

CIRCULARITY

depop

CAN LANDFILL OUR WARDROBES?

**AN INTERIOR DEDICATED TO THE EDUCATION
ON THE NEGATIVE IMPACTS OF FAST
FASHION BY ENCOURAGING CIRCULARITY...**



THAT'S ME!



 @MOLLYROLLINTERIORS

 MOLLYRP02@GMAIL.COM

 MOLLY ROLLINS-PRIEST

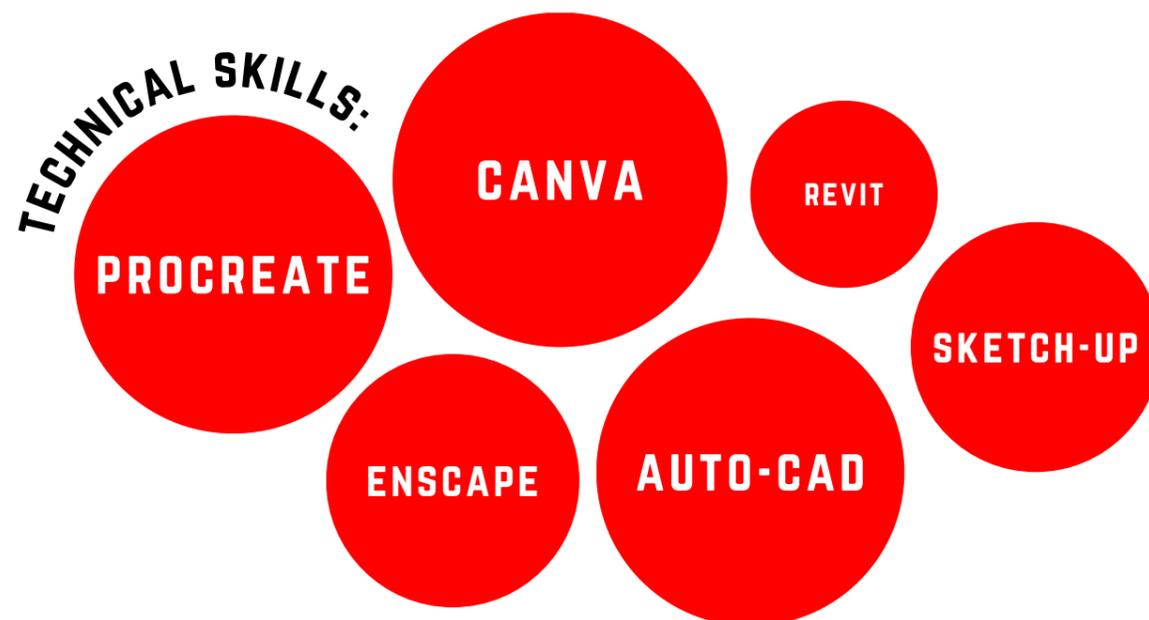
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CRITICAL POSITION

PASSIONATE ABOUT BRANDED INTERIORS, I WANT TO CHANNEL MY CREATIVITY INTO A TRUE IMMERSIVE BRANDED SPACE THAT RADIATES AN EXCITING AND BOLD ATMOSPHERE.

THIS GOES BEYOND JUST THE AESTHETICS, I AIM TO PRIORITISE THE CONSUMER EXPERIENCE. THINKING ABOUT HOW THEY WILL USE THE SPACE IN ORDER TO CREATE BALANCE BETWEEN IMMERSIVE AND PRACTICAL.

SOMETHING THAT IS ALWAYS AT THE FOREFRONT OF MY DESIGN IS SUSTAINABILITY. BY RESEARCHING AND AND AIMING TO USE ECO-FRIENDLY MATERIALS AND MINDFUL PRACTICES, TO KEEP A BALANCE BETWEEN LOOKS AND THE ENVIRONMENT.



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**HOW CAN WE RAISE AWARENESS
AROUND THE NEGATIVE IMPACTS OF
FAST FASHION USING INTERIORS?**



THE ISSUE...

- THE SECOND LARGEST POLLUTER IN THE WORLD.
- 80% OF ALL FAST FASHION IN THE EU GETS THROWN INTO LANDFILL.
- 20% OF ALL GLOBAL WASTE WATER IS USED FOR TEXTILE DYING.
- 10% OF ALL GLOBAL POLLUTION.
- GEN Z ARE THE HIGHEST CONSUMERS OF FAST FASHION, BUT ARE THE ONES LOOKING TO SHOP MORE SUSTAINABLY.

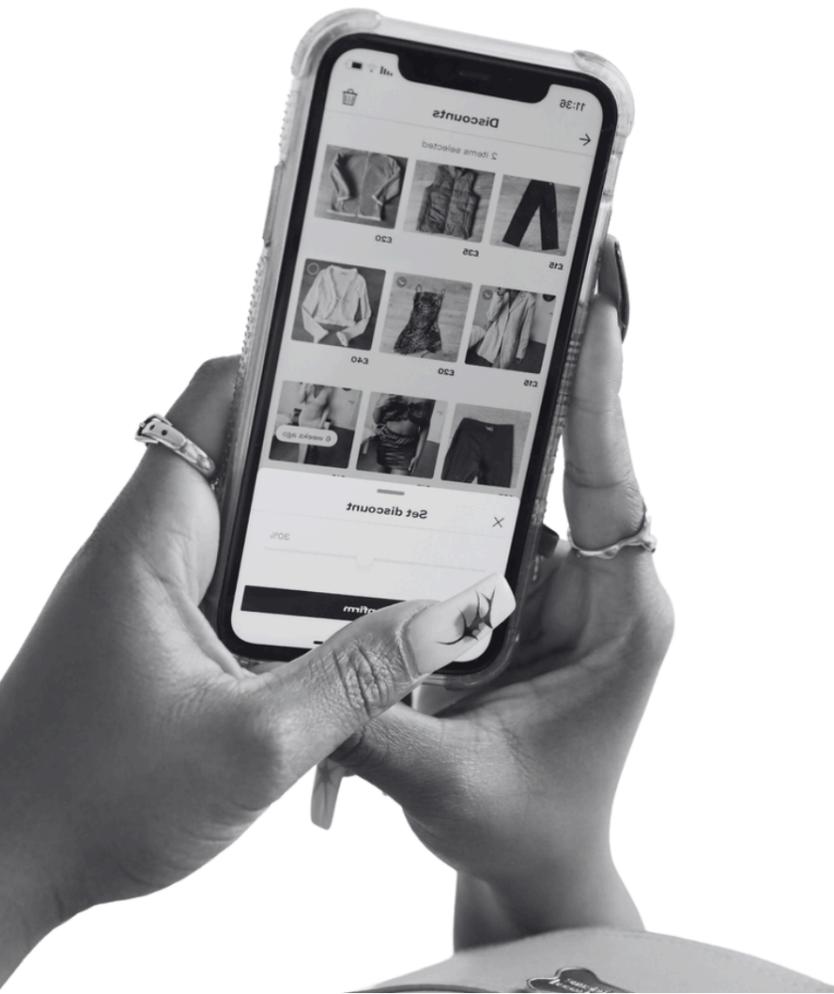


THE BRIEF

A SPACE THAT WILL HELP THE USER TO UNDERSTAND THE NEGATIVE IMPACTS OF FAST FASHION.

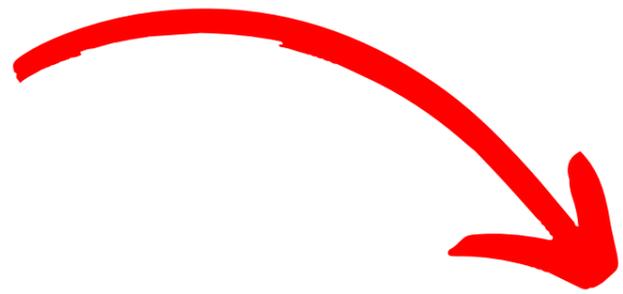
LURING THEM IN USING A 'FAST FASHION' RETAIL STORE AND THEN BEING TAKEN ON A JOURNEY THROUGH SHOCK AND UNDERSTANDING OF THE HARSH REALITY.

THEN LEADING THROUGH TO A SPACE THAT CREATES A RESOLUTION FOR THE USER WITH CIRCULAR FASHION.



THE SITE

BRISTOL AND BATH RUM DISTILLERY
87-89 PARK ST,
BRISTOL,
BS1 5PW



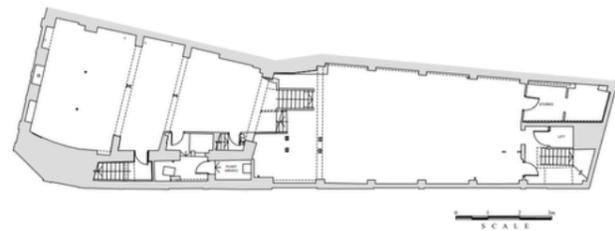
BUT WHY HERE YOU ASK?



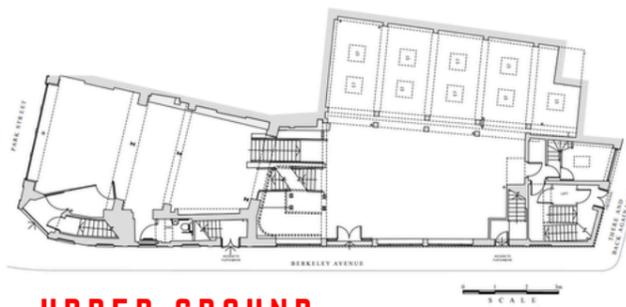
A BIT ABOUT IT...

THE BATH AND BRISTOL RUM DISTILLERY SITS IN THE HEART OF BRISTOL, A CITY THAT IS KNOWN FOR ITS ECCENTRIC FASHION CULTURE. THIS WAS AN IDEAL LOCATION FOR MY PROJECT TO BE BASED AS IT HITS ALL THE CRITERIA IN WHICH I AM LOOKING FOR. THIS INCLUDES; AN AREA WHERE MANY GEN Z RESIDE (STUDENT AREA), A CENTRAL LOCATION IN WHICH IT IS EASILY ACCESSIBLE AND FINALLY, AN AREA IN WHICH MANY OF THE FAST FASHION SHOPPERS WILL GO!

