

The background features a dark blue base with several overlapping organic shapes. A large yellow shape is at the top, a purple shape is on the right, a light blue circle is on the bottom left, and an orange shape is at the bottom center.

re/nu

# index

phase 01|  
discovery

phase 02|  
interaction

phase 03|  
observation

phase 04|  
ideation

phase 05|  
implementing

phase 06|  
enhancing

phase 07|  
finalizing



**phase**

**01**



**discovery**

project research |  
mind mapping  
articles  
theories  
case studies

gathering information |  
proposal  
goals & objectives  
typology

analysis |  
survey responses

**01**

# project research

# mind mapping



## how is the in store experience changing?

According to a report from Bain & company (2017), "the global personal luxury goods market is expected to grow by 2-4% to \$289-294bn in 2017" where millennials have largely contributed to this growth. The report also shows that "luxury brands must rethink their strategies and adapt to a millennial state of mind, which will be a key driver to push the market to \$327 billion in sales by 2020." Shawn Grain Carter, an associate professor at the Fashion Institute of Technology in New York, said "Success in the next decade requires brands to be more innovative and proactive in reaching out to younger generations." (Carter as cited in Akan, 2017) Right now, more and more luxury brands have developed strategies to adapt to millennials, such as using social media and renovating their products. However, in fact, "millennials typically value experiences over things, which translates to the shopping experience" (Bain & Company, 2017). The millennial generation was born between the years 1980 - 2000. As we know, every generation has its unique traits from other generations. Millennials, who have lived in the digital world since they were born, are also called as "digital natives." As a result, this generation is often described as being optimistic, social, and connected. Some of them prefer shopping online rather than going to the brick and mortar stores since the Internet is more convenient for millennials. Online shopping indeed impacts the retail industry, and it is also a significant challenge under these circumstances. The luxury brands should then improve the shopping experience in the brick and mortar store to absorb the millennial generation.

Therefore, the research question is how can interior design enhance the seamless in-store shopping experience for the millennial generation under the challenge of the digital era in the luxury fashion industry?

stores are reducing lead time from 9 weeks to 6 weeks. zara's is 15 days

retailers such as Zara, renowned for their ability to react almost instantly to current trends, have expanded throughout the world with unprecedented success.

fast fashion: a financial snapshot

"...millennials typically value experiences over things, which translates to the shopping experience, whether it is online or in stores, it has to be inspirational."

online = high transaction rates  
in-store = high conversion rates

cater to millennials and the gen z populations that make up for a majority of sales

adjust purchasing habits- fast fashion + luxury brands

re-imagine the in-store branding model

First of all, millennials are thoughtful about purchasing luxury brands, which can represent and reflect who "they" are and what "they" stand for.

Therefore, those four elements (Evolving Preferences, Expectation, Shopping Behaviors, Technology) are the affecting factors helping the brick-and-mortar luxury retail to reshape their physical environment for the millennial generation as their new consumer group.

articles

articles

5 sustainable retailing concepts

style consultancy service

swapping

repair/alteration service

sale of redesigned clothing

renting

lower prices

defines fast fashion

fast supply chain

short product lifecycle

fast response to consumer demand

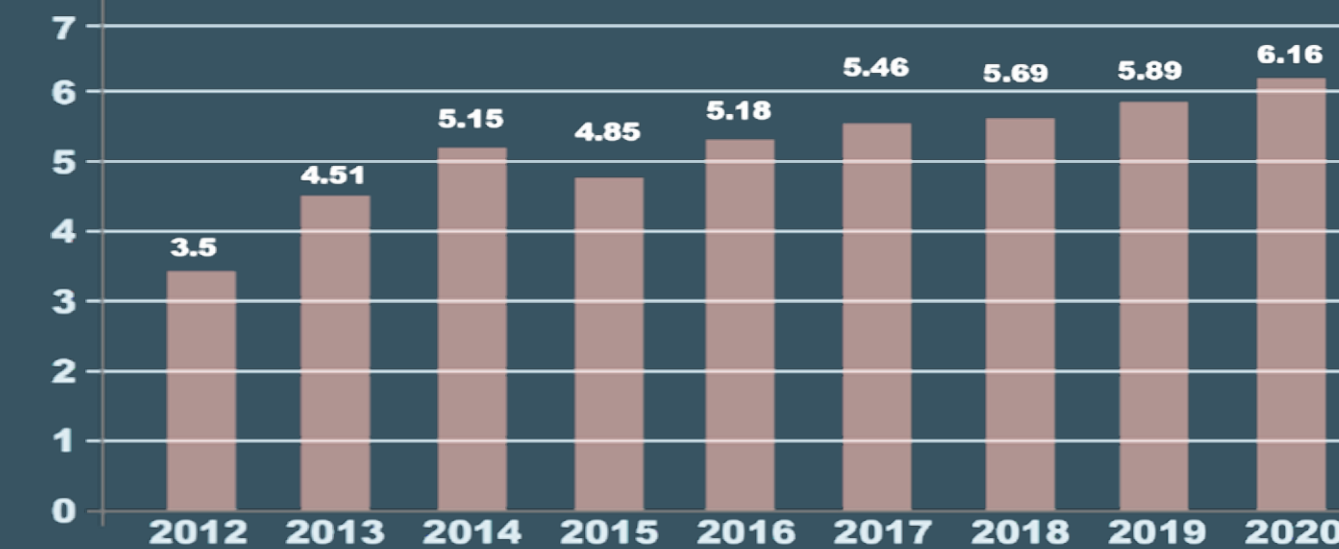
The most popular fast fashion selling retailers in the world:  
uniqlo (21%)  
h&m (18%)  
zara (18%)

economic impact of consumer purchases in fast fashion

shopping became a form of entertainment.

Finding more effective ways to satisfy these needs for uniqueness with less fashion products consumed and disposed could resolve the environmental issues associated with the excess production, consumption, and disposal as well as the social ills perpetuated by detached and unsatisfying fashion consumption.

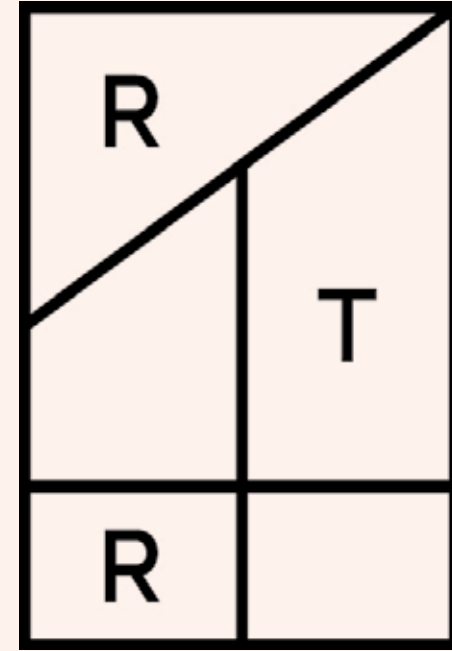
apparel industry market growth



In recent years fast fashion has become a new trend

Fast-fashion retailers' success largely depends on speedy reflection of ever-changing customers' taste for fashion and bringing the latest styles that meet their needs and wants. Thus, fast-fashion retailers must establish an efficient communication network for consumers to incorporate their input into different stages of product development

# rent the runway



these stores were created after a decade of having their subscription boxes available online.

they offer:

- curated assortments
- rotating selection of styles & sizes
- return & pick up orders
- browse & try on clothes
- selection by occasion
- one-on-one styling advice
- reserve a fitting room
- reserve items for next time



a place to sell gently used clothes for money

observations:

- crowded racks
- unknown inventory
- messier appearance
- no extra cleaning process
- lacks display

average gross sales | gross profit  
\$1,548,876 | \$958,758

480+ stores in the us | > 30% of franchise owners own multiple locations



• their largest location is in san francisco (the third largest subscription market)

• with 8,300 sq. ft. and 20+ fitting rooms, this location provides a “community by clothes”

• this space includes  
stylists  
coffee carts  
event and networking space  
beauty bar  
desk co-working space

case study



the theory of reasoned action in 1980 to predict an individual's intention to engage in a behavior at a specific time and place. the theory was intended to explain all behaviors over which people have the ability to exert self-control. (ajzen & fishbein, 1980)

“hawkins stern established four categories of impulse buying. first are the pure impulse purchases, like a candy bar at the checkout line of a grocery store. second, consumers make reminded impulse buys, like placing a display of hot dog buns next to a meat cooler. third are suggested impulse purchases, such as a warranty for an electronic device. finally, consumers make planned impulse decisions, where they know they want to buy a product, but are unsure about the specifics.

impulse buying theories present an ocean of opportunities for marketers. every aspect of a product, from the way the packaging catches the eye to the way the product is displayed in the store, has an impact on a consumer's impulse control. marketers who can capture the impulsive thought and close the sale will have the most success.”

# gathering information

## theories

# proposal

## what is nuuly?

for \$88/month you can pick out 6 items to wear for the month!

**“to stay in the game, we had to compete with ourselves”**  
-dave hayne

OUR STORY

### Change Is Here

A new way to experience clothing, from the URBN family of brands.



#### Change happens through small, repeatable actions

In its past life, each Nuuly garment bag was a bunch of empty water bottles, going nowhere. Now it's zipping around the country, replacing boxes and refreshing closets. Made of recycled post-consumer plastic, it's also reusable and recyclable and we think it has a very bright future ahead of it.

#### Sustainability at Nuuly



Developing reusable shipping materials is just one of the ways we're working to support a healthier environment. Making shareable clothing accessible, investing in energy-efficient wet and dry cleaning machines and using environmentally friendly cleaning products are some of the steps we are taking to meet this goal.

NUULY 101

### Get to Know Your Nuuly

It's a noun, it's a verb, it's a home base. All of the need-to-knows about Nuuly, illustrated

**re/nu**  
the idea is for this location to be the first of many for urbn's new clothing subscription, nuuly

**where?**  
195 Broadway  
New York, NY  
  
(the largest subscription market in the us)

**why?**  
while subscription boxes may be a better alternative to shopping for new trendy clothes, there is still potential waste on a larger scale. fast fashion is a major contributor to clothing waste, and thrift shopping has become a safer alternative.

**how is it innovative?**  
the new solution to shopping may be redefining the “thrift shop” with trendy options that the subscription companies may have to get rid of anyway after they lived out their life span.



#### issues to research

- how do we lessen shipping costs?
- how do we eliminate fast fashion?
- how do subscription boxes become brick and mortar?
- what does this space need to maximize its potential?
- how do the items get clean?
- how does buying new clothes become greener?
- where do items go after they have been sent to 'X' amount of users?



# typology

To encourage a more sustainable version of shopping with a new retail environment that promotes upcycling your own wardrobe

To increase the life span of clothing while creating a trendy and refreshing space that creates a new perspective on sustainable shopping alternatives

To provoke the desire for second hand shopping through a revitalizing retail space that focuses on the experience of the customer

**fast fashion**: inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends

**consignment**: sending goods to another person

**thrift shopping**: the quality of using money and other resources carefully and not wastefully

**subscription box**: A subscription box is a recurring, physical delivery of niche-oriented products packaged as an experience and designed to offer additional value on top of the actual retail products contained in a box.

**trend**: a general direction in which something is developing or changing

**cash wrap**: locations in retail stores where customers pay for merchandise

**pos**: point of sale

**mpos**: mobile point of sale

**dtc**: direct to customer

**generation z**: born 1996- present

**millennial**: born 1977- 1995

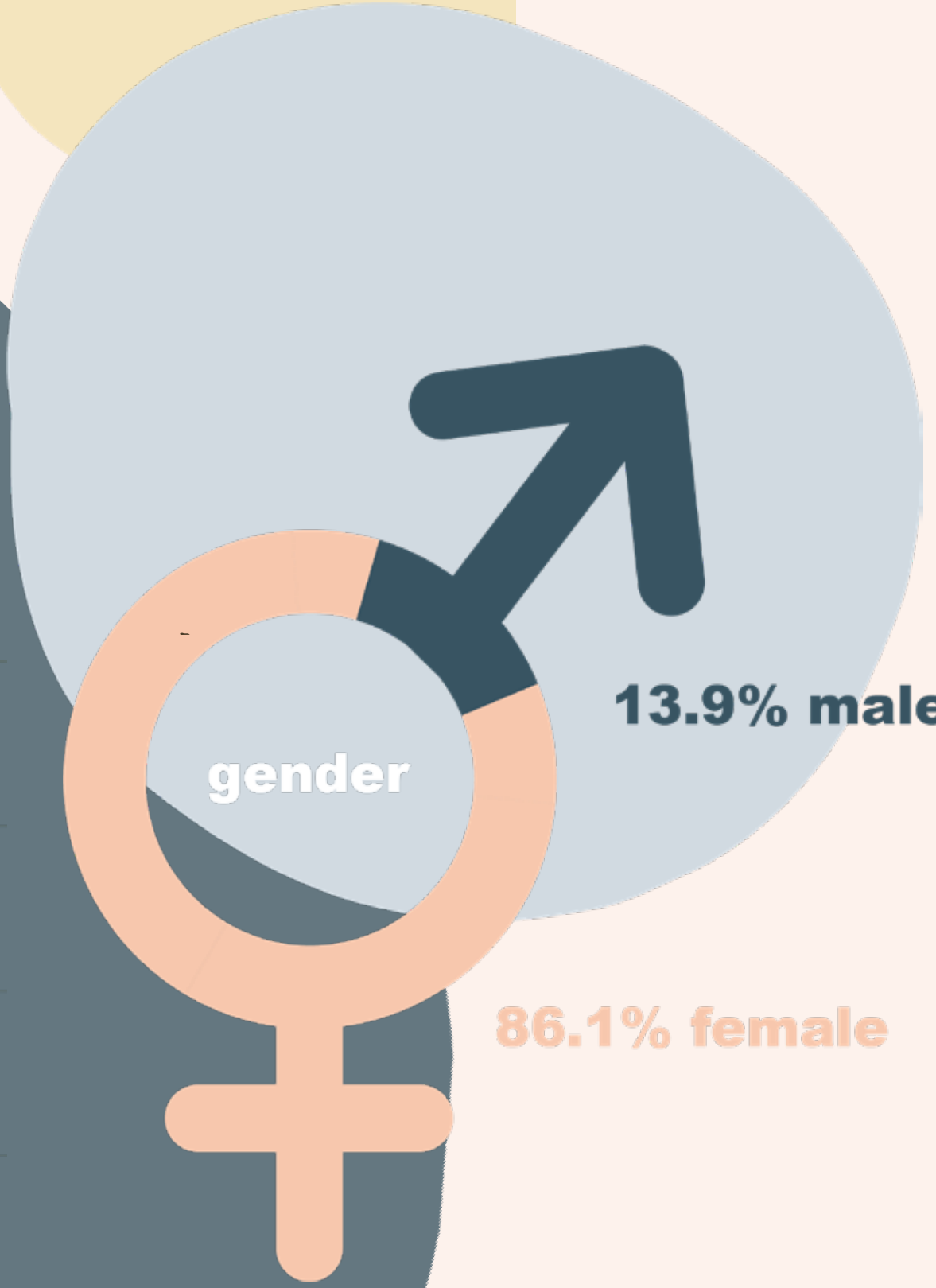
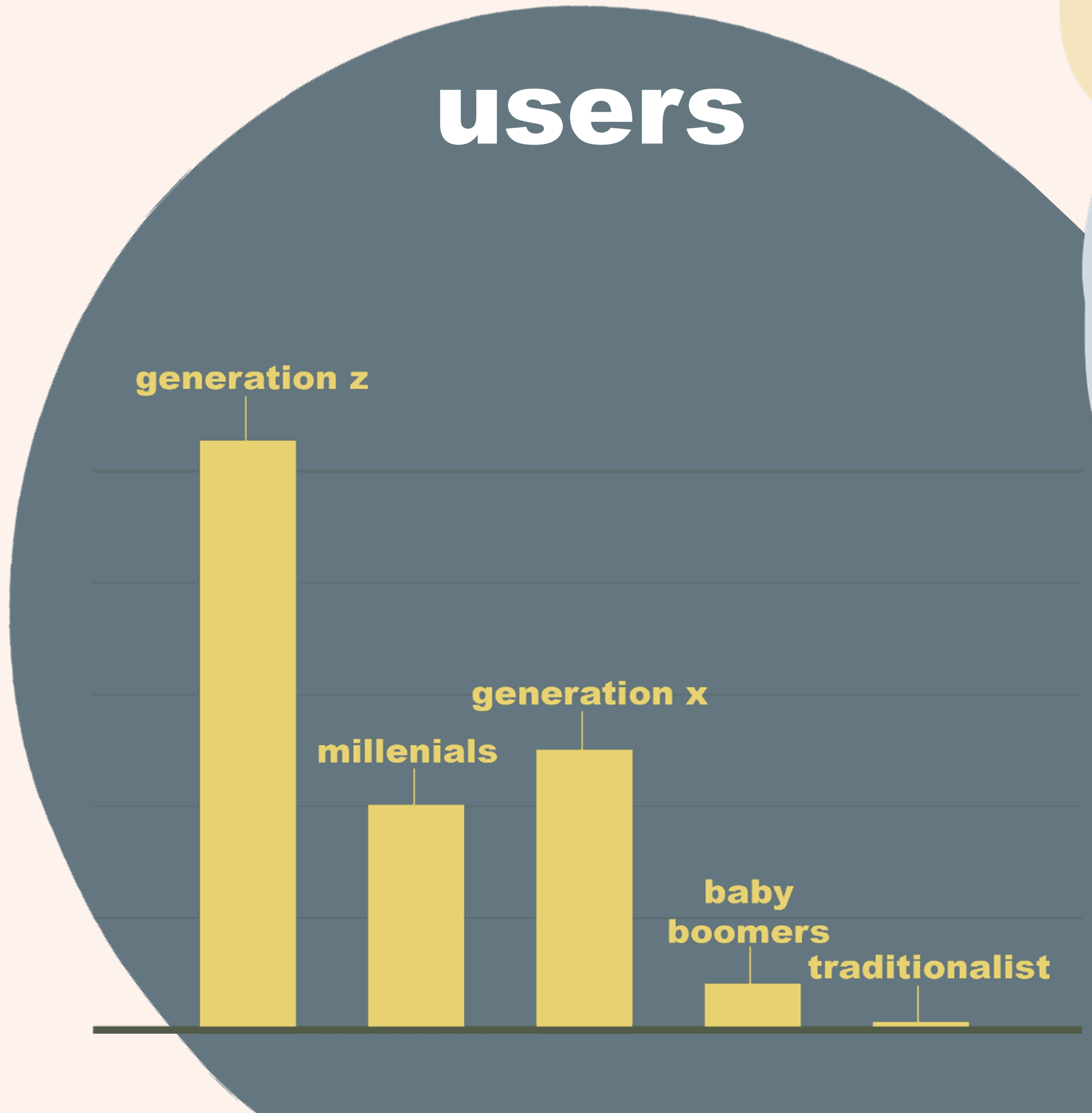
**generation x**: born 1965- 1976

**baby boomer**: born 1945-1964

**traditionalist**: born 1946- before

## goals & objectives

**analysis**

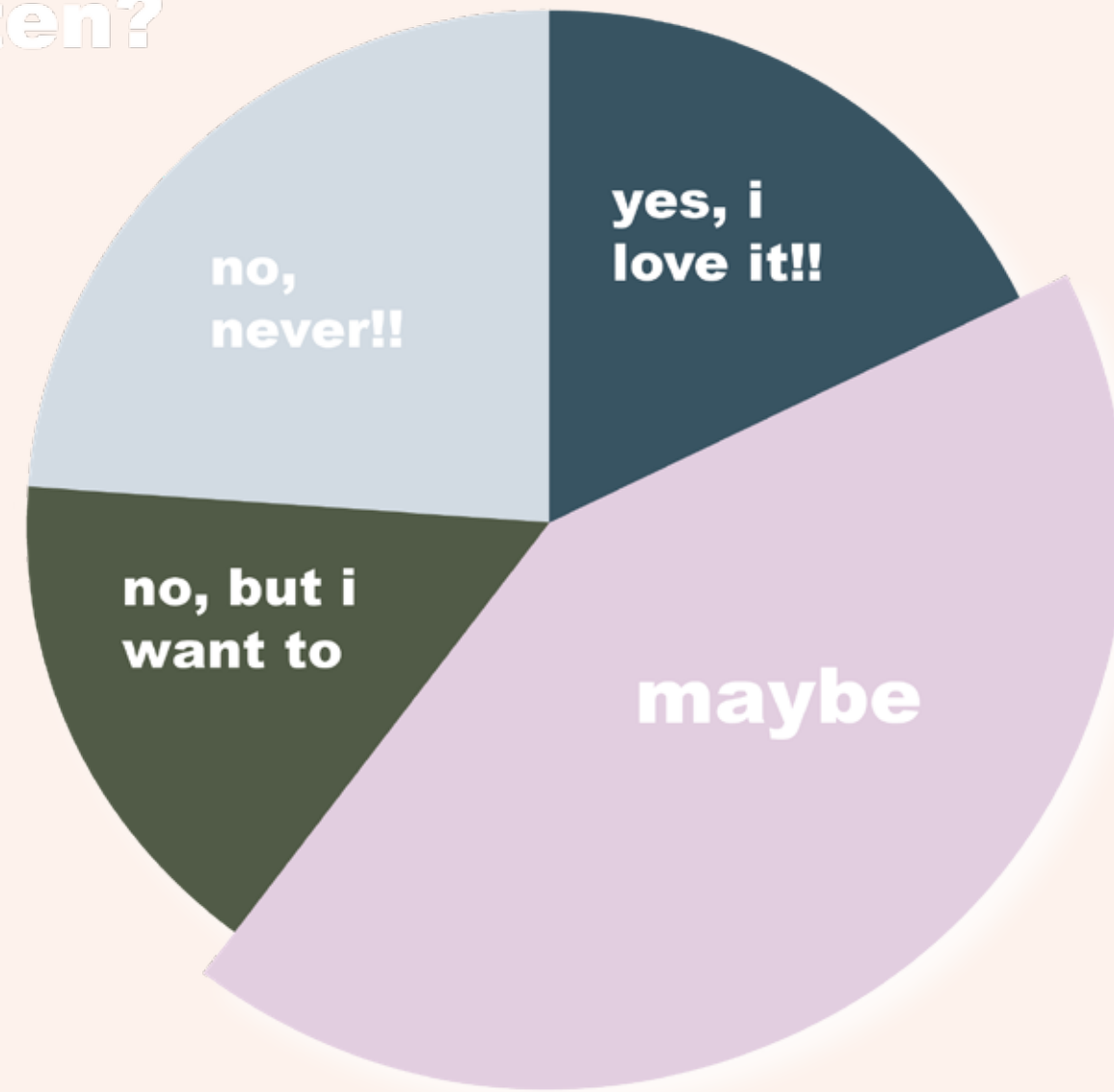


# where do you shop?

## online versus in store



do you shop at thrift or consignment shops? how often?



# can you define fast fashion?

“Work out clothes!”

“throwing on some jeans, a tshirt and blazer or sweater with short boots”

“Fashion that comes out of nowhere and is popular”

“Affordable clothing that are trending”

yes

no

“Fashion that is made continuously at sweat shops and fast paced factory settings”

“Inexpensive clothing that is mass produced quickly in response to the latest trends”

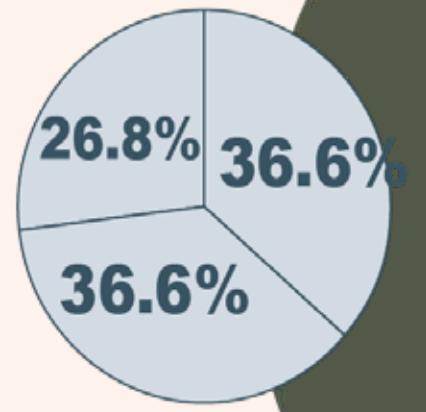
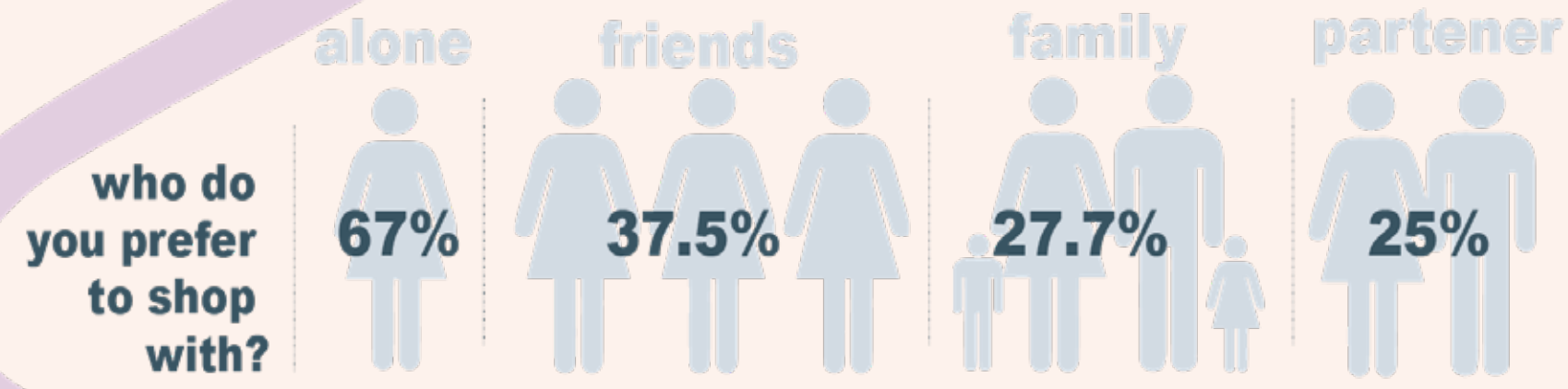
“Low quality, mass produced apparel to appeal to trends. Tends to knock of thoughtfully created designer pieces”

“Clothing created within a quick time line at a cheap price mimicking trends from high end more expensive designers. Fast fashion usually utilizes unethical labor and environmental practices”

# how do you shopping patterns compare?

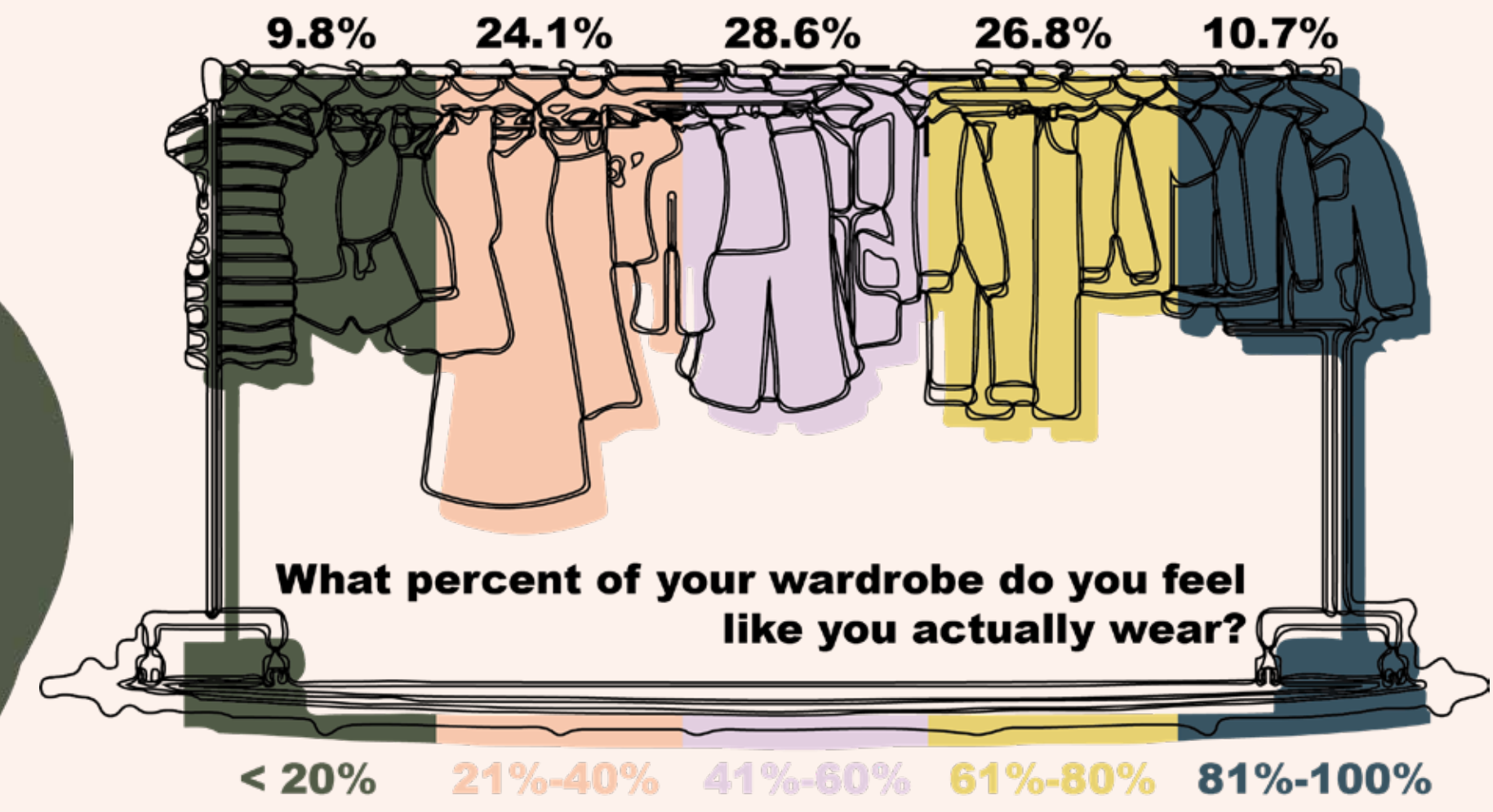
**50.9%**  
of people admitted to shopping on 'trend'

**63.9%** of people try on clothes in stores  
**3.6%** do not

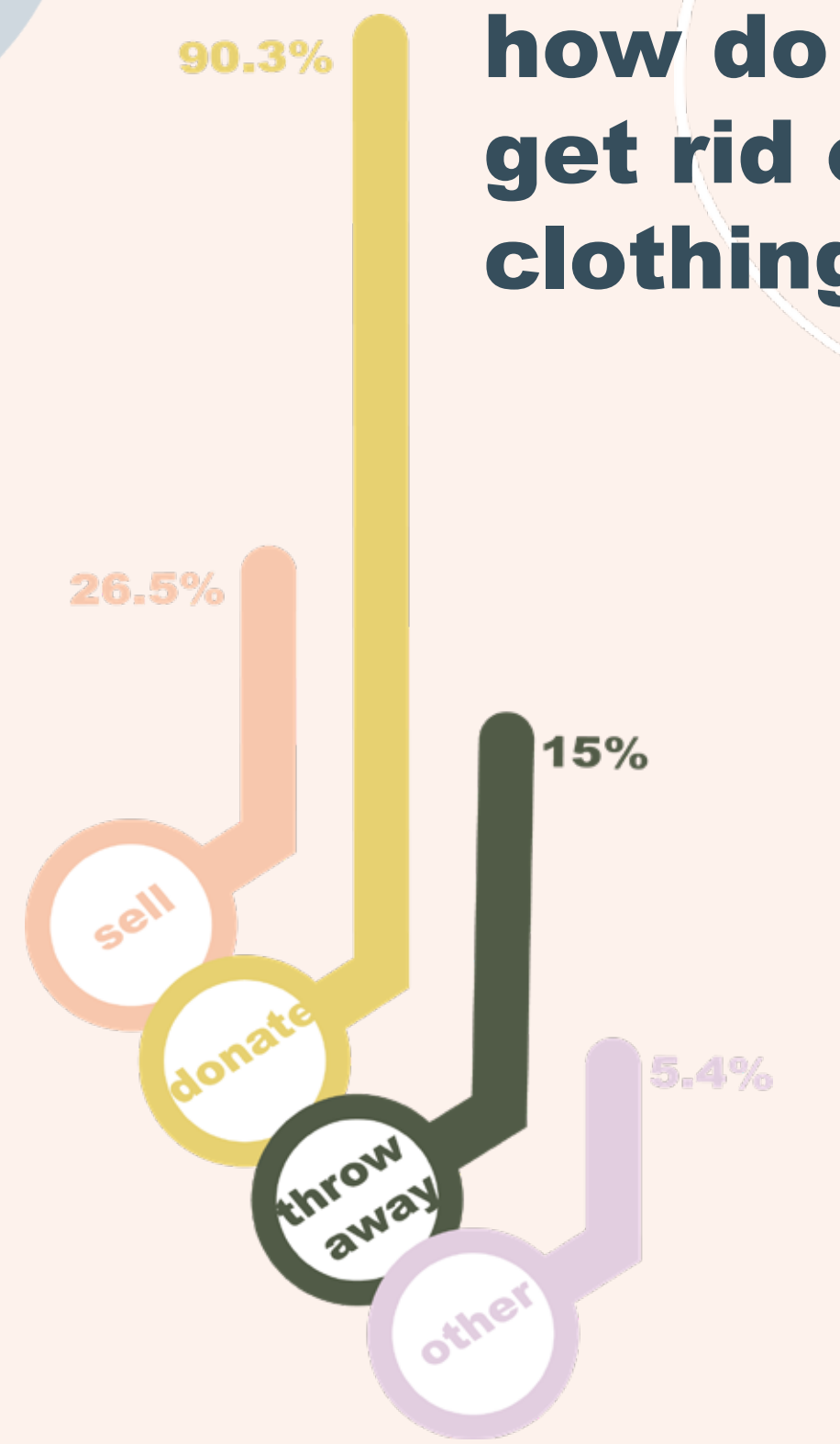


more people are willing to try, or want to try a clothing subscription box than do not want to, thus giving the future hope for more sustainable options.

