

SITE PLAN

CONCEPT WRITE-UP

INTENT

- to promote sustainable fashion by gaining customers' acceptance towards preloved clothings

STRATEGY

- through the use of design dialectic, symmetry and asymmetry, to create symmetrical spaces which encourages interactions with customers through revamping preloved clothes

BRAND VALUES

- ∞ Timeless
- ♻️ Sustainable
- 🔄 Resell

TARGET PRODUCT / SERVICES

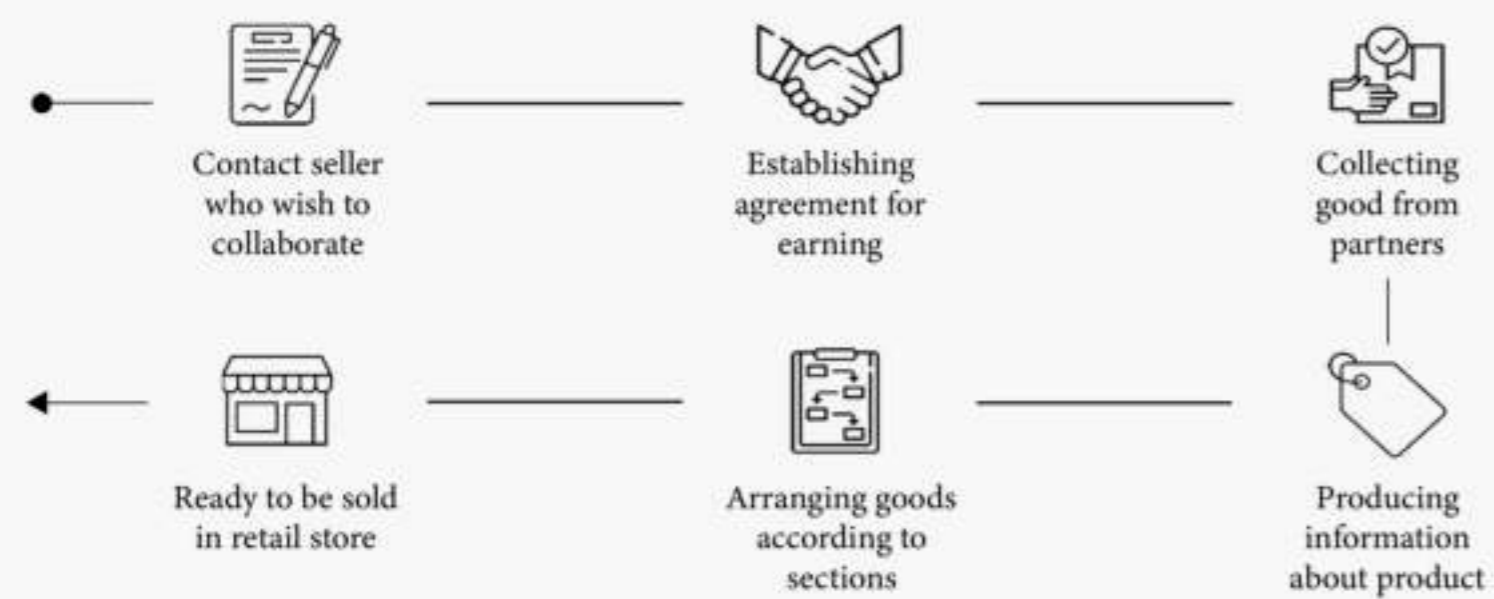
- 👕 COS Resell
- 🎨 Painting service
- 🧵 Embroidery service