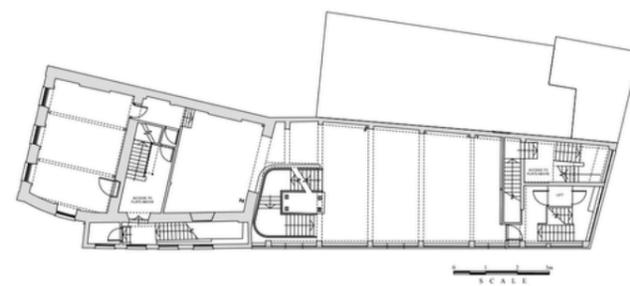
THE ORIGINAL PLANS



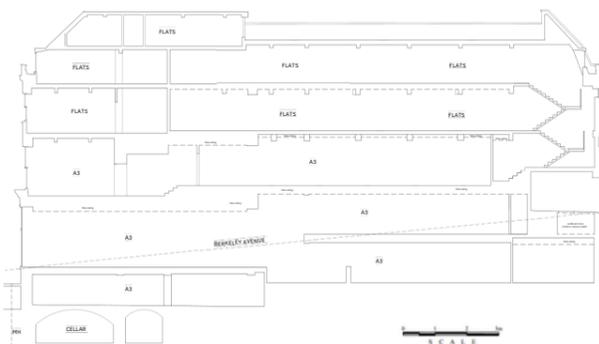
LOWER GROUND



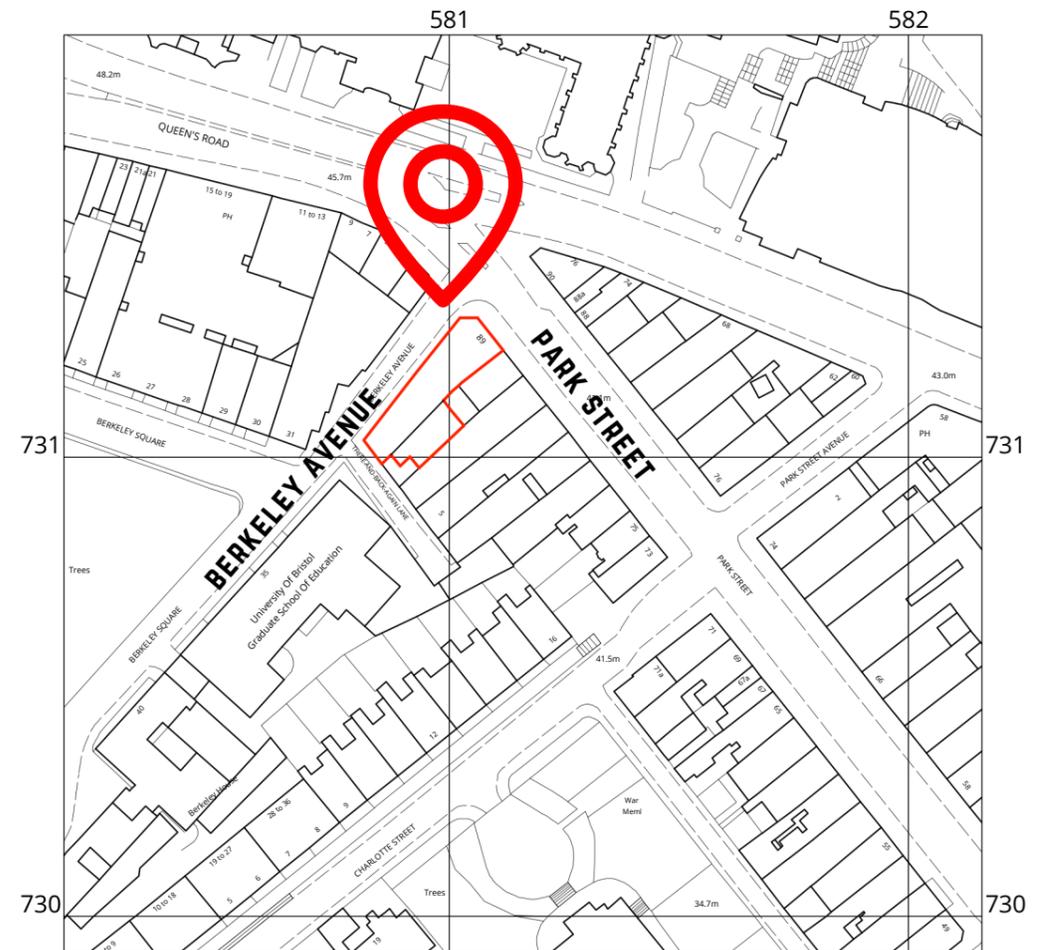
UPPER GROUND



FIRST FLOOR



SECTION



- CLOSE TRAIN + BUS TRANSPORT LINKS.
- WITHIN BRISTOL CENTRE.
- 8 MIN WALK FROM COLLEGE GREEN (STUDENT TARGET AUDIENCE).
- ON A STREET CORNER (INCREASED VISIBILITY).

THE BRAND

popdepopder

popder



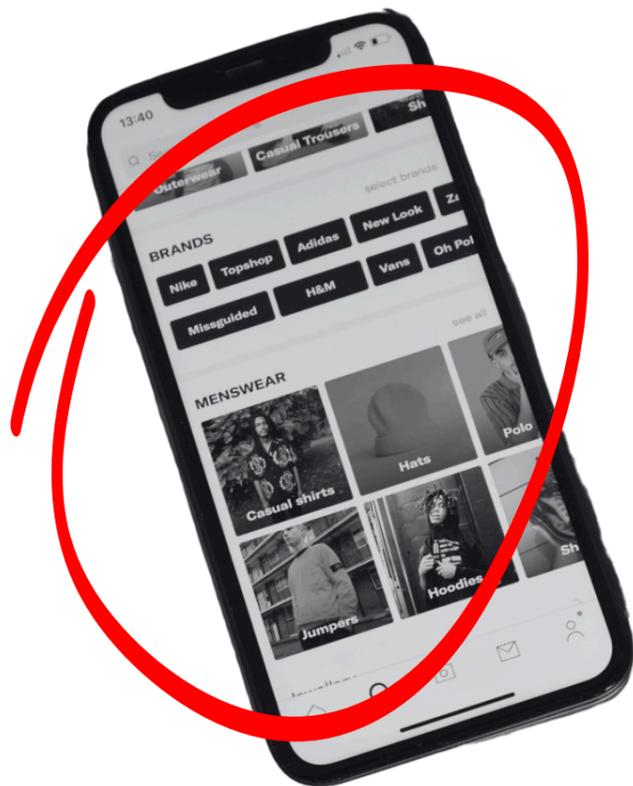
WHAT'S IT ALL ABOUT THEN..?

“WE’RE MAKING SECOND HAND, SECOND NATURE.”

- ONLINE MARKETPLACE FOR BUYING AND SELLING.
- A COMMUNITY POWERED FASHION ECO-SYSTEM.
- OVER 25 MILLION ITEMS HAVE BEEN GIVEN A SECOND LIFE SINCE 2021.
- 9/10 ITEMS PURCHASED PREVENT A NEW ITEM FROM BEING PURCHASED.



“MAKING DIGITAL IRL!”



BUT WHY **depop**?

**HOW I WILL BE
INCORPORATING THE BRAND...**

- INCLUDING BRISTOL’S TOP DEPOP SELLERS IN THE CLOTHING FOR SALE.
- REALLY TAKING THE BRANDING ACROSS INTO THE FF&E TO GIVE A REAL LIFE PRESENCE.
- TO GIVE THE USER A BETTER UNDERSTANDING OF DEPOP’S CORE VALUES.
- AN OPPORTUNITY FOR THE DEPOP TO PHYSICALLY SHOW THE PROCESS OF CIRCULAR FASHION.

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FOUNDED IN 2011

BY

SIMON BECKERMAN!



USER GEN Z



THE GENERATION OF PEOPLE BORN BETWEEN 1997-2012. OF WHICH MANY ARE COMPUTER LITERATE BEFORE THEY START SCHOOL...



REASON FOR GEN Z...

- BIGGEST CONSUMERS OF FAST FASHION.
- WANTING MORE SUSTAINABLE FASHION.
- 1 IN 3 PURCHASE FAST FASHION SEVERAL TIMES A MONTH.
- THE FUTURE GENERATION TRYING TO NAVIGATE SUSTAINABLE LIVING.



AN EXPLANATION

GEN Z ARE THE IDEAL CONSUMER BASE FOR THIS SPACE AS THEY ARE THE HIGHEST CONSUMERS OF FAST FASHION GROWING UP THROUGH THE RISE OF ONLINE FAST FASHION BRANDS LIKE SHEIN, PRETTY LITTLE THING AND BOOHOO. IT IS NOW MORE IMPORTANT THAN EVER NOW THEN TO USE AN ONLINE BRAND LIKE DEPOP TO PROMOTE SUSTAINABLE FASHION IN THE DIGITAL AGE AND PROMOTING THE SPACE THROUGH ONLINE PROMOTION WILL DRAW IN MORE OF THE TARGET CUSTOMERS.

2 TYPES OF CONSUMER

UNASSUMING

MEET GINA!

AGE 21, STUDYING AT THE UNIVERSITY OF WEST ENGLAND.



GINA LOVES PRIMARK,
IT'S SO CHEAP!

SHE'LL SPEND HOURS ONLINE
SEARCHING ONLINE STORES FOR
SOMETHING NEW.

SHE DOESN'T ENJOY GOING INTO
CHARITY SHOPS...