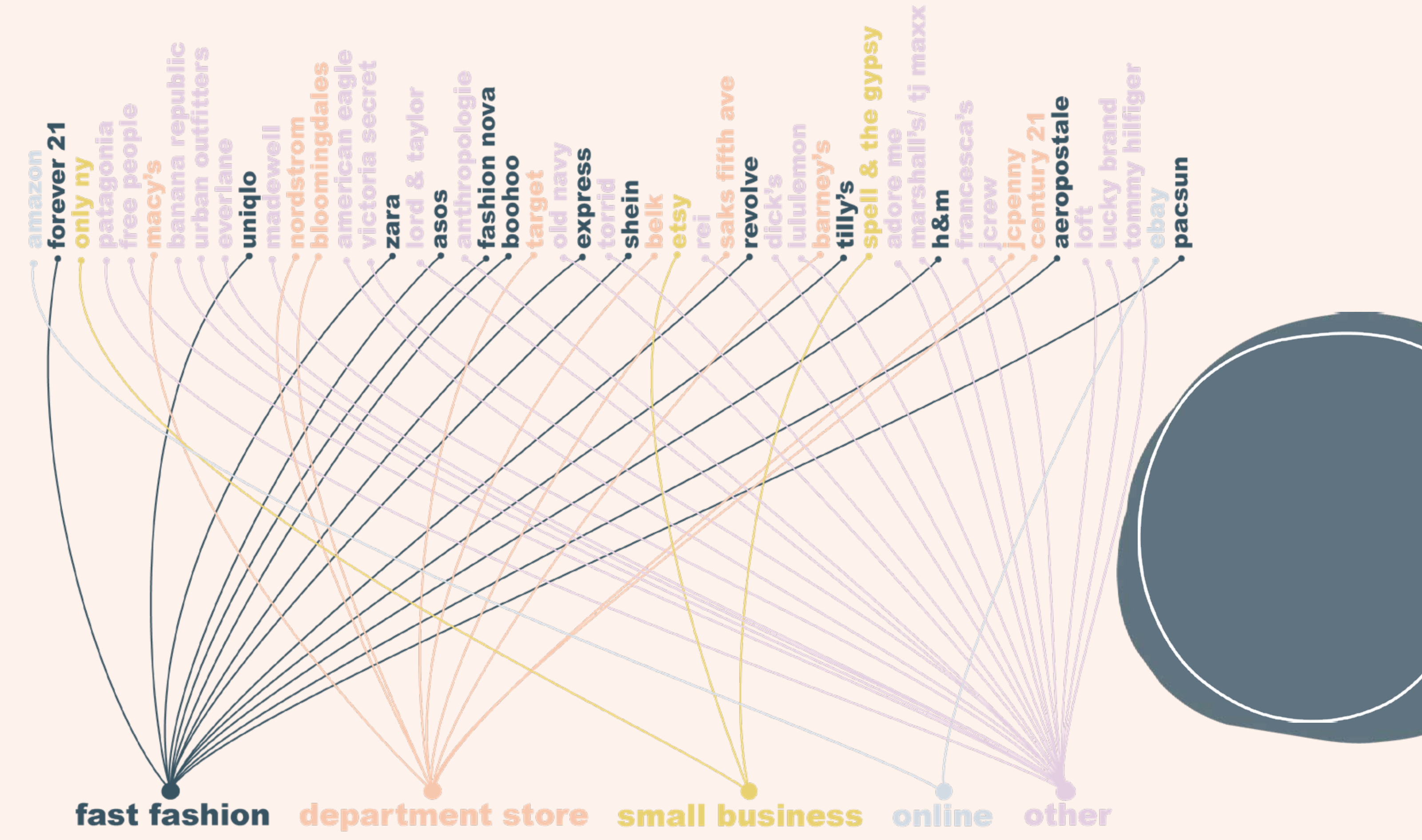
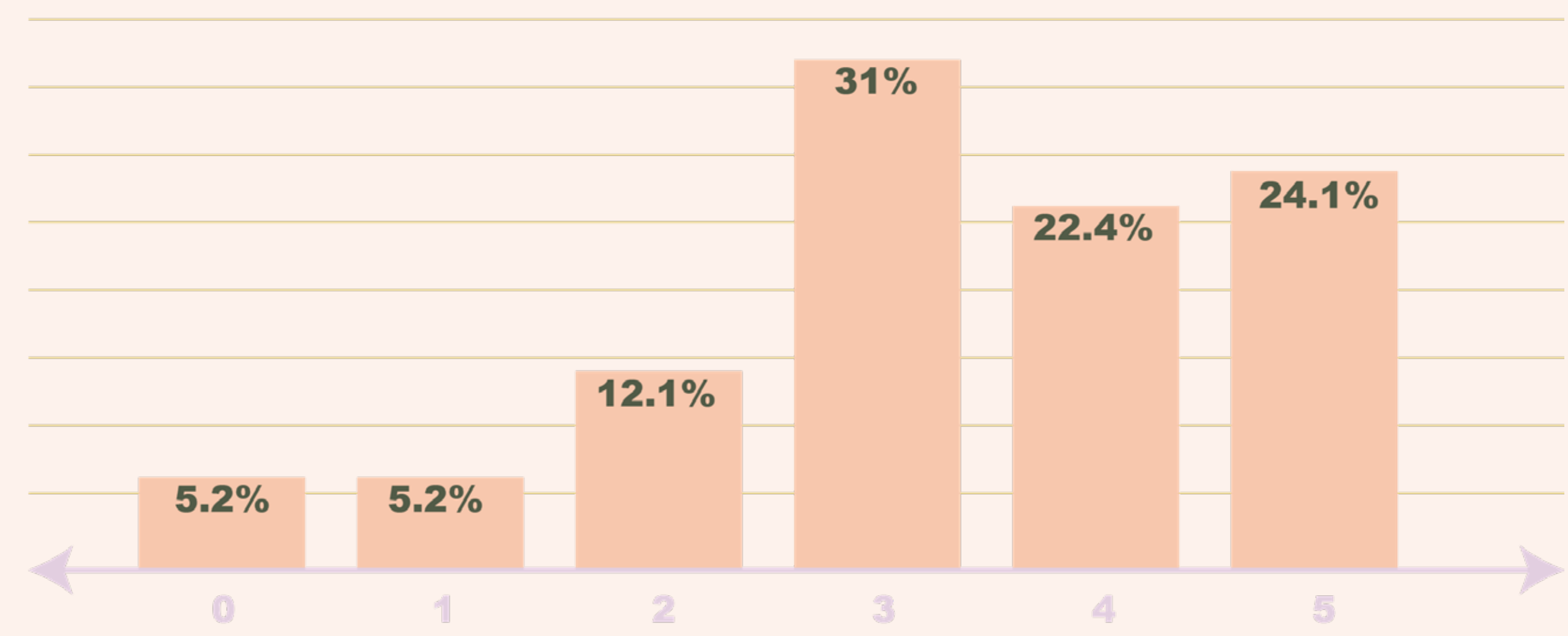
# how wasteful is your own closet?



# how do you get rid of clothing?



# do you enjoy the in store shopping experience?





**phase**

**02**



**interaction**

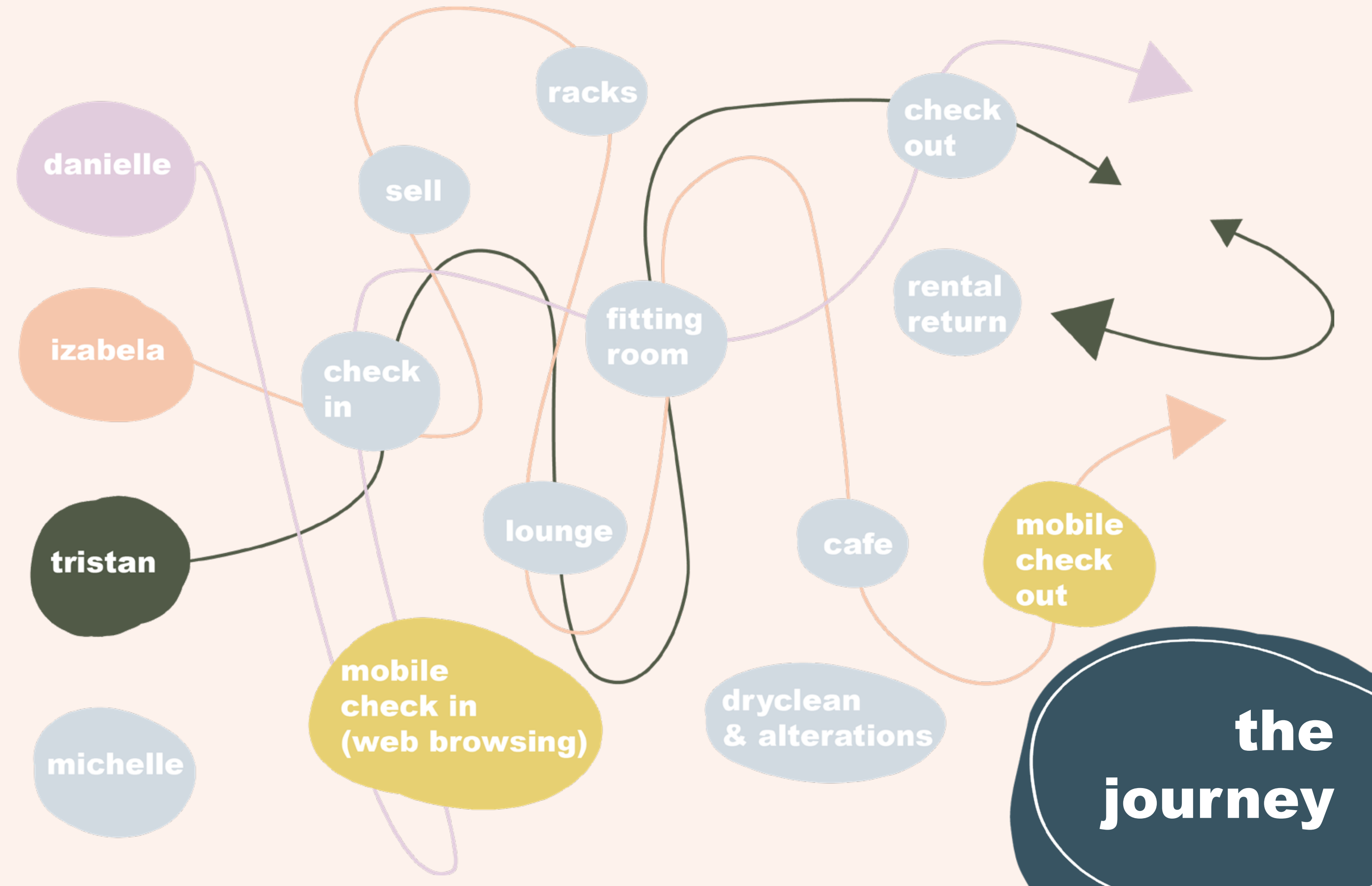
**the users |**  
user profiles  
user journey map

**the space |**  
key experiences

**02**



# the users



# profiles

## danielle, 42

she is a mother of 4 that spends most of her time shuffling her kids around to different activities. she rarely gets to spend time on herself so she refuses to waste her own time when it comes to shopping.

with re/nu: she browses the online inventory the night before and puts things on hold she may want to try on. when she arrives, she checks in to the kiosk and she has all her items ready for her in a fitting room.



## izabela, 19

as a student she may have a strict budget to follow each month, but this may not stop her from shopping! she is the independent shopper comes in to browse with her pup in her free time! she is always vamping up her style, so she likes to sell her older items for some money, too!

with re/nu: she may start off her experience by selling some items to us, and donating the rest. the other in store items have had a few lives already thanks to nuuly, so she can enjoy trendy items for 50-80% off its original value! she browses at her own pace and may even stop at our in house cafe during her visit



## tristan, 26

he is one of those guys who does not know how to shop. he is just moving to the city and is too far home to always ask mom. he is trying to experiment more with his wardrobe, yet he might need some help with it.

with re/nu: he can set an appointment in advance for a one-on-one styling with a personal shopper. he will receive help each step of the way from picking out items, to needing different sizes in the fitting room. his visit will start with a short chat to gauge his style, and go from there. he may even choose to rent the items for the month and try new ones next month.

## michelle, 33

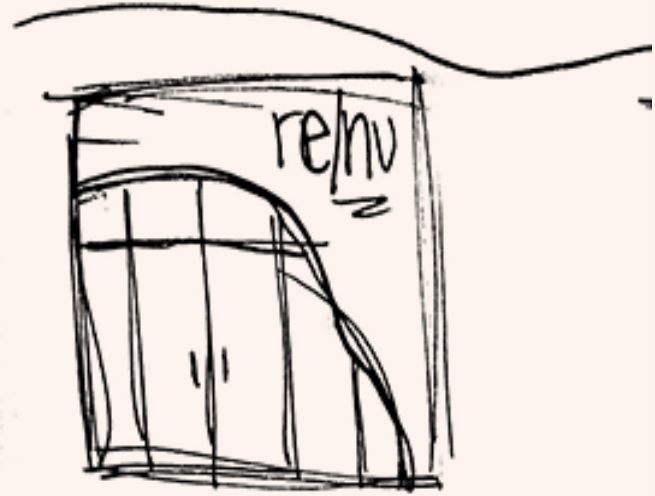
she is a part of the team that makes this all happen-from selecting online reservations for the day, to personal styling, or just being a friendly face to an independent shopper. she assesses clothing that comes in to be sold and even lends a hand in the dry cleaning facility.





# the space

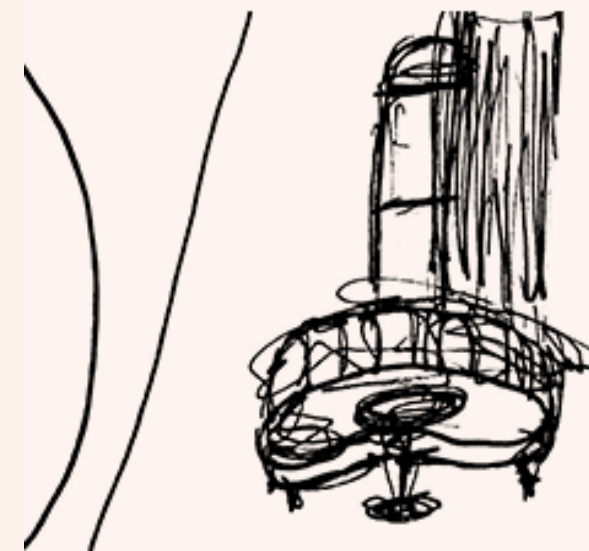
# key experiences



entrance



private interview seating



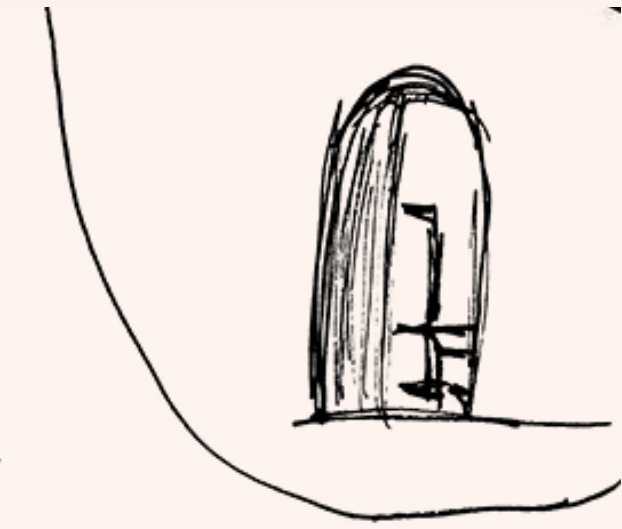
lounge



rack display



cafe



fitting room entry



check out



**phase**

**03**



# observation

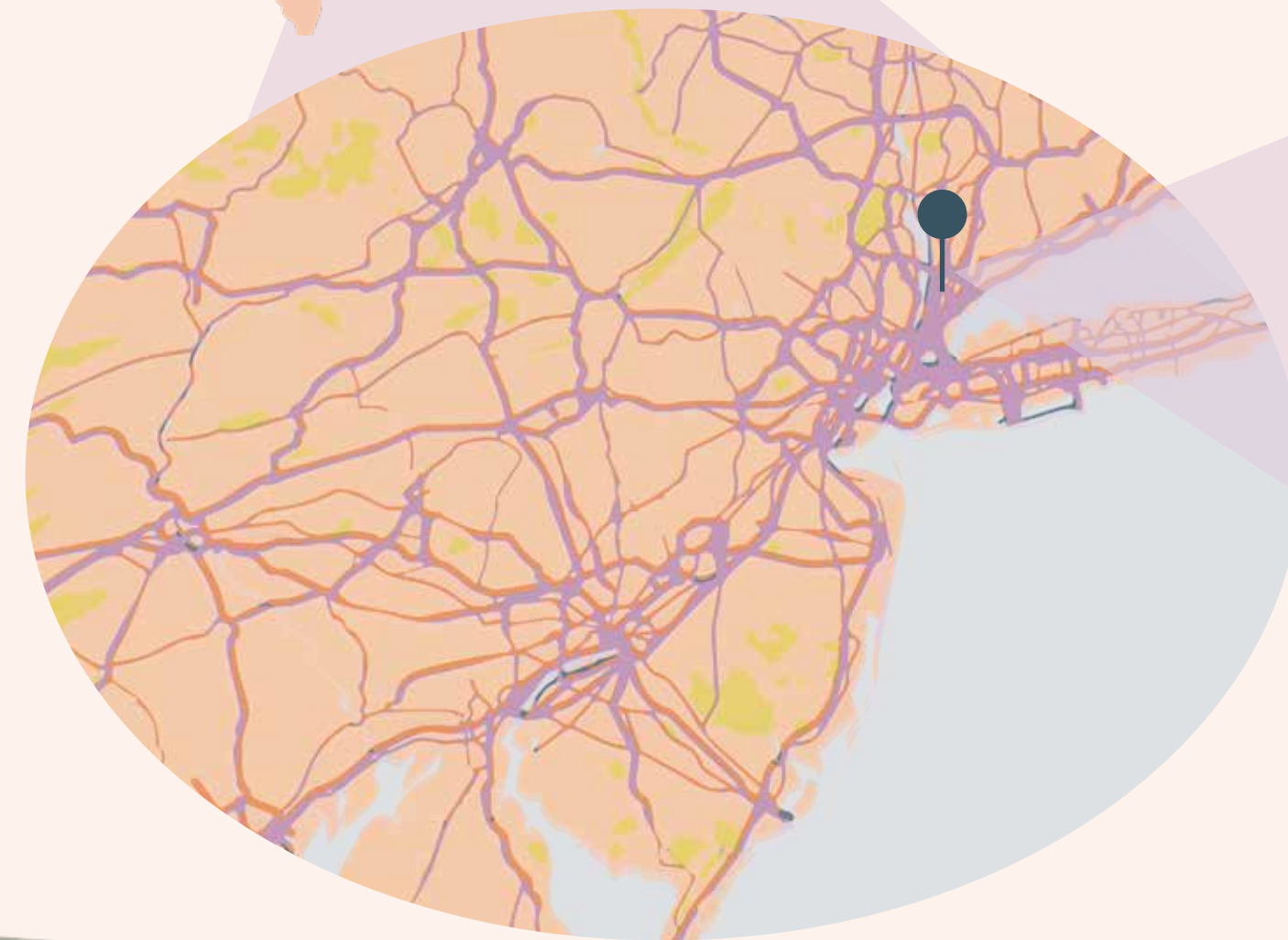
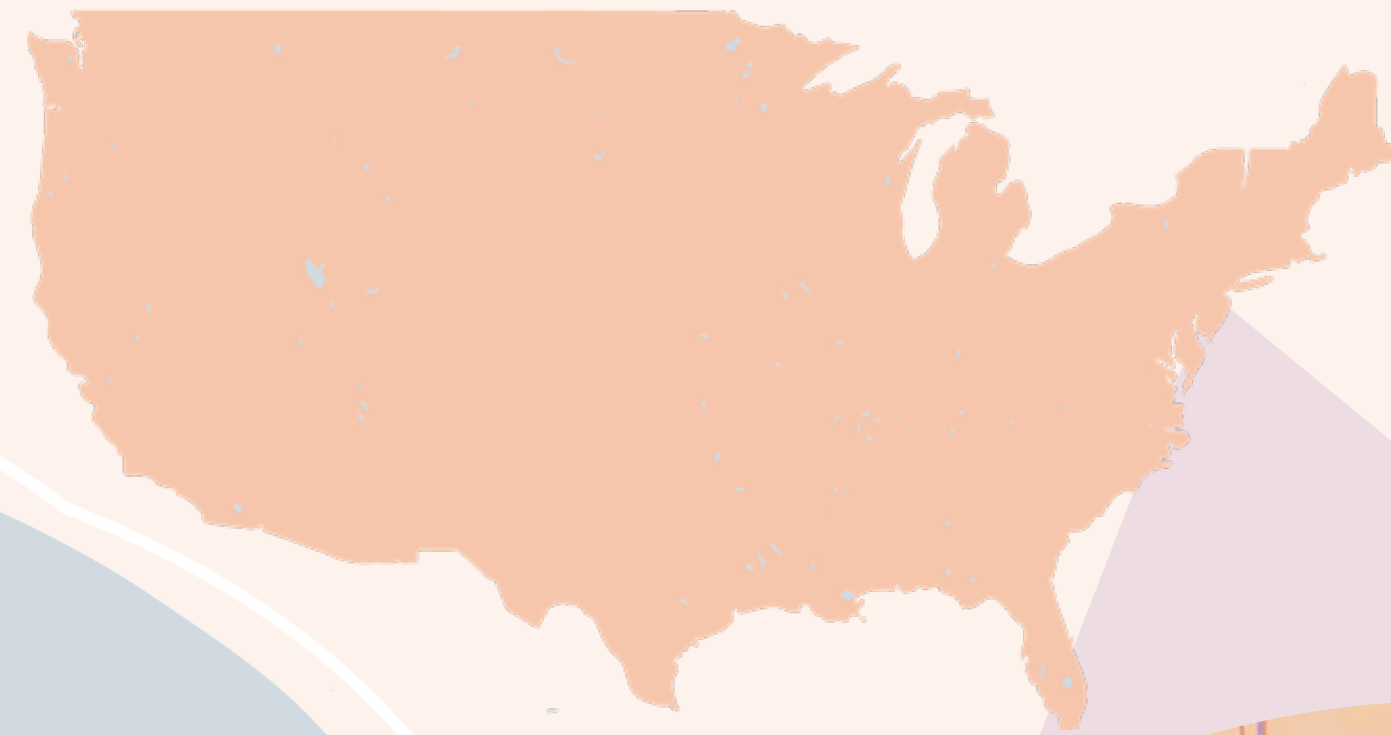
**the site |**  
overview  
surroundings  
proximity  
sunpath  
climate

**the building |**  
structural system  
volume and mass  
hierarchy of space  
natural lighting  
points of entry  
human scale  
design features

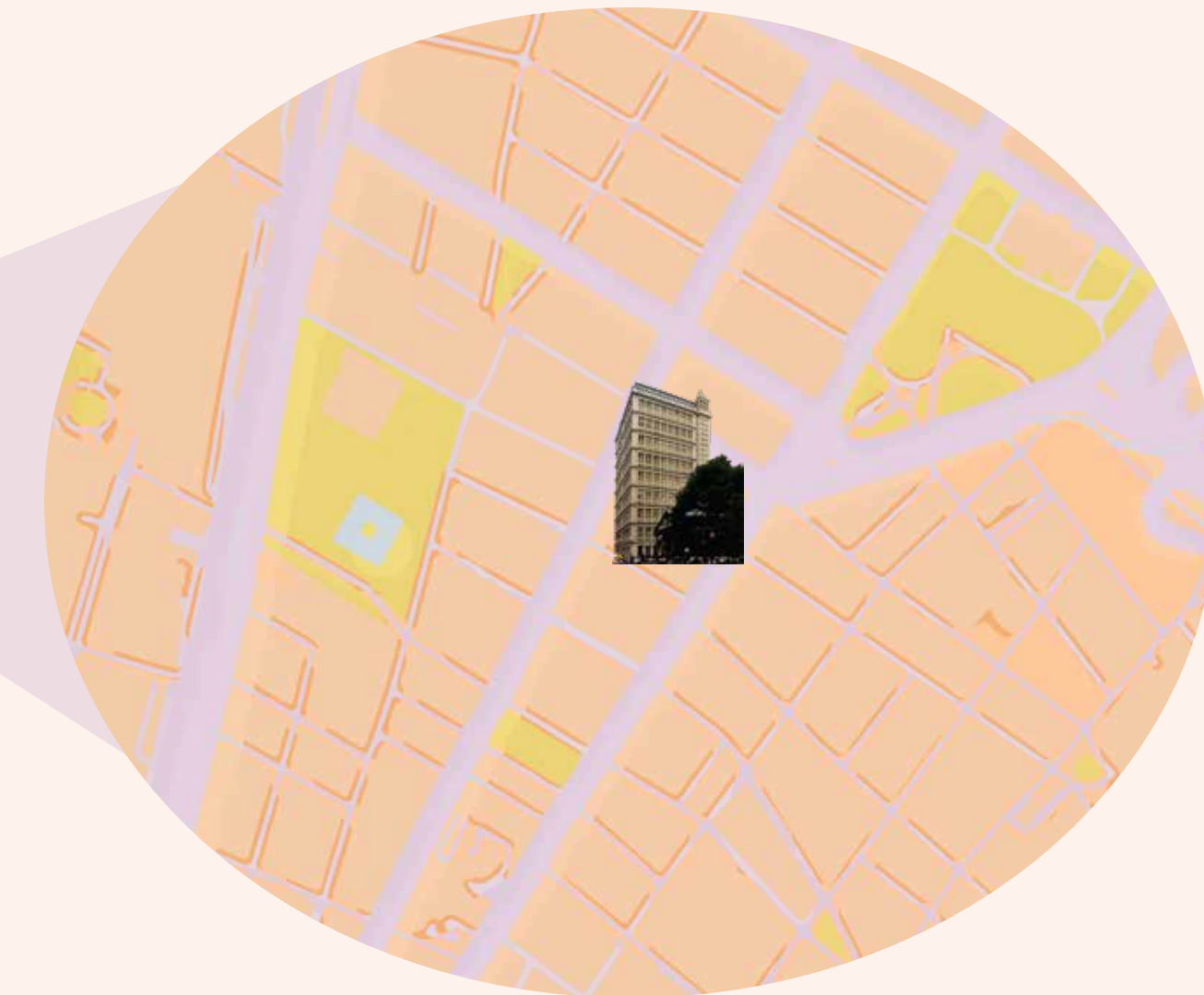
**the old |**  
modularity  
materiality  
unique features

