

Ideas made possible.

Retail Highlights

DESIGN4RETAIL

Sustainable Design





Sustainable practices are the foundation of Stella McCartney's retail design. Apparent in their London Flagship store, the wallpaper is created from office papers and their lights, inside and out, are powered by recycled energy. The air inside this Bond Street store is cleaner than anywhere else in London, achieved through effective air filtering, giving shoppers a rest bite from the London smog. Not only does Stella McCartney omit the use of animals in their product lines but they are leading the way by actively campaigning against the fabrication and sale of animal products for apparel. This can be seen in their current campaign against animal cruelty. Prepared to spend £3,000 on a Bonaveri's BNATURAL mannequin as opposed to £300, Stella McCartney are certainly leading by example.

Stella McCartney, Flagship





BOTTLETOP is a luxury, sustainable, fashion brand on a mission to empower people through sustainable fashion and retail design. In 2019, the brand opened the world's first zero waste store located on London's Regent Street. Combining industrial design with contemporary art, the space aims to re-imagine the shopping experience, creating an entirely new kind of shopping environment. Redefining the meaning of 'luxury' the stores interior is made from 60,000 upcycled plastic bottles while the flooring is created from reworked rubber tyres. Inspired by the sculpture of a 'metal can', contemporary artist Rachel Whiteread and BOTTLETOP Co-Founder Oliver Wayman aimed to create a 'metal canopy, which supports the presentation of the collection in store and alters the sensation of the space'.

Bottletop, Flagship





H&M is aiming to use only recycled or sustainable materials by 2030, and it is keen to enlist customers in its efforts for a more responsible kind of fashion. To this end, they have launched project 'Take Care', an initiative which aims to encourage customers to extend the life of their clothes, giving them the means to take better care of their garments. Customers are encouraged to bring unwanted garments and textiles, to be recycled, re-worn or reused. The Repair and Remake section encourages customers to keep garments for longer by mending H&M clothes without charge for H&M Club members. The service station also offers embroidery personalisation with customers able to customise suitable garments to extend lifecycle.

H&M, Take Care





Fashion brand, Country Road have opened a new flagship space, proving sustainable design can be achieved without compromising on style. 'Our Chadstone flagship revolutionises the retail experience, maintaining our commitment to quality, while demonstrating our connection to the environment' explains Country Road Managing Director. The sustainable retail space features unique fixtures created from recycled yoghurt pots, carpet fashioned from fishing nets and wall cladding created from recycled paper. The fitting rooms also feature clothing hooks made out of ocean plastic collected from Australian beaches, all of which helped the brand achieve a 5 Star Green Star Design. Their vision, to be a leader in the industry, by 2020 they strive to ensure every product has at least one sustainable attribute.

Country Road, Flagship





Plastic pollution is an ever-increasing issue and recent statistics found the global cosmetics and beauty industry produces 120 billion units of packaging each year. Lush product inventor Alessandro Comisso says, "when we look at the plastic waste produced by the global cosmetics industry, we know it is a problem, and we know that raising awareness is really important. But we can't talk about ditching packaging until we have a solution - an alternative that is effective, good for skin, and good for the environment." And so, Lush opened the world's first 'Naked Shops' in Milan, Berlin and Manchester. Shoppers can now purchase their favourite cosmetics including hair care skincare, bath bombs, shower gels and more - completely packaging-free.

Lush, Naked Stores





With sustainable-conscious consumers increasingly purchasing pre-loved items, industry reports claim the market could overtake the fast fashion market by 2029. "People are turning to second-hand clothing – not just out of financial necessity, but out of choice. There's a huge opportunity here for retailers to improve their green credentials and tap into a growing number of consumers". In 2019, Harrods opened London's most luxurious charity shop in a prestigious Marylebone location donated by Howard de Walden Estates. 'Fashion Re-Told' was a unique pop-up experience selling pre-loved pieces from leading designer brands including Stella McCartney, Chloé, Self-Portrait, Rag & Bone and Calvin Klein at reduced prices. 100% of the proceeds go directly to supporting the NSPCC charity.

