

Problem

Media and retail advertisements in 2022 continues to promote unrealistic ideals of what the body should look like in order to be deemed socially acceptable considering beauty ideals. Retail fittings rooms are a massive part of the retail shopping experience as it is where the decision to buy or not to buy is made. However, this can be a very vulnerable place for consumers due to body dissatisfaction caused by this negative stigma, causing body dissatisfaction, leading to more serious mental health problems considering body image. Social media has additionally played a massive part in this issue, with celebrity and influencer culture advertising products to obtain an unattainable beauty standard and promote weight loss.

Process

A survey was formed with 50 participants and found that 92% did not enjoy trying on clothes in the fitting with 49% saying this was because it made them feel uncomfortable with their own body due to the beauty stigma in retail and media. Others issues that have been raised are bad lighting, casting shadows, distorted mirrors, small cubicles, limited accessibility for wheelchairs and prams, no waiting areas and an overall bland environment. Focus groups, primary and secondary research was further explored to find similar problems and found that the majority believed change could be made to create a more body positive and interactive environment for consumers.

Solution

CHANGE is a campaign created for installation in one of Glasgow's largest shopping centres. CHANGE installation consists of a transformed fitting room, interactive pop-up displays, hand painted mural and merchandise products that aim to raise awareness and fight against the negative stigma created by the clothing industry surrounding beauty. The fitting room consists of improved elements of what were earlier discovered within survey feedback to be poor qualities of the fitting room experience and then implemented into an improved design. The fitting room installation can be used by the shoppers within Buchanan Galleries who wish to experience the ideal fitting room and give feedback through a petition or on social media which can then be pitched to retailers so they can adopt these improvements. This prototype aims to be more accessible and to help users feel more comfortable and celebrated. To trial these concepts, it has been designed using sustainable and light materials, making it easy to build, dismantle and transport to other shopping locations to gain the broadest feedback and highest campaign impact. Users will be encouraged to share feedback through an online petition and on Instagram by tagging #CHANGE. This information will then be used to encourage more retailers to adopt these functional and aesthetic.