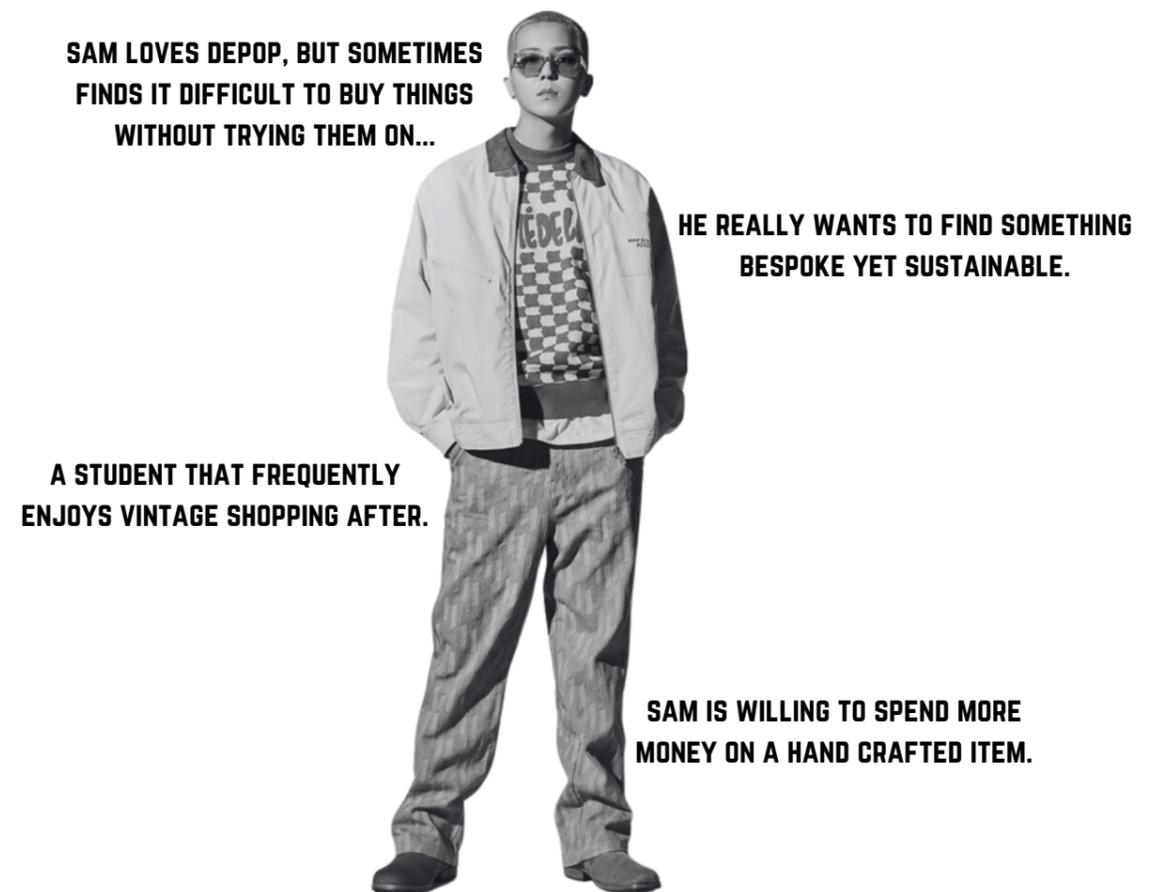
GINA IS A SHOP TILL YOU
DROP KINDA GIRL!

WOULD STUMBLE IN, IN THE MIDDST OF A SHOPPING SPREE AFTER
A LECTURE AT UNI.

INTENTIONAL

MEET SAM!

AGE 18, A STUDENT STUDYING AT COLLEGE.



SAM LOVES DEPOP, BUT SOMETIMES
FINDS IT DIFFICULT TO BUY THINGS
WITHOUT TRYING THEM ON...

HE REALLY WANTS TO FIND SOMETHING
BESPOKE YET SUSTAINABLE.

A STUDENT THAT FREQUENTLY
ENJOYS VINTAGE SHOPPING AFTER.

SAM IS WILLING TO SPEND MORE
MONEY ON A HAND CRAFTED ITEM.

WOULD GO TO THIS SPACE AFTER SOME PROMOTION ON DEPOP'S
APP ABOUT THE LOCAL SELLER SPACE IN BRISTOL.

CONVENTIONAL



PLAIN

UNORIGINAL

COOKIE-CUTTER

PREDICTABLE

RACKS AND RACKS

UNCONVENTIONAL



BESPOKE

EDUCATIONAL

PURPOSEFUL

SUSTAINABLE

REGENERATIVE

FAST FASHION STORE

CIRCULAR STORE

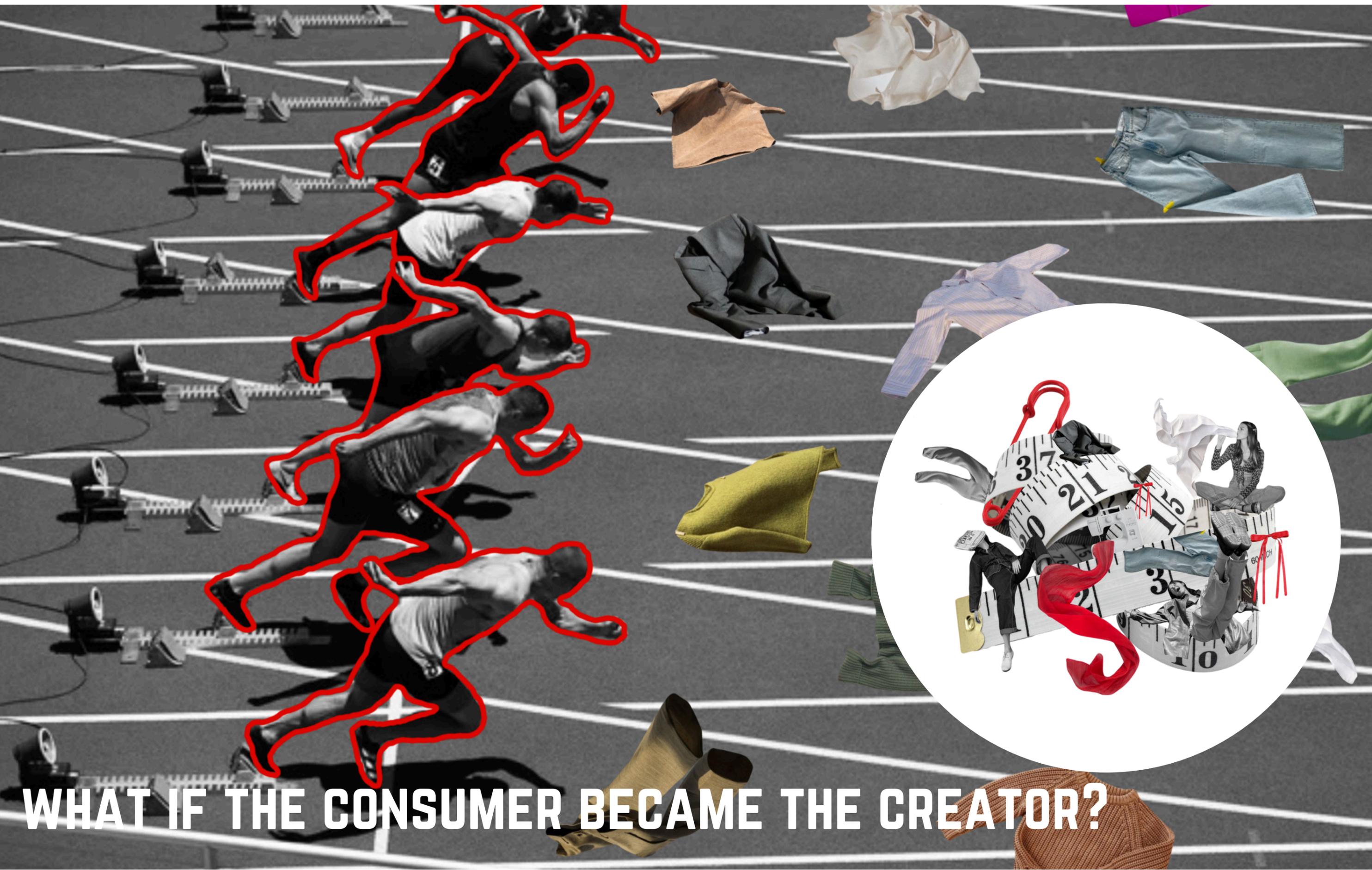


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MOOD BOARD



WHAT IF CIRCULARITY WAS A RACE AGAINST TIME?



WHAT IF THE CONSUMER BECAME THE CREATOR?

THE CONCEPT

THE CLIMB TO CIRCULARITY...