**03**

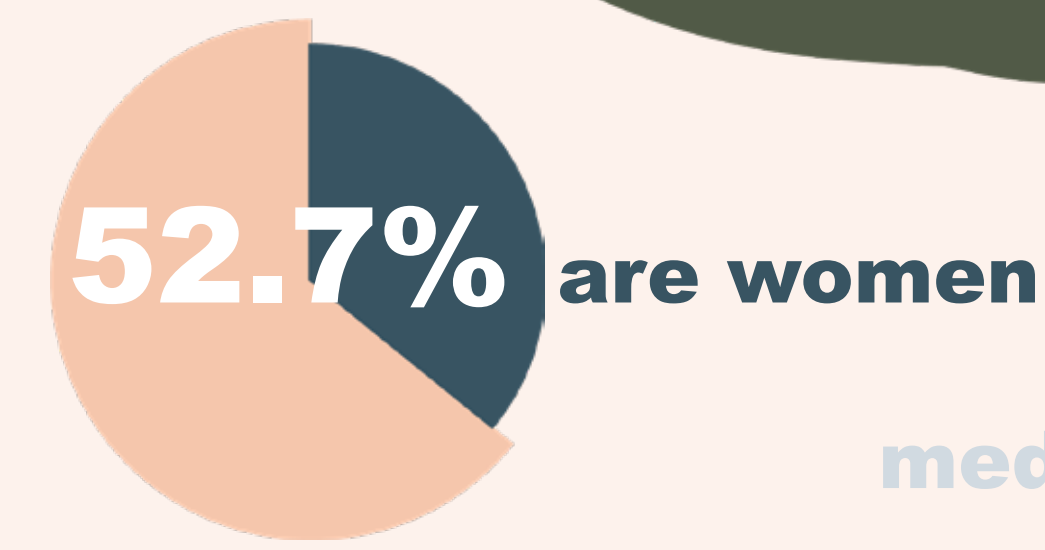
# the site



# overview of the site



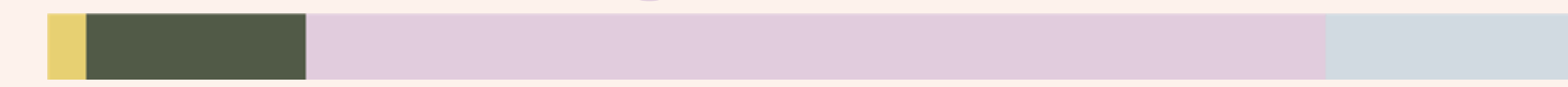
located in manhattan with  
**1,628,701**  
residents



median gross rent  
**\$1615**

median household income  
**\$79,781**

**64%** are between the  
ages of 19-64

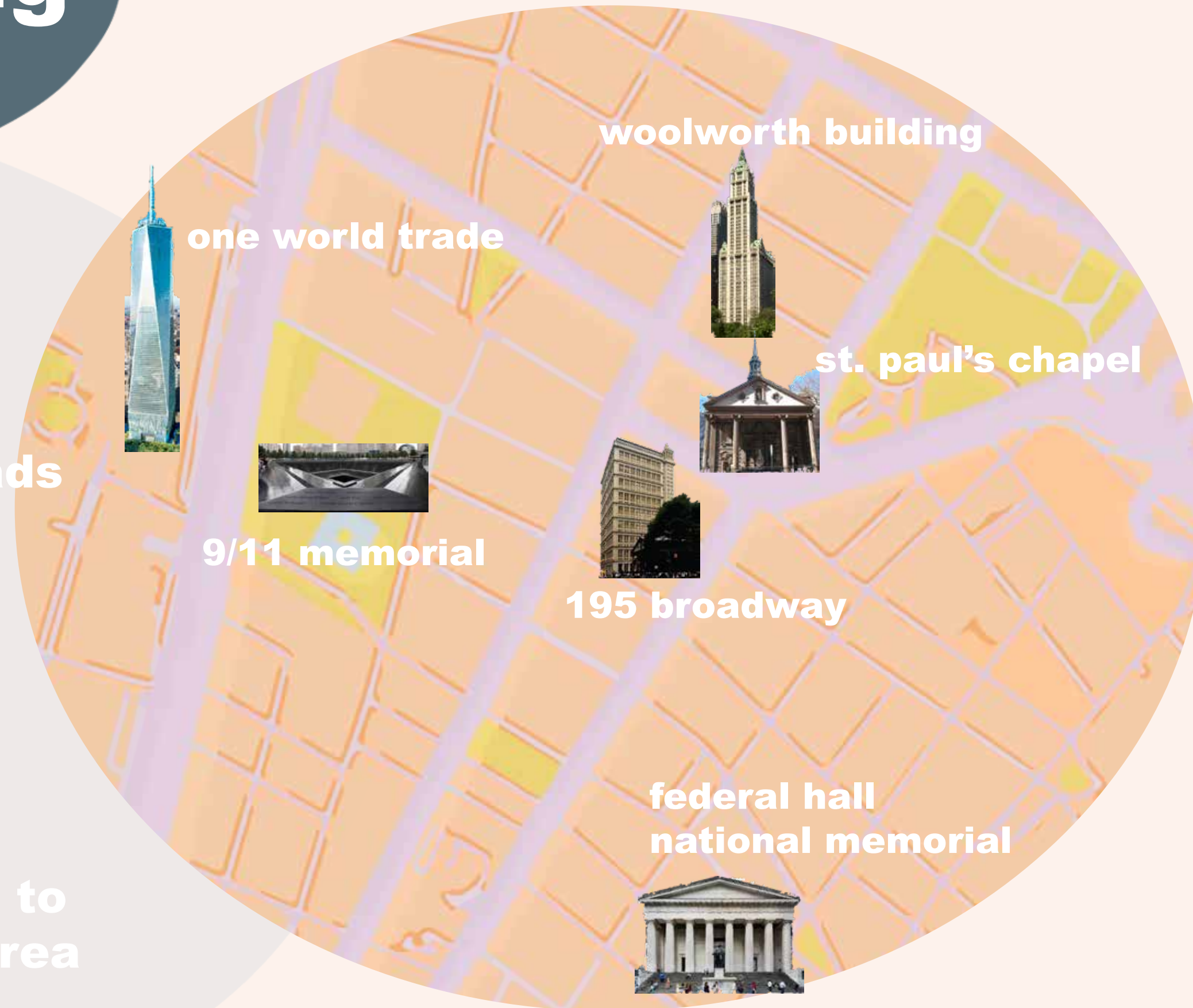


**195 broadway new york, ny**

# surrounding features

- primary roads
- secondary roads
- green parks

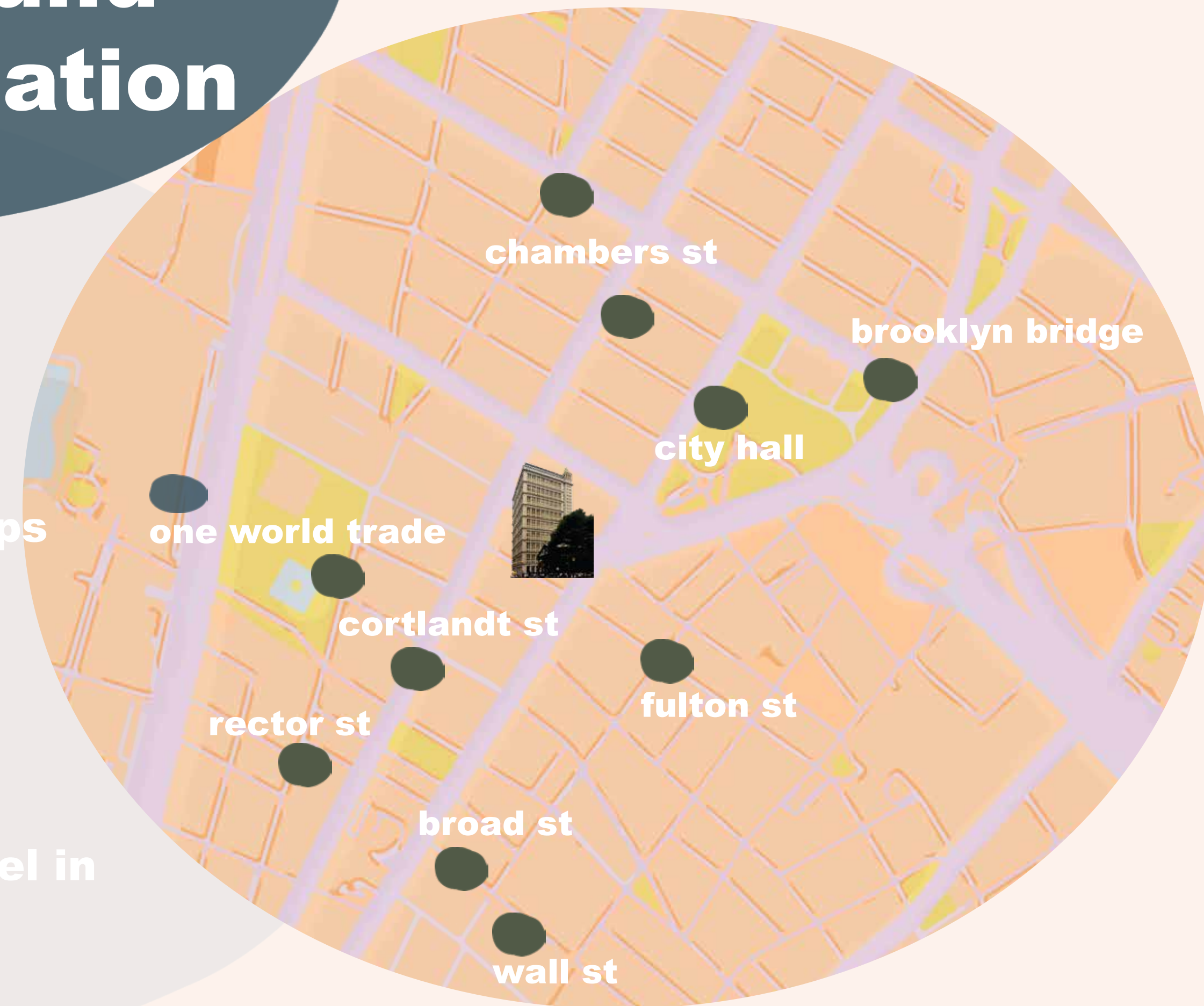
other places to visit in the area



# underground transportation

- path
- subway stops

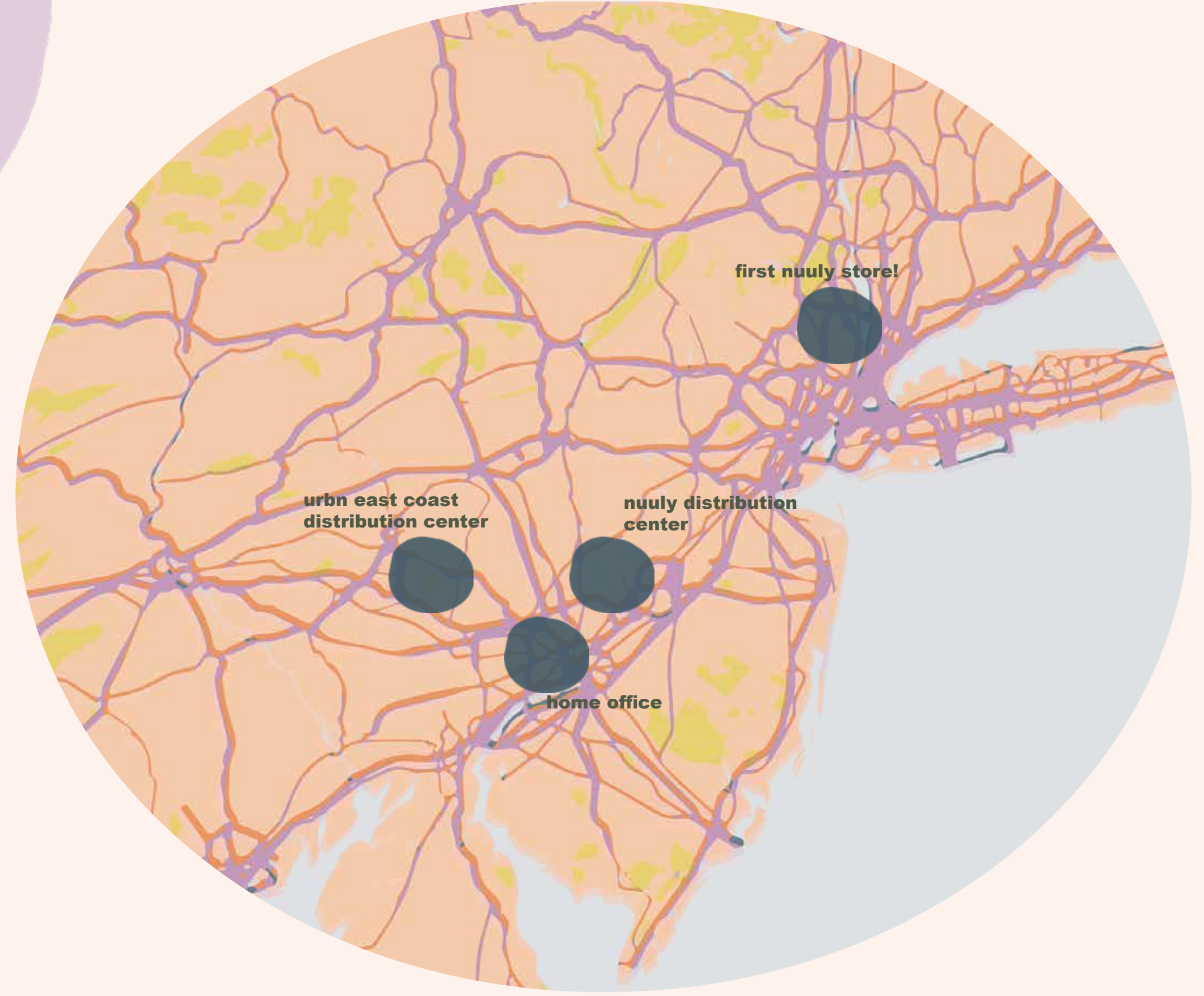
how to travel in manhattan



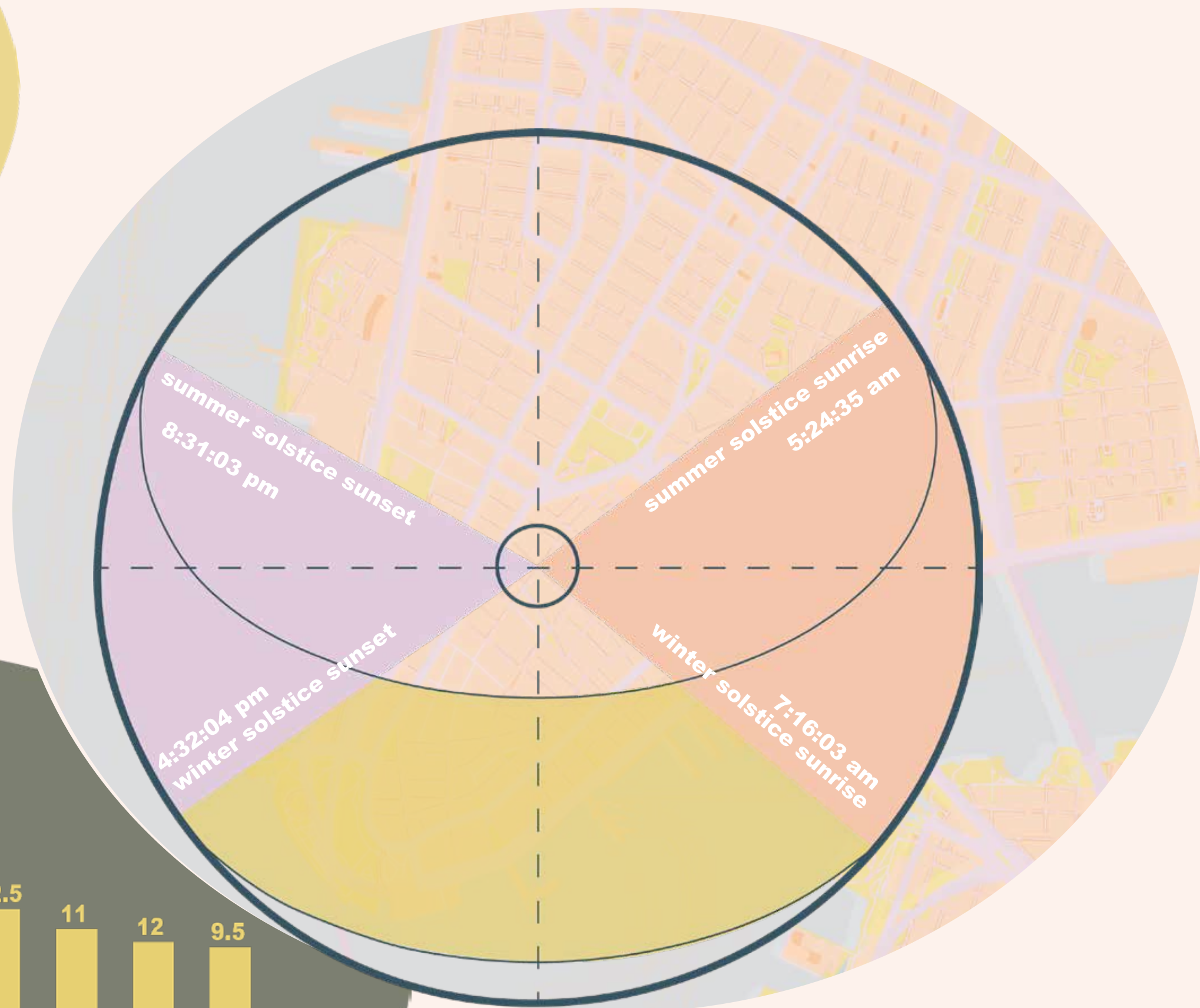
# surrounding shopping



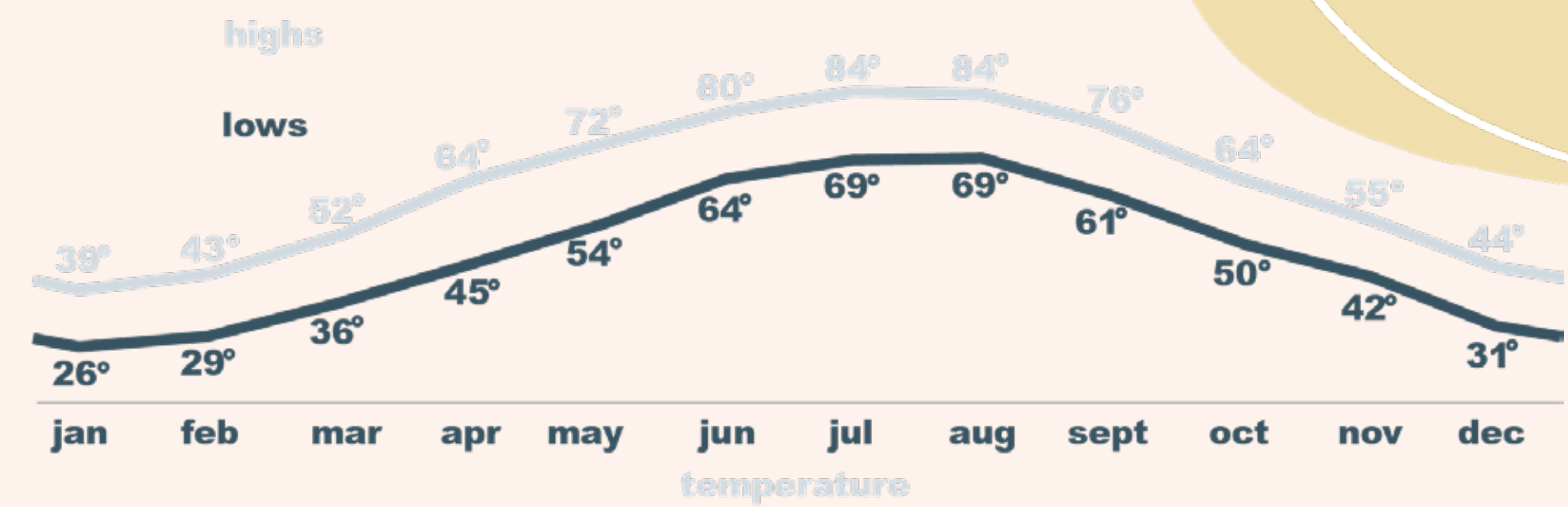
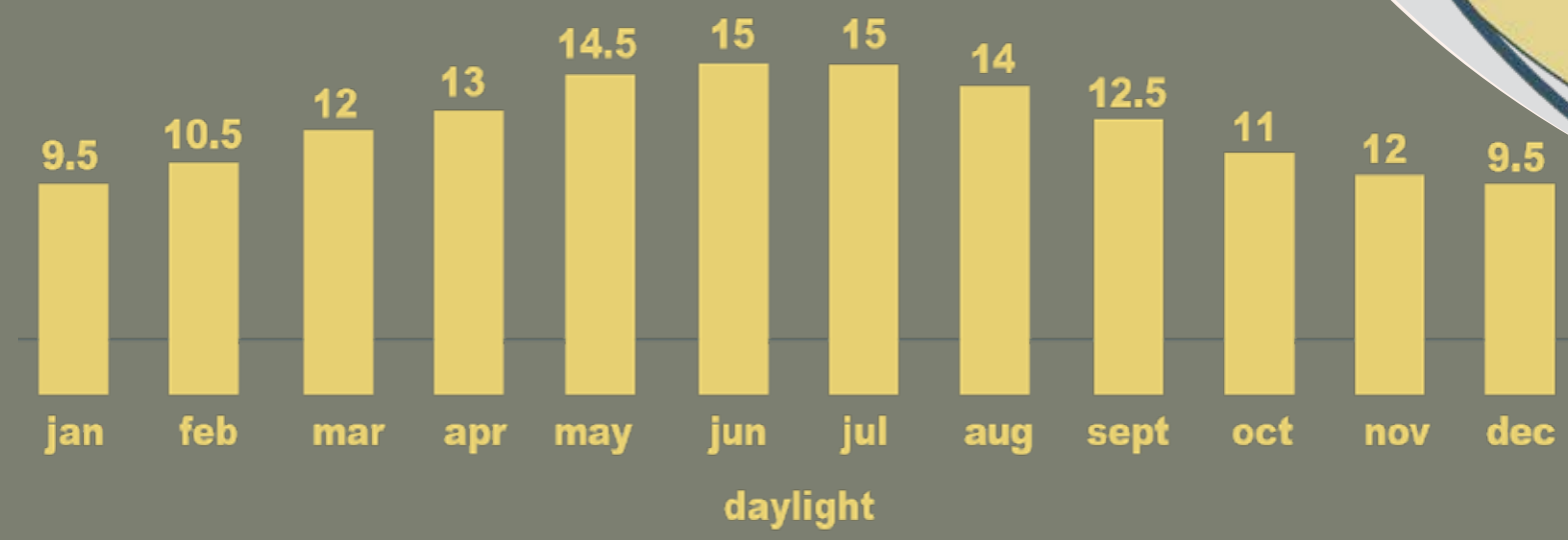
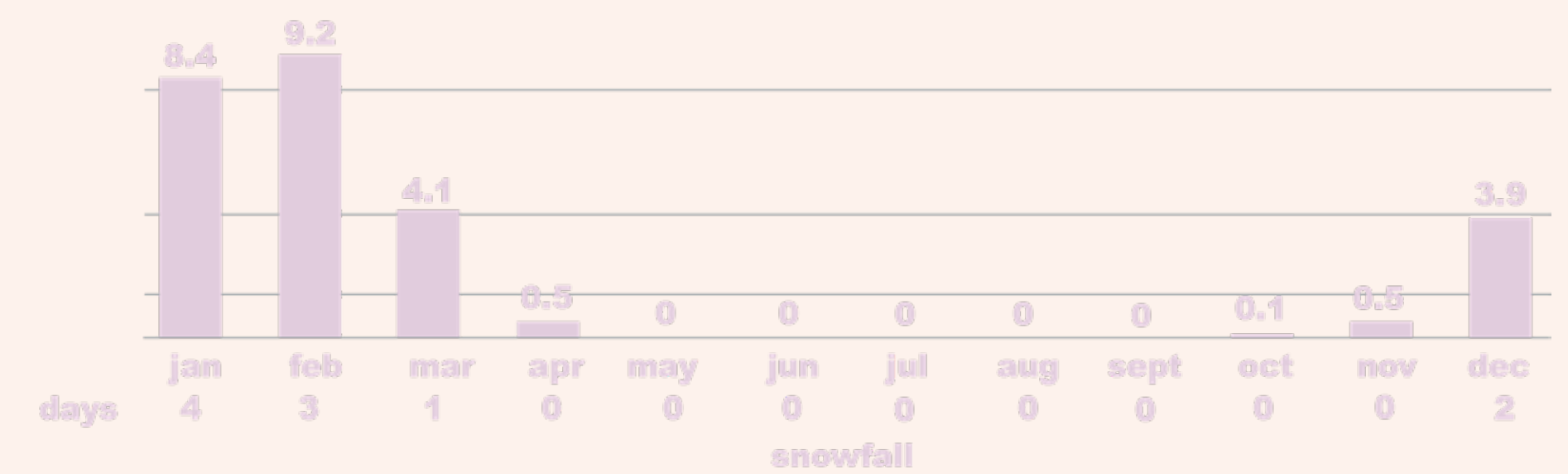
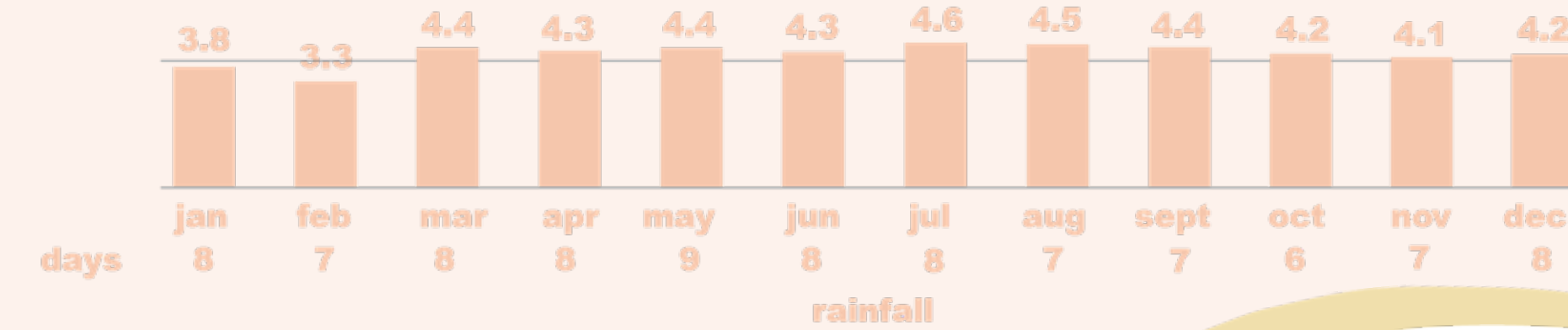
# urbn facilities



# sunpath



# climate



# the building

## overview of the building

commercial office  
neoclassicism

neighborhood | financial district

skyscraper | 422 ft tall | 30 floors

construction type | class 1-a  
noncombustible (steel, concrete, stone)

### codes to follow |

1968 nyc building code

2008 nyc building code fire protection

2008 nyc building code accessibility

2008 nyc mechanical code

2008 nyc plumbing code

2008 nyc fuel gas code

2008 nyc fire code

2011 nyc electrical code

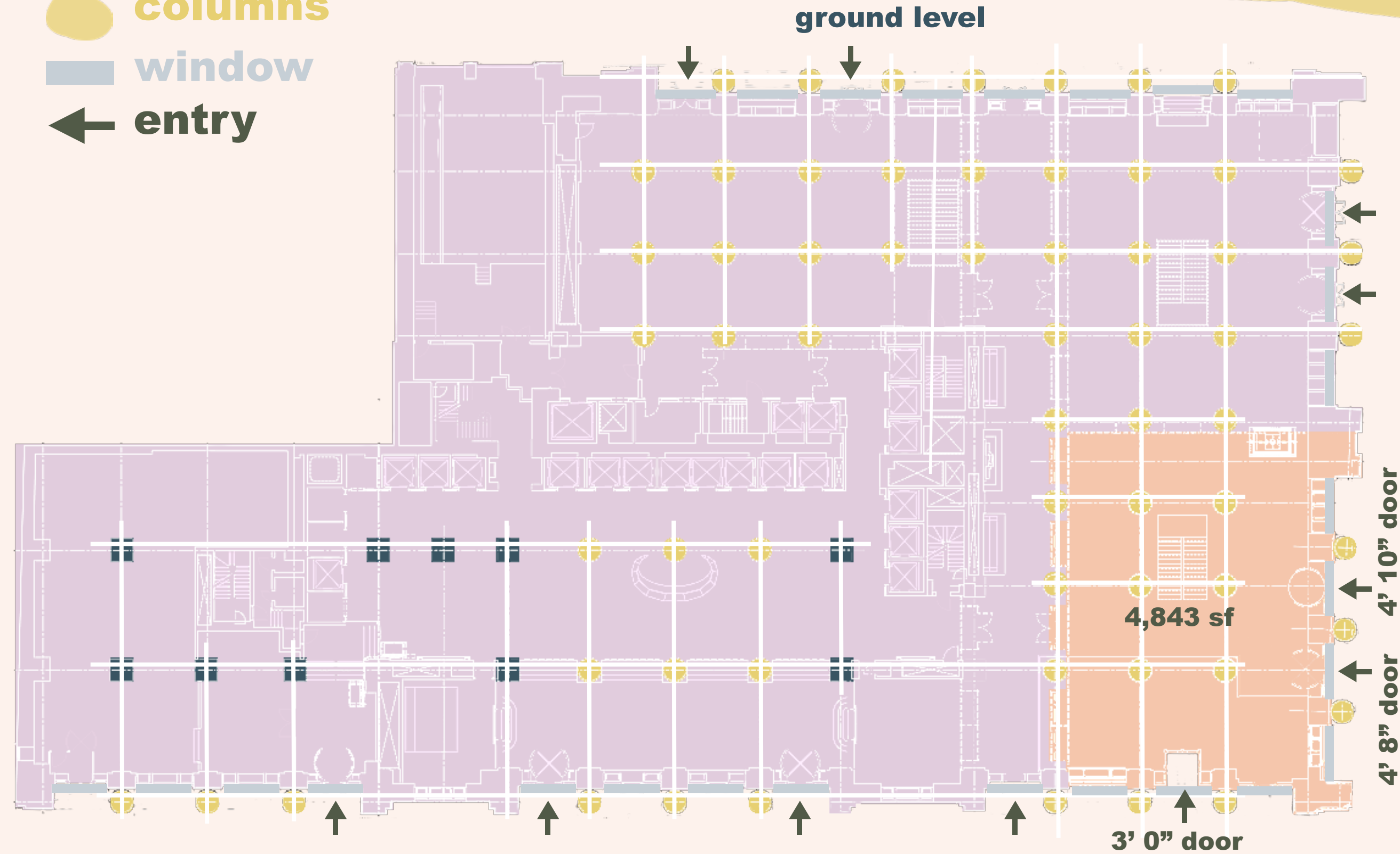
2011 nyc energy conservation



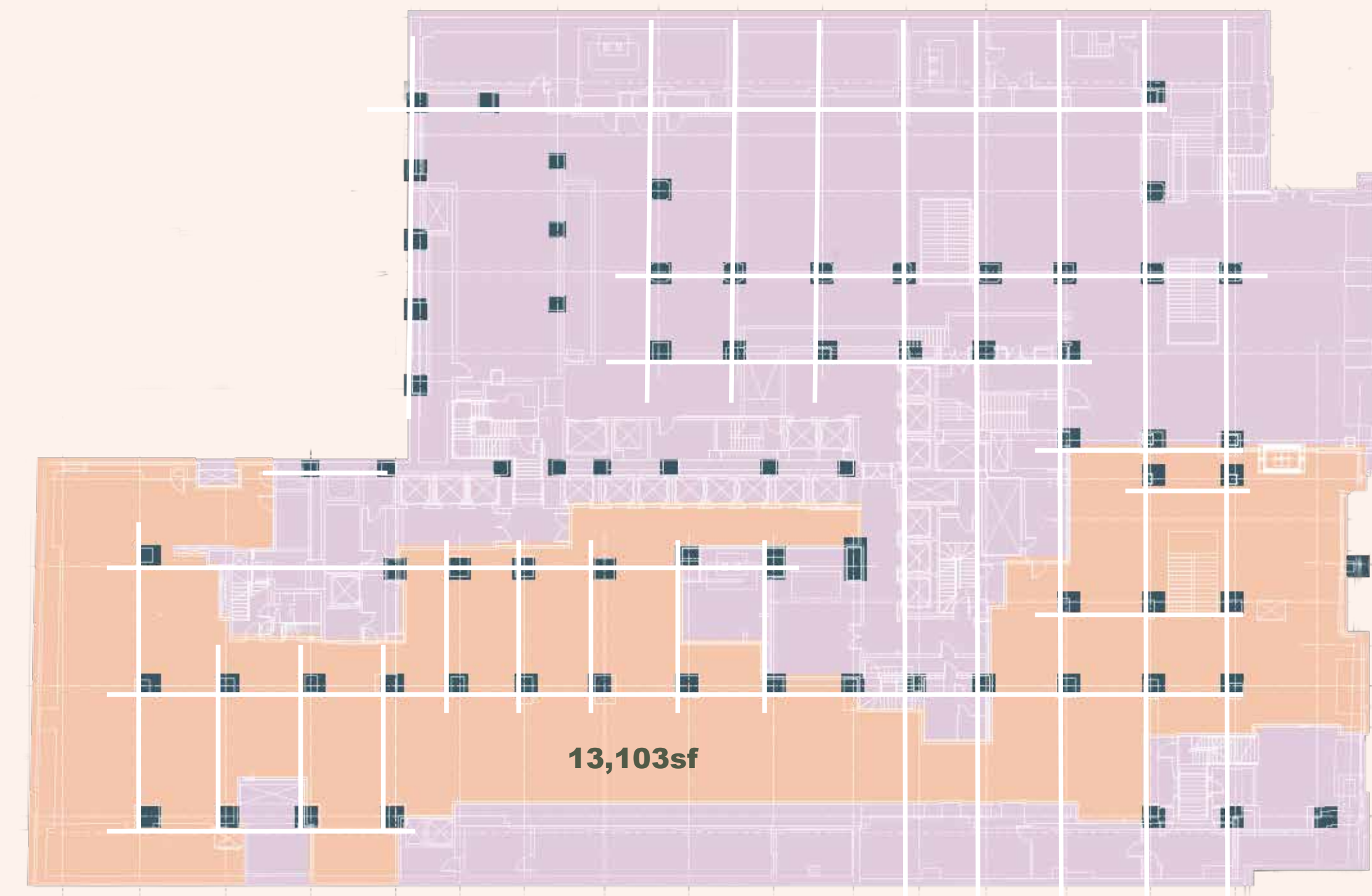
- re/nu leased area
- other leased areas
- pillars
- columns
- ▬ window
- ← entry

# building structure

- re/nu leased area
- other leased areas
- pillars



basement level

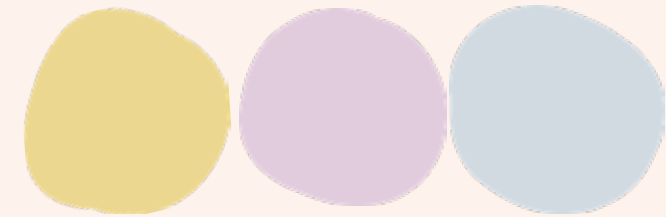


how do we navigate the space?