TARGET AUDIENCE

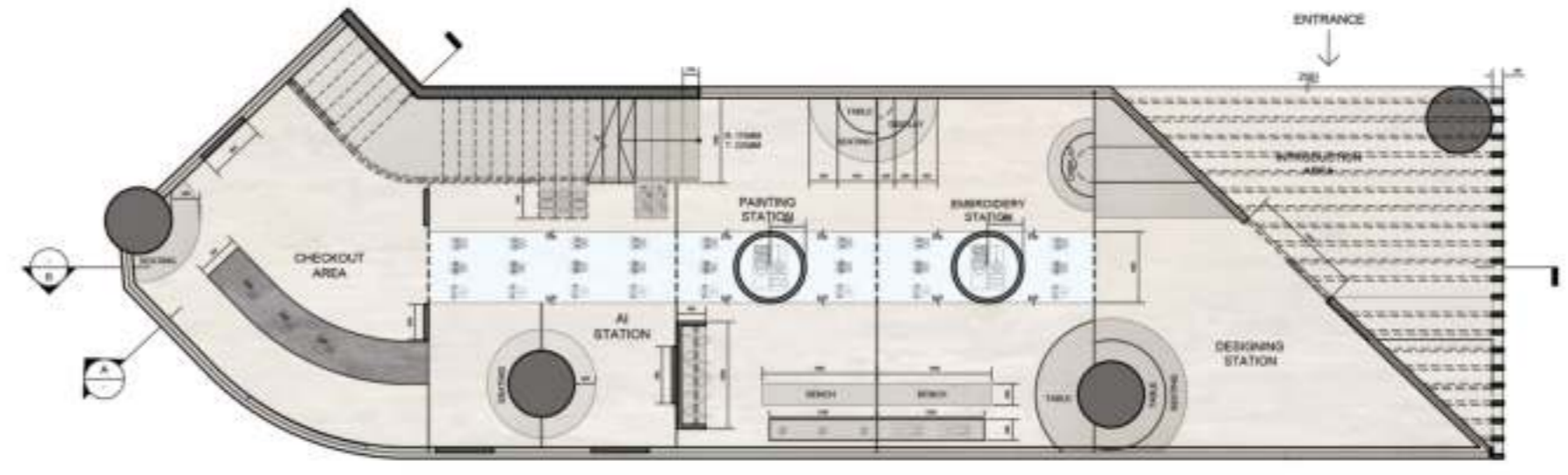