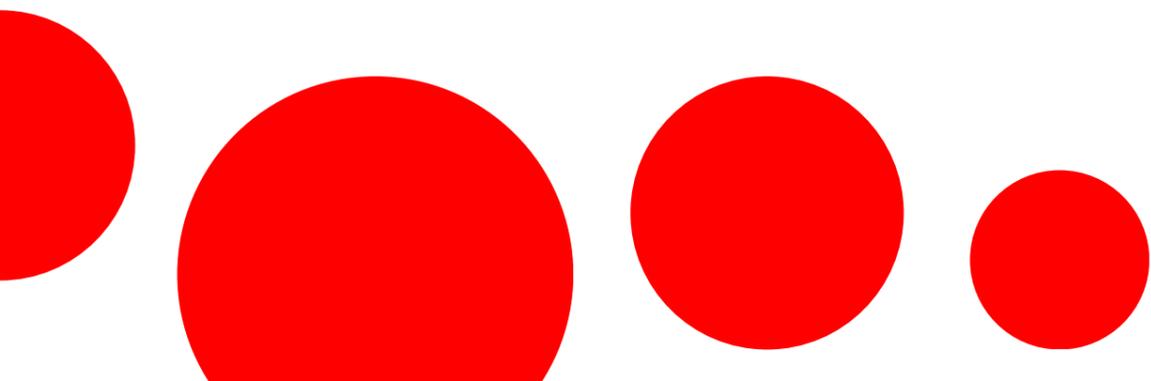
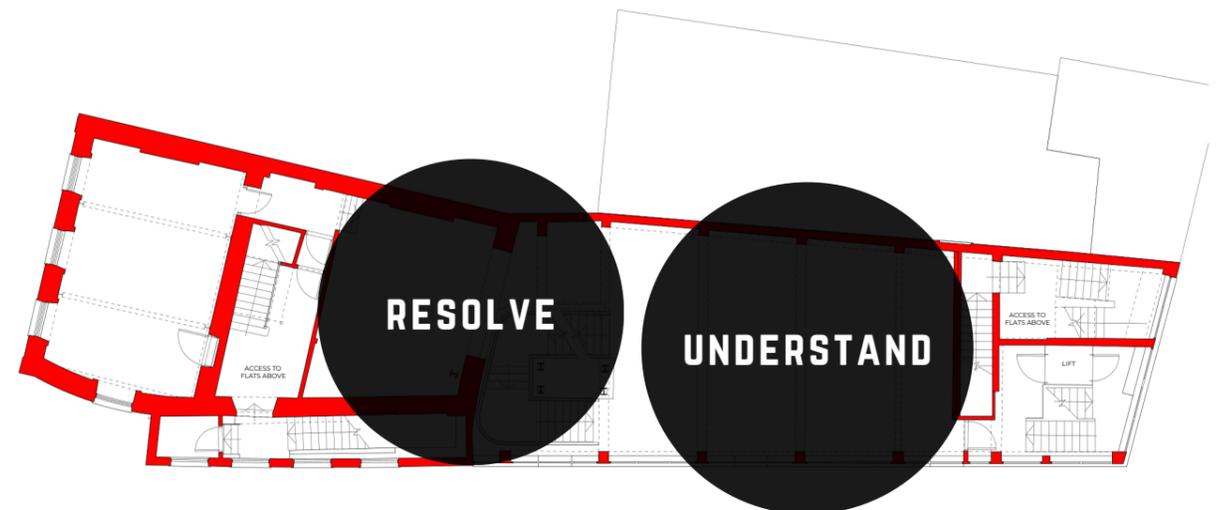
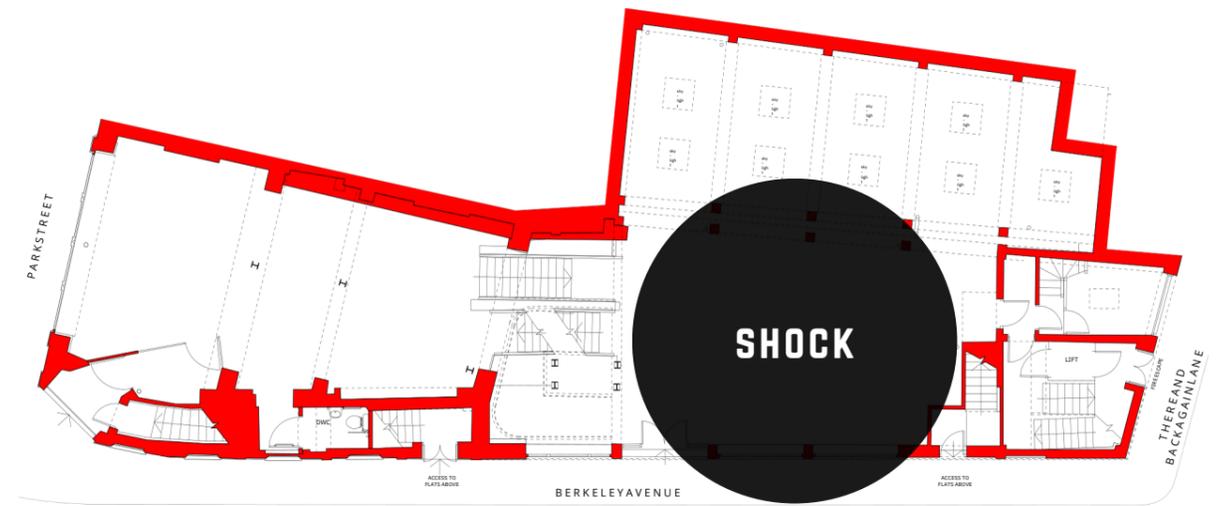
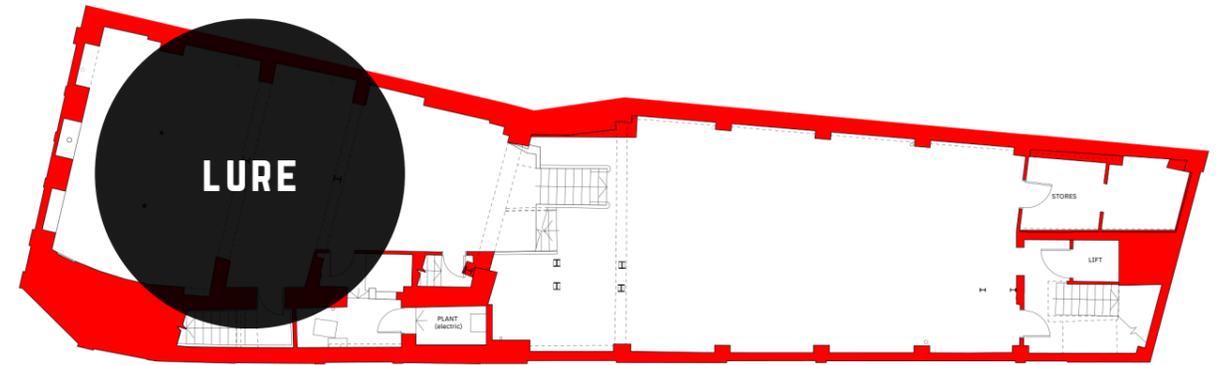
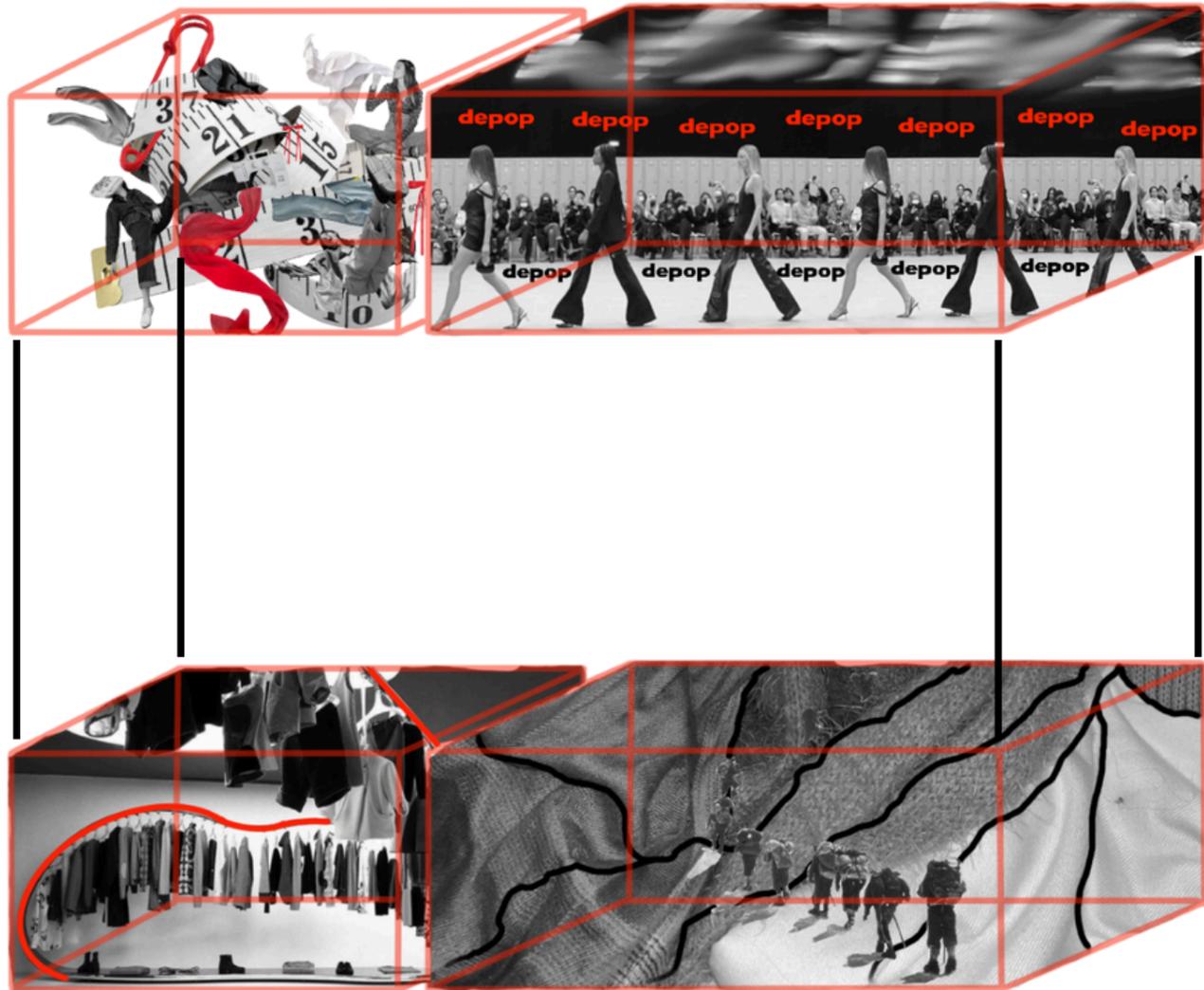
THE CONCEPT GOAL:

- A JOURNEY INTO A BETTER FASHION FUTURE.
- EDUCATING PEOPLE THROUGH A SERIES OF CHALLENGES.
- GIVING THE CONSUMER A SOLUTION TO THEIR HABITS.
- RE-PURPOSING AND GIVING LANDFILL CLOTHING A SECOND LIFE.

ARE WE THERE YET?

THE CONCEPT GOES BEYOND JUST RE-PURPOSING LANDFILL CLOTHING, BUT PROVIDING A SPACE THAT HELPS TO EDUCATE THE TARGET AUDIENCE GEN Z ON THE NEGATIVE IMPACTS OF FAST FASHION IN AN INTERACTIVE WAY. BY ALSO PROVIDING A SPACE FOR THE STUDENTS TO BE ABLE TO GET INVOLVED IN THE REMAKING OF THE CLOTHING. THIS ENCOURAGES A CIRCULAR MINDSET BY SHOWING HOW YOU CAN TURN SOMETHING SEEN AS 'OLD' OR 'BORING' INTO A BESPOKE FASHIONABLE GARMENT.