# building features

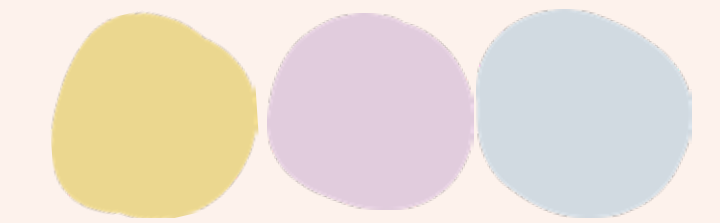
external materials |  
granite  
metal glazing framing

  
modularity



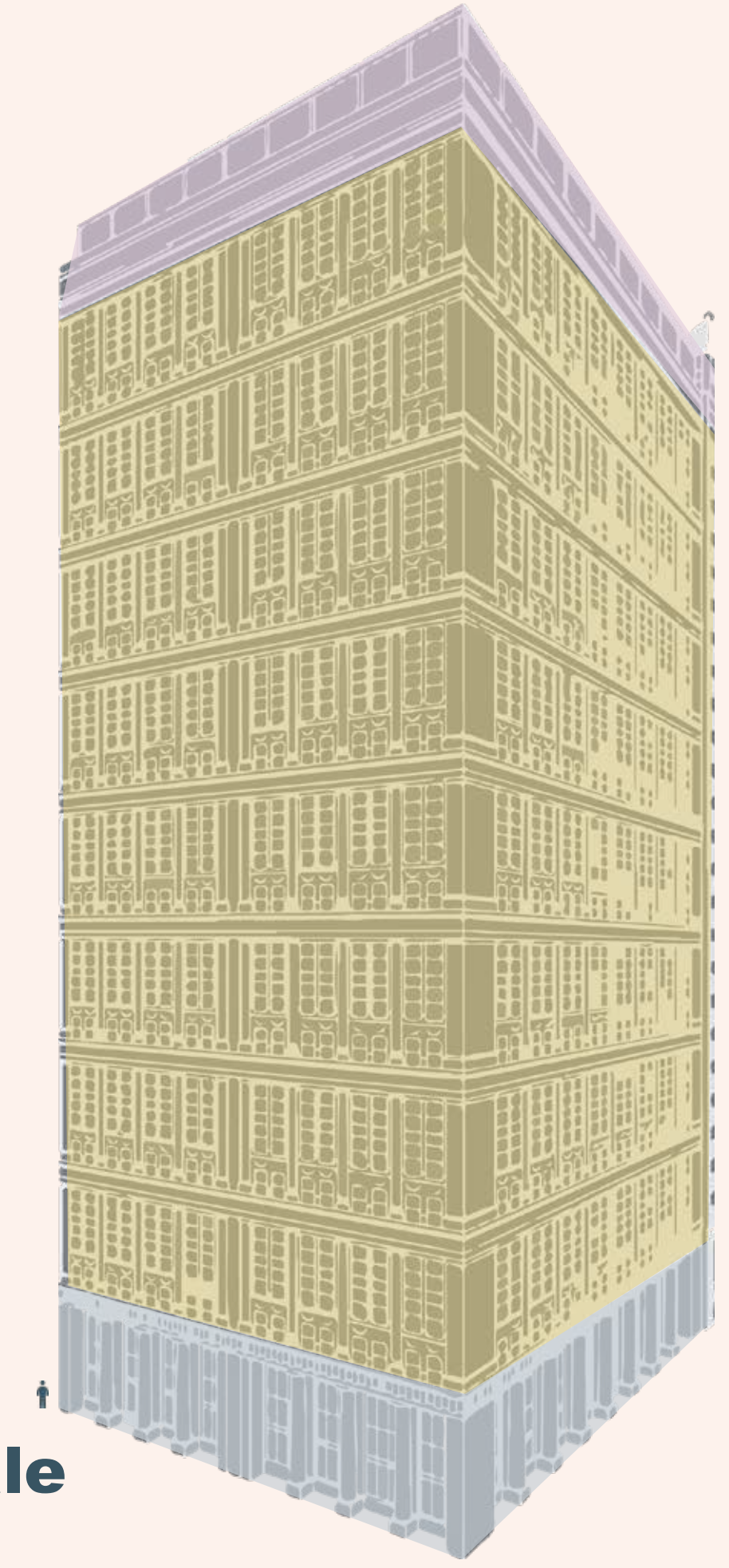
the storefront is  
on the corner of  
broadway and dey st

handicap ramp  
located on dey street  
entrance

  
modularity



human scale



# the old

## observation

the exterior must remain untouched because it is a historical landmark



free standing clothing structure to avoid the walls

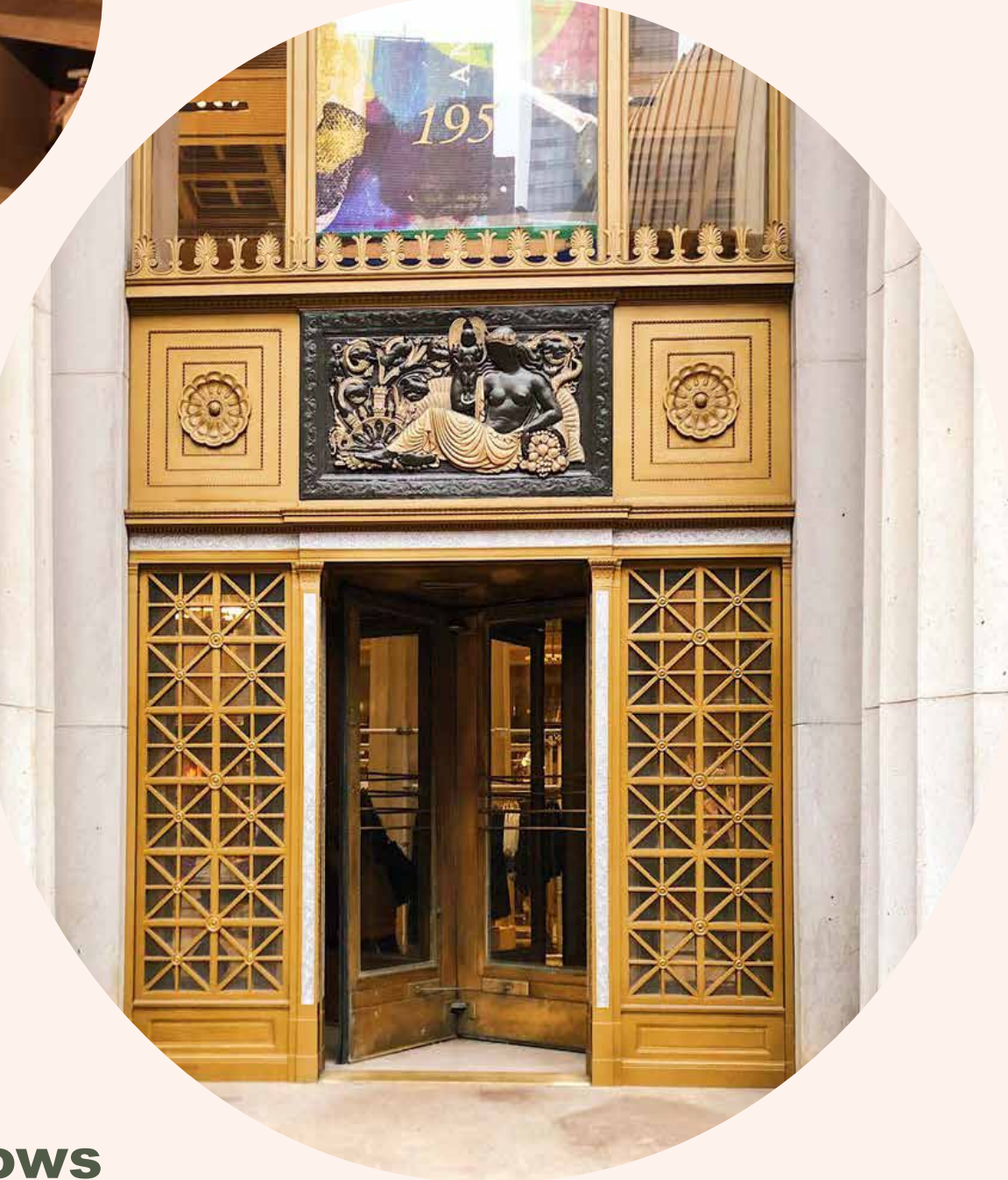
exposed columns have fire protected spray | all beams have concrete or plaster



ceilings | 17' 5" high on ground level

doric columns

tall large windows





**phase**

**04**



**ideation**

**the connection |**  
statement  
visualization  
connection  
precedent studies

**schematics |**  
adjacencies  
bubble diagrams  
block diagrams  
preliminary plan  
imagery

**04**

**the  
connection**

**metamorphosis**



**layering**



**evolve**



**interaction**

# concept

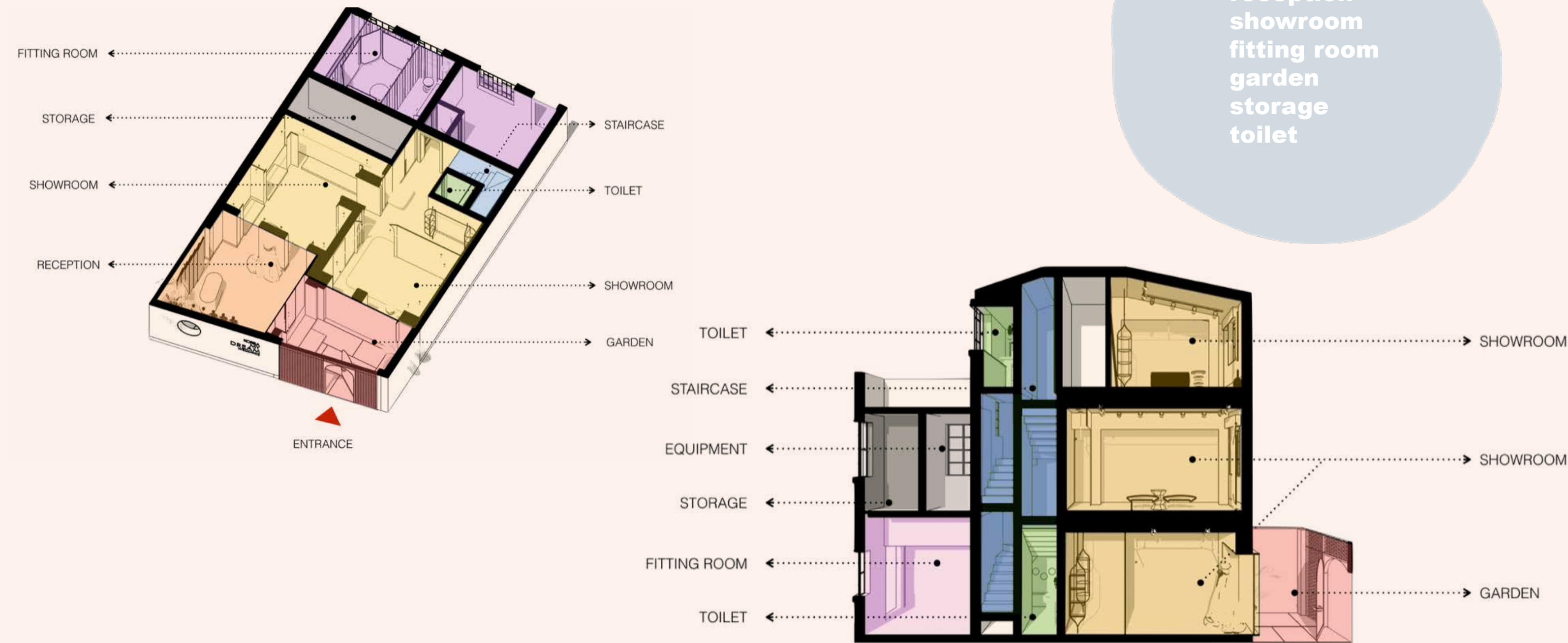
## re[vive back to] nu

walking through the doors of re/nu will assist your journey with decreasing your carbon footprint through shopping. while the first steps in are the easiest, the deeper you indulge yourself, the more you can see yourself becoming a part of the revolution of a new thrift style. everyone is capable of morphing into a greener shopper.

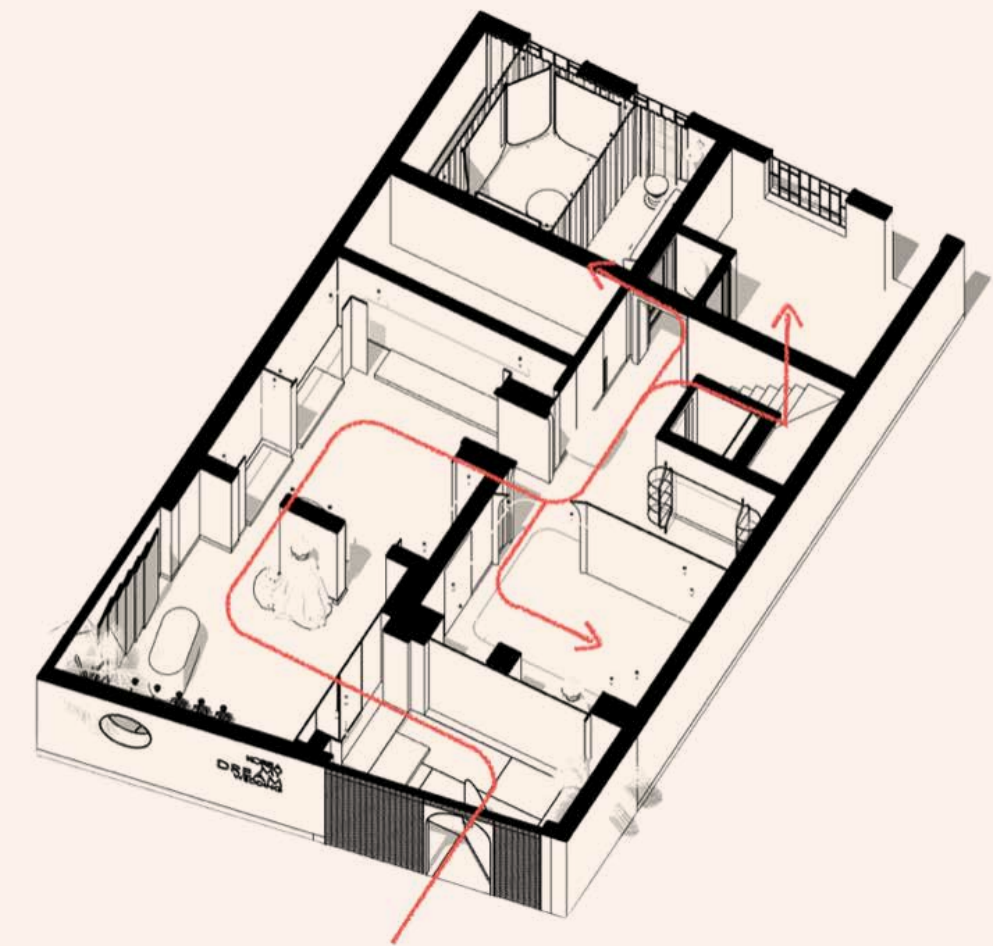
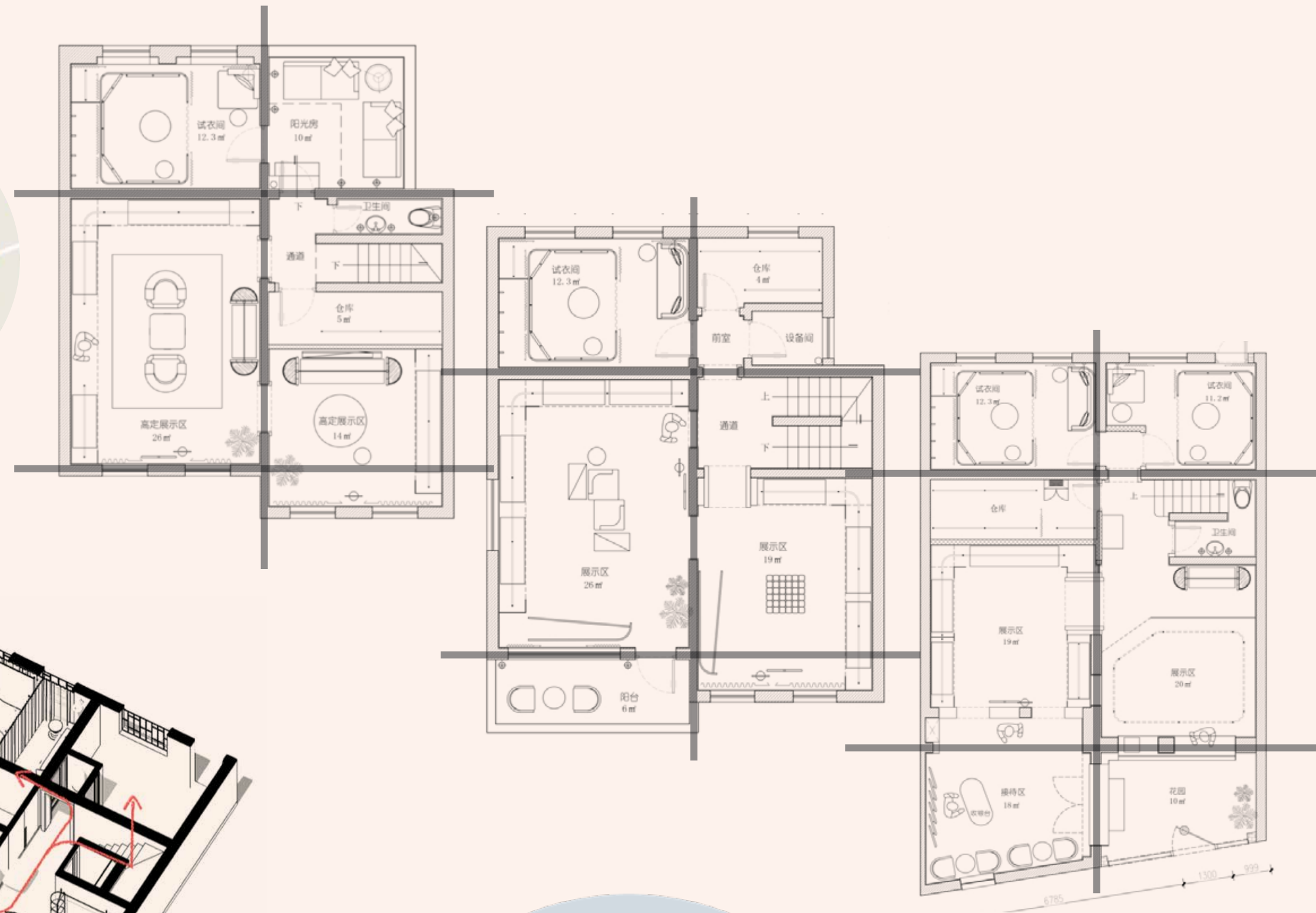
# precedent study 1

my dream wedding boutique  
nong studio | 2017 | 3,230 sq. ft.  
no.386 west jianguo road shanghai, china

program |  
reception  
showroom  
fitting room  
garden  
storage  
toilet



# my dream wedding boutique



\*enter through the garden, then reception, and finally the showroom



“when we first came to the western-style house located in shanghai french concession, the proprietor described to us how an unmarried young girl rebelled, went through metamorphosis and finally found her true love....

... the secret garden in which mary broke into the forbidden garden and there nary and collin found the key to happiness, and experienced a poetic resurrection with the garden...

...therefore, we prepared a “secret garden” for young girls to make the wedding gown shop become the place where young girls’ dreams are hidden.”

mooy | antwerpen, belgium  
 wewantmore architects |  
 1,292 sq. ft. | 2018

MOODBOARD



luxurious furniture  
 neutral color palette  
 gold accents  
 modular, yet organic  
 clean and simple

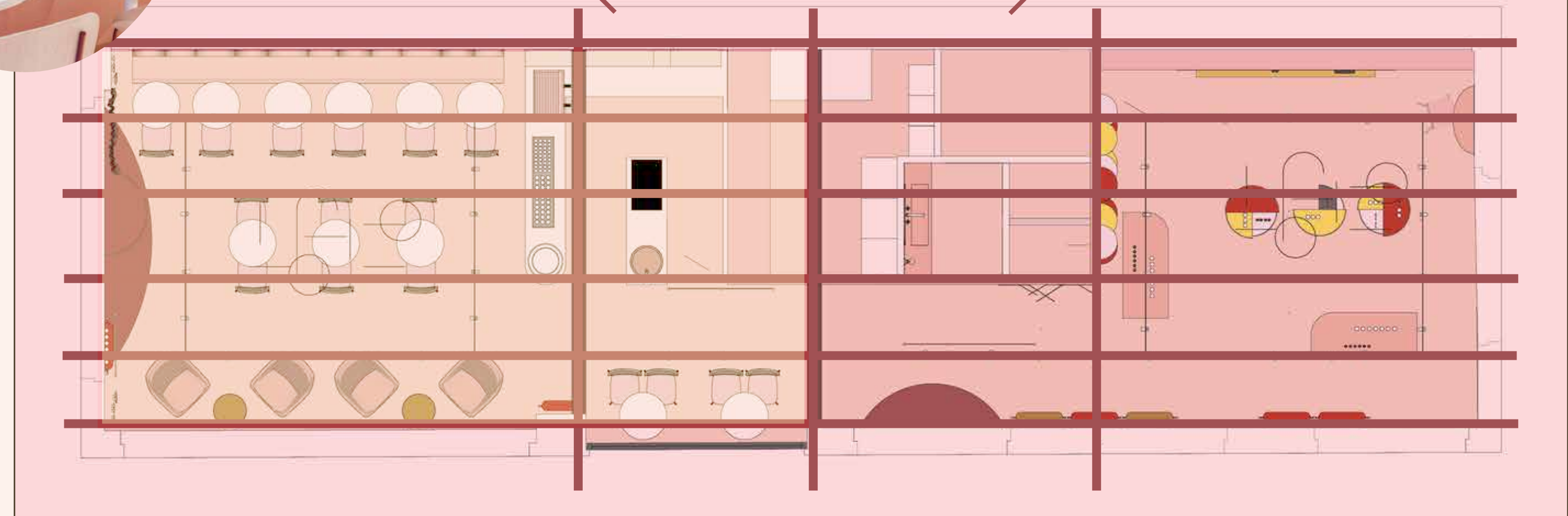
custom, handmade  
 flowers on a circular  
 wall

taylor- made  
 terrazzo to fit the  
 brands color theme  
 perfectly



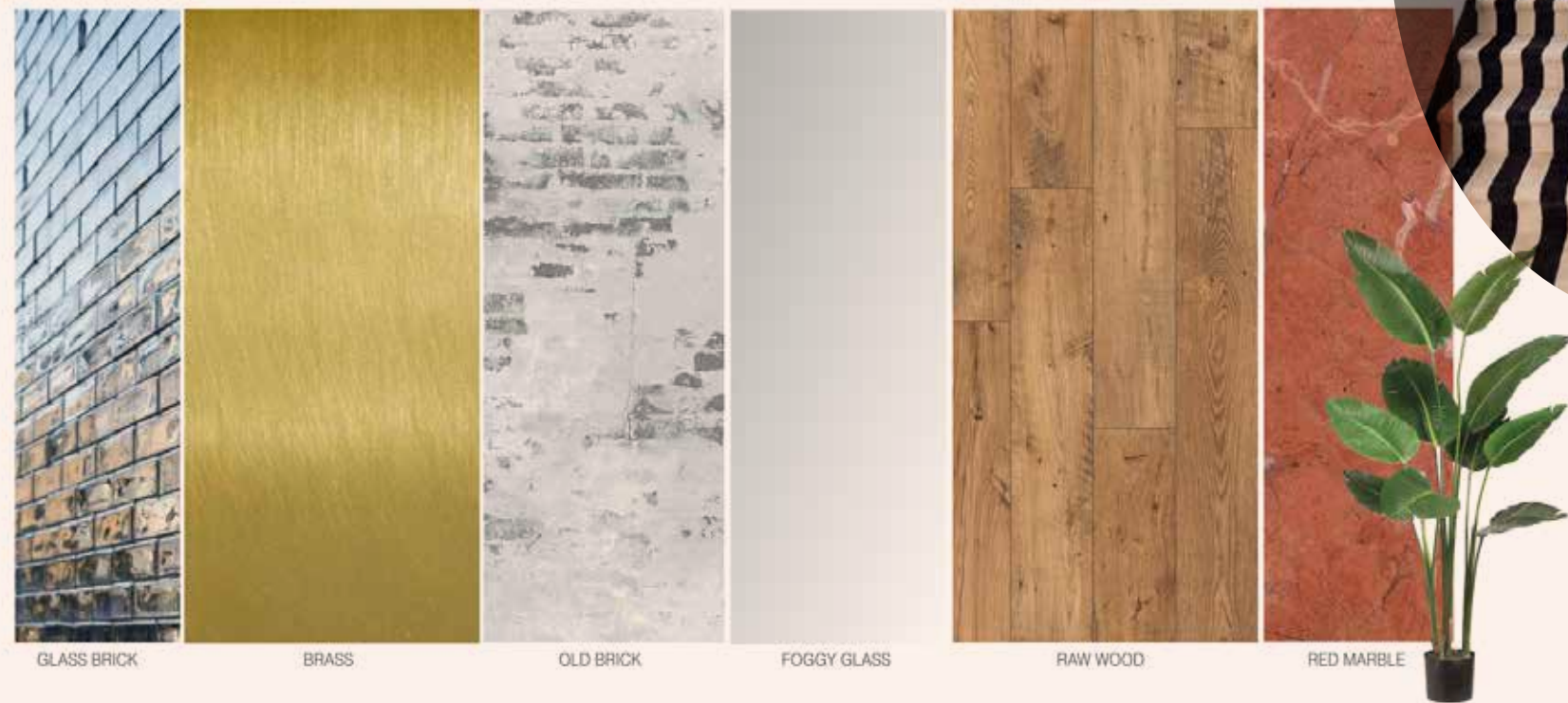
cafe  
 (inner)

retail  
 (outer)



In order to create  
 the conception of  
 unexpectedly entering  
 a time and space, we  
 use materials to invert  
 the interior and exterior  
 spaces.

MATERIALS



# precedent study 2

strong concept |

natural beauty of every woman |

“with some carefully selected healthy dishes on the one hand and premium skincare products on the other, mooy wanted to cater both to the inner as the outer beauty of its clients. a concept we translated in a brand identity and interior design inspired by the round shape of a ‘tache de beauté - one of 7 attributes of female beauty.”



“the light fixtures were designed to evoke a natural, organic feeling. the result was an interior design with two very impactful circles and multiple shades of pink in a leading role, creating a strong visual link with the brand design.”