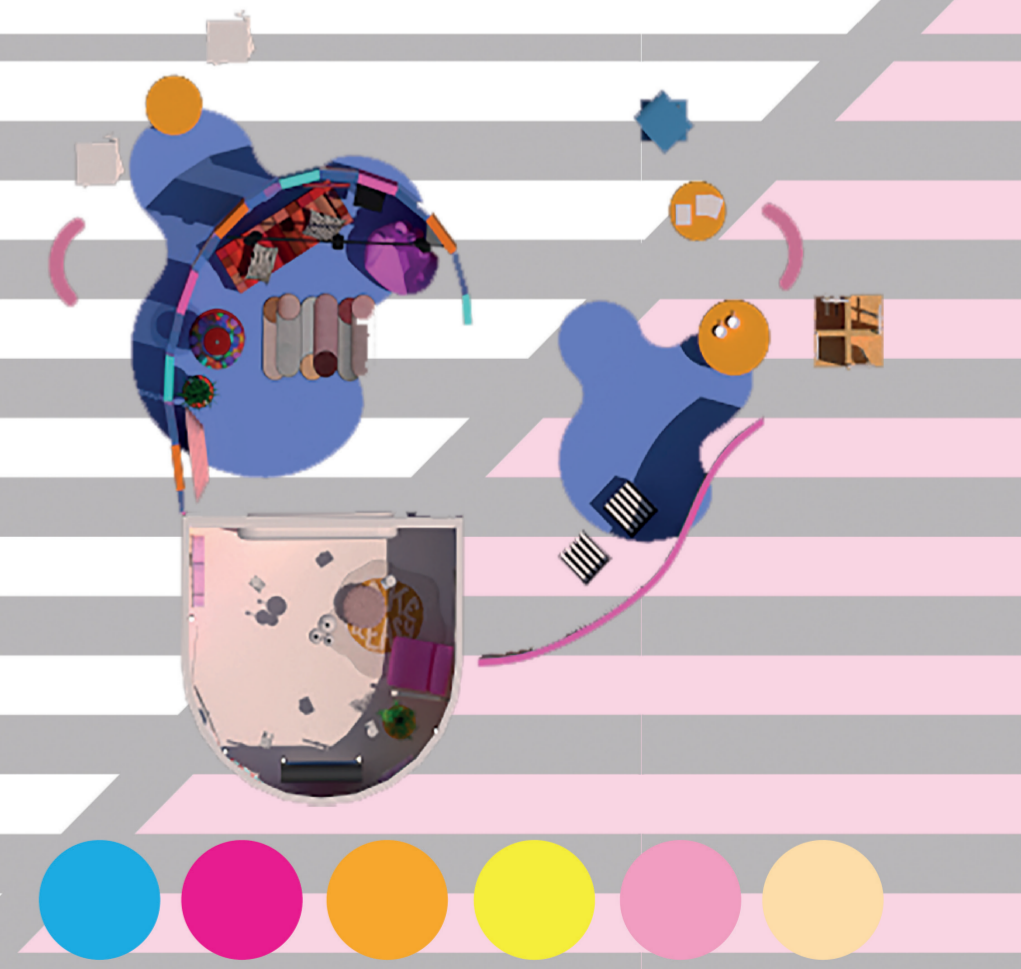
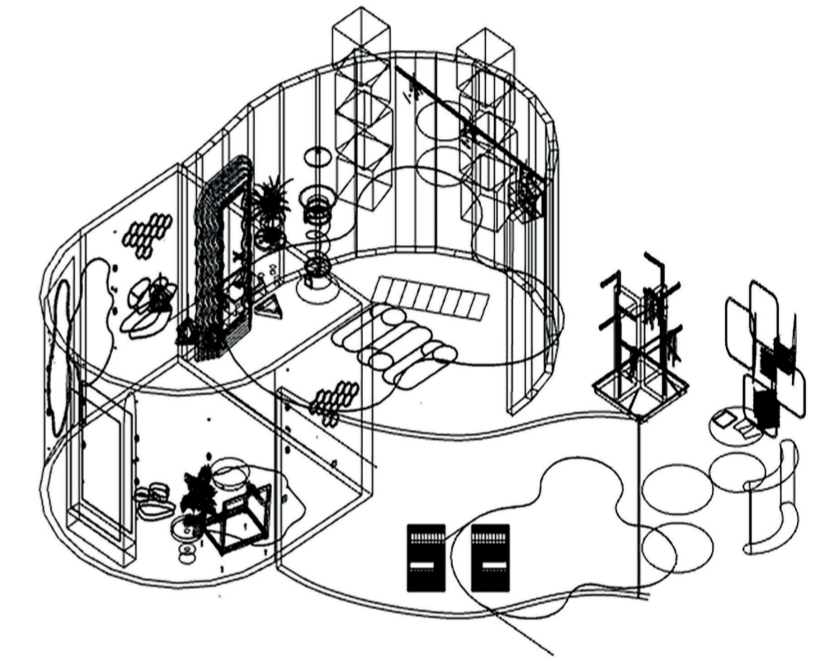


CHANGE

DON'T CHANGE, GET CHANGED.
BUCHANAN GALLERIE/
MAY 9TH - JUNE 9TH 2022

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EXTERIOR INSTALLATION AND GIFT SHOP



The **CHANGE** fitting room interior consists of a bright and colourful textured interior mural that celebrates diverse bodies. Textures such as faux furr, reversable sequins, clay, and foam used to create a playful response to textures of the body such as body hair, fat and skin.



Playful clothes hooks



Phone charging port



Bespoke shelving inspired by skin textures

A public survey showed that many features of existing retail fitting rooms resulted in poor customer experiences, especially surrounding self-esteem. The **CHANGE** fitting room features many improvements that aim to resolve this. It will act as both a prototype to collect data from customers on this new experience that can be fed back to retailers to action change, but also as a campaign to encourage awareness around body issues.

The interior features a body-positive mural depicting models from @QueerLifeDrawing, body-positive influencers and body stories shared in focus groups. Improved features include LED and spotlighting to reduce casting shadows, interactive lighting that allows for a preferred mood, accessibility systems and chair, phone ports and chargers, clothes hooks, shelving, and more space. An AR screen includes a bluetooth speaker, destination filters, and interactive compliments.



Seating, accessibility grab bars and automated door and button to aid disabled access or for infant prams. System on AR mirror provides an assistance button that will call a shop assistant.