ZONING AND STRATEGIES



SCHEDULE OF ACCOMMODATION

1- LURE:

THE CONSUMER ENTERS THE SPACE BELIEVING THAT IT'S A REGULAR HIGH STREET STORE...

2- CONFUSION/CHANGING ROOMS:

THE PORTAL DOOR WITH BOLD SUSTAINABILITY POSTERS ON THE WALL. (OTHER DOORS ARE FUNCTIONING CHANGING ROOMS.)

3- SHOCK:

GET THROWN INTO THE DESOLATE CLOTHING WASTELAND WITH BUILT UP LANDFILL CLOTHING AND HAVE TO CLIMB UP THROUGH IT TO THE FIRST FLOOR.

4- UNDERSTANDING:

AFTER CLIMBING, FOLLOW THE CIRCULAR PATH DOWN RUNWAY TO GAIN BETTER UNDERSTANDING OF THEIR CONTRIBUTION TO FAST FASHION.

5- RESOLUTION/BESPOKE:

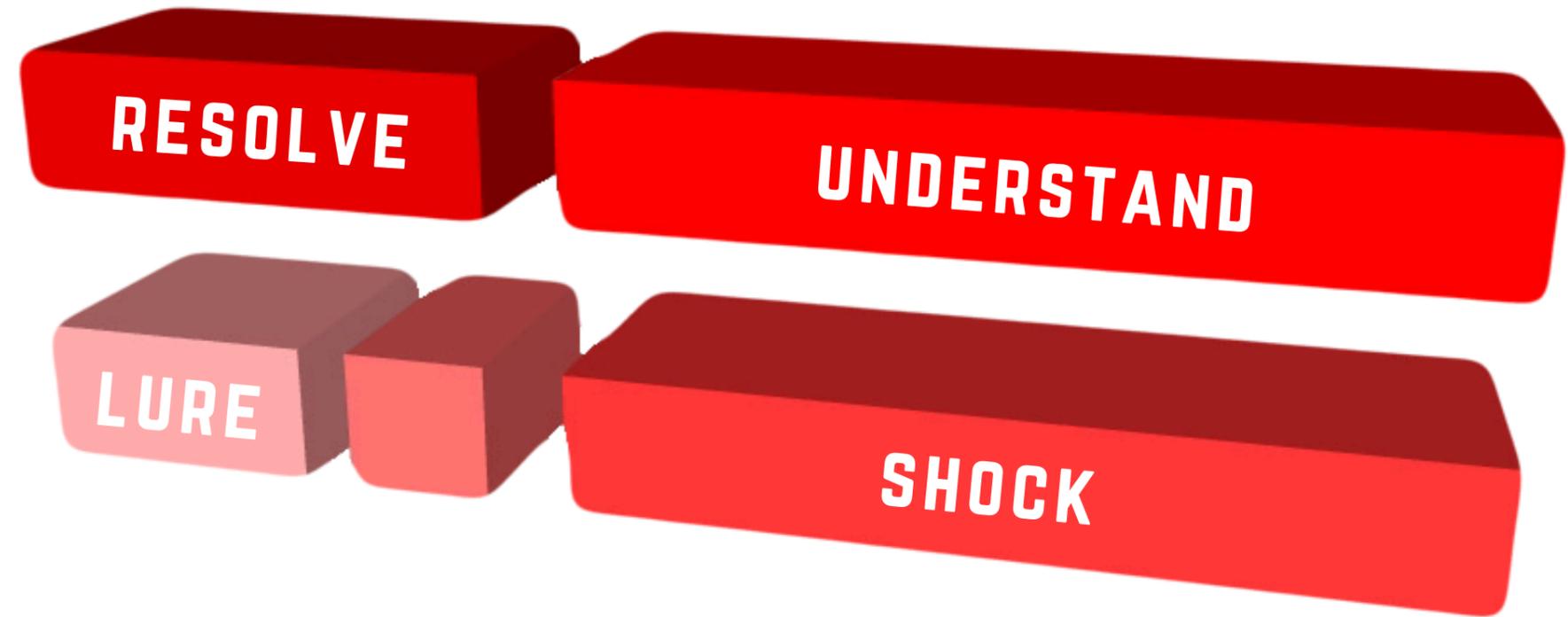
MATCHED UP WITH ONE OF THE STUDENT MAKERS TO DESIGN THEM A BESPOKE GARMENT FROM LANDFILL CLOTHING.

6- BESPOKE MAKING:

UNDER LANDFILL CLOTHING BLOCKS = REWORK STATIONS, VOLUNTEER STUDENTS DESIGNING BESPOKE GARMENTS AS PART OF THE CURRICULUM.

7- BESPOKE COLLECTION:

GARMENT IS READY; CUSTOMER WILL BE CONTACTED THROUGH THE DEPOP APP FOR COLLECTION OF BESPOKE ITEM. LURING SPACE HAS CIRCULAR PURPOSE FOR RETURNING CUSTOMERS.



UPPER GROUND FLOOR

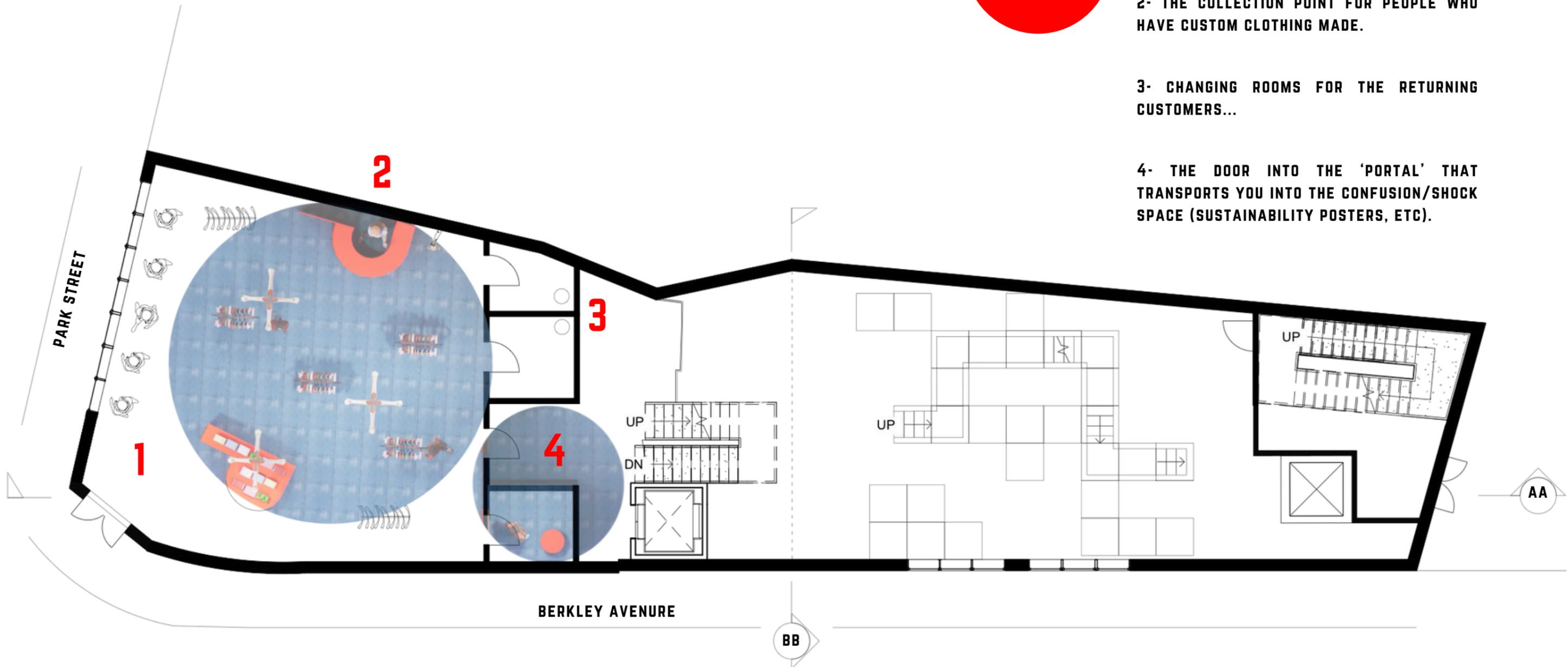
KEY:

1- THE 'NORMAL' SECTION OF THE SPACE THAT LOOKS LIKE A HIGH STREET STORE TO DRAW IN CUSTOMERS.

2- THE COLLECTION POINT FOR PEOPLE WHO HAVE CUSTOM CLOTHING MADE.

3- CHANGING ROOMS FOR THE RETURNING CUSTOMERS...

4- THE DOOR INTO THE 'PORTAL' THAT TRANSPORTS YOU INTO THE CONFUSION/SHOCK SPACE (SUSTAINABILITY POSTERS, ETC).