# schematics



# adjacency matrix

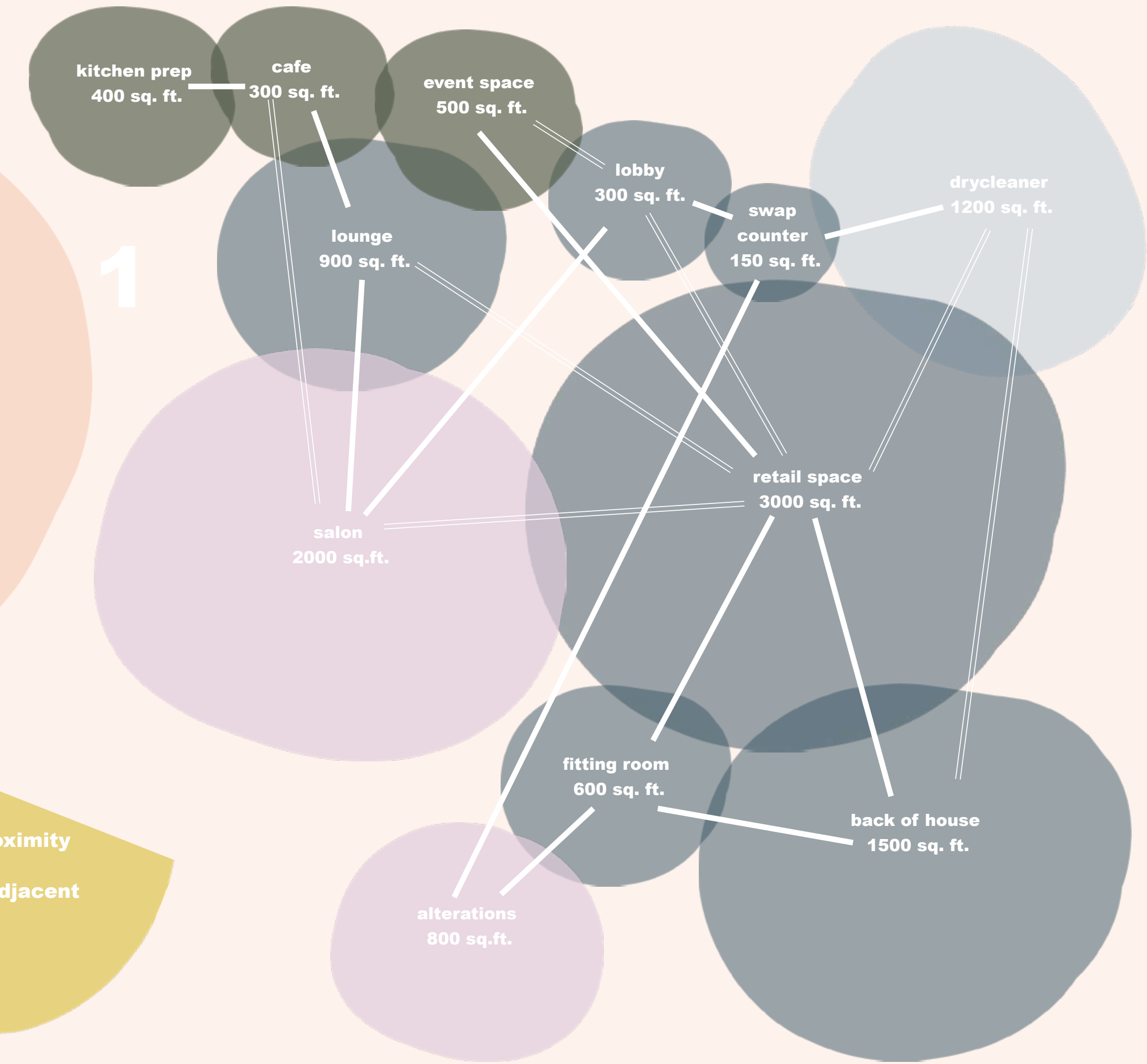


- must
- want
- \* maybe

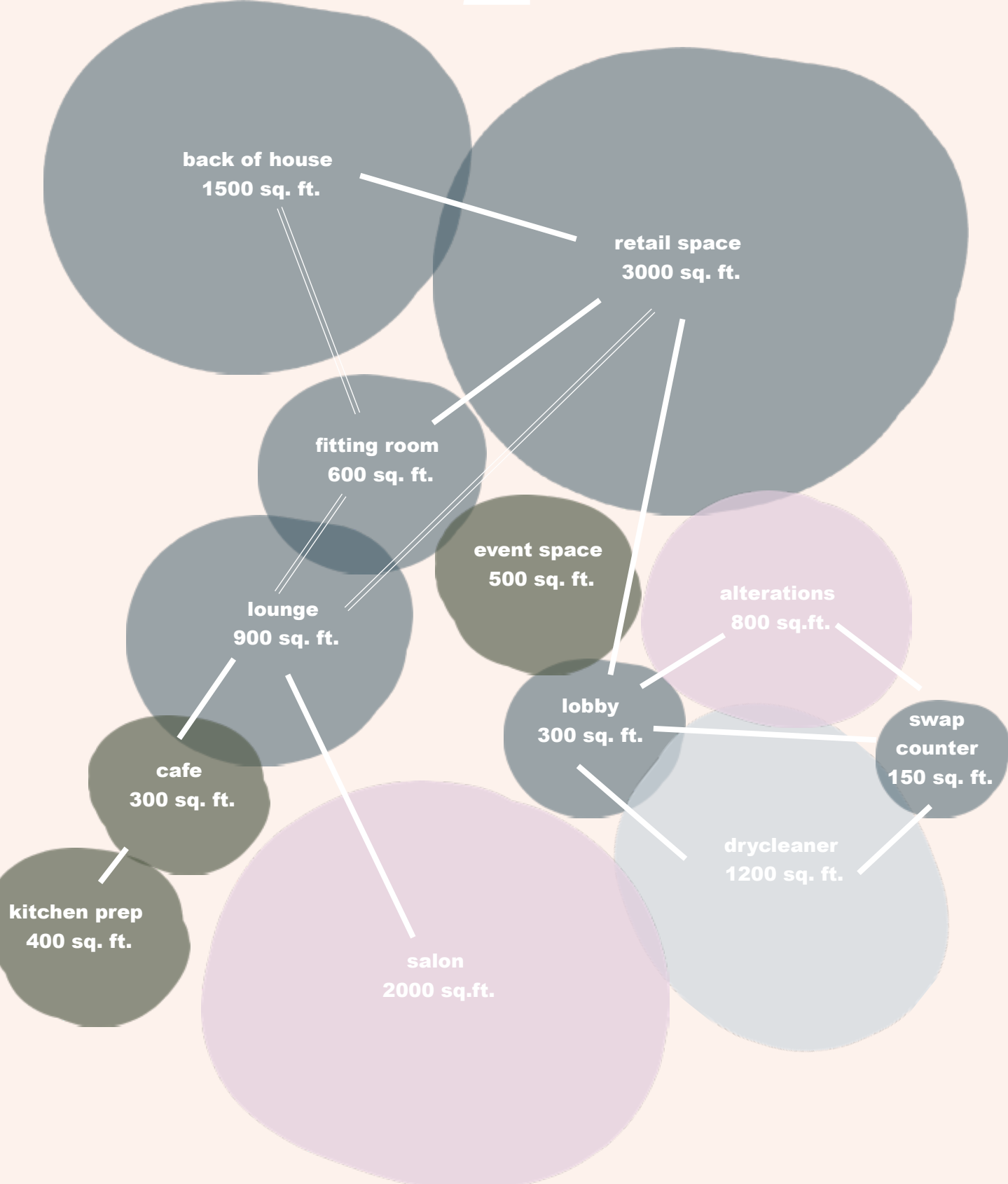
# adjacency bubbles

- ==== close proximity
- directly adjacent

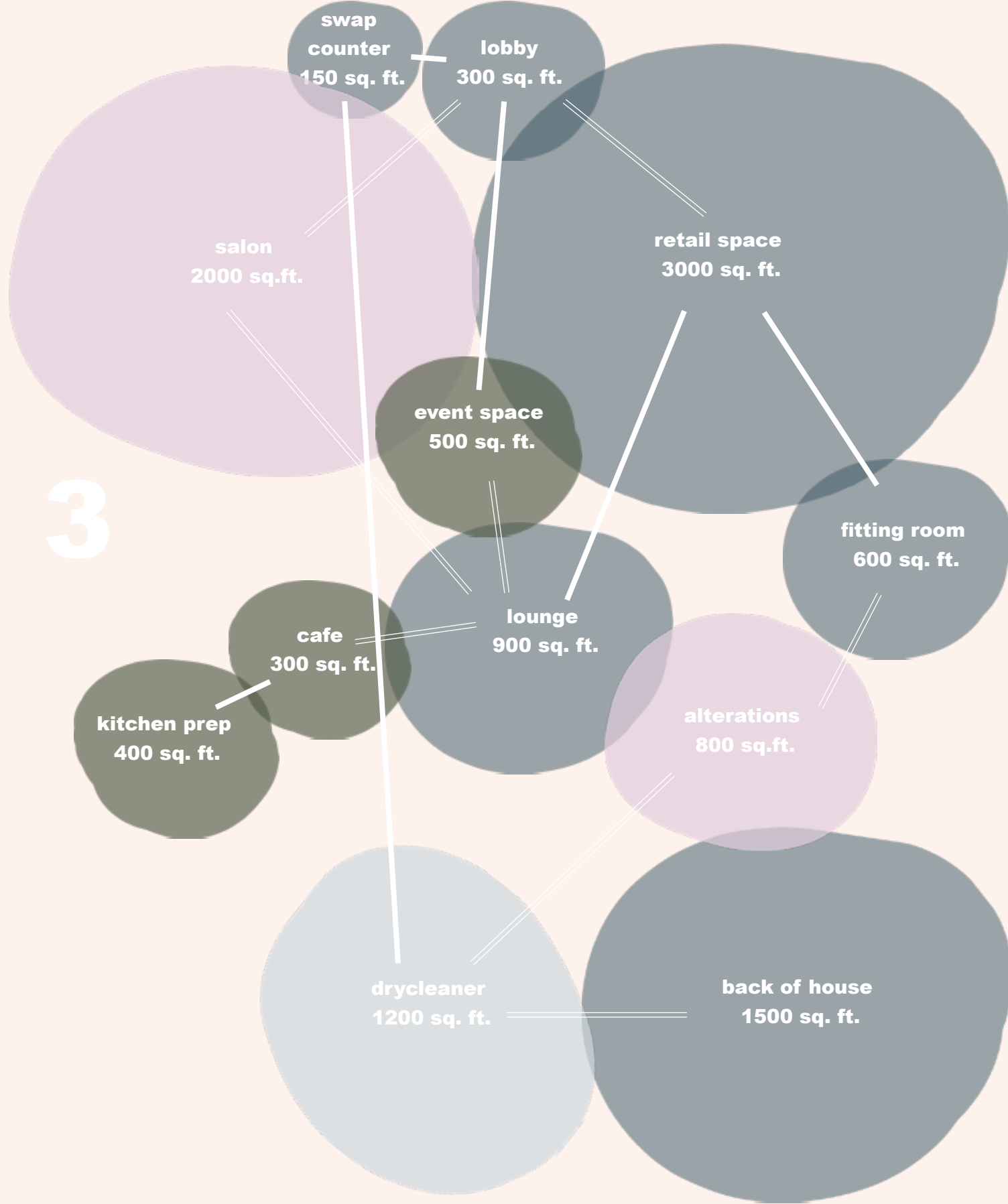
1



2

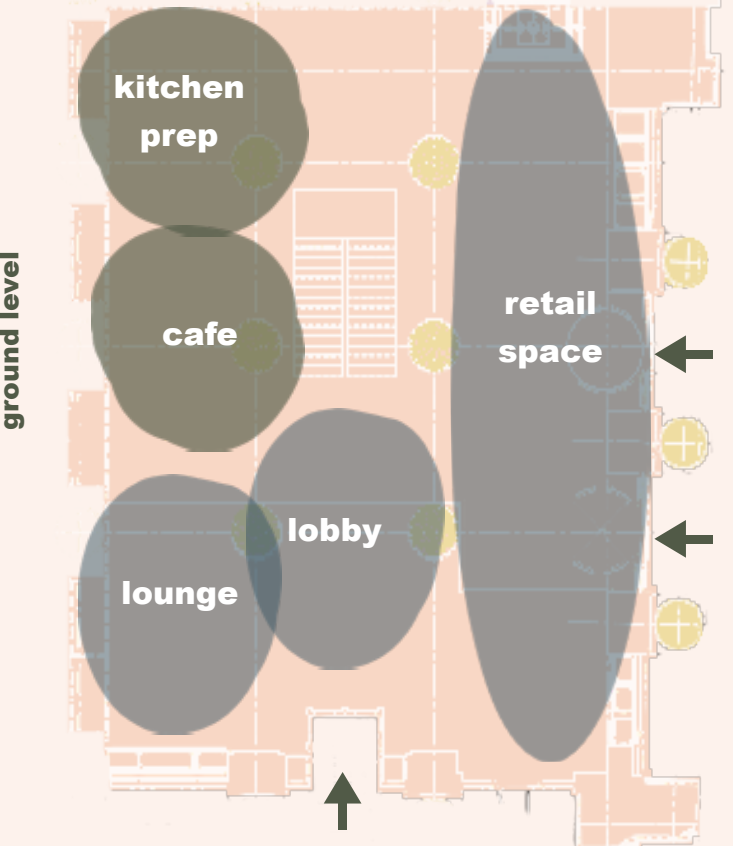
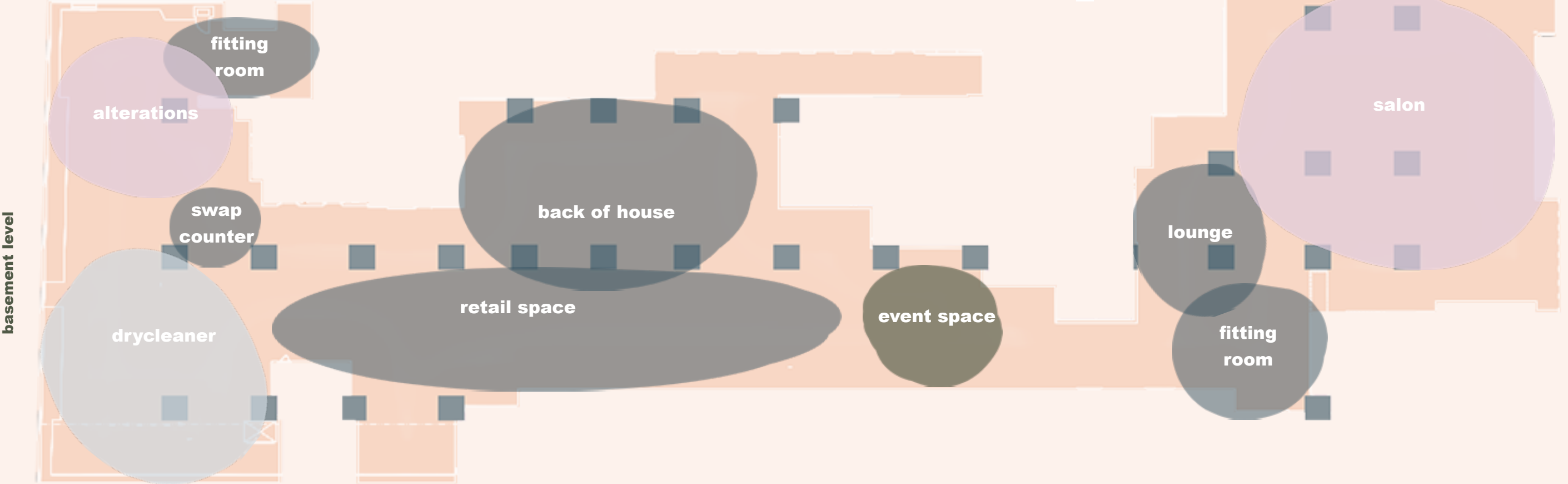


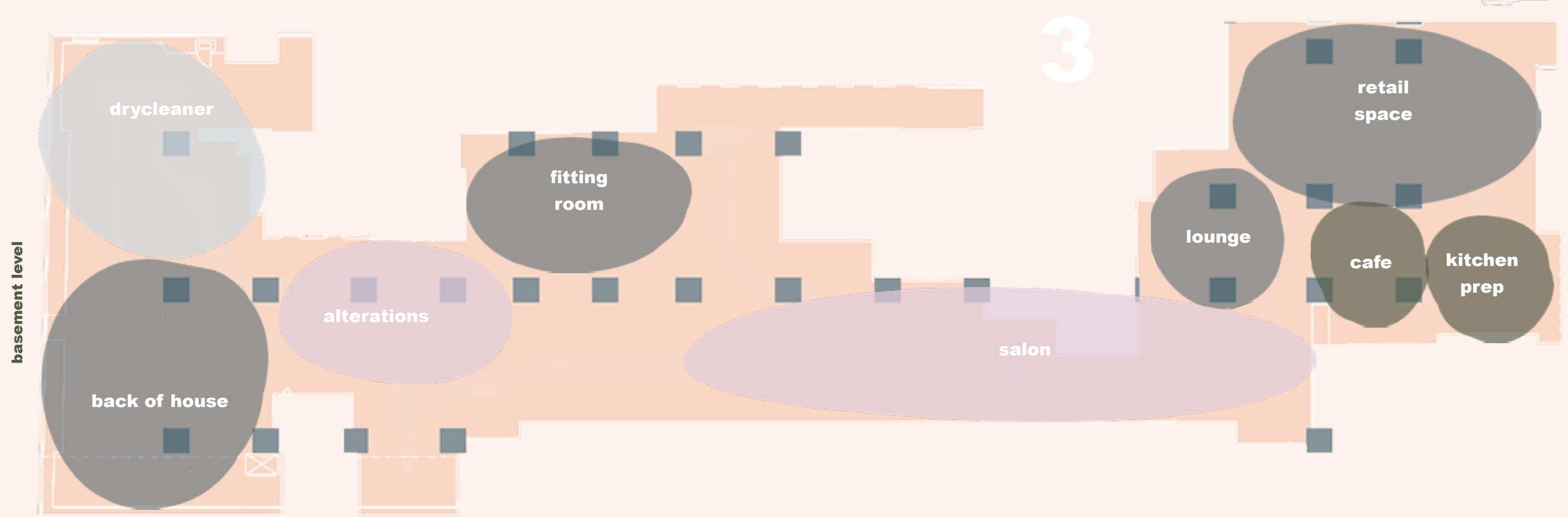
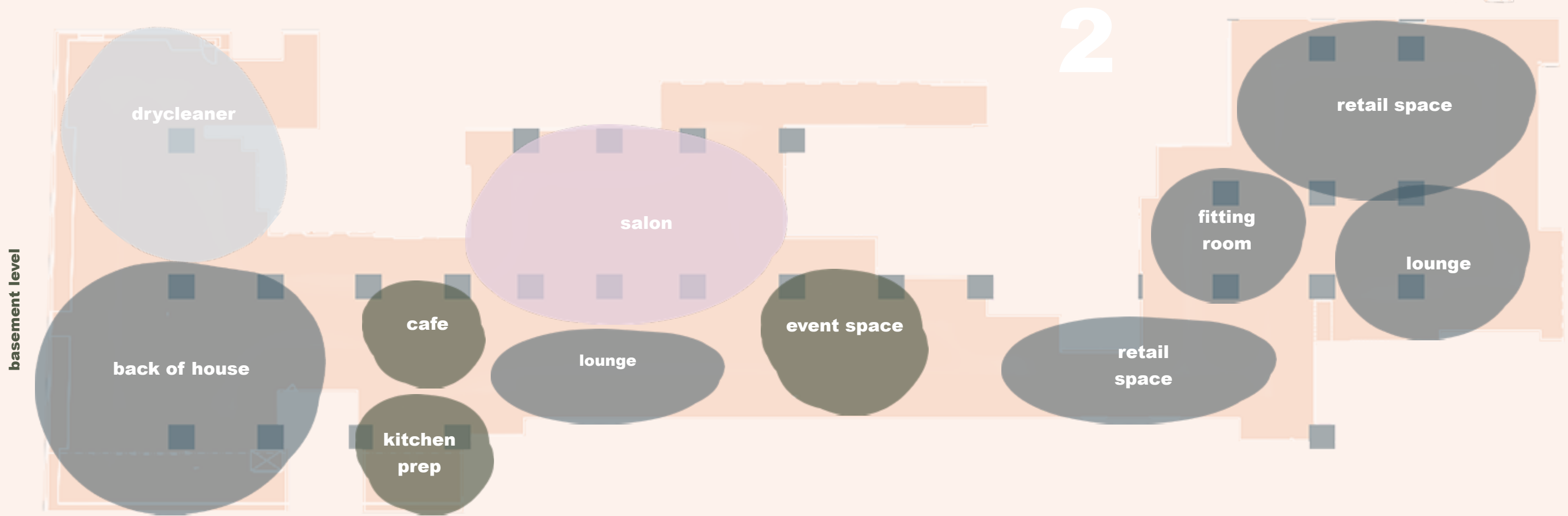
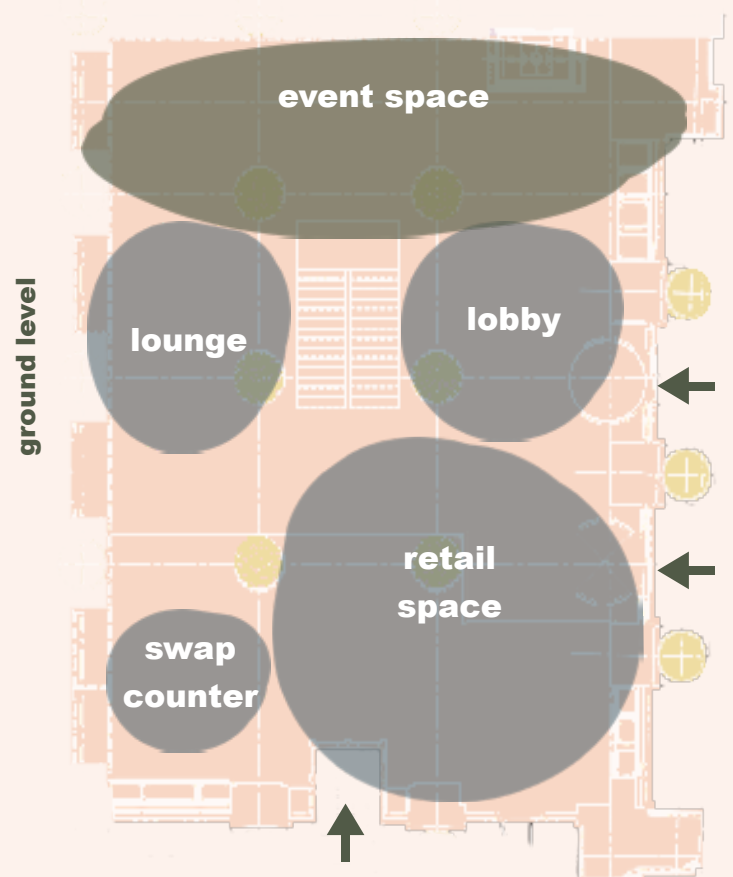
3



# bubble diagrams

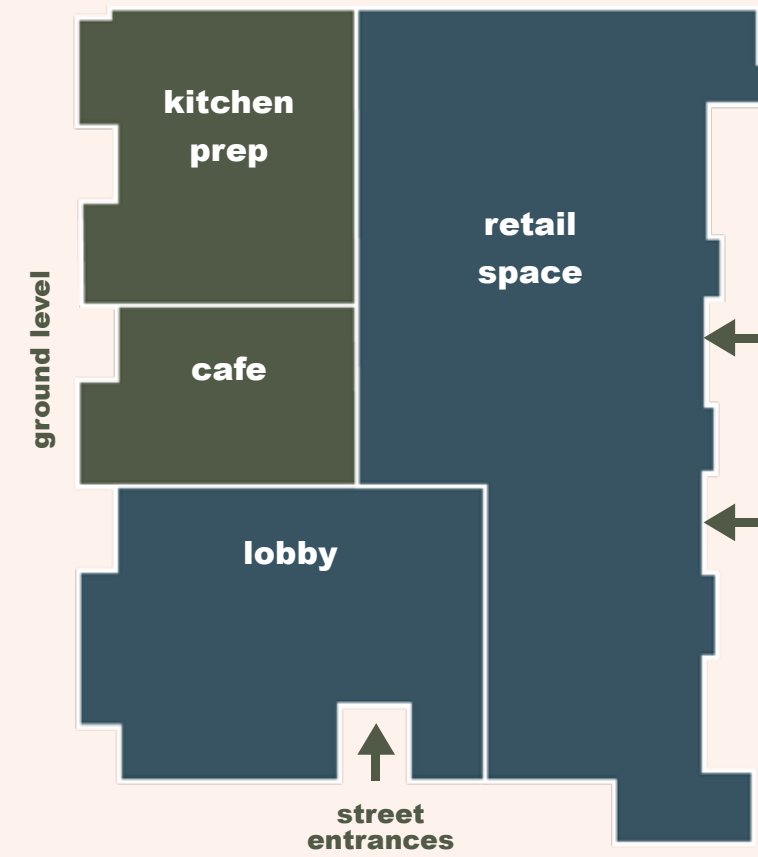
1



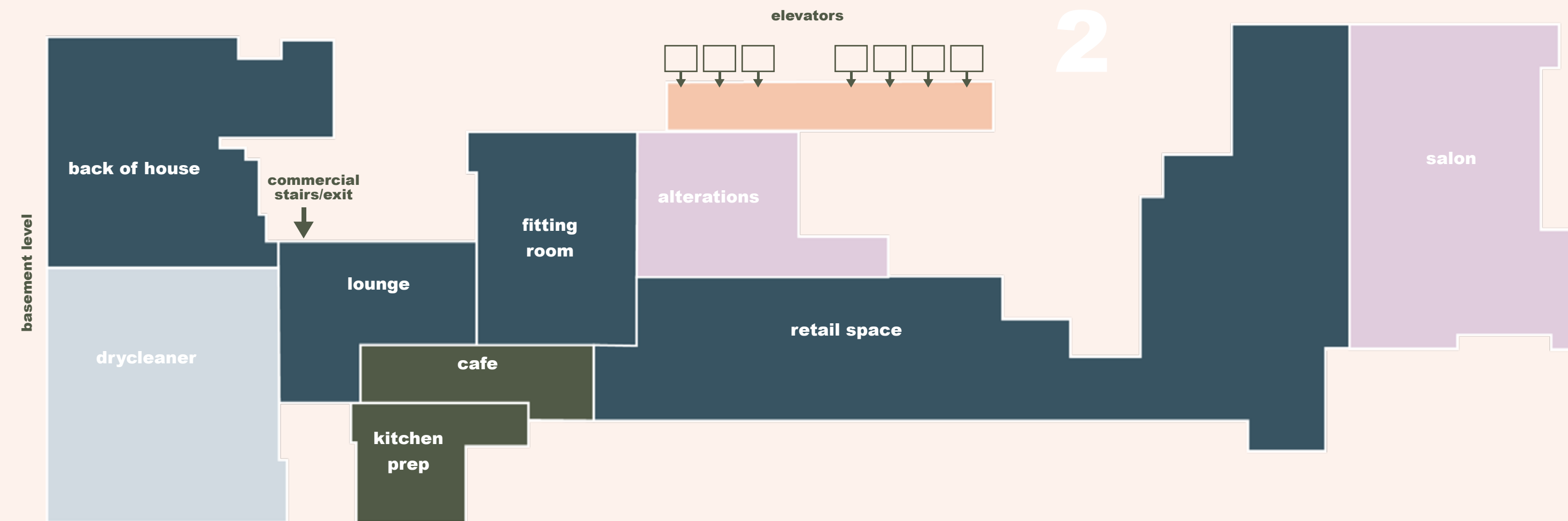
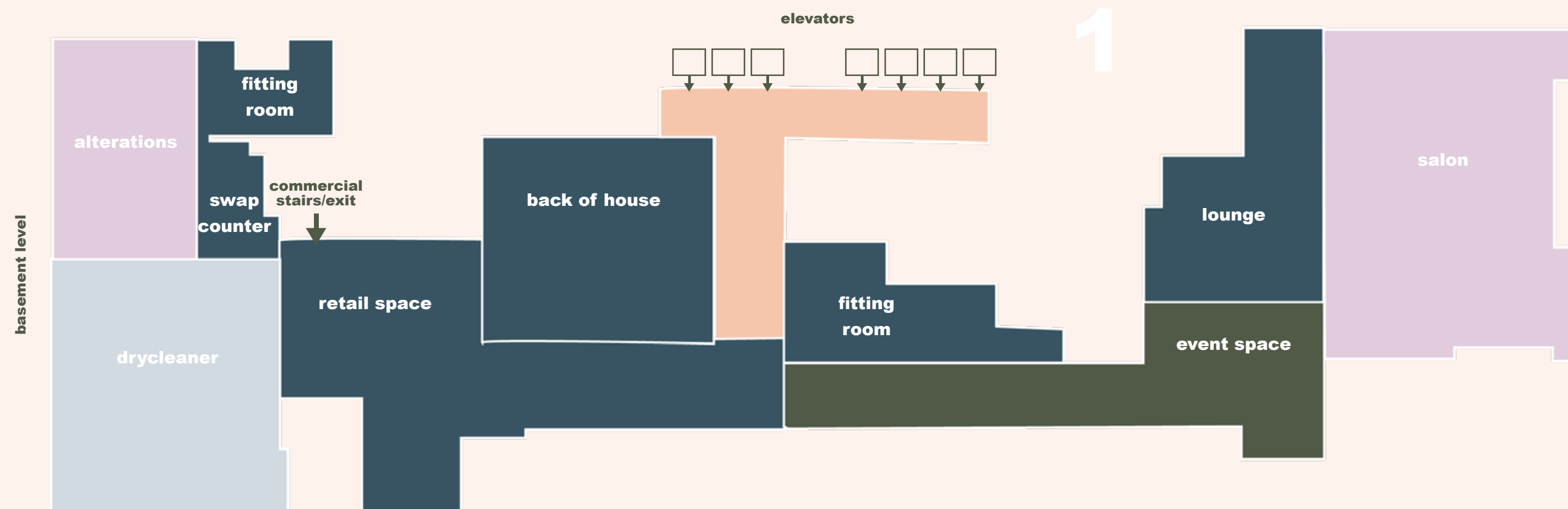
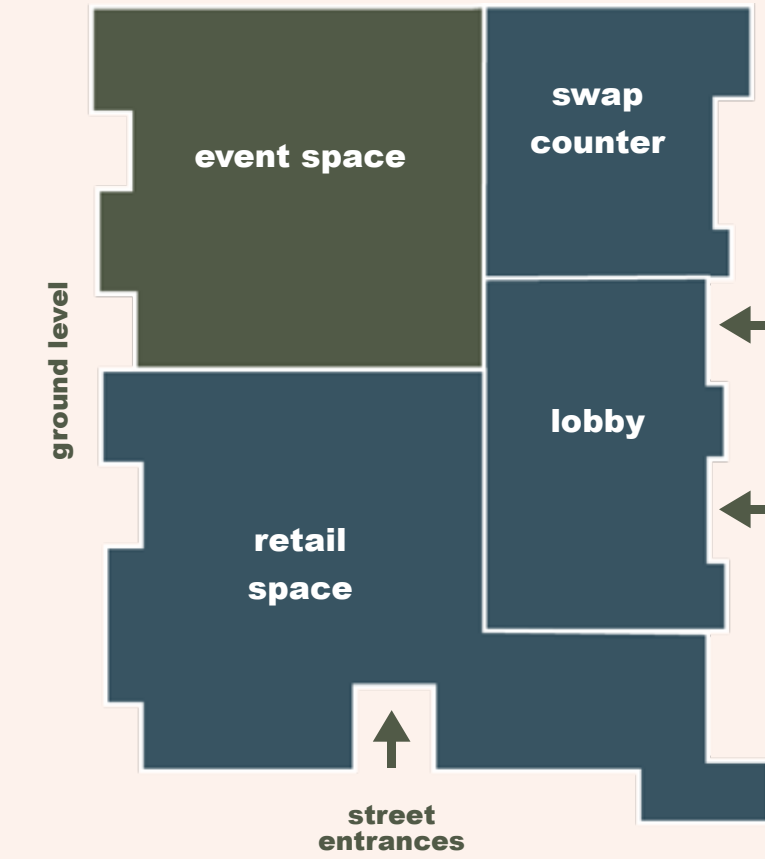


# block diagrams

- ↓ large retail space upstairs
- × alterations may be too far
- × cafe could be better off downstairs
- × event space may want to be upstairs

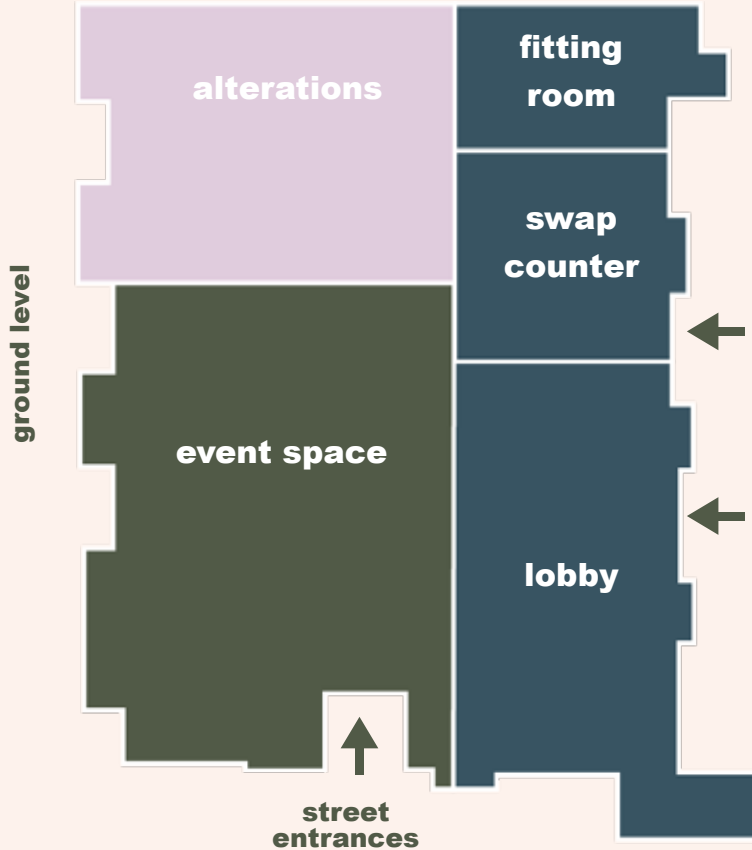


- ↓ event space and swap counter work well on ground level
- ↓ flexible retail space
- × cafe should be closer to entrance
- × lounge too far back



# preliminary schematic

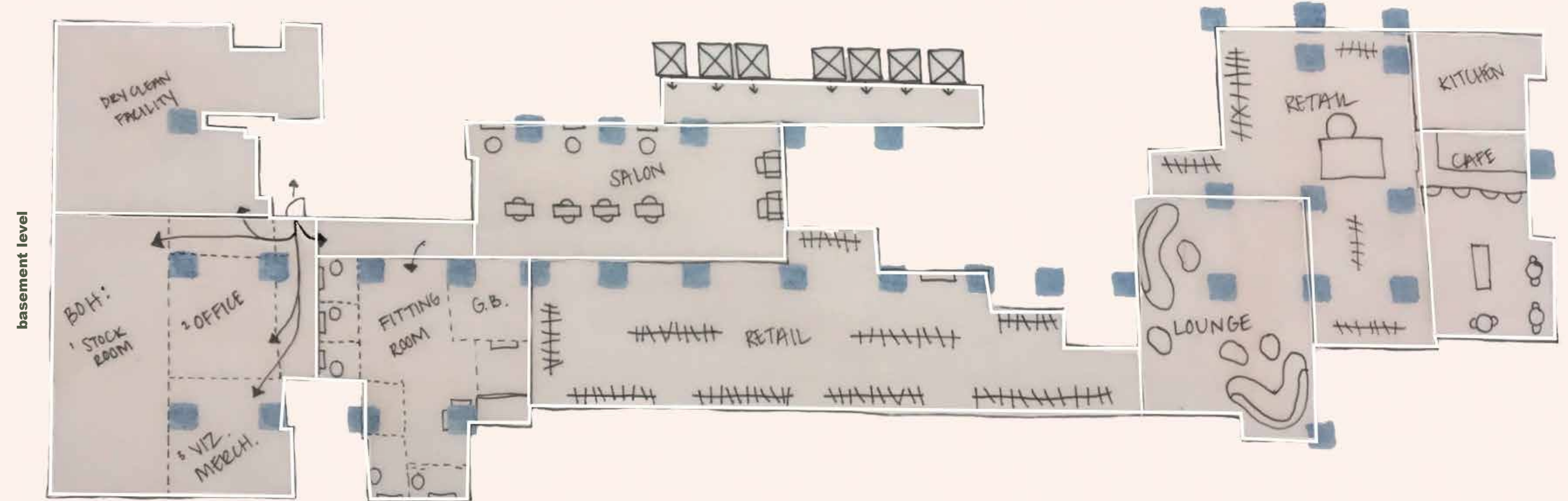
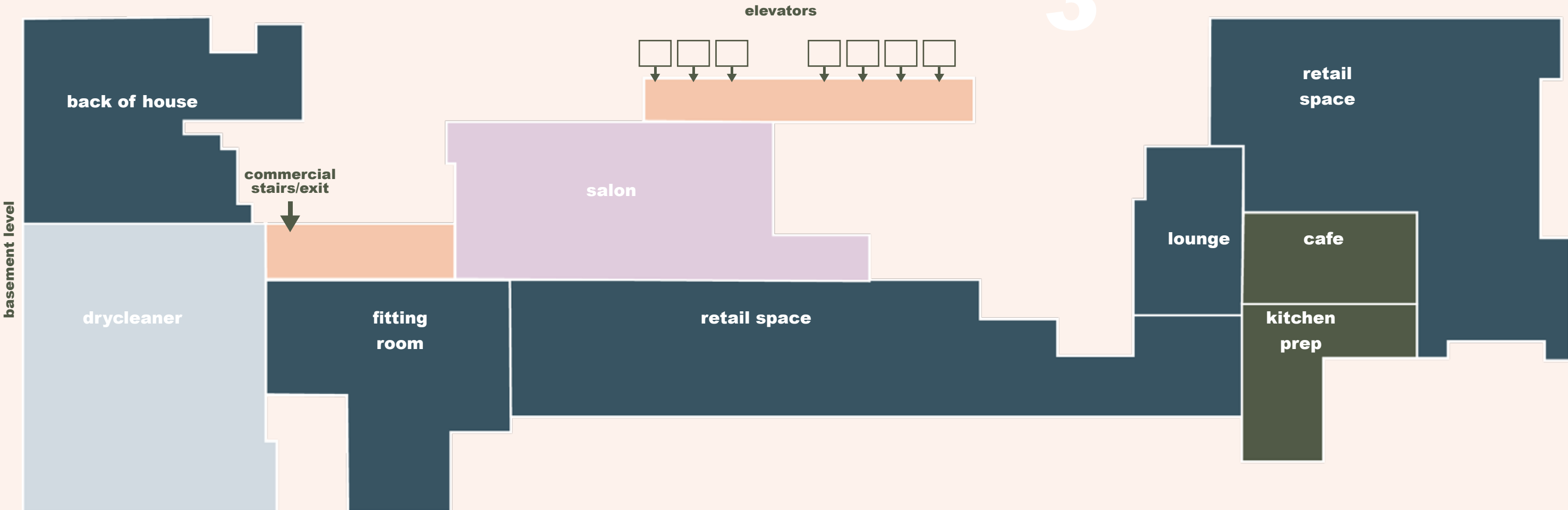
- ↓ alterations could work well as a separate/quick service upstairs
- ↓ quick swap counter drop off
- ↓ event space upstairs
- ↓ large retail space downstairs separated by experiences
- ↓ get off the elevators to the salon



