABOUT.

A sustainable Fashion flagship with an on-site workshop and overall organic design is a unique and innovative retail space for reformation designed to educate and interest customers in sustainable fashion processes and 'plant-based textiles.'

The space also has a sculptural and story-telling approach; the staircase plays an essential role in connecting all the floors and their different functions. The voids create induced zones that highlight the biophilic elements embedded within the space.

THE BRIEF

The project aims to create a sustainable flagship store that educates customers on the importance of sustainable fashion approaches and exhibits work demonstrating these processes.

The objectives of the project are to:

- 1 A store that showcases sustainable fashion innovatively and engagingly (story-telling)
- 2 Educate customers on sustainable fashion strategies like natural dyeing
- 3 A Design highlights and displays the idea of natural dyeing
- 4 Creating a sustainable business model that minimizes waste and maximizes efficiency (Simple materials Palette)
- 5 Establish the brand identity throughout the space highlighting their central "down-to-earth" ethos.

THE BRAND

Reformation is a brand making clothing, garments and upcycling while celebrating and representing feminism. They pioneer in sustainability and the healthy ethos within the luxury fashion industry.

CONCEPT

The concept and layout of the space will encourage and highlight the importance of nurturing nature in the Luxury fashion industry, in which the customers and visitors will experience the textile processes' early stages to the final finished products.

STAGES

GROWING GARDENS/ MATERIALS AT ITS CORE
 BLOOMING/MATERIALS IN THEIR RAW FORM
 HARVESTING/ FORMING MATERIALS INTO ITS USE

FUNCTIONS



Concept stairs & Exhibition zone

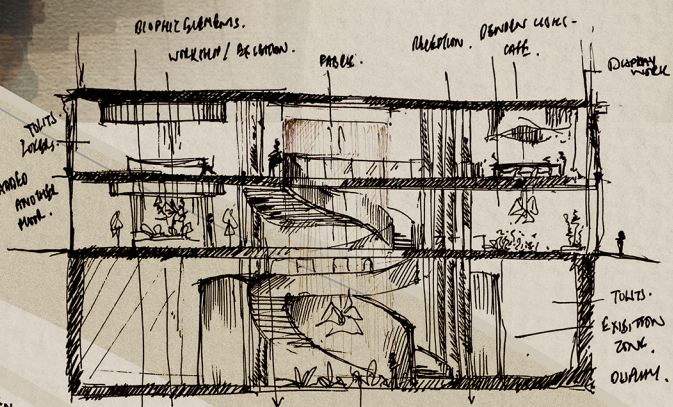
MOODBOARD/MATERIALS



MATERIALS

- D Plaster Classic Smooth in colour WH1-08 Claywords
- E Wooden flooring and beam cover, MOSO Light Oak softwood
- F Recessed warm lighting, Natural lighting
- G SHEER NET fabric, ceramic fabric
- H Ceramic Dekton stone, concrete
- G

SITE

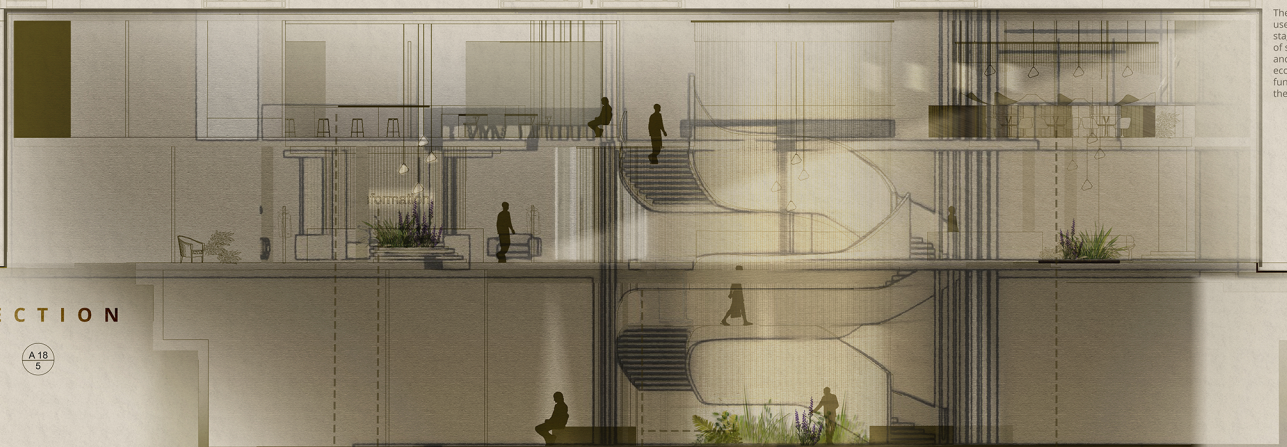


SECTION SKETCH

ORGANIC FORMS

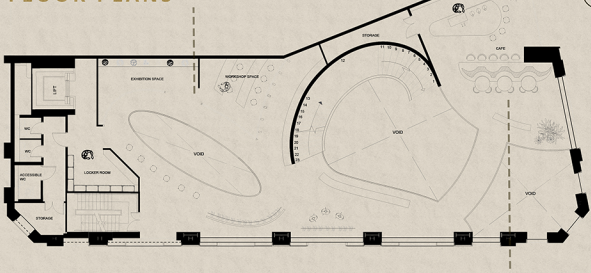
The space is designed to take the users on a journey through the stages of showcasing sources of sustainable natural textiles and processes as well as their ecological benefits, with intended functions that connect more with the brand's sustainable identity.