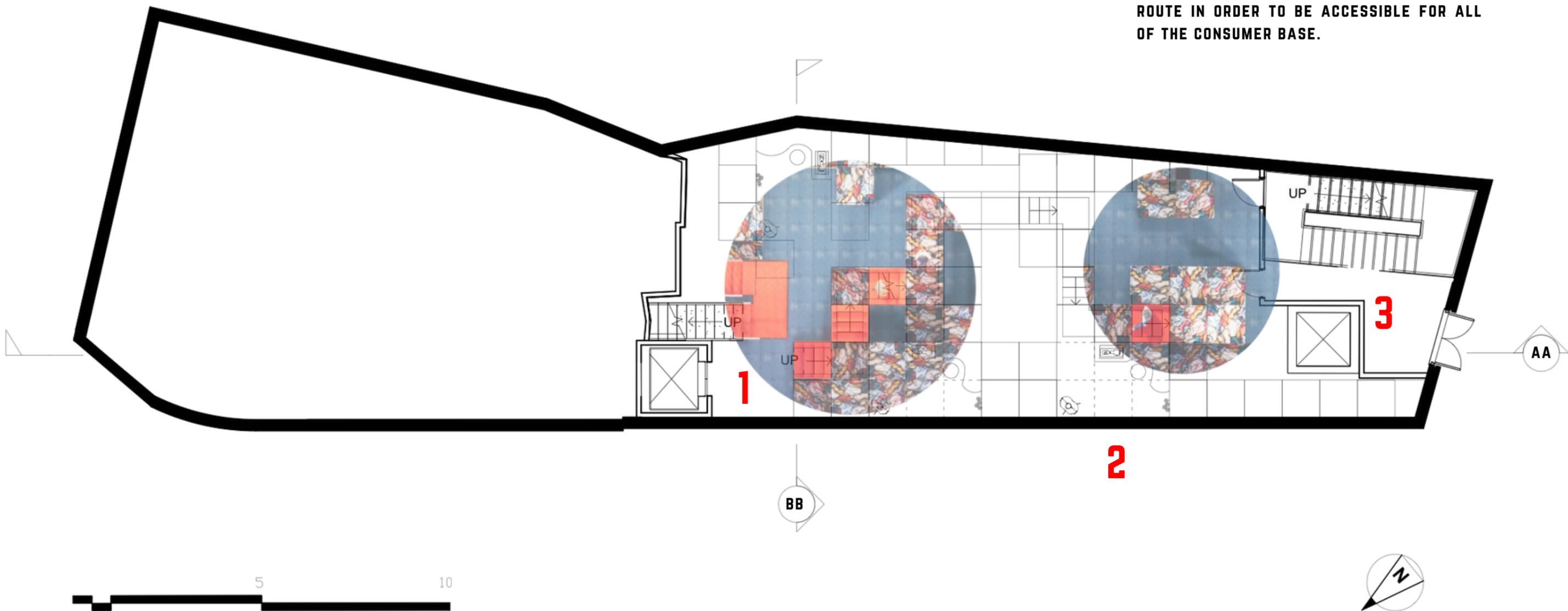
LOWER GROUND FLOOR

KEY:

1- THE DESOLATE WASTELAND AND HARSH REALITY OF FAST FASHION. A SPACE FILLED WITH LANDFILL CLOTHING BLOCKS TO CLIMB THROUGH IN ORDER REACH THE NEXT STAGE.

2- THE REWORK SEWING STATION FOR THE STUDENT MAKERS TO CREATE BESPOKE PIECES FOR THE CUSTOMERS.

3- THERE IS AN ALTERNATIVE WALKING/LIFT ROUTE IN ORDER TO BE ACCESSIBLE FOR ALL OF THE CONSUMER BASE.



FIRST FLOOR

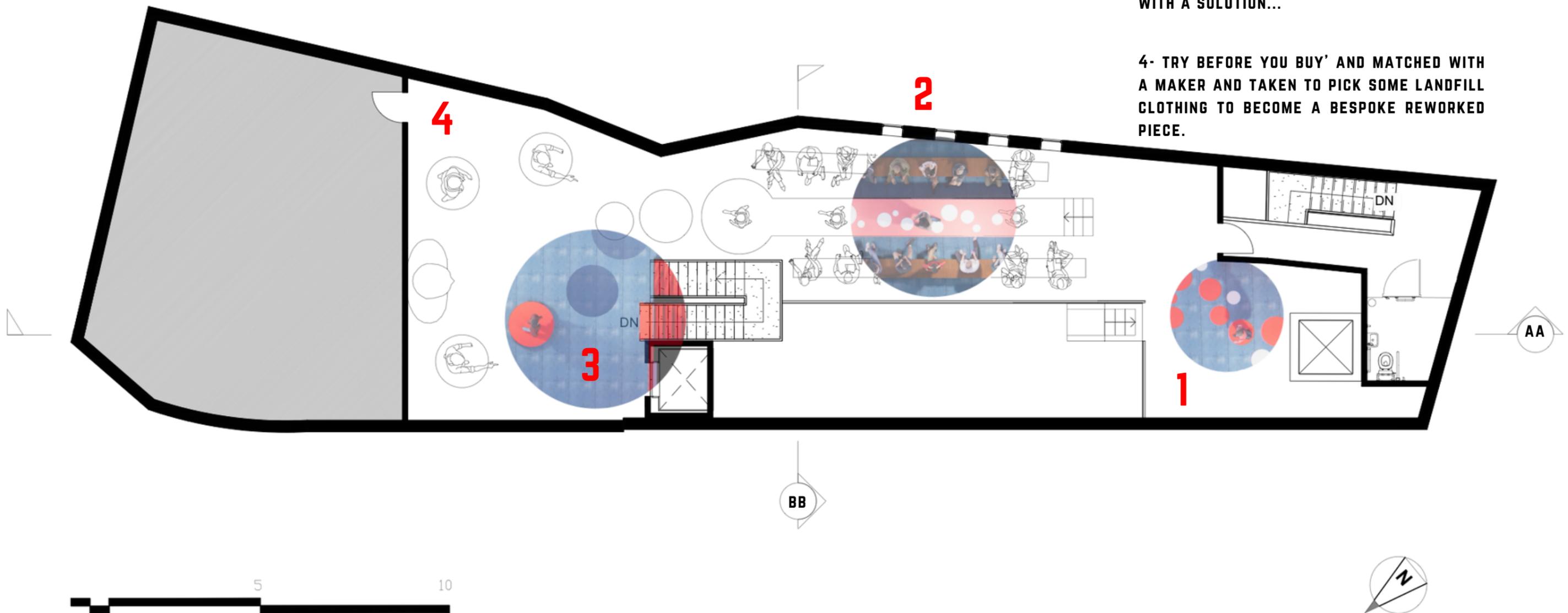
KEY:

1- CIRCULAR STEPPING STONES (IN FLOORING) IN ORDER TO REACH THE RUNWAY OF SHAME.

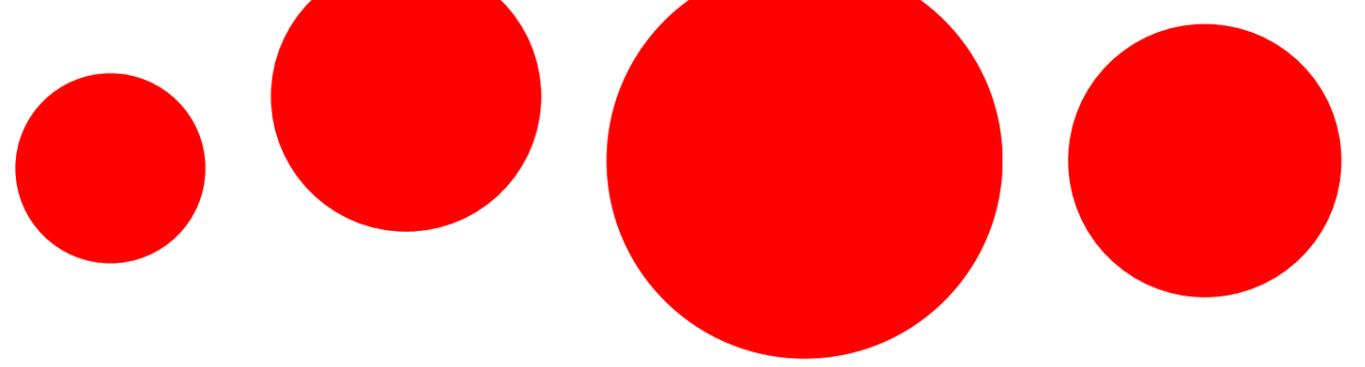
2- THE RUNWAY OF SHAME WHERE PEOPLE WHO ARE SUSTAINABLE ARE BOOING THE VISITOR FOR THEIR UNSUSTAINABLE HABITS AS THEY WALK DOWN...

3- THE FINAL AREA WHERE THEY HAVE FINALLY UNDERSTOOD THE HARSH REALITIES OF FAST FASHION AND ARE BEING PROVIDED WITH A SOLUTION...

4- TRY BEFORE YOU BUY' AND MATCHED WITH A MAKER AND TAKEN TO PICK SOME LANDFILL CLOTHING TO BECOME A BESPOKE REWORKED PIECE.