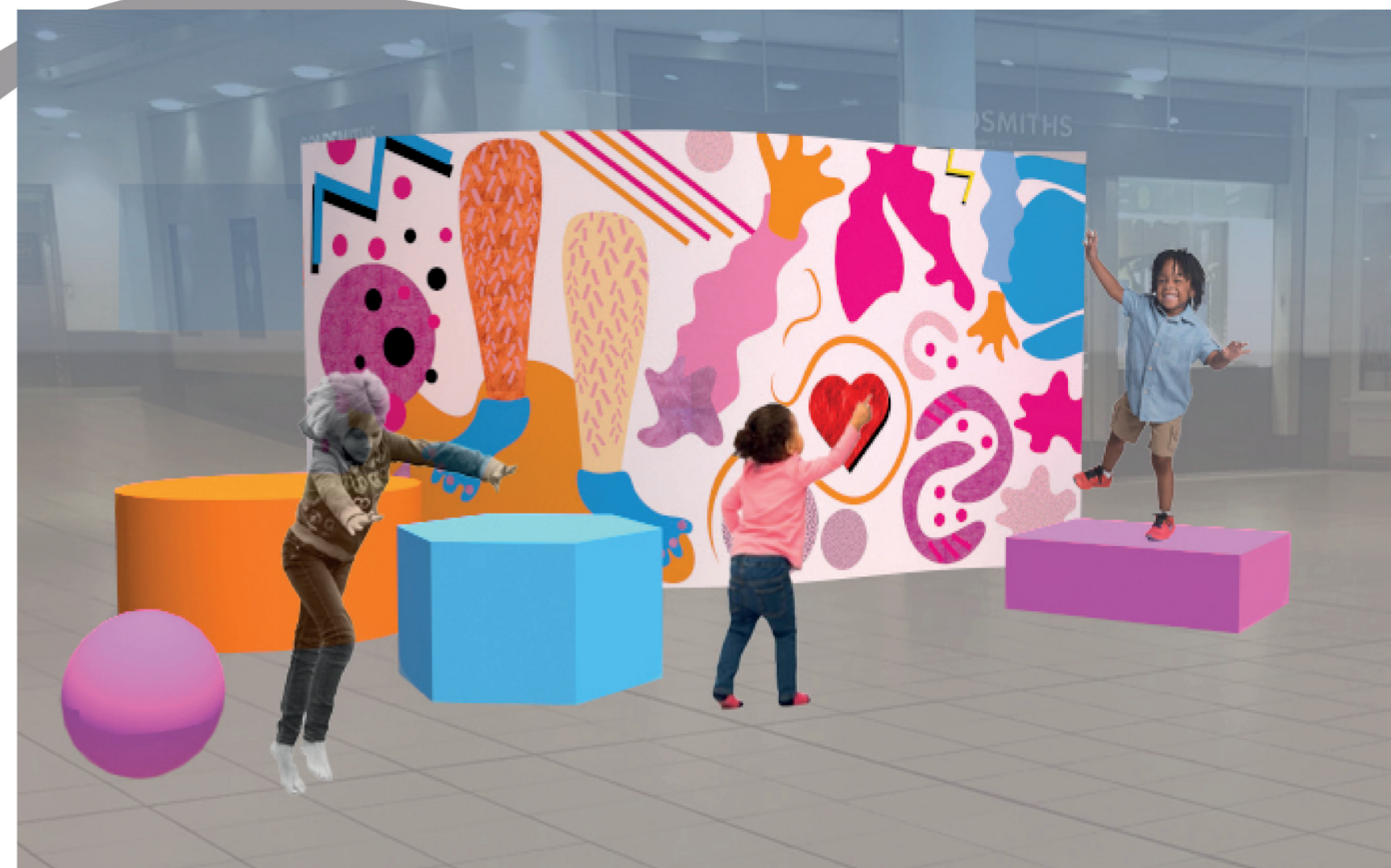
INTERIOR FITTING ROOM



10.328 views
#DON'T CHANGE, GET CHANGED.
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5 DAYS AGO



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Interactive and playful pop-up displays raise awareness about body positivity. Each will display a QR code that directs to the CHANGE petition and Instagram page to raise awareness amongst the public and within the retail industry.

Textured Mural

A hand painted, textured mural uses faux fur, clay, foam and reversible sequins; a multi-sensory response inspired by body hair, fat and skin conditions in reaction to the unfair and negative stigma created by the fashion industry and media.

Building Blocks

The building blocks have different kinds of body parts on each side, inspired by diverse body types and choosing your own identity. They can be rotated and interchanged to create new body images and awareness that all bodies are good bodies.