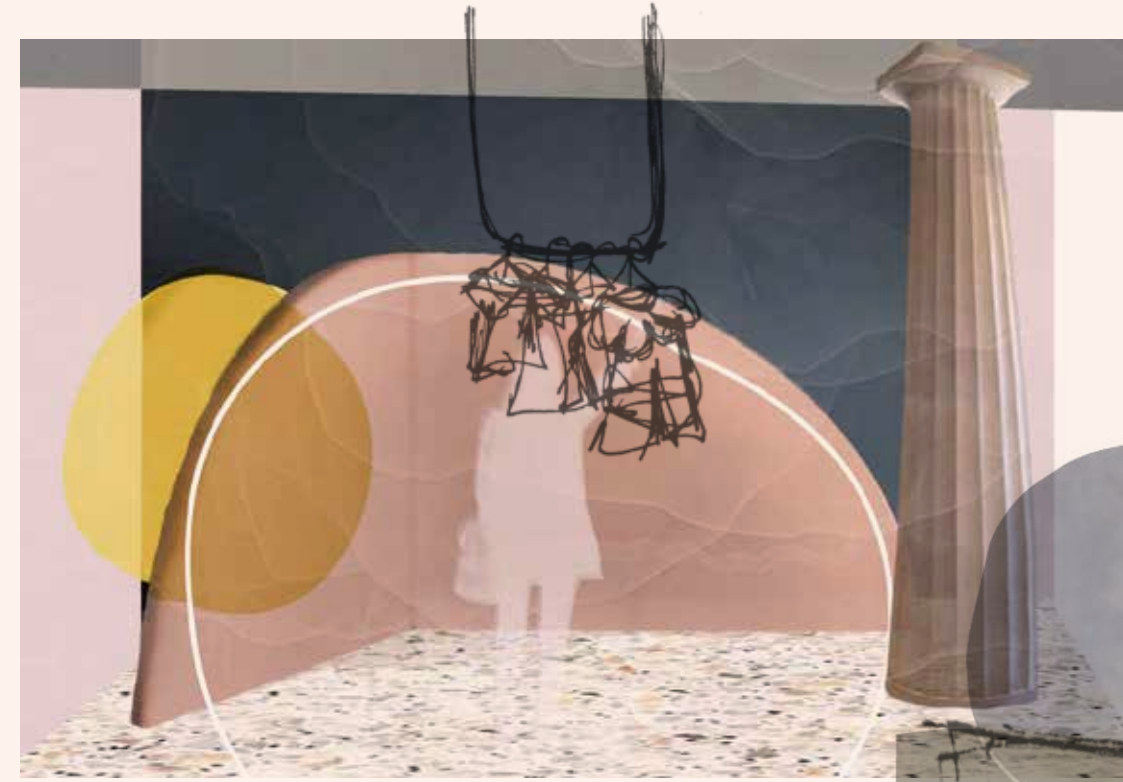
- ↓ alterations could work well as a separate/quick service upstairs
- ↓ quick swap counter drop off
- ↓ event space upstairs
- ↓ large retail space downstairs separated by experiences
- ↓ get off the elevators to the salon
- ↓ cafe and lounge break up the retail space
- ↓ back of house has access to the back exit/entrance
- x back of house still needs room for a employee space/ restroom



3



imagery



phase

05

# implementing

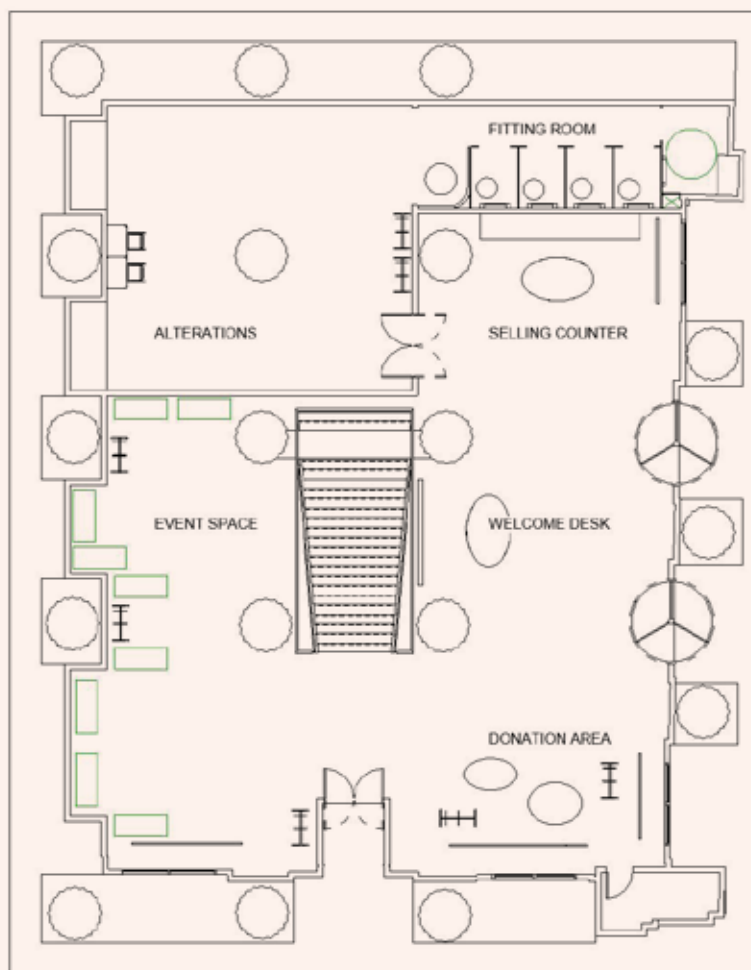
**the layout |**  
program  
floor plan  
reflected ceiling plan

**the look |**  
elevations  
study models  
volumetric sketches  
key experiences  
preliminary ff&e

05

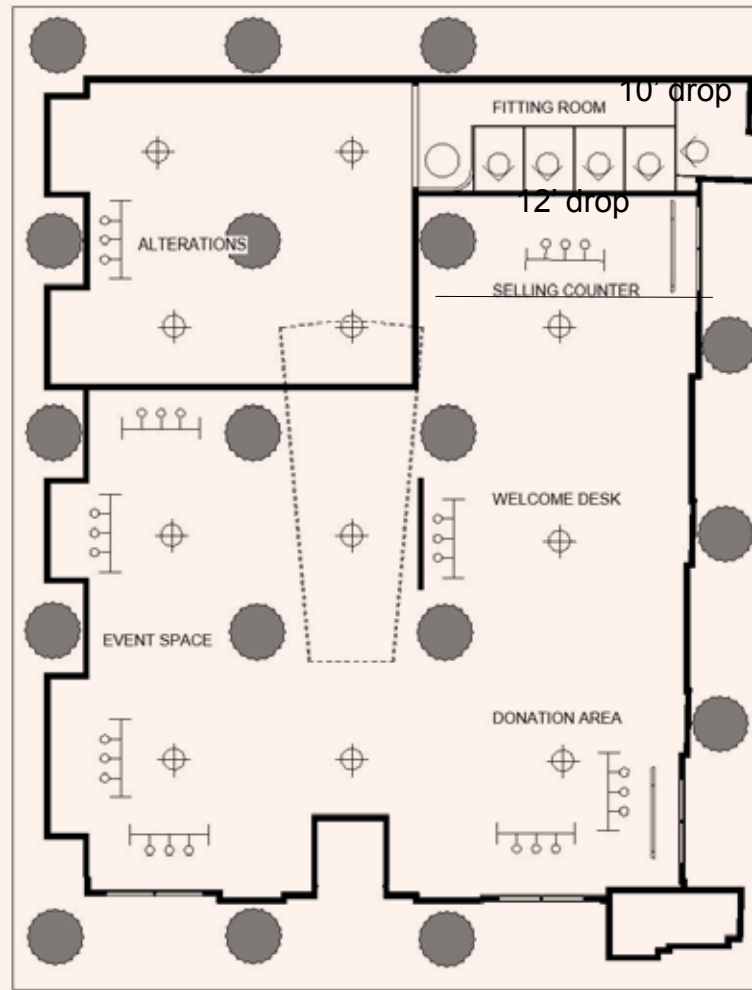
# the layout

# floor plan w/ furniture

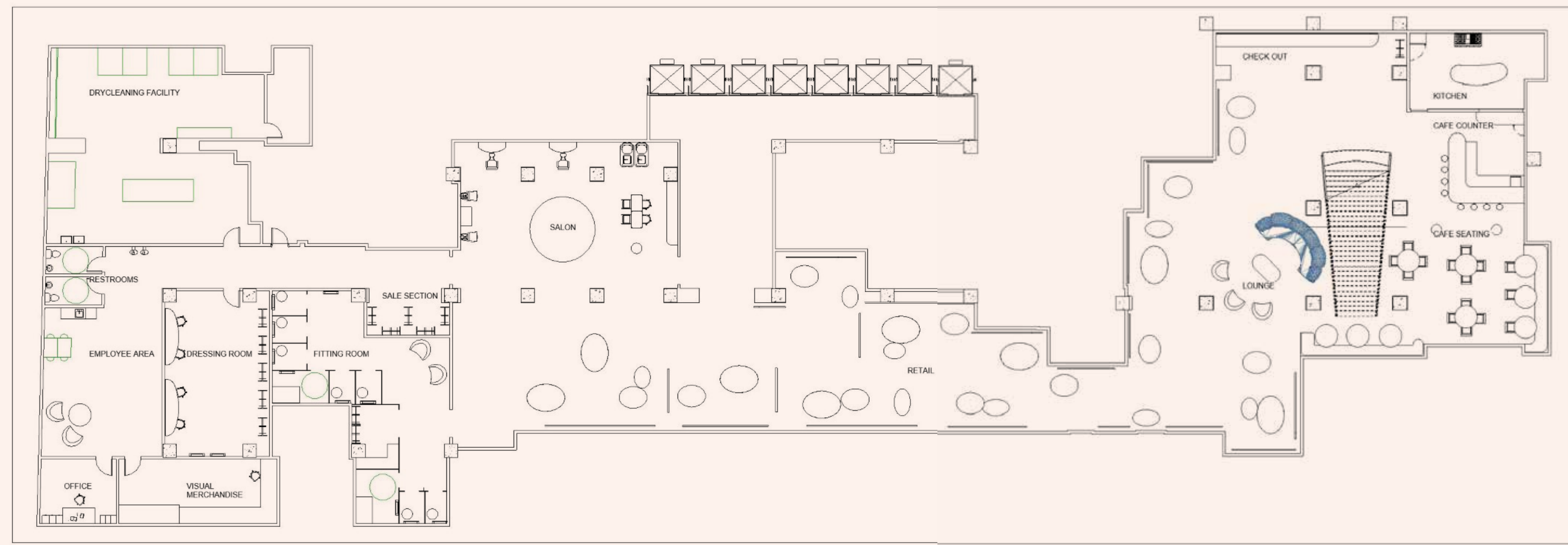


1 GROUND LEVEL  
1/8" = 1'-0"

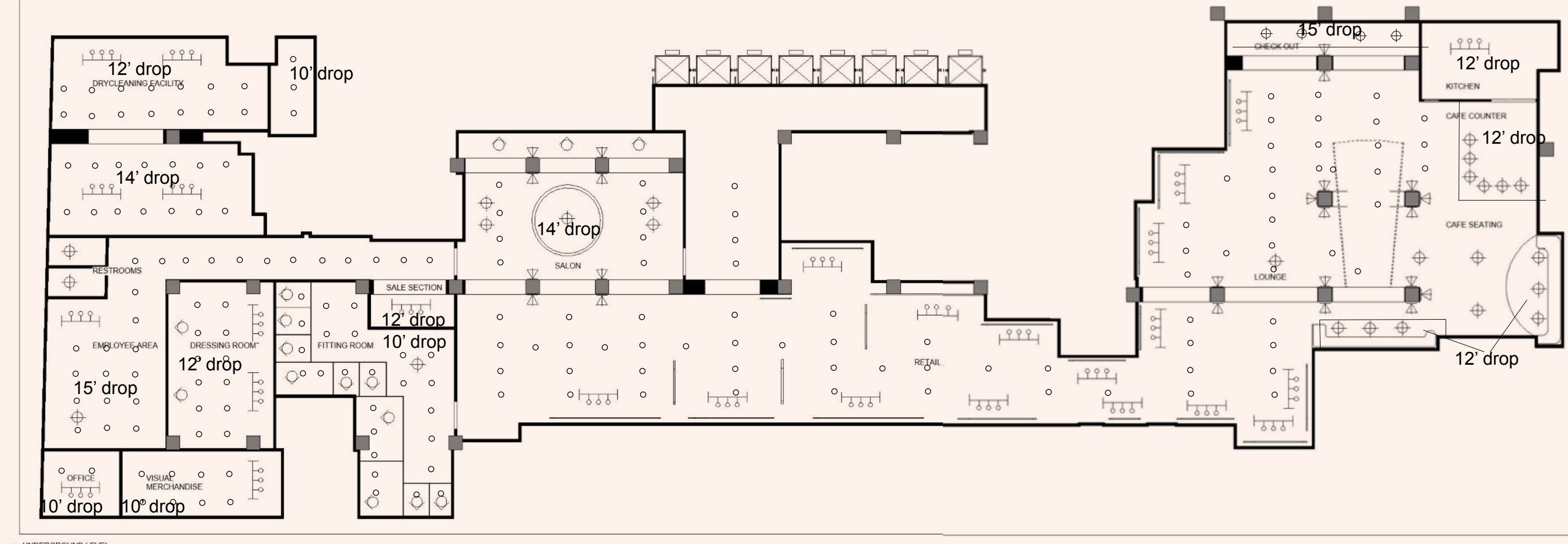
# reflected ceiling plan



1 GROUND LEVEL  
1/8" = 1'-0"



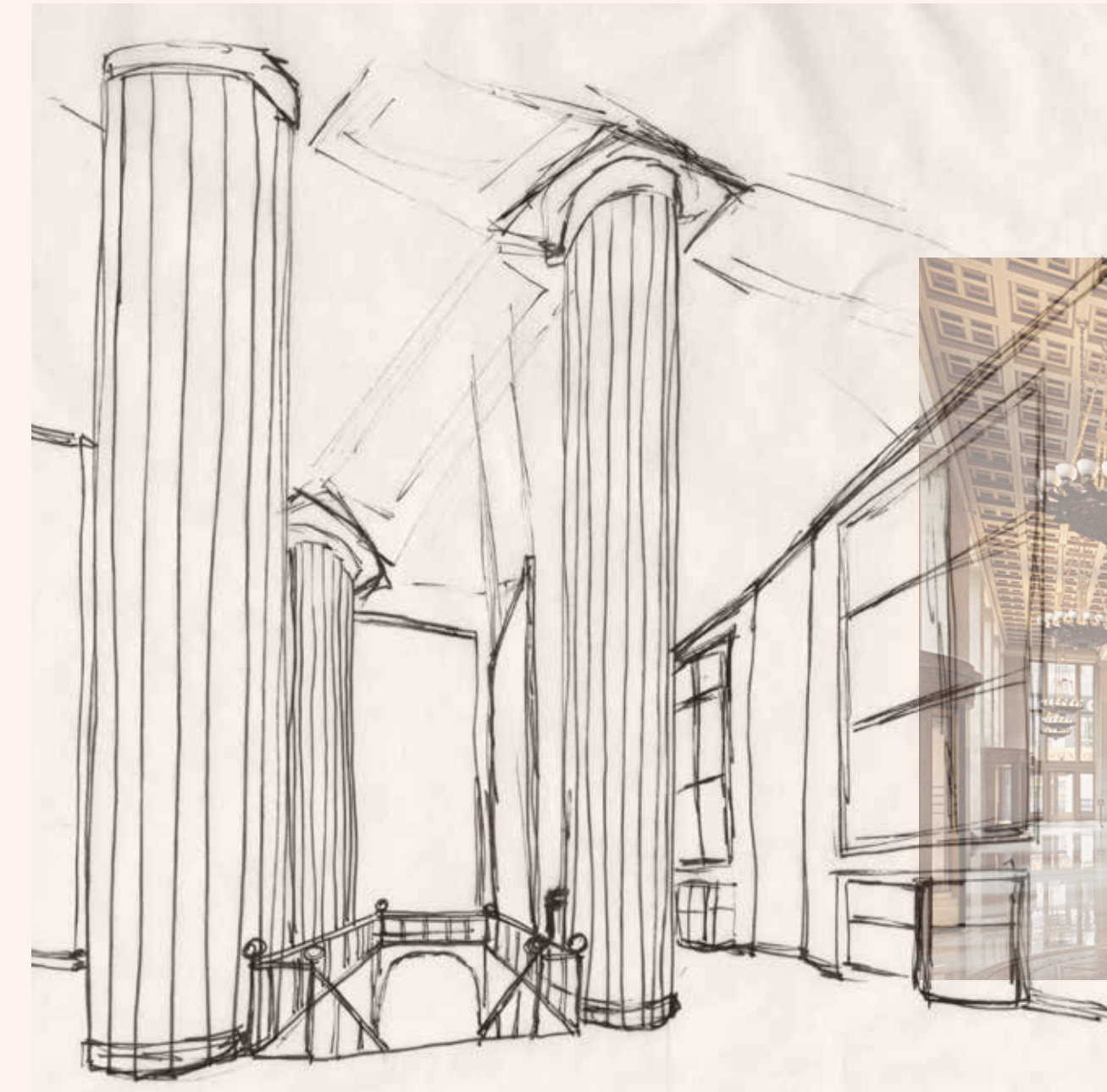
2 UNDERGROUND LEVEL  
1/8" = 1'-0"



2 UNDERGROUND LEVEL  
1/8" = 1'-0"

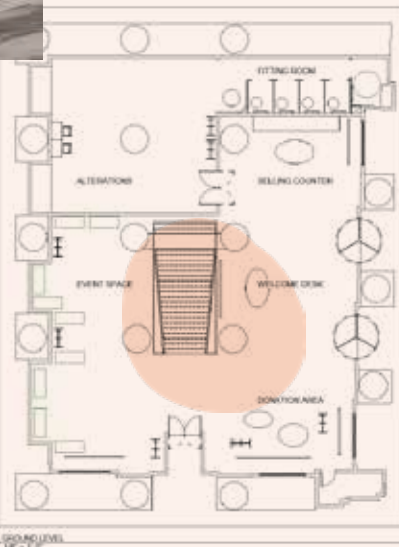


# the look



## lobby

- neo classic interiors
- two different entrances
- heavy material welcome counter



-floor to ceiling windows  
-partitions to create hanging space

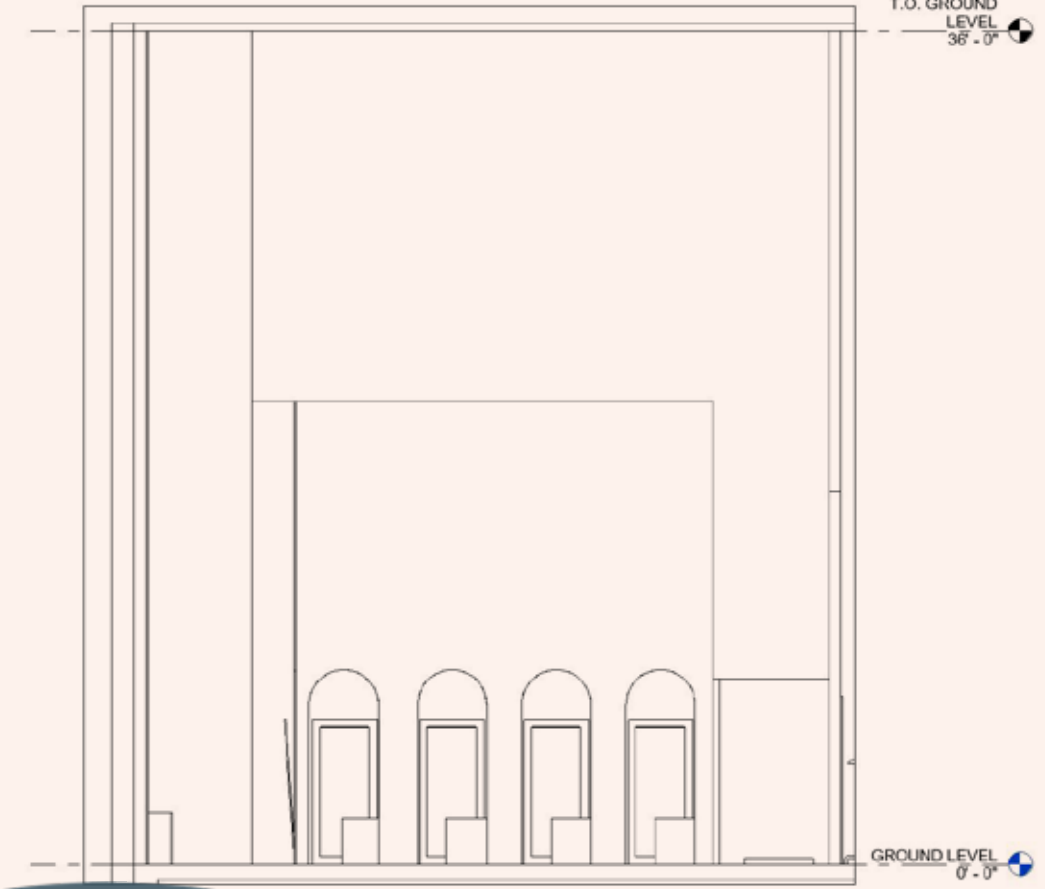
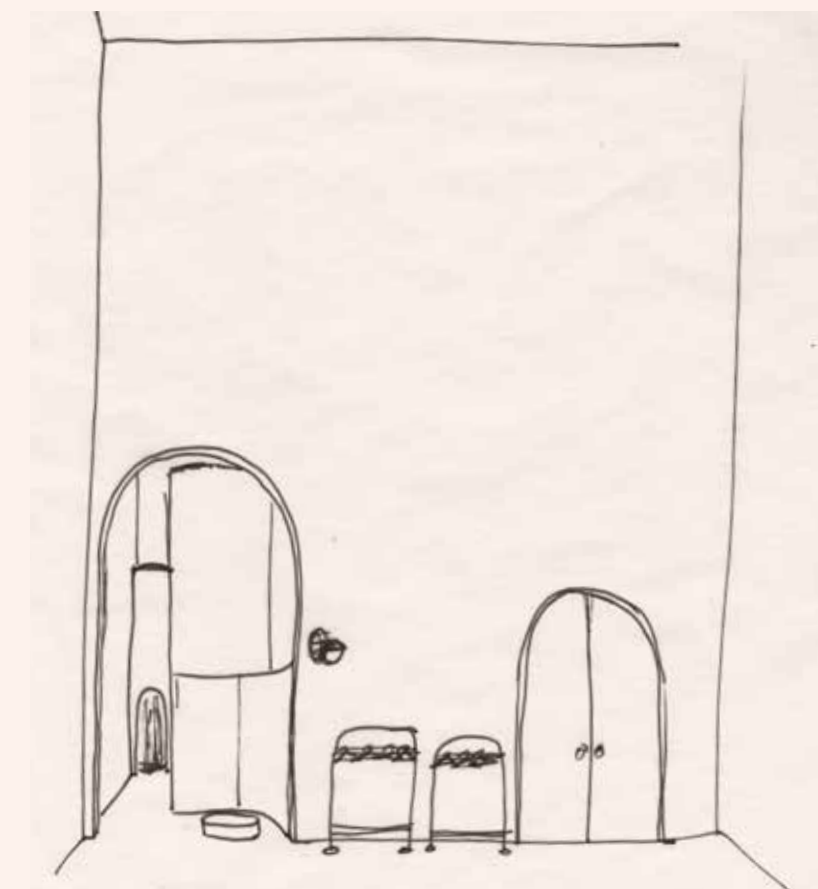
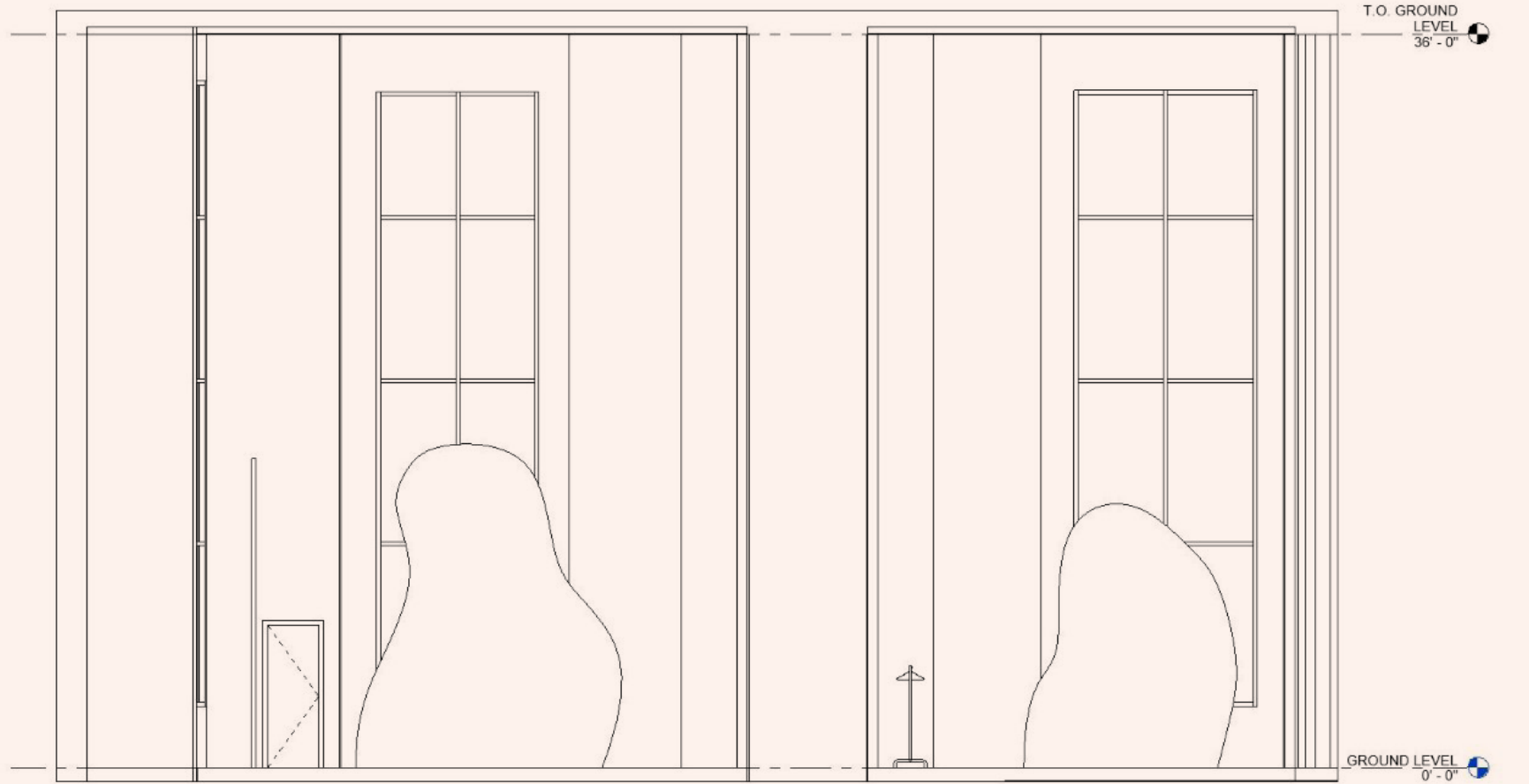
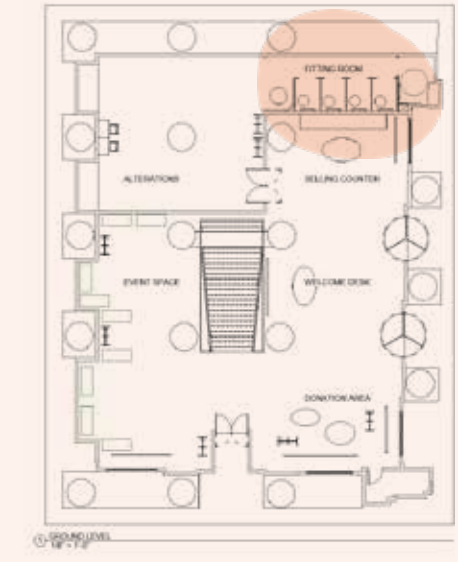
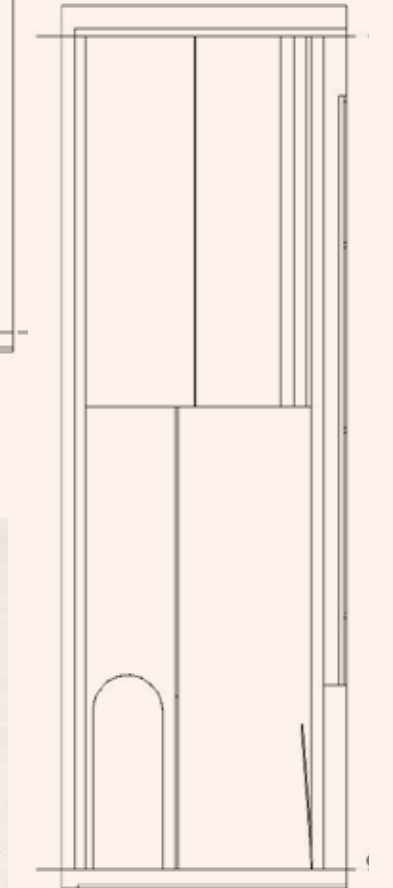
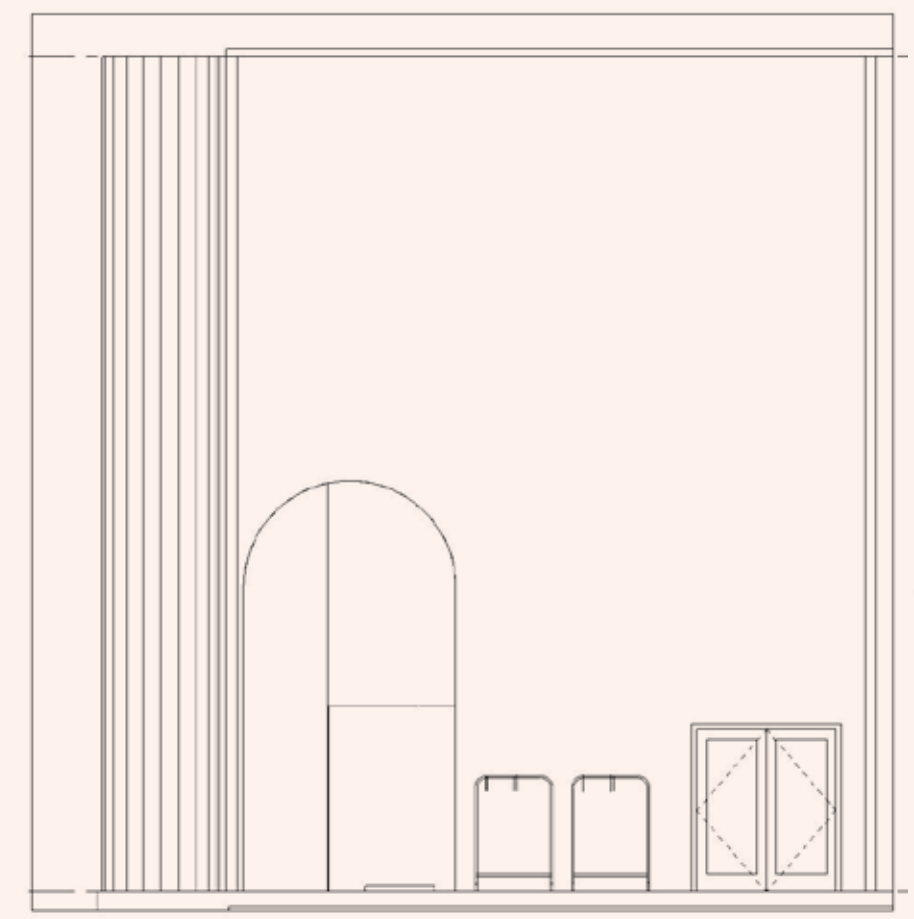
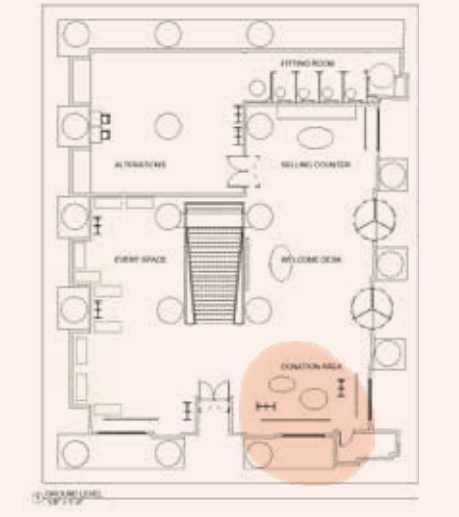
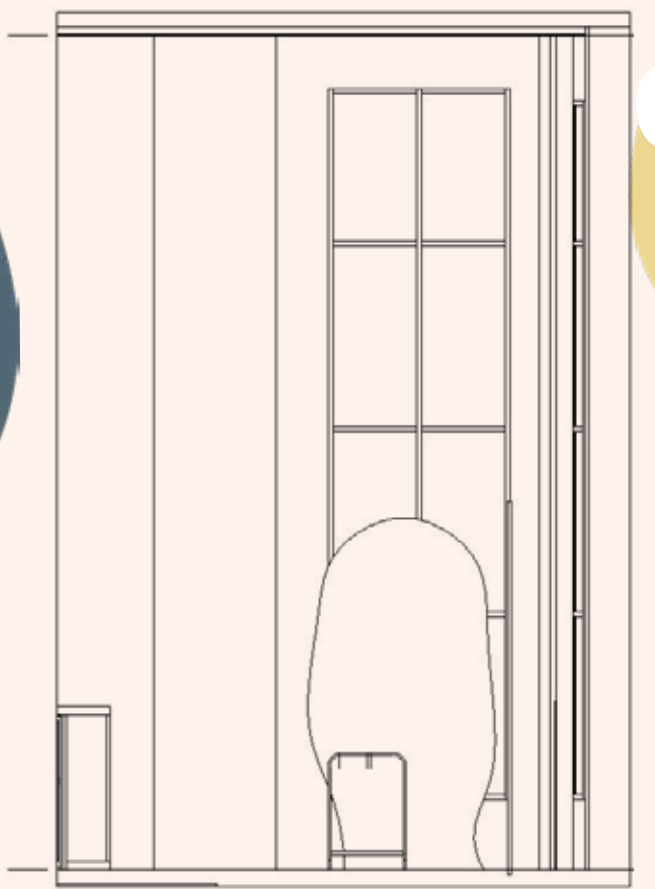
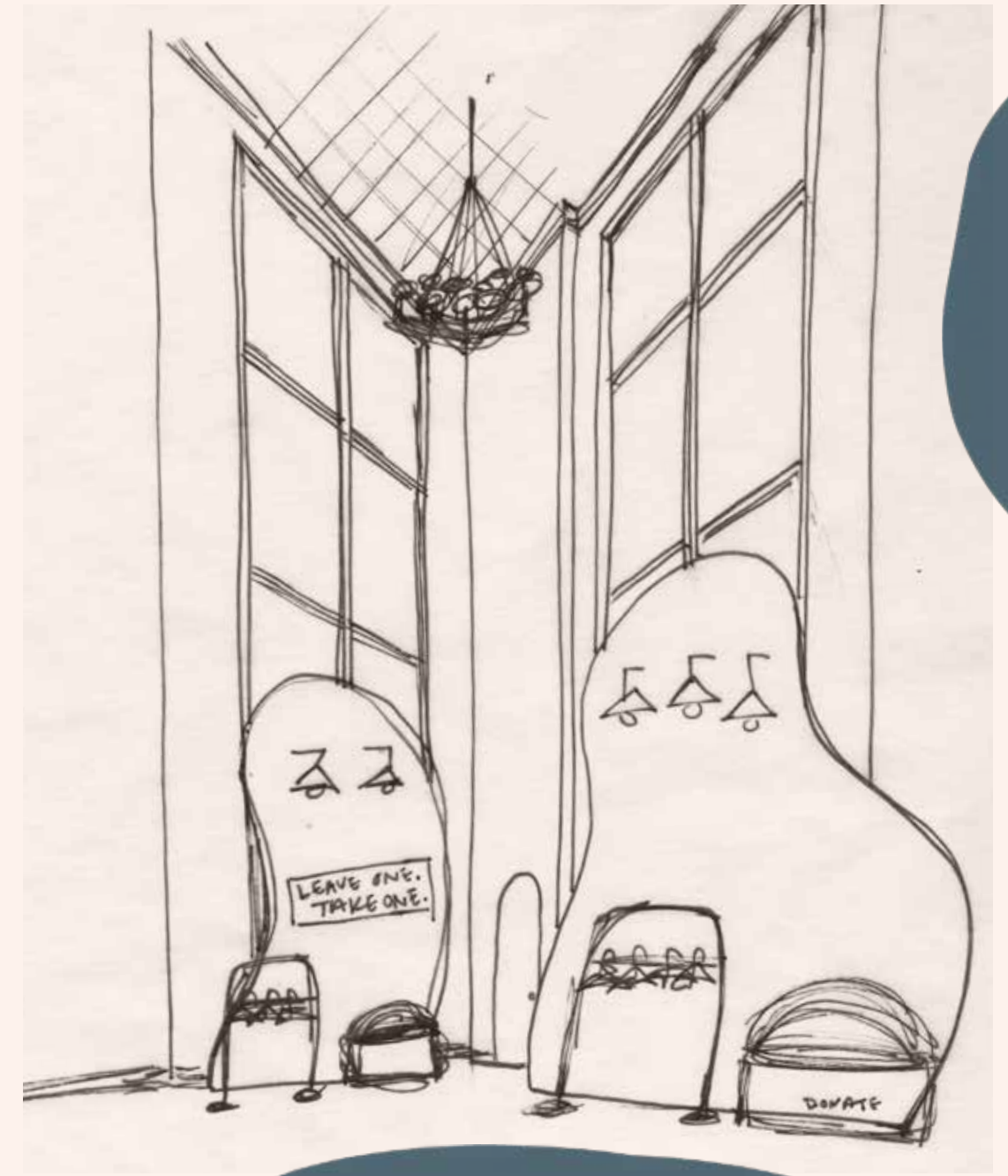
# donation area