SECTION BB



INTENTIONAL USER JOURNEY



ENTER THE SHOP AND GO TO COLLECTION DESK



GO THROUGH SHOCK PORTAL TO MEET THE MAKER



WALK THROUGH CONFUSION ZONE



TALK TO MAKER TO DESIGN A BESPOKE GARMENT



COME BACK IN A WEEK AFTER GARMENT HAS BEEN MADE



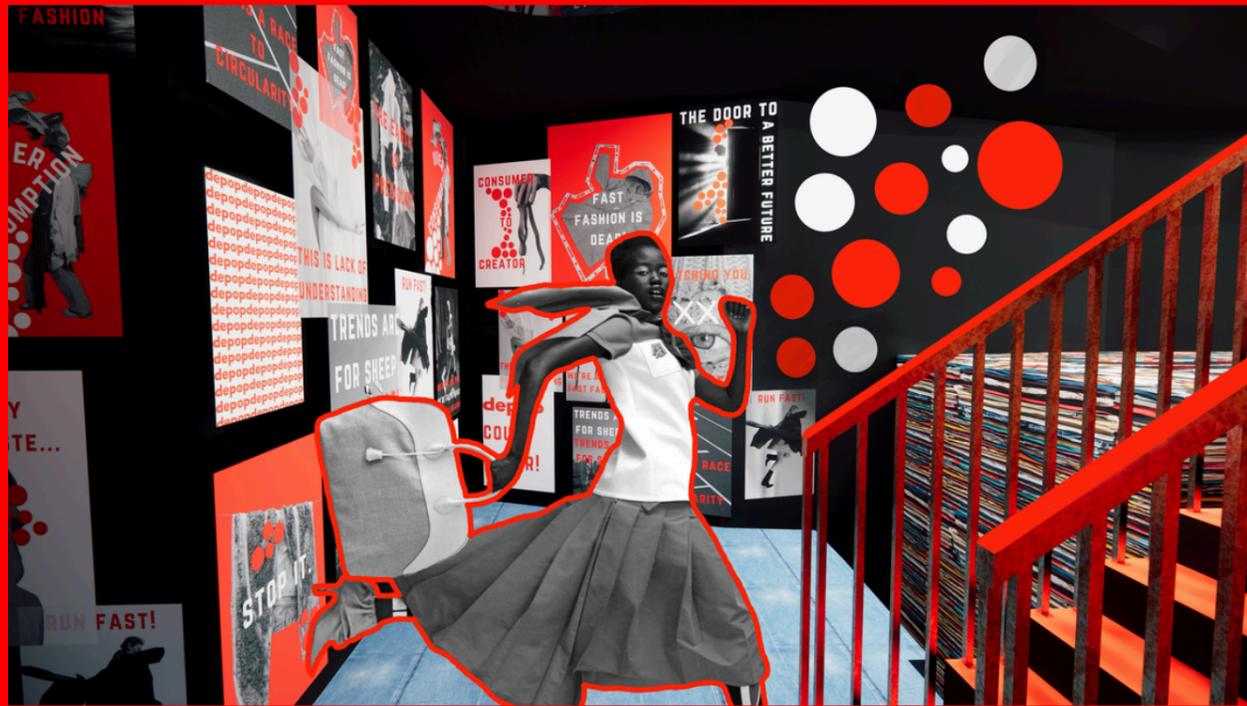
TRY ON AND THEN TAKE HOME THE BESPOKE GARMENT



LURE

LURE

LURE



SHOCK

SHOCK

SHOCK



UNDERSTAND

UNDERSTAND

UNDERSTAND



RESOLVE

RESOLVE

RESOLVE

SUSTAINABILITY STATEMENT

IN ORDER TO BE SUSTAINABLE WITHIN MY PROJECT, I AM AIMING TO USE RECLAIMED ARCHITECTURE AS WELL AS RECYCLED MATERIALS WITHIN MY SPACE. WITH THE NATURE OF MY PROJECT BEING THE NEGATIVE IMPACTS OF FAST FASHION, IT IS MORE IMPORTANT THAN EVER TO ENSURE THAT MY SPACE IS GOING TO HAVE BEEN MADE IN AN ETHICAL AND SUSTAINABLE WAY. SOMETHING I WILL DEFINITELY BE LOOKING INTO IS FINDING LOCAL BRISTOL COMPANIES FOR MY MATERIALS IN ORDER TO REDUCE EMISSIONS WHEN BEING DELIVERED TO THE SITE. MEANING I CAN ORDER A MORE ACCURATE AMOUNT OF MATERIAL, AS IT WILL BE LESS LIKELY TO HAVE TRANSPORT BREAKAGES AND WILL BE EASIER TO ACCESS IF MORE IS NEEDED.

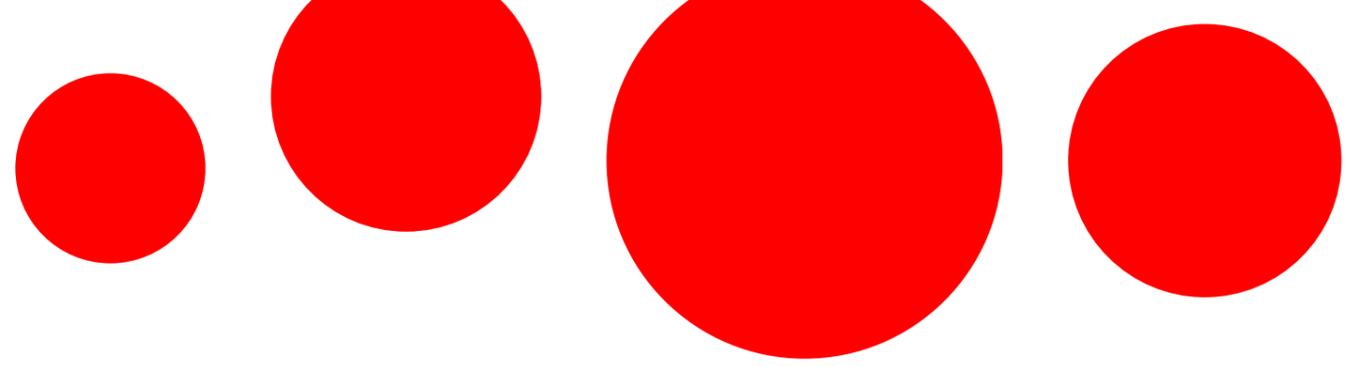


MATERIALS STATEMENT

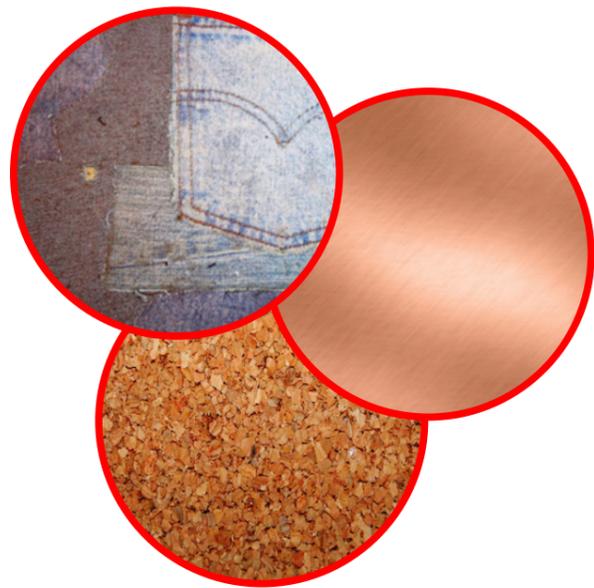
WITHIN MY MATERIALS AND FF&E PALETTE, I AIM TO ADHERE TO THE DEPOP BRANDING BY CREATING A GRAPHIC AND TEXTURED SPACE WITH AN EXCITING AS WELL AS ENTICING ATMOSPHERE. I WOULD LIKE TO ENCOURAGE THIS THROUGHOUT IN ORDER TO REALLY PUSH THE BRANDING AND MOOD ON THE USER'S JOURNEY. BUT MOST IMPORTANTLY, I AM PRIORITISING SUSTAINABILITY! I FEEL THIS IS VERY IMPORTANT TO CARRY THIS THROUGH TO THE MATERIALS AS SUSTAINABILITY IS AT THE HEART OF MY PROJECT BY KEEPING CLOTHING IN CIRCULATION AS DEPOP'S CORE VALUE. RECLAIMED ARCHITECTURE IS GOING TO BECOME A KEY PART OF MY MATERIALS IN ORDER TO KEEP CIRCULARITY THROUGHOUT MY PROJECT.