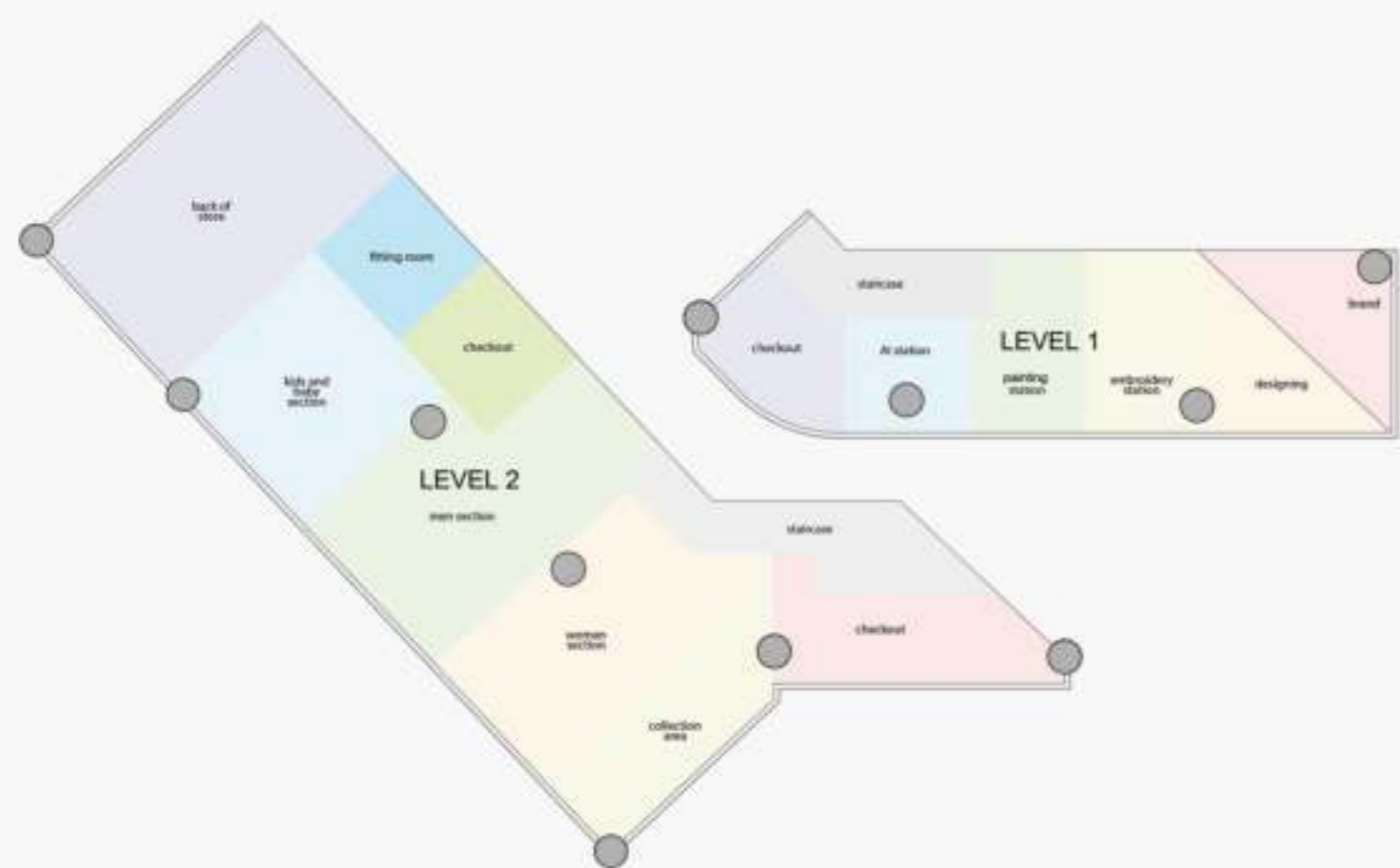
- 👤 Anyone aged between
- 👤 20 to 40 years old