Harrods, Fashion Re-Told





Danish fashion brand Ganni recently opened a new environmentally friendly retail space in London's popular Soho neighbourhood. Sustainable features run throughout the store including recycled plastic displays created from old plastic bottles, plant pots, food packaging and coffee grounds. Decorative items dotted throughout the space are either thrifted vintage pieces or upcycled products, including rugs that have been remade from old season Ganni collections. The brand also use renewable energy across all of its stores. "We take a holistic approach, looking at everything we can, from the materials we source to make our clothes to how our factories operate and were always thinking about what impact our production has on the environment".

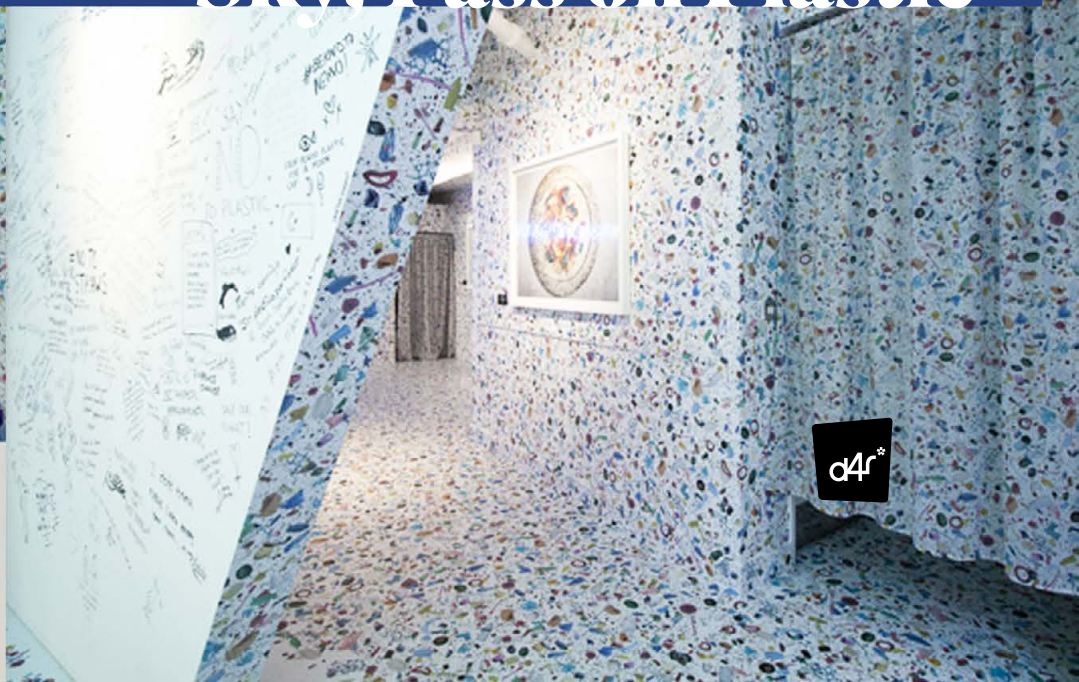
Ganni, Flagship





Project 0 and Sky Ocean Rescue are leading ocean conservation organisations. Together they launched the Pass on Plastic initiative, a creative project aiming to change consumer habits and eliminate single use plastics. The 'Pass on Plastic' pop-up launched on Carnaby Street, selling an exclusive reusable product range. Collaborating with iconic names the range was designed by celebrities including Kate Moss, Harry Kane, Cara Delevingne, Sienna Miller, Rita Ora, Princess Eugenie, Fearne Cotton, Ronnie Wood, Will Poulter and Bob Geldof. The range included a reusable water bottle, coffee cup, tote bag, on-the-go cutlery set and a three-piece beeswax wrap set with all proceeds going towards the cause, protecting the oceans. Once in store customers were encouraged to make a pledge on the #PassOnPlastic wall.

Sky, Pass on Plastic



POSSIBLE • IDEAS MADE

Let's Talk.

LUCY MISTER

Lucym@design4retail.co.uk

M 07804 487 983 • T 01455 203 352 • DD 01455 200 084