MATERIALS



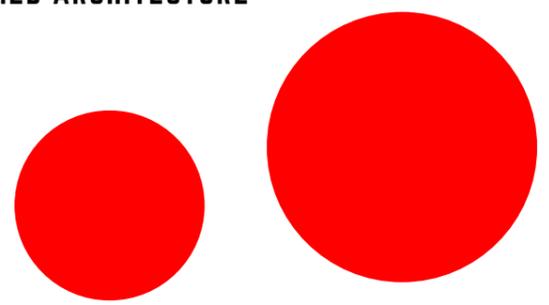
LURE



1- GARMENTO BOARD (RECYCLED DENIM PRESSED WITH PMDI ADHESIVE) - TRIPLE PIM CO. LTD

2- COPPER PIPING/RAILING - OLLIFF'S ARCHITECTURAL ANTIQUES

3- RECLAIMED CORK BOARD - RETROUVIOUS RECLAIMED ARCHITECTURE



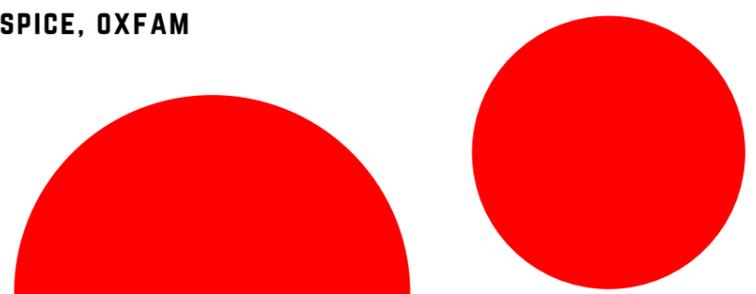
SHOCK



1- NEW OAK RAILWAY SLEEPERS - ROSE & GREEN TILES AND RECLAMATION

2- GARMENTO BOARD (RECYCLED DENIM PRESSED WITH PMDI ADHESIVE) - TRIPLE PIM CO. LTD

3- LANDFILL CLOTHING (FOR 1X1 CUBES) - BRITISH HEART FOUNDATION, ST PETER'S HOSPICE, OXFAM



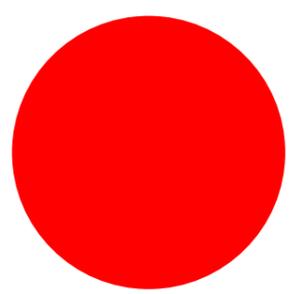
UNDERSTAND



1- RECLAIMED CORK BOARD - RETROUVIOUS RECLAIMED ARCHITECTURE

2- GARMENTO BOARD (RECYCLED DENIM PRESSED WITH PMDI ADHESIVE) - TRIPLE PIM CO. LTD

3- RECLAIMED BARREL OAK - STIKWOOD



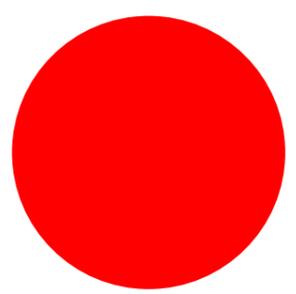
RESOLVE



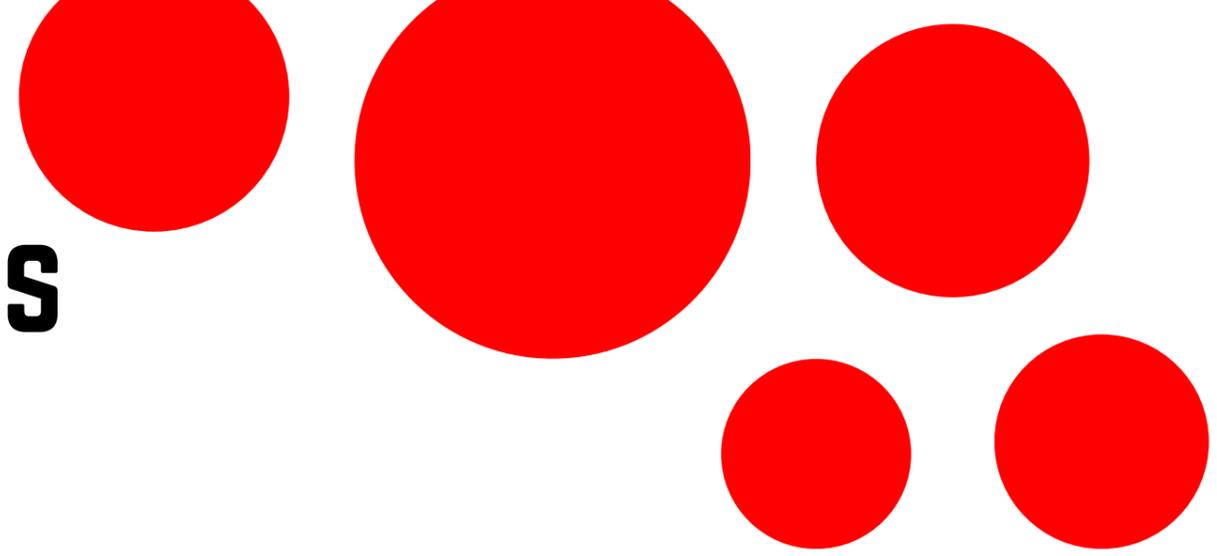
1- GLASS PANELS - RETROUVIOUS RECLAIMED ARCHITECTURE

2- RECLAIMED CORK BOARD - RETROUVIOUS RECLAIMED ARCHITECTURE

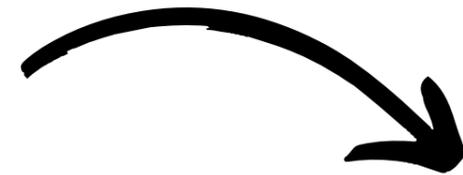
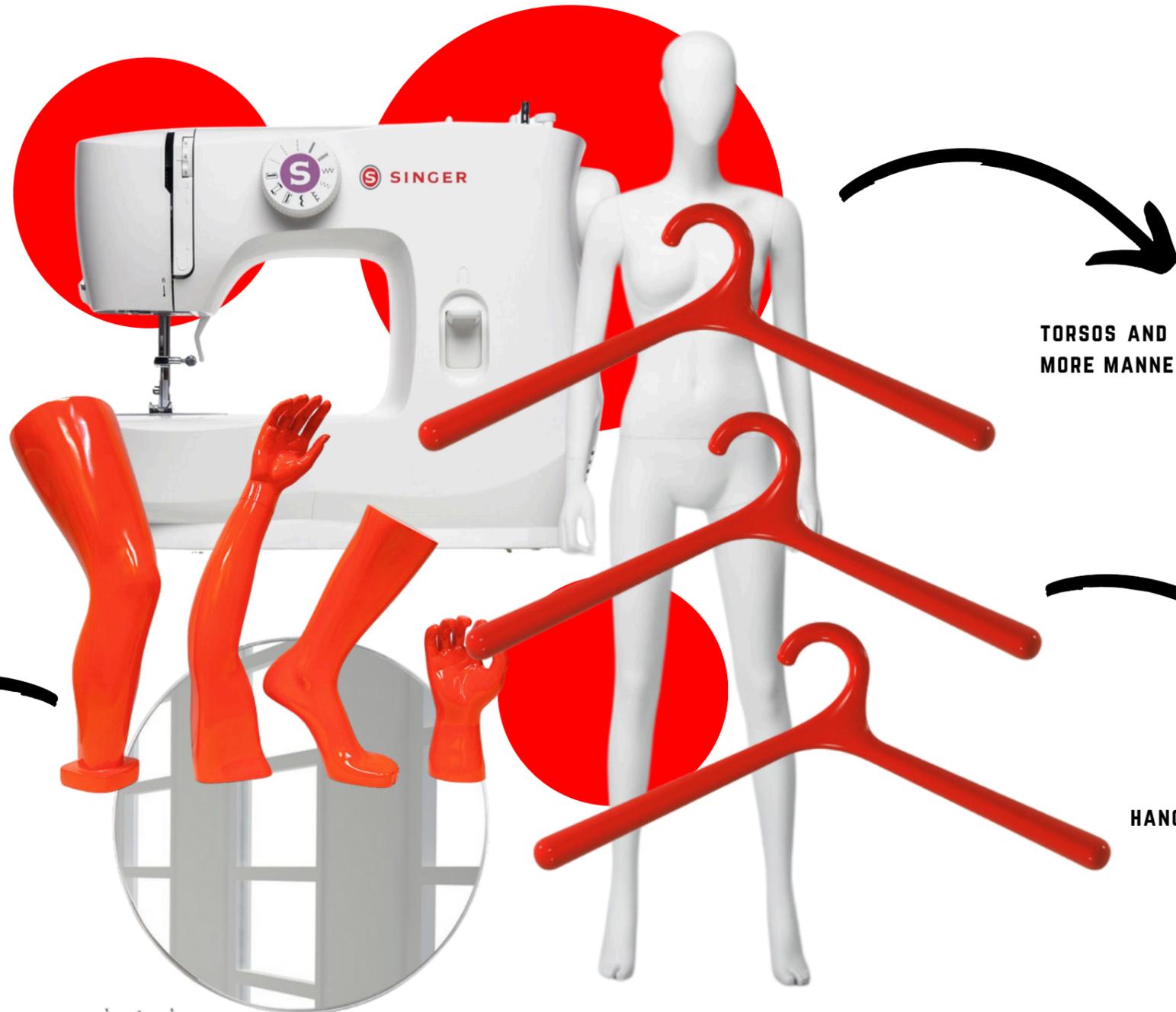
3- NEW OAK RAILWAY SLEEPERS - ROSE & GREEN TILES AND RECLAMATION



FURNISHINGS AND FIXTURES



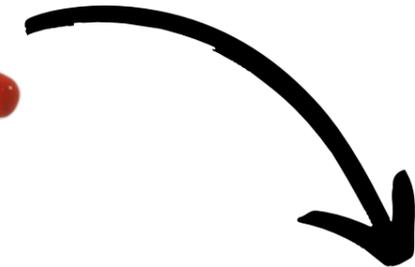
SEWING MACHINES - SINGER OUTLET
AND EX-DISPLAYS



TORSOS AND OTHER MANNEQUIN PIECES -
MORE MANNEQUINS



MIRRORS - RETROUVIOUS RECLAIMED
ARCHITECTURE



HANGERS - FACEBOOK MARKET PLACE

REFERENCING:

FIGURE 1: MCLEAN TILLIE. 2024. SHIRT ARM.

FIGURE 2: MCLEAN TILLIE. 2024. MOLLY ROLLINS-PRIEST.

FIGURE 3: MCLEAN TILLIE. 2024. CLOTHES IN AIR.

FIGURE 4: APP SHOTS. AVAILABLE AT: [HTTPS://NEWS.DEPOP.COM/MEDIA-CENTRE/](https://news.depop.com/media-centre/)

FIGURE 5: WEISS AARON. 2014. BLIND CONSUMERISM IN NYC.

FIGURE 6: DEAD MAN'S FINGER LOGO. AVAILABLE AT: [HTTPS://DEADMANSFINGERS.COM/](https://deadmansfingers.com/)

FIGURE 7: BATH AND BRISTOL RUM DISTILLERY. AVAILABLE AT: [HTTPS://WWW.BRISTOLRUMSCHOOL.COM/](https://www.bristolrumschool.com/)

FIGURE 8: TWO WOMEN POSING. AVAILABLE AT: [HTTPS://NEWS.DEPOP.COM/WHO-WE-ARE/FACTS-AND-FIGURES/](https://news.depop.com/who-we-are/facts-and-figures/)

FIGURE 9: APP SHOTS. AVAILABLE AT: [HTTPS://NEWS.DEPOP.COM/MEDIA-CENTRE/](https://news.depop.com/media-centre/)

FIGURE 10: WOMAN SHOWING PHONE. AVAILABLE AT: [HTTPS://NEWS.DEPOP.COM/WHO-WE-ARE/FACTS-AND-FIGURES/](https://news.depop.com/who-we-are/facts-and-figures/)

FIGURE 11: SIMON BECKERMAN SKETCH. 2024. AUTHOR'S OWN.

FIGURE 12: APP SHOTS. AVAILABLE AT: [HTTPS://NEWS.DEPOP.COM/MEDIA-CENTRE/](https://news.depop.com/media-centre/)

FIGURE 13: SEARCHLIGHT PICTURES. N.D. ZOEY DEUTCH

FIGURE 14: MARKS ROSIE. N.D. GIRL WITH SHOPPING BAGS.

FIGURE 15: ADLV 2022 S/S COLLECTION AVAILABLE AT: [HTTPS://ACMEDELAVIE.COM/](https://acmedelavie.com/)

FIGURE 16: CONCEPT MODEL. 2024. AUTHOR'S OWN.

FIGURE 17: FABRIC CUBE. N.D. AVAILABLE AT: [HTTPS://WWW.ARTSPACE.COM/](https://www.artspace.com/)

FIGURE 18: FABRIC RECYCLING LOGO. N.D. AVAILABLE AT: [HTTPS://WWW.MARKETRESEARCHINTELLECT.COM/BLOG/CLOSING-THE-LOOP-HOW-CLOTHING-RECYCLING-IS-CHANGING-THE-FASHION-INDUSTRY/](https://www.marketresearchintellect.com/blog/closing-the-loop-how-clothing-recycling-is-changing-the-fashion-industry/)