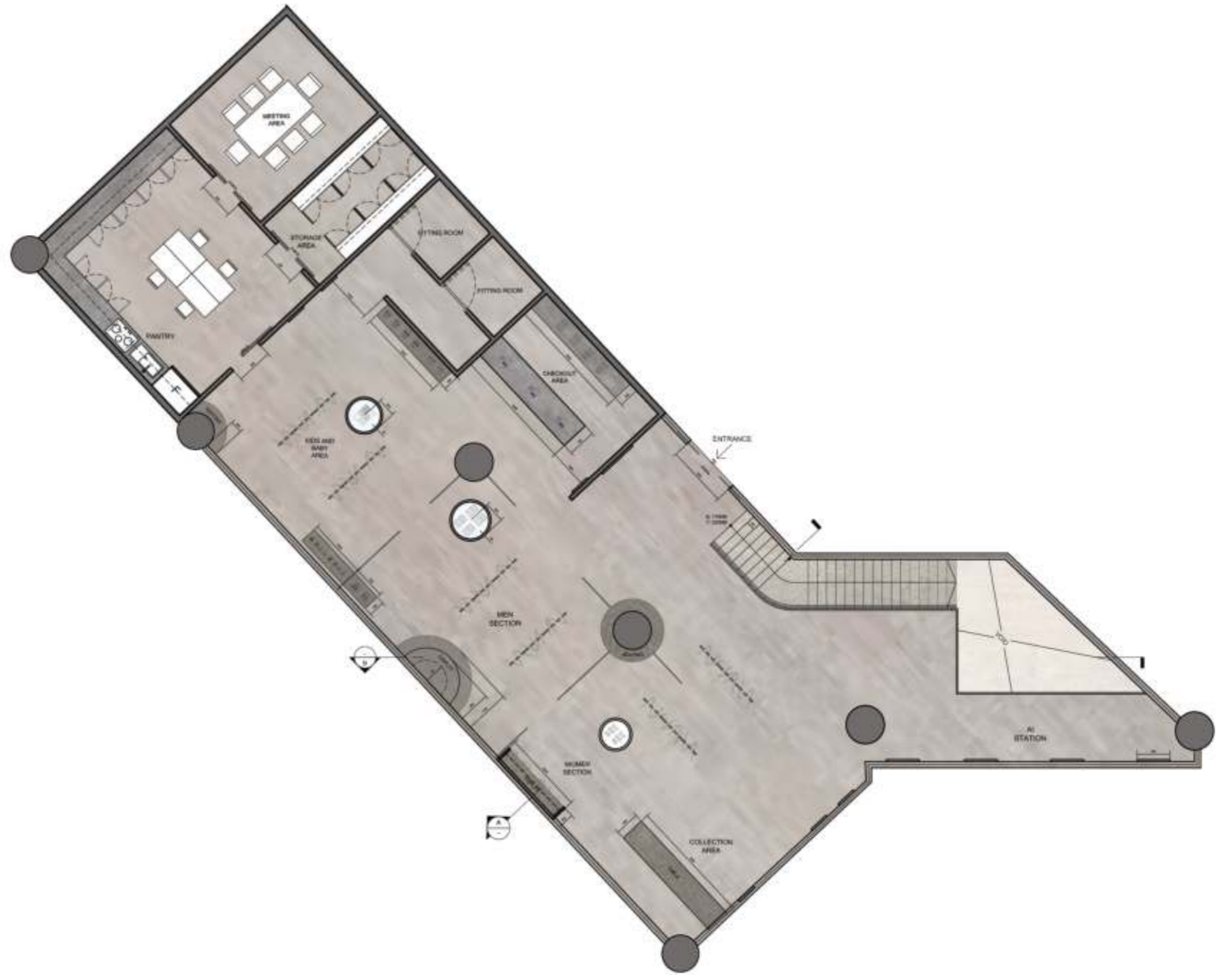
ONLINE PLATFORM TO RETAIL STORE



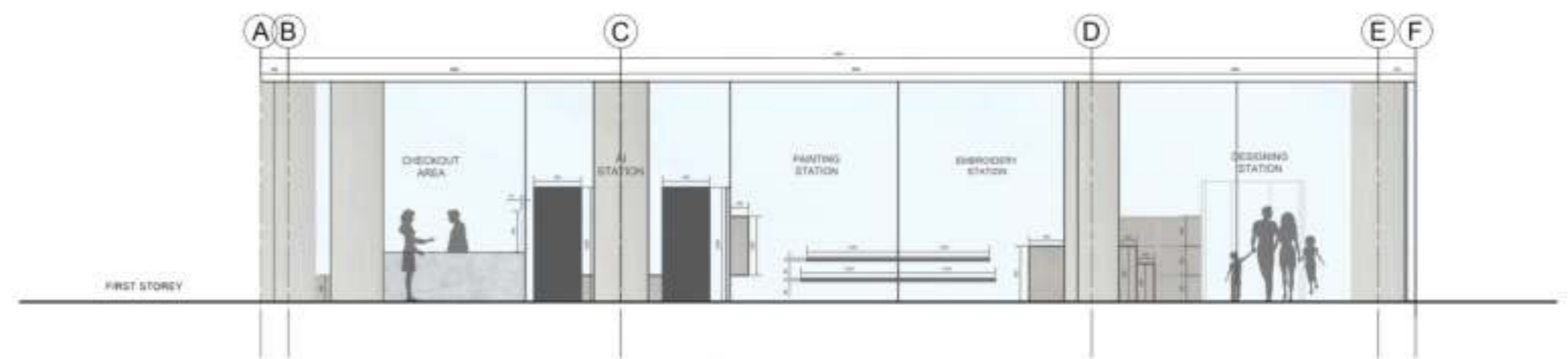
ZONING DIAGRAM



1 1ST STOREY PLAN 1:100



2 2ND STOREY PLAN 1:100



3 ELEVATION 1 1:100



4 ELEVATION 2 1:100



MARMORINO PLASTER
M17 SPLASH WHITE IN MATT FINISH
FIRST STOREY WALL
vasari.com.sg

TILES | 800 X 800MM 20MM THK
E1NS1 002BDR IVORY
FIRST STOREY FLOOR
rice-field.com