SECTION



"Highlighting the sustainable quality of nature at its core"

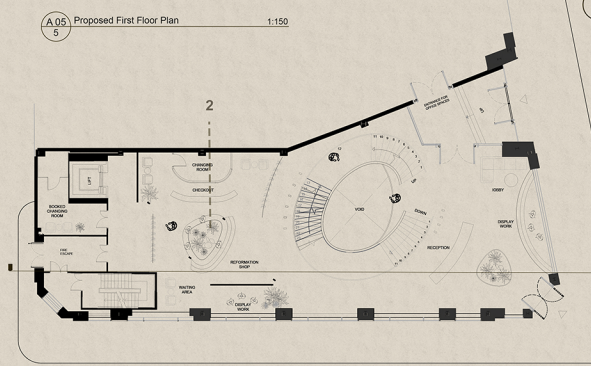
FLOOR PLANS



1 EXHIBITION SPACE/ WORKSHOP

Exhibition spaces is carefully designed to showcase fabrics in the best possible light. Lighting, wall color, and layout all play important roles in creating an engaging exhibition space. The goal is to create an environment that allows visitors to fully appreciate and understand the importance sustainable approach to fashion.

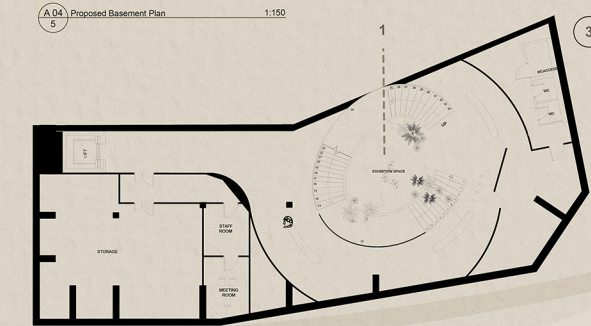
Workshop space, on the other hand is be functional and flexible. Workshop, storage areas for materials, and access to tools and equipment. The layout should allow for collaborative environment.



2 RETAIL SPACE

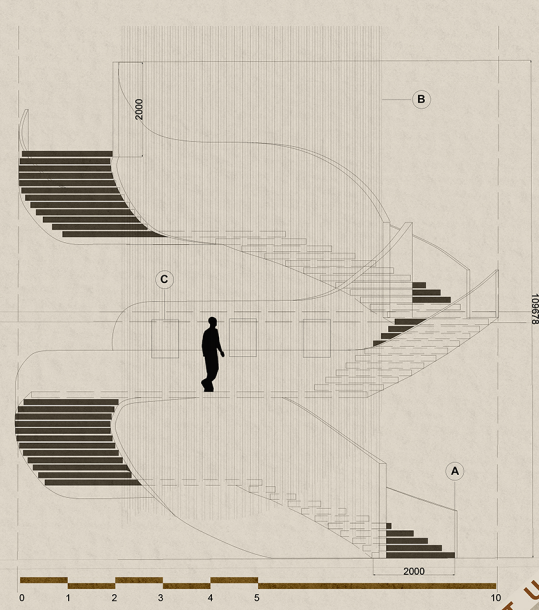
A reformation store is more than just a retail space; it is an experience and a place where customers can learn about sustainable fashion and how they can make a difference through their purchases. The space should be designed with sustainability, using eco-friendly materials and energy-efficient lighting.

The space layout includes organic shapes and biophilic elements under a void below the exhibition/workshop, connecting the sustainability idea throughout the space.



3 CAFE/BAR

A place to relax and unwind after shopping, creating an enjoyable shopping experience. The cafe will also help create a sense of community around Berkeley Square.



ELEVATION OF STAIRS @ 1:50

DETAILS

- A SCISSOR UP DETAIL OF RECESSED LIGHTING
- B OUTSIDE AND INSIDE FRAME SECTION
- C LIGHTING FOR FRAME DISPLAY

PLAN GROUND FLOOR TO BASEMENT @ 1:25

PLAN GROUND FLOOR TO FIRST FLOOR @ 1:25

SCULPTURAL

Proposed Ground Floor Plan 1:150

Bring any clothes you no longer wear and give them a new life