# ground fitting room

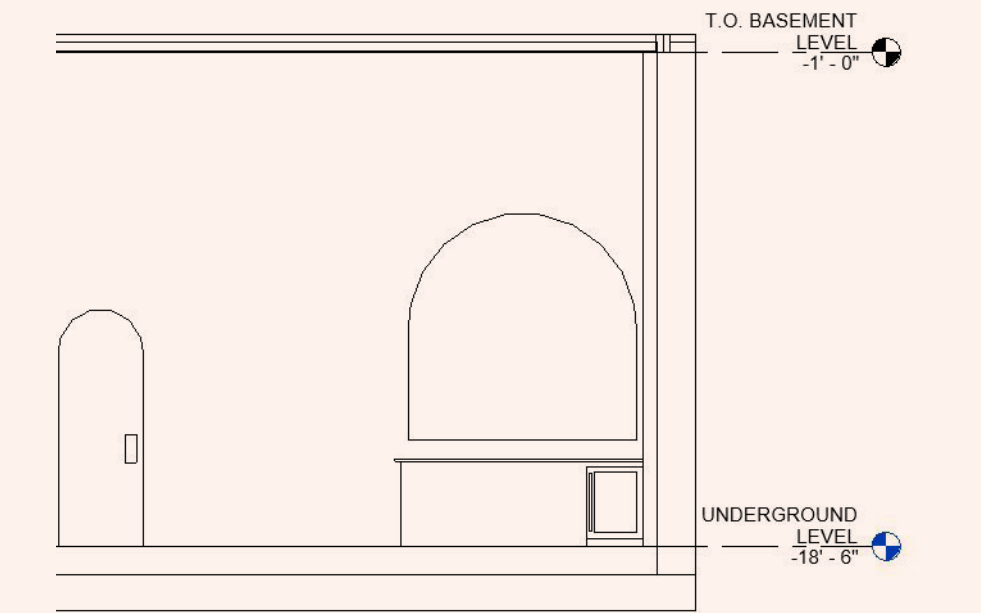
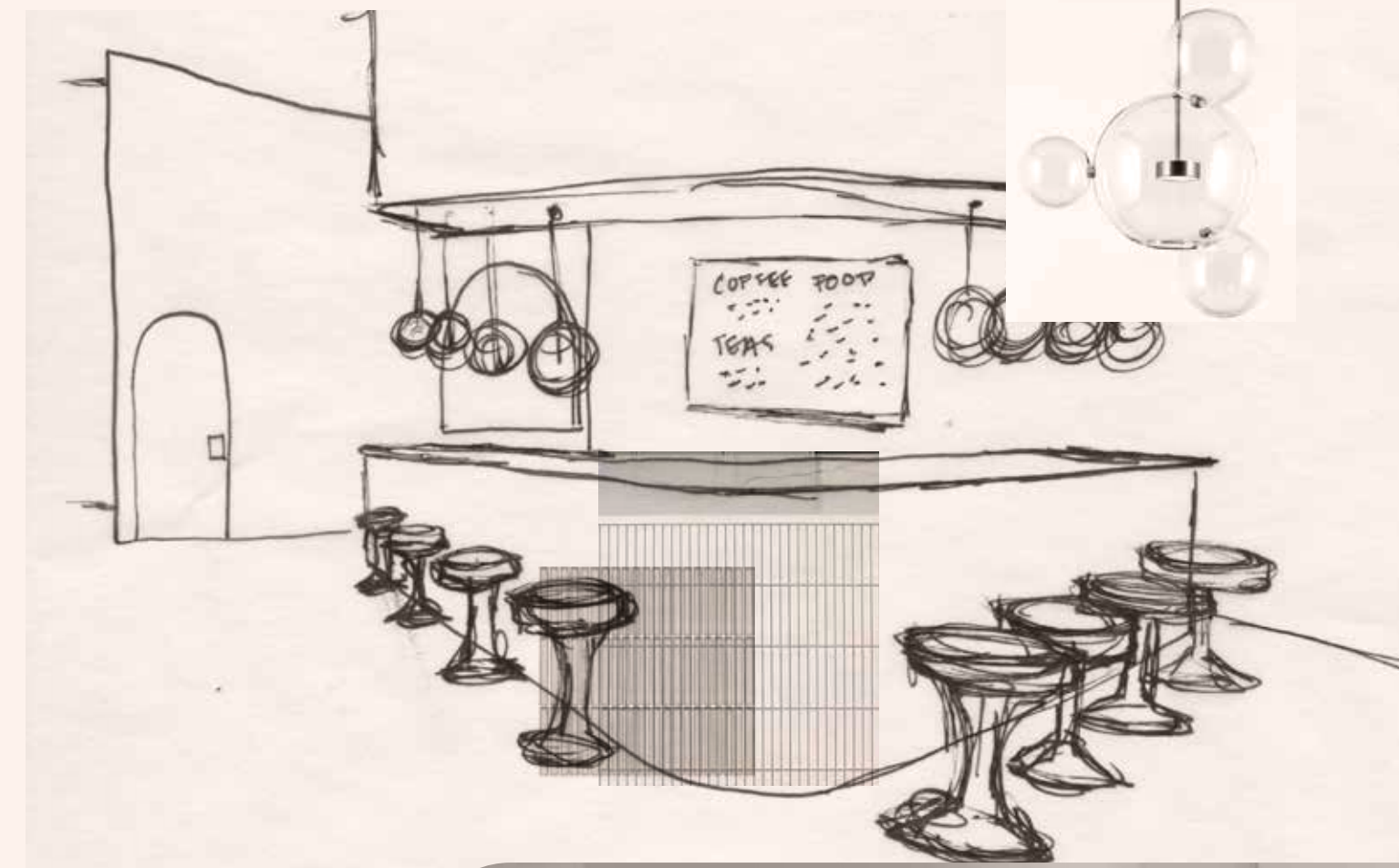
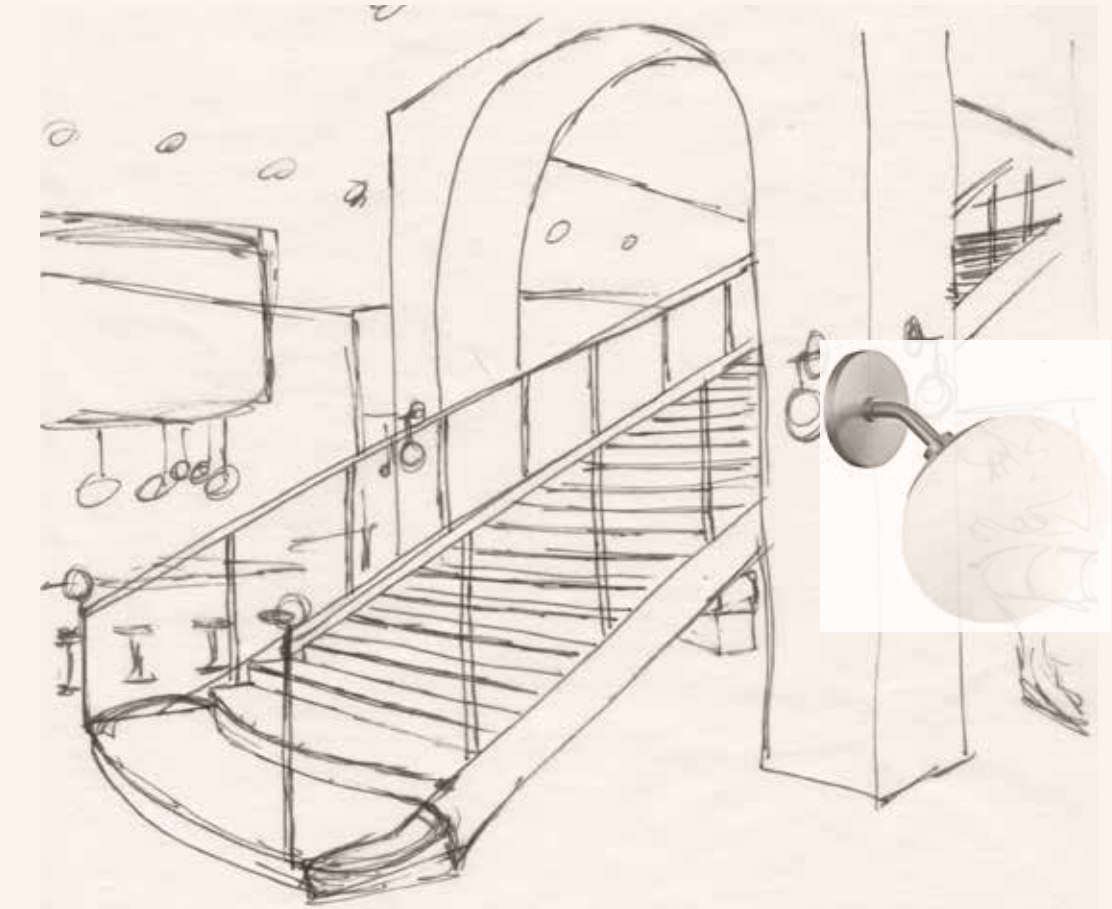
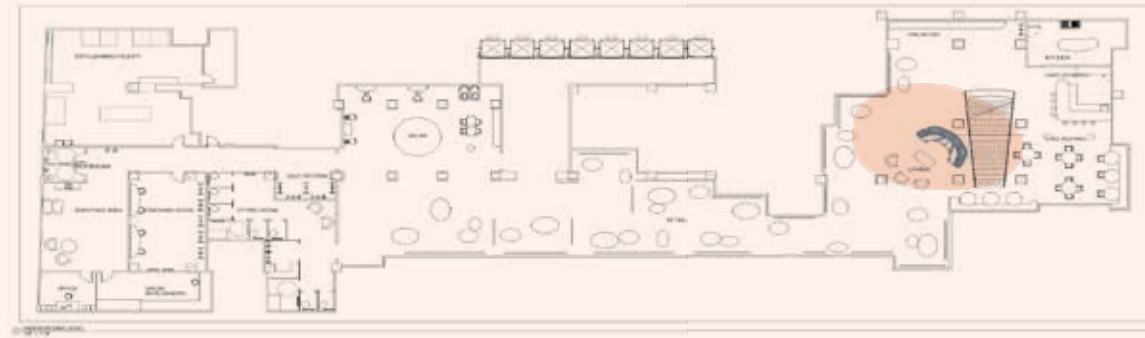
-partitions: painted plywood  
-walls & floor: large scale marble tile

-20' walls  
-same interior as lobby

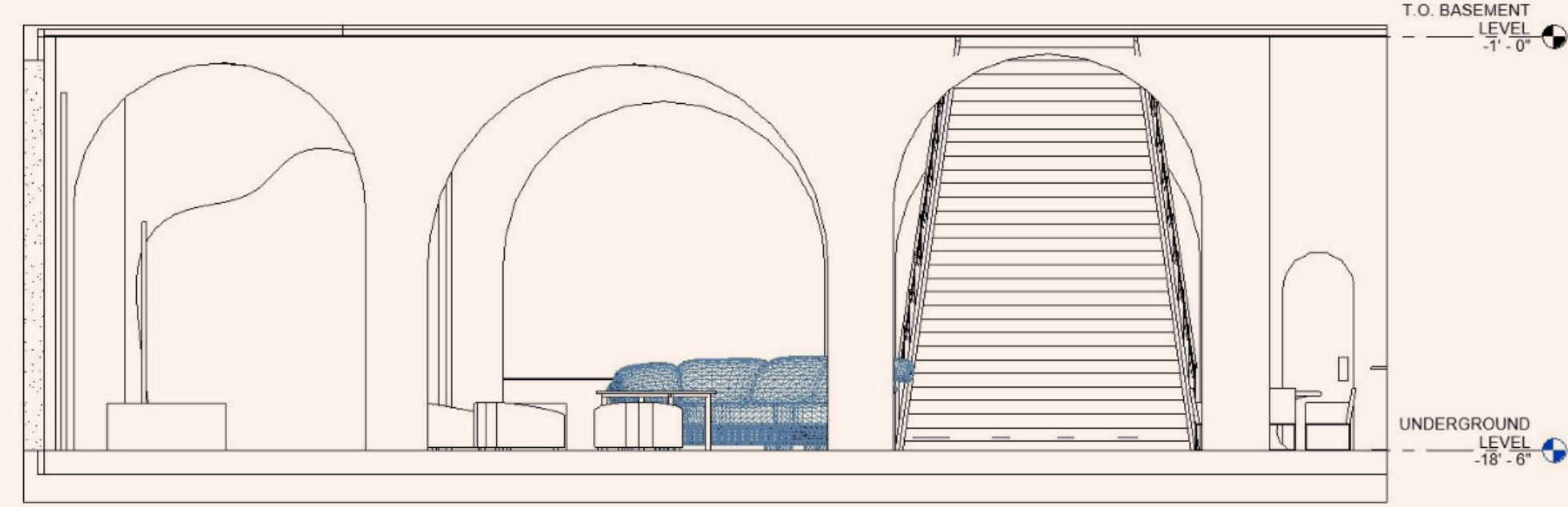
-arch openings  
-curtains hung on the inside  
-velvet curtains



- arches to conceal columns
- lounge connects cafe and retail
- reclaimed furniture from same brands

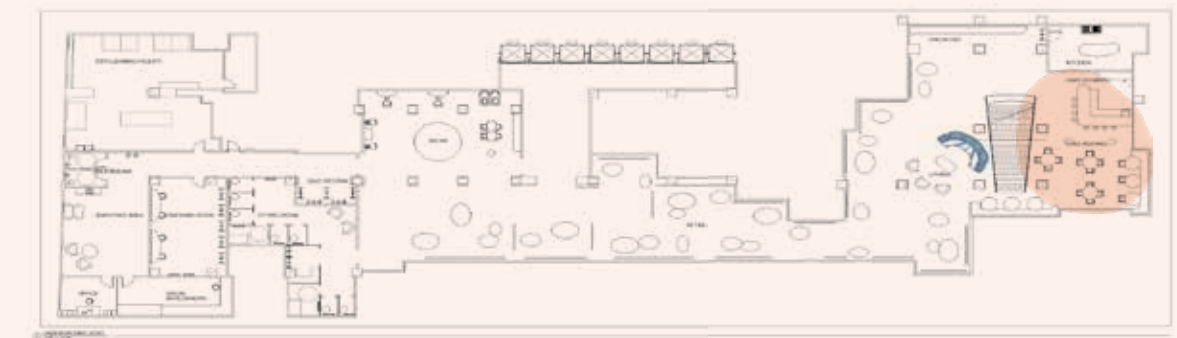


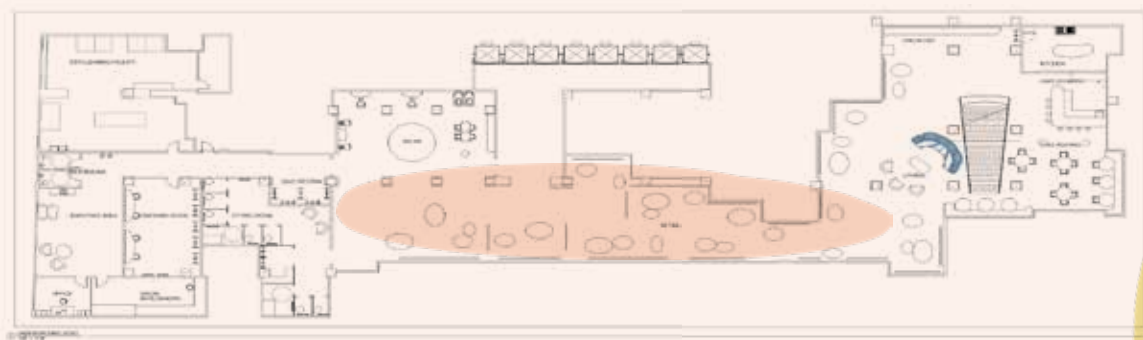
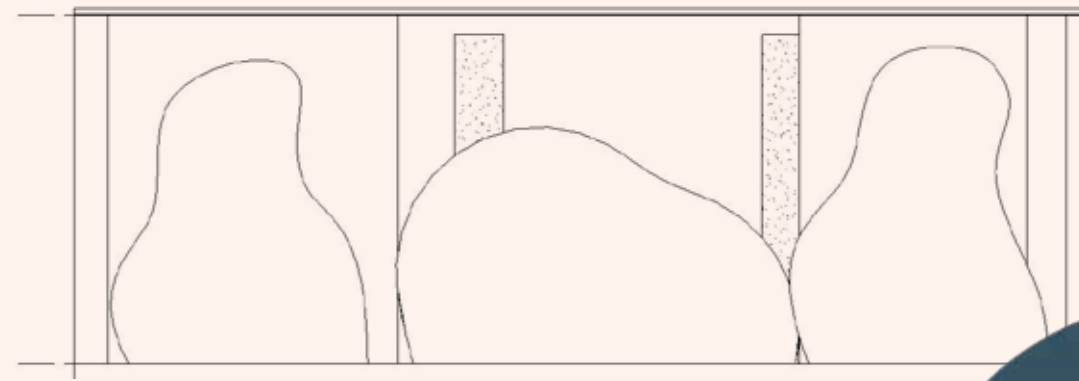
stairs meets lounge



cafe

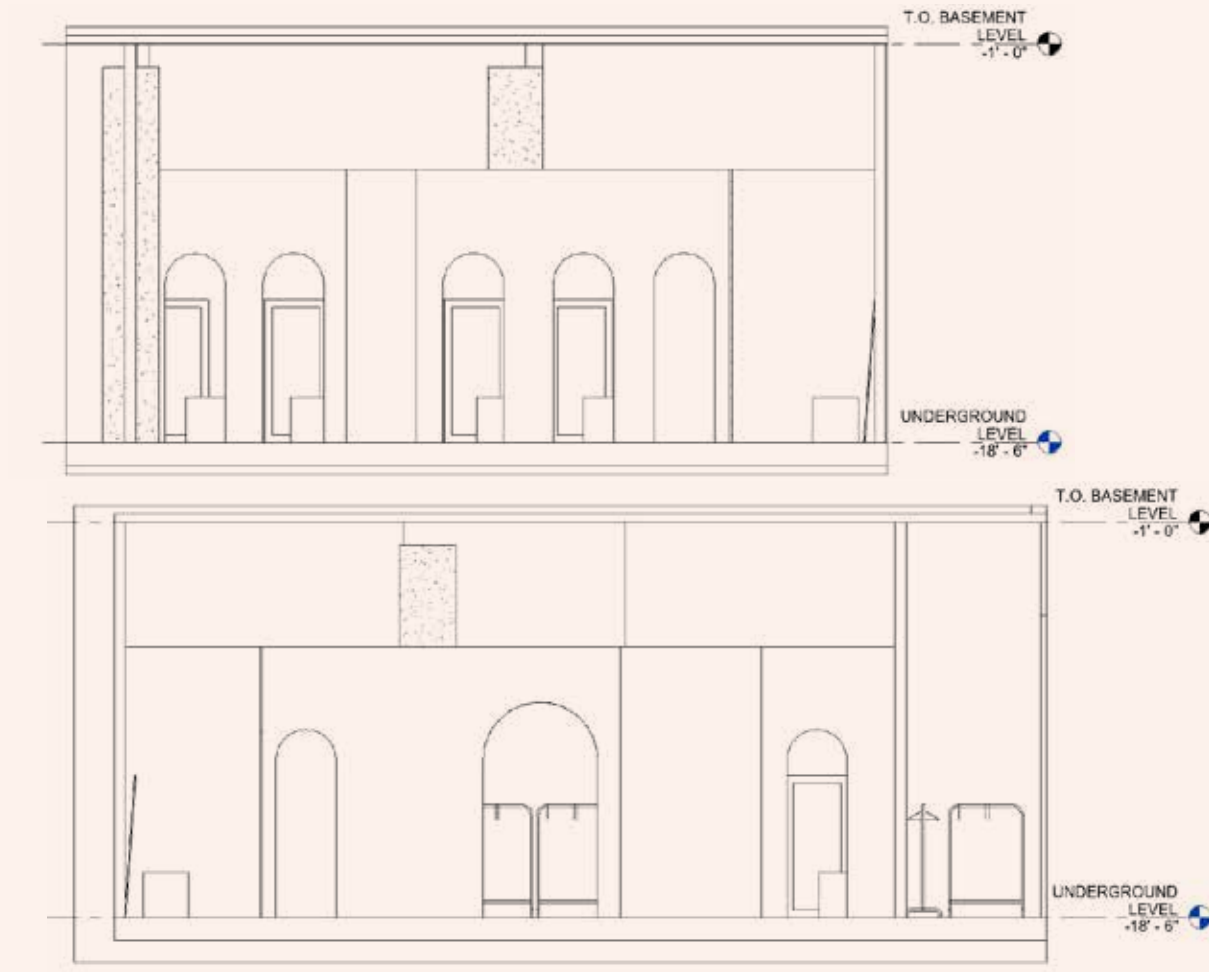
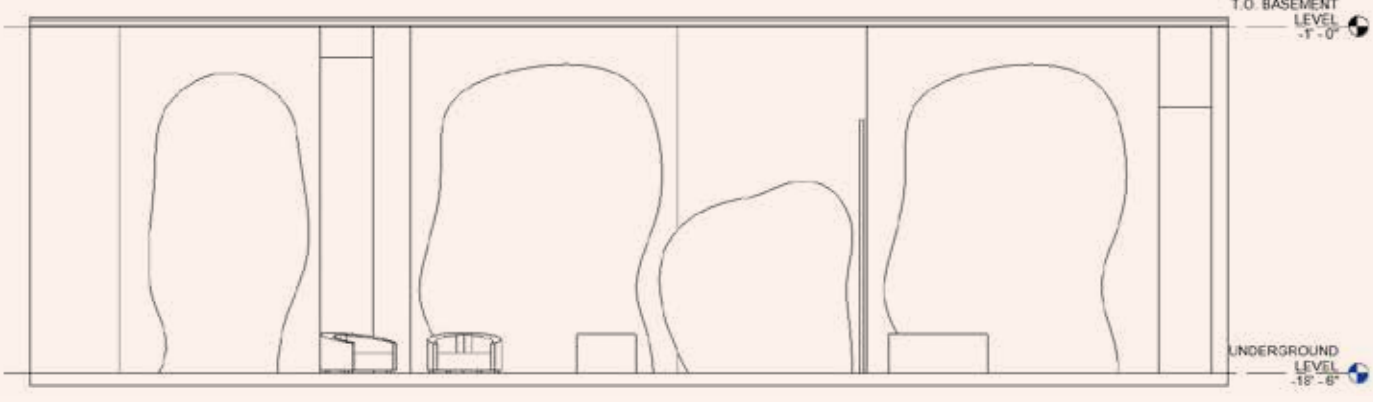
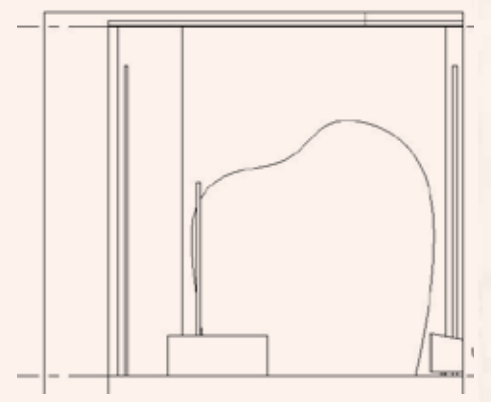
- opening to kitchen
- gypsum finished walls
- terrazzo floors