1942 | WHITE
CABINETS AND CABINETS DOOR
npporplast.com

MICRO CEMENT
STONE GREY | CW92F03B
CEILING FINISH
hufny.com.sg

FLORIM STONE NOIR
COUNTER TOP MATT FINISH
hufny.com.sg

TEMPERED GLASS
RAILING FACADE
glassworld.com.sg

FROSTED GLASS
ENCLOSURE PARTITION WALLS
glassworld.com.sg

TILES | 800 X 800MM 20MM THK
E1NS1 1A03BDR CONCRETE
SECOND STOREY FLOOR
rice-field.com

MARMORINO PLASTER
M17 OFF-WHITE GREY IN MATT FINISH
SECOND STOREY WALL
vasari.com.sg

SCANDINAVIA

ENGINEERED DARK OAK
WOOD FINISH
hufny.com.sg

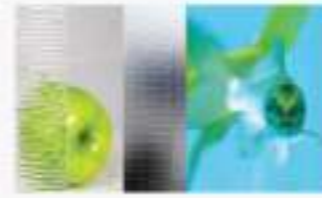
ENGINEERED DARK OAK
WOOD FINISH
hufny.com.sg

SUSTAINABLE ASPECTS

MATERIALS



Concrete tiles from Rice Lab is under the Green Label Scheme



Architectural glass used for facade and partition walls are made of 25 - 40 % post consumer recycled material produced in highly environmental sensitive factory

SPACES



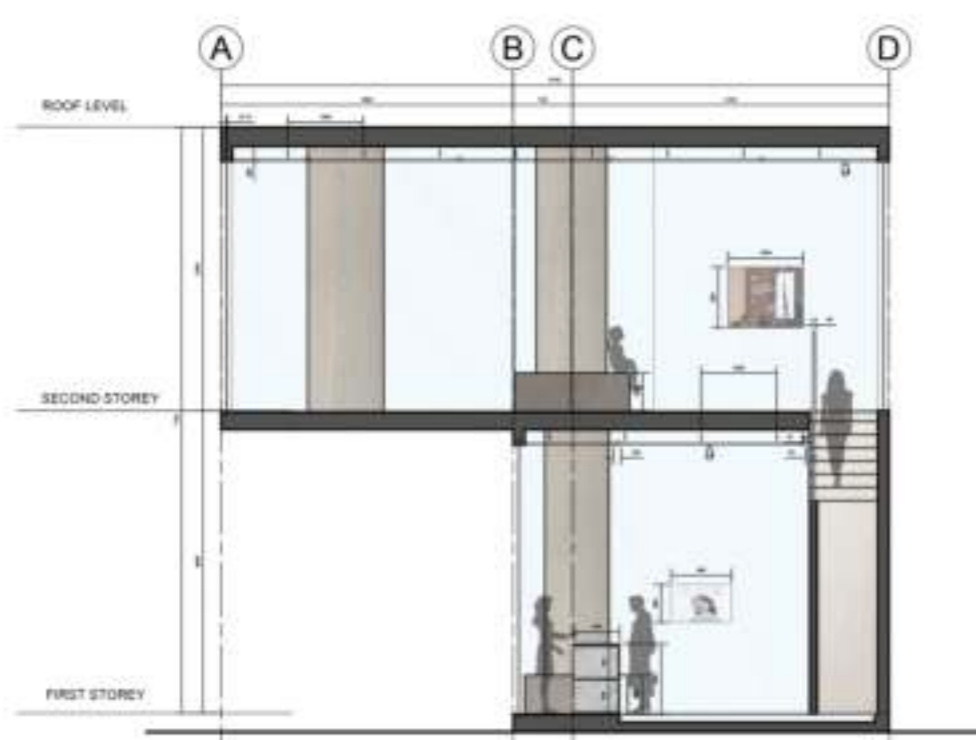
Arena Steps for seating also used for product display