Audio and Drawing Station

This pop up plays a short film about the fashion industry's influence throughout history on the female body. A time-line shows examples of celebrities with 'the perfect body' of their time. At the end of the board is a 'draw around me' station where consumers can draw around each other to show each other and the wider retail industry how diverse bodies are and that they are unique, not a fashion trend.

AR Screen

An augmented reality screen displays playful filter settings that consumers can stop to take selfies with and upload to social media platforms to raise questions about bodies and identity.

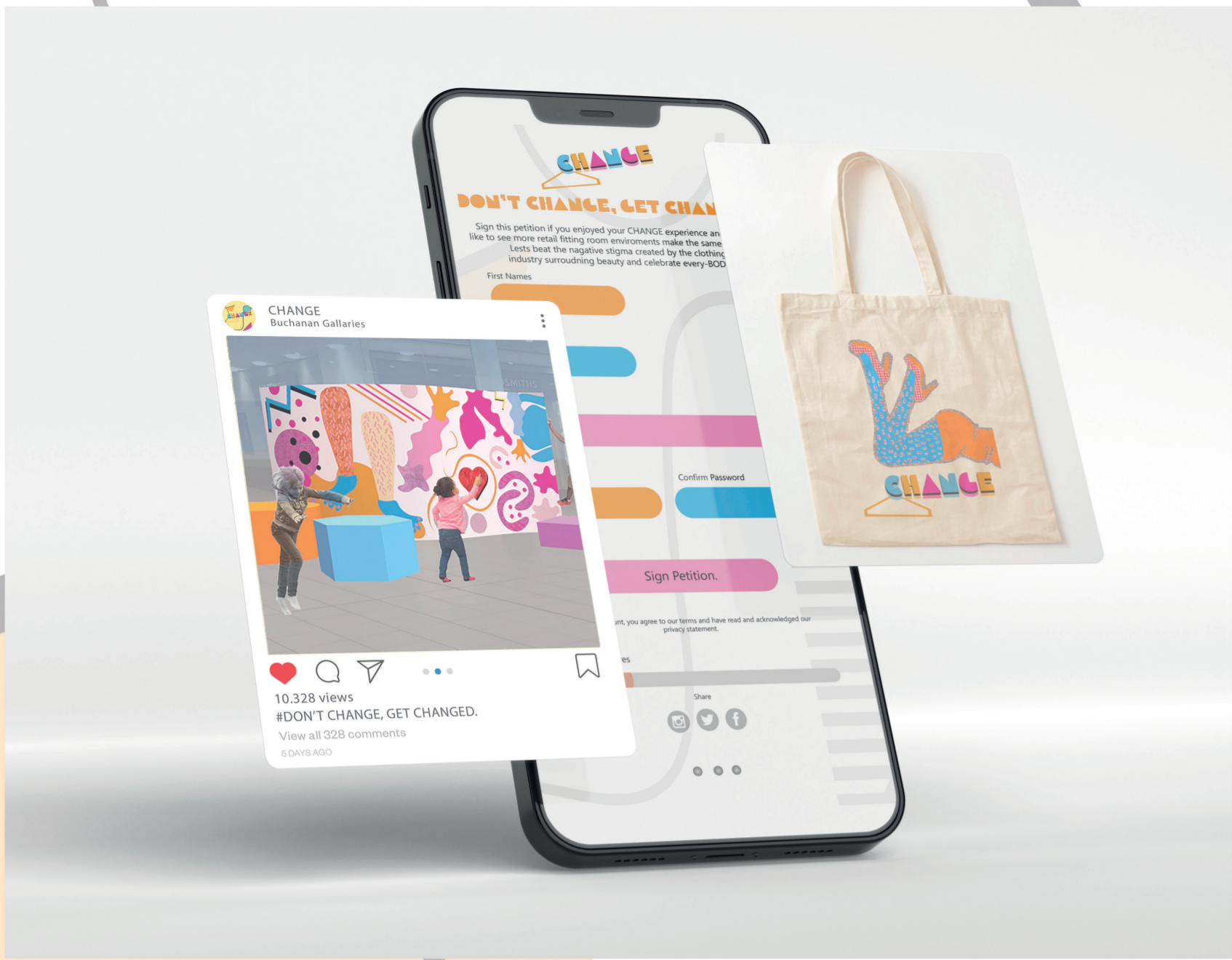


CHANGE

POP UP DISPLAYS



CHANGE



CHANGE

BRANDING