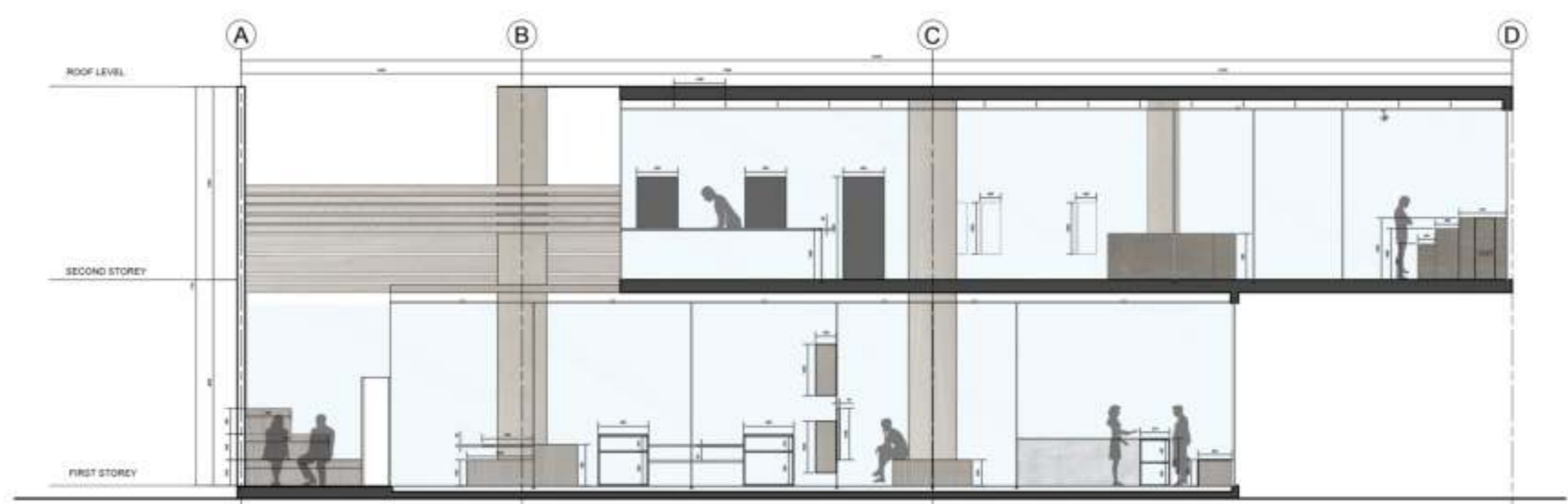
Staircase steps extended for product display



Display incorporated with flooring for common walkway



1 SECTION A - A
1:100



2 SECTION B - B
1:100

- 13 CHECKOUT AREA
Jade makes payment for pre-loved clothing
- 12 FITTING ROOM / AI STATION
Jade gets to try out pre-loved clothing through AI screen or at the fitting room
- 11 KIDS SECTION
Jade browse through kids and baby section
- 10 MEN SECTION
Jade proceeds to browse for pre-loved men clothing for her husband
- 9 WOMEN SECTION
Jade shops for pre-loved clothes at the women section
- 8 COLLECTION STATION
Jade can drop off her pre-loved clothing to be sold in the retail store

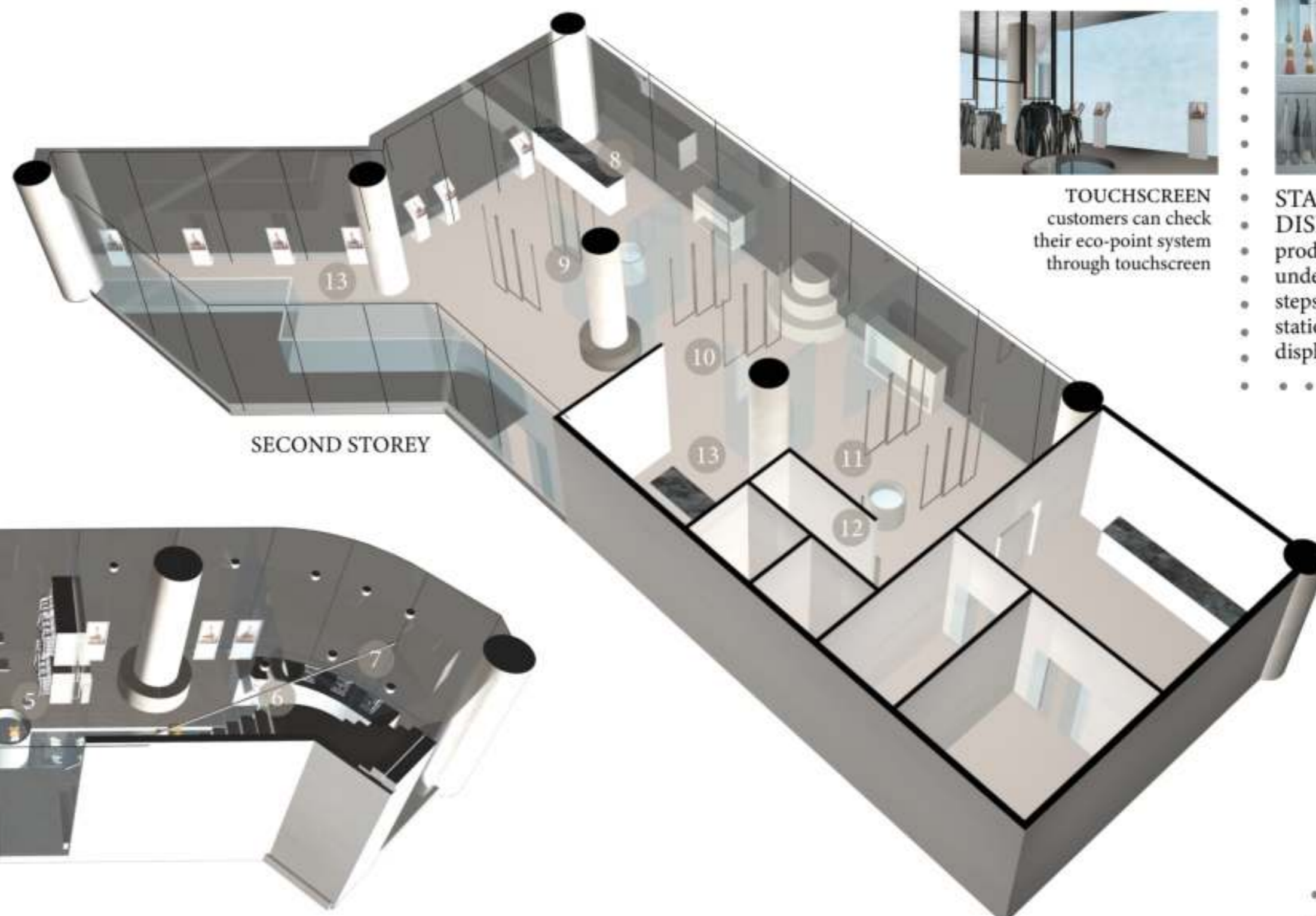


USER PERSONA
Jade Li, 26 Years Old
Office worker
Engaged

SHOPPING HABITS:
- prefers shopping at retail stores
- supporter of sustainable products
- likes customizable products



PAINTING STATION & EMBROIDERY STATION
key touchpoint which encourage customers' interaction with pre-loved clothes.
Promote sustainable fashion through revamping preloved clothes.



TOUCHSCREEN
customers can check their eco-point system through touchscreen



STAIRCASE DISPLAY
product display underneath staircase. steps extends into AI station for product display.

- 1 ENTRANCE
Jade is first welcomed by the visual merchandise formed by clothing hanging / back drop at the entrance
- 2 INTRODUCTION
Jade will have a brief understanding of brand as well as take a glimpse of product before entering the retail store
- 3 DESIGNING STATION
She can get herself involved in the clothes designing activities whereby end product would be projected on the screen
- 4 EMBROIDERY STATION
Jade can have a 1-on-1 consultation with expertise on customised embroidery design
- 5 PAINTING STATION
Jade can have a 1-on-1 consultation with expertise on customised painting design
- 6 AI STATION
Jade get to try out customised piece through the AI screen
- 7 CHECKOUT AREA
make payment for the customised piece