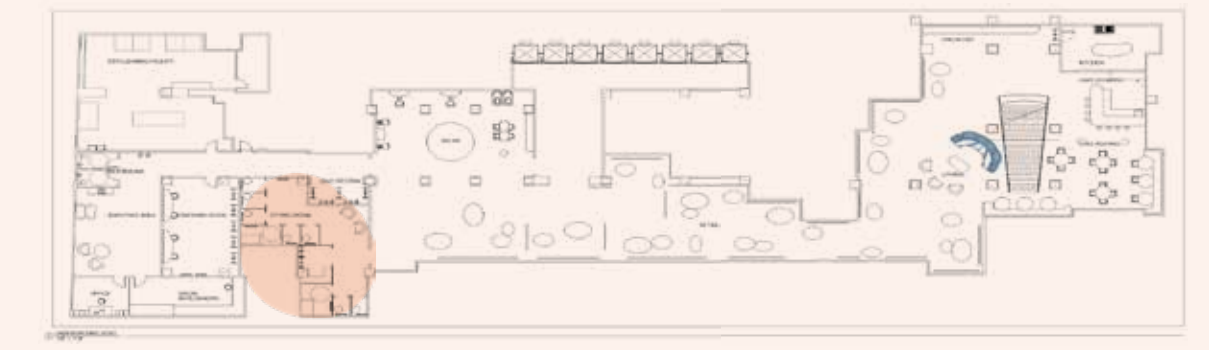
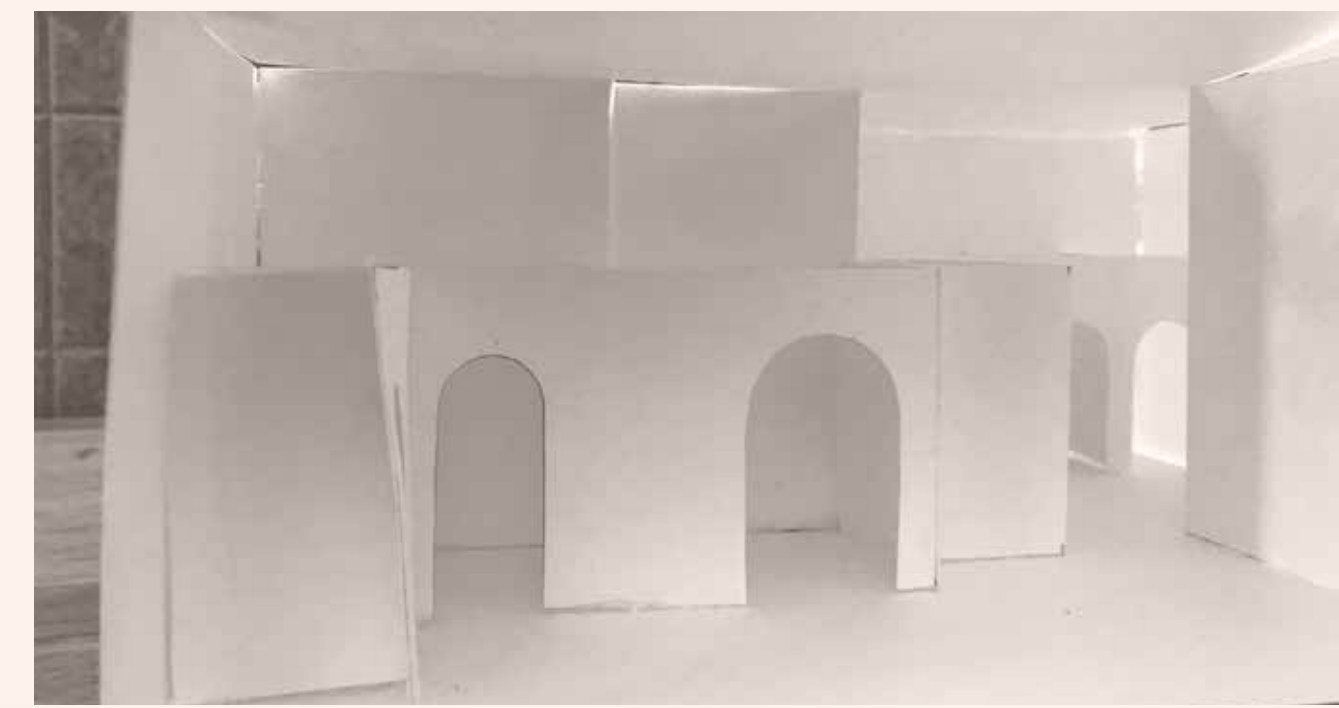
# sales floor

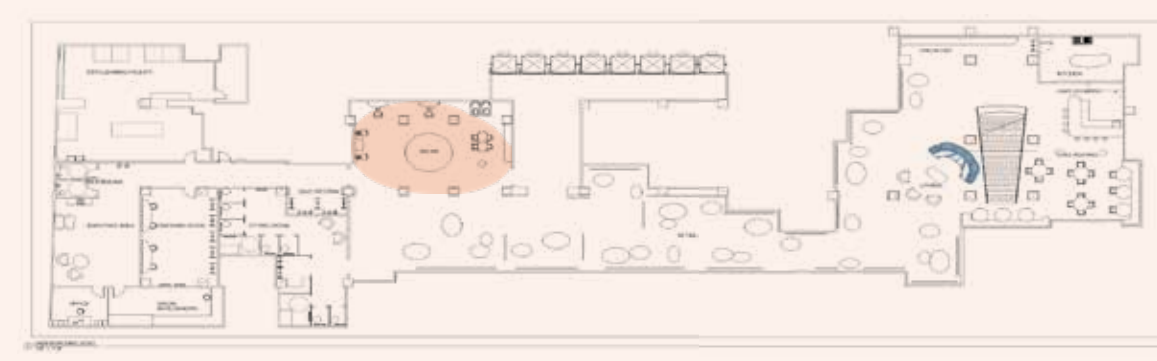
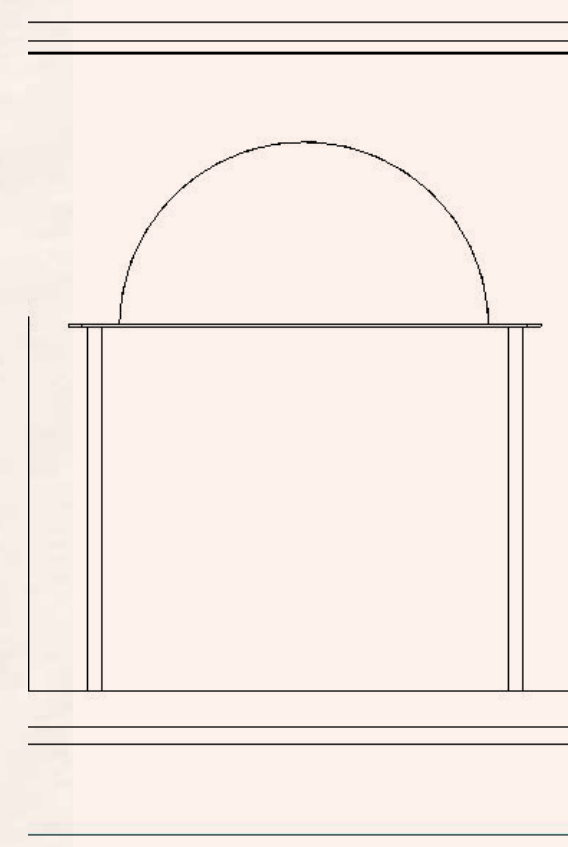
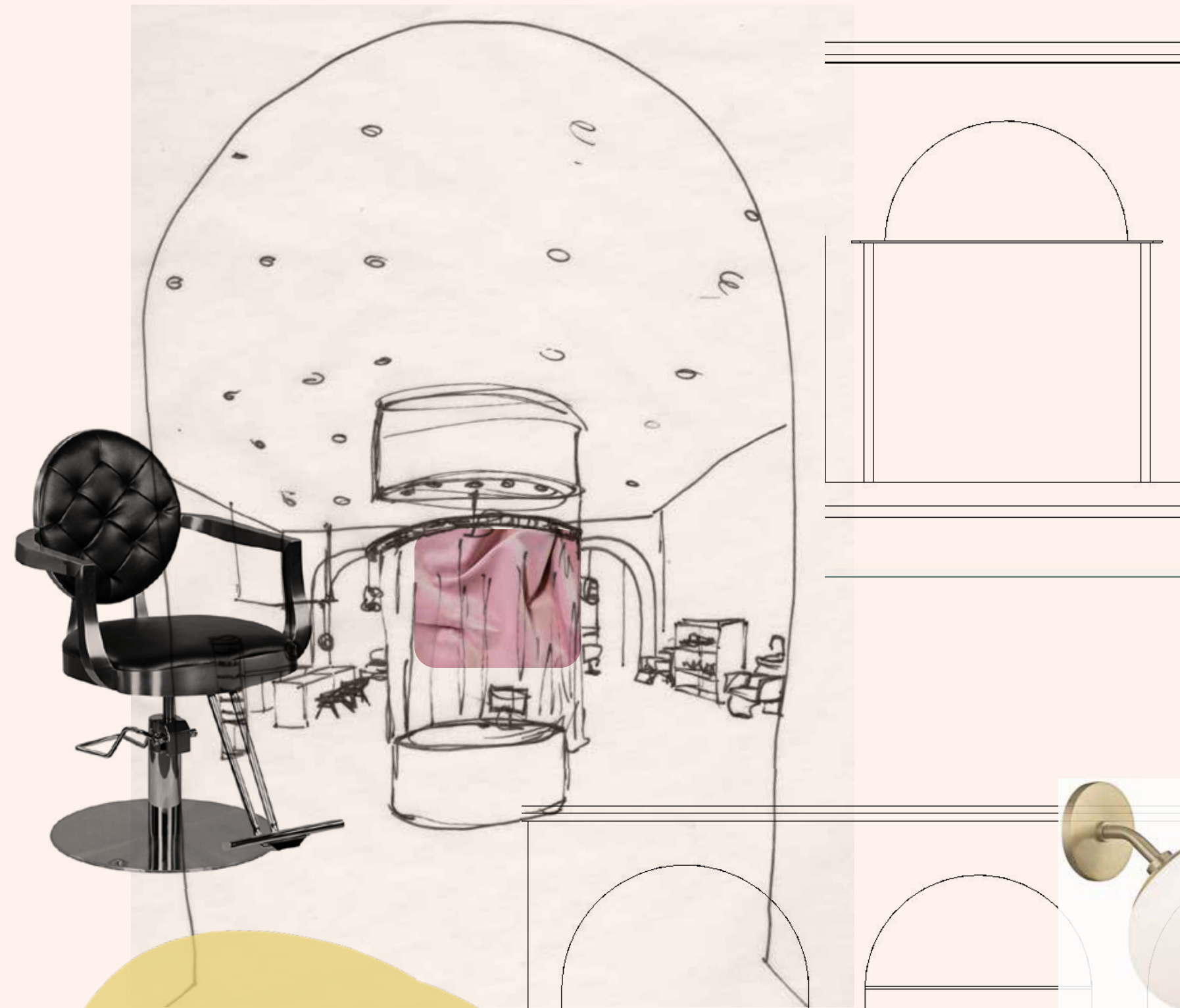
- partitions to create hanging space
- positioned in small 'shops'
- back light pods



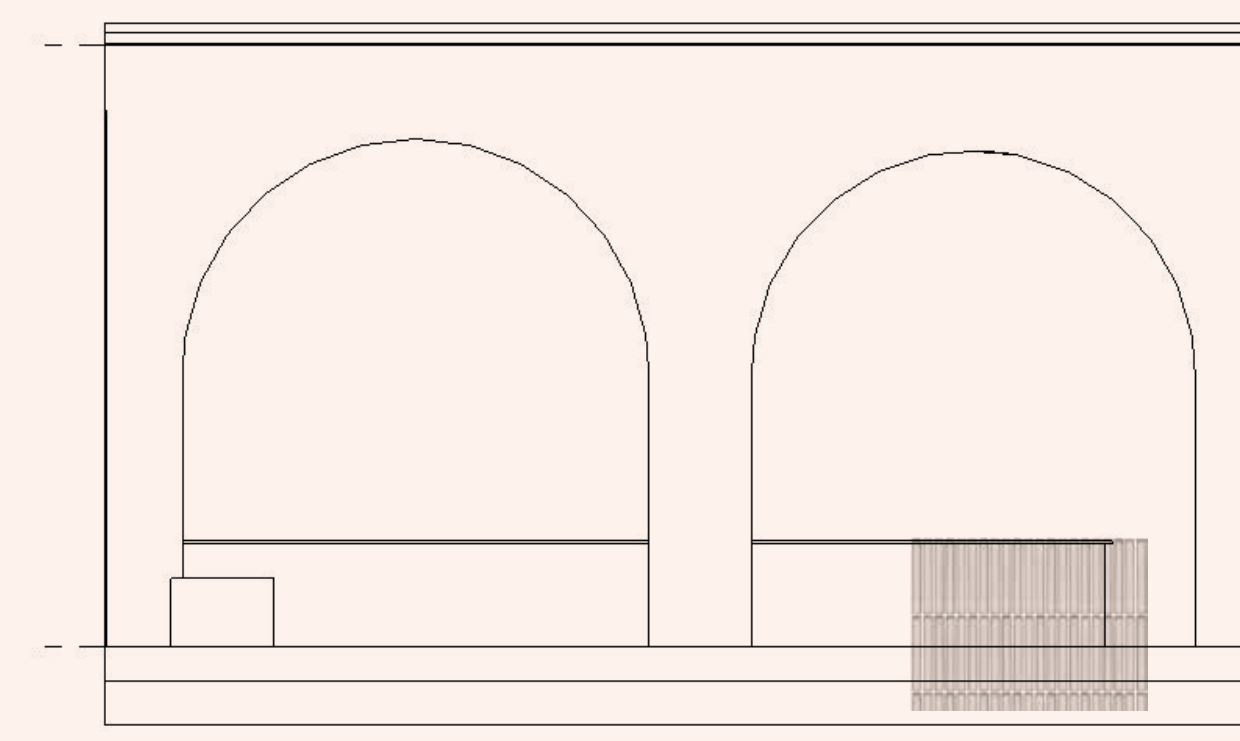
- arch openings
- curtains hung on the inside
- velvet curtains
- 10' walls

# basement fitting room

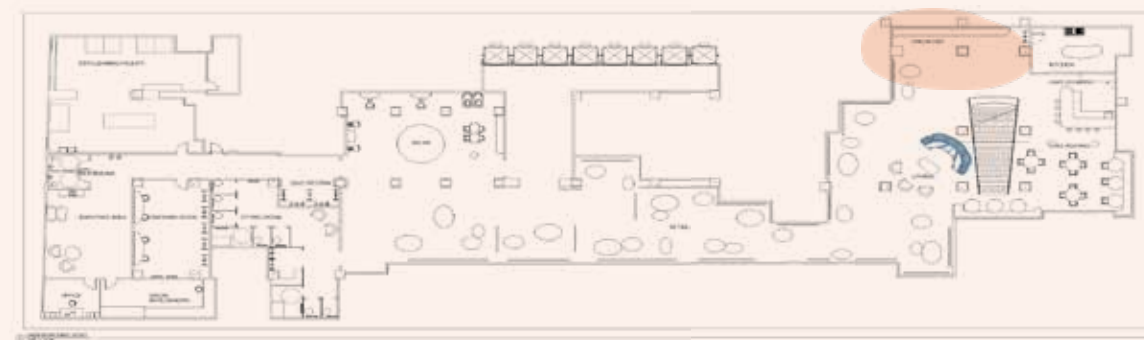
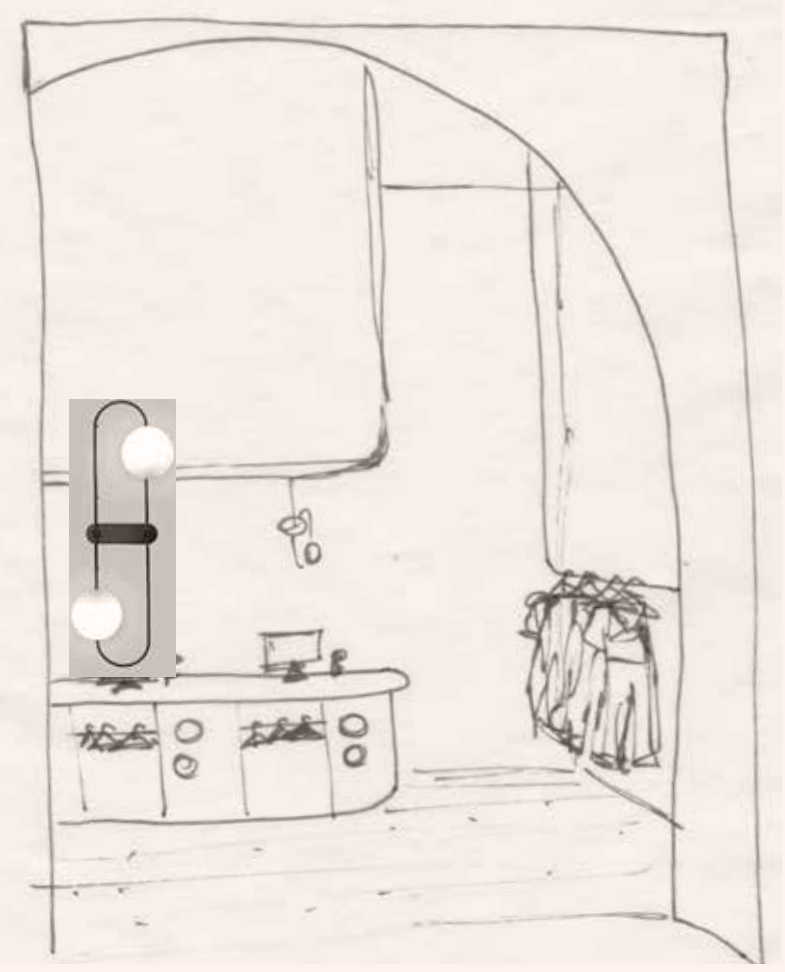




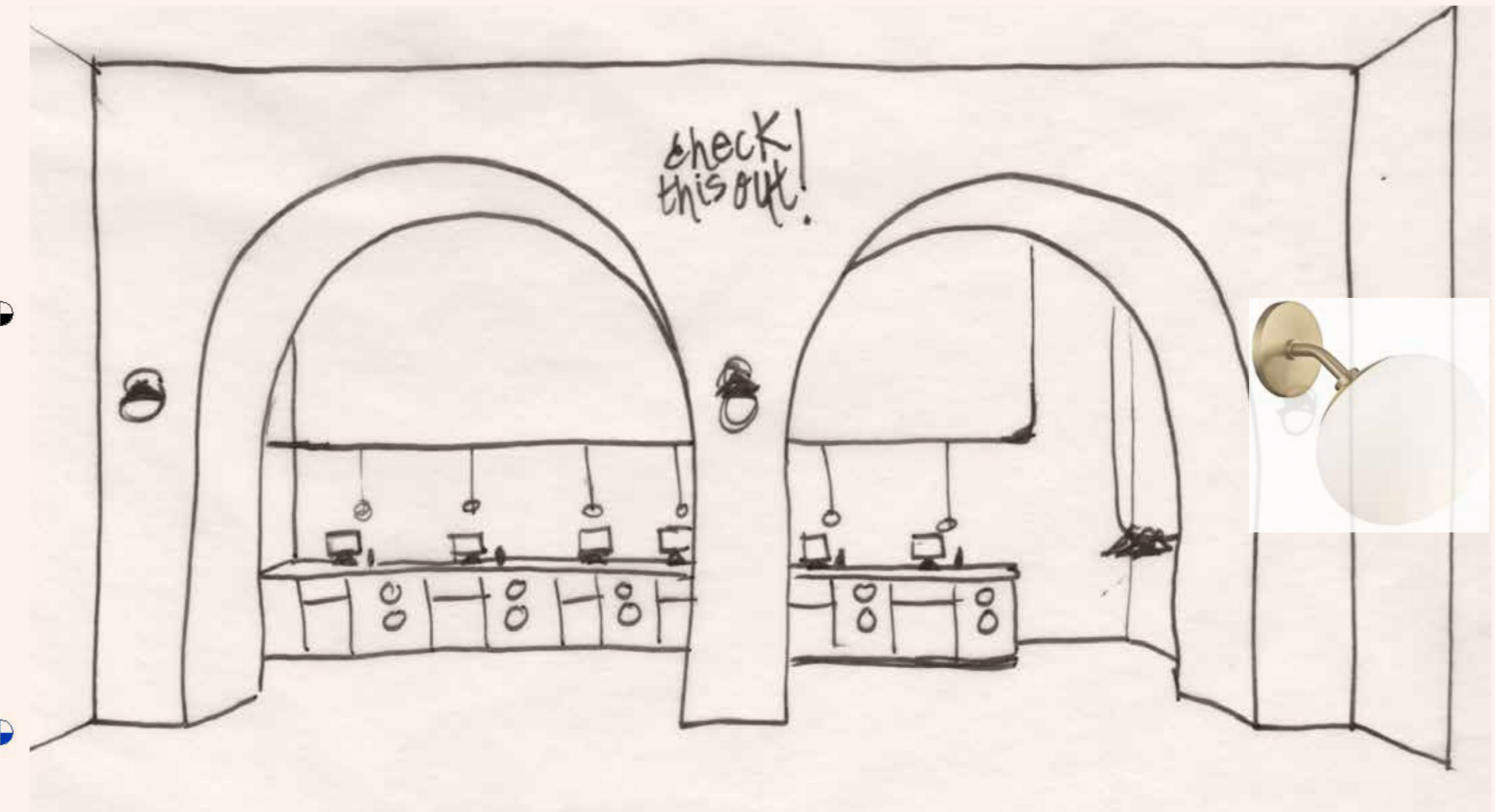
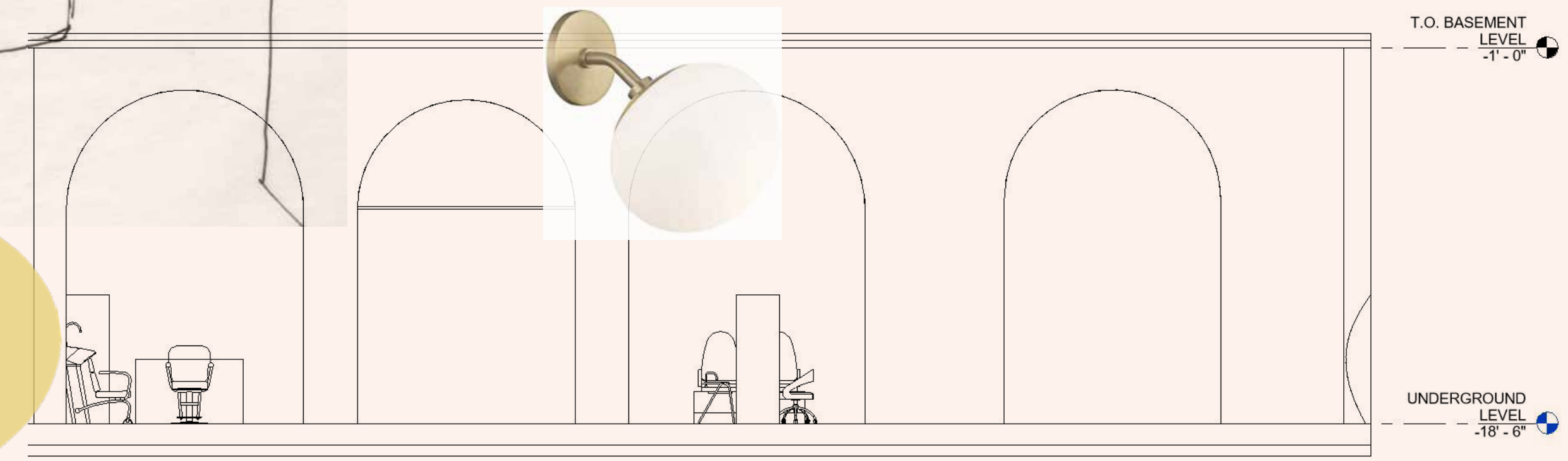
**- round room behind check in counter for storage/ mixing**  
**-curtain around to add depth**  
**- arches concealing columns**



**-located at the stair landing**  
**-self check out system**  
**- arches conceal columns**  
**-durable counters**



**salon**



**check out**



**phase**

**06**



**enhancing**

**the plan |**  
project program  
floor plan  
reflected ceiling plan

**the aesthetic |**  
volumetric renders  
elevation  
study models  
millwork drawings  
ff&e

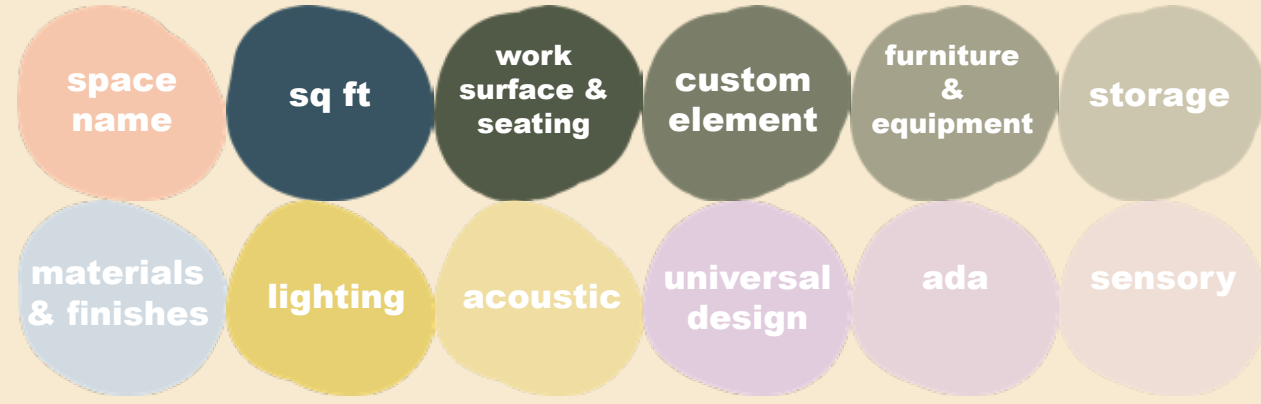
**06**

**the plan**

**program**

**lobby  
selling counter  
donation area  
alterations  
event space  
kitchen  
cafe  
lounge  
retail  
salon  
fitting room  
dry cleaners  
back of house  
office  
visual merchandise  
dressing room**

# legend



lounge (m) 233 sq ft  
 couch, chairs, poofs, high top, coffee table  
 lighting, furniture  
 charging station  
 closet

noncombustible, stain resistant, water resistant  
 daylight, ambient, dimmable  
 seating  
 seat heights, material choices  
 table accessibility  
 soft, comfort, relaxing

fitting room (m) 769 sq ft  
 chair, poofs  
 mirror, doors  
 ipads  
 go back closet

durable, non-combustible  
 ambient, back lighting  
 drop down ceiling,  
 full length mirror  
 room size  
 neutral, well-lit

cafe (a-2) 1434 sq ft  
 hightops, chairs, couch, side table  
 barista counters  
 coffee machine, signage  
 cabinets

durable, maximum clean ability  
 ambient, back lighting task  
 seating  
 seat & counter height  
 counter  
 coffee, revitalizing

kitchen prep (a-2) 144 sq ft  
 counter-space  
 tiles  
 appliances  
 pantry

maximum clean ability, durable  
 ambient, task  
 ceiling  
 counter height  
 counter  
 productivity

drycleaner (f-2) 1402 sq ft  
 work tables, chairs  
 organizing system  
 washer dryer  
 hanging space

water resistant, durable, clean ability  
 ambient  
 clothes  
 organizing way finding  
 heights  
 clean

alterations (b) 1066 sq ft  
 sewing tables, chairs  
 pedestal, mirror  
 sewing machines  
 hanging space, drawers

durable  
 daylight, ambient, back lighting, task  
 clothes  
 storage options  
 pedestals  
 recycle, simple

back of house (m) 1061 sq ft  
 high tops, stools  
 wall organization  
 ipads, kitchenette  
 shelves, hanging space

organized, durable  
 task, ambient  
 clothes  
 ramps  
 reaching distance  
 organized

swap counter (m) 453 sq ft  
 counter top  
 counter, closet  
 scale, ipad, signage  
 bins, closet

durable  
 ambient, task  
 clothes  
 counters, wayfinding  
 counter height  
 recycle, easy

salon (b) 1051 sq ft  
 salon chairs, tables, vanities  
 lighting  
 hair tools, pedicure seats, signage  
 drawers, shelves

durable, maximum clean ability  
 daylight, ambient, task, back light  
 ceiling, seating  
 heights  
 chairs  
 refreshing, entertaining

event space (a-2) 841 sq ft  
 high tops  
 varies  
 coat closet  
 counter

durable, maximum cleanability comfort  
 daylight, dimmable, task  
 decor  
 varying heights  
 varies  
 fun, exhilarating

donation area 525 sq ft  
 display, bins  
 display  
 signage  
 bins, closet

durable  
 ambient, task  
 clothes  
 wayfinding  
 heights  
 efficient, quick

instagram moment 451 sq ft  
 on brand design build  
 neon lights  
 installation  
 n/a

durable, stable  
 decorative lighting  
 materiality  
 camera heights  
 flat ground  
 aha moment

dressing room 581 sq ft  
 mirror, vanity  
 mirror  
 vanity, mirror, closet, chair  
 closet

glamorous  
 ambient, decorative  
 ceilings  
 accessibility  
 mirror  
 euphoric

corridors 1050 sq ft  
 n/a  
 doors  
 n/a  
 n/a

clean ability  
 daylight, ambient, task, back-light  
 ceiling  
 way finding  
 smooth materials  
 transition

restroom 220 sq ft  
 sink, toilet  
 sink  
 sink, toilet, mirror  
 sink

maximum clean ability  
 ambient, decorative  
 decor  
 accessibility  
 stall  
 sterile

lobby (m) 1017 sqft  
 poofs  
 cash wrap  
 fitting room, ipads, signage  
 lockers

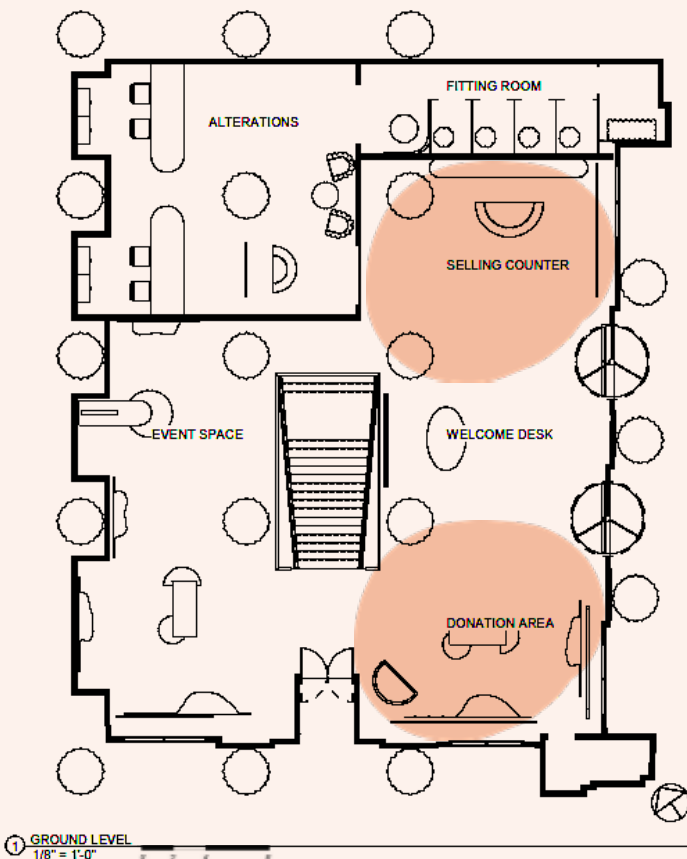
easy maintenance, durable  
 daylight, ambient, task  
 seating  
 counters, way finding  
 counter height  
 experimental, exciting

retail space (m) 5349 sq ft  
 poofs  
 racks  
 ipads, signage  
 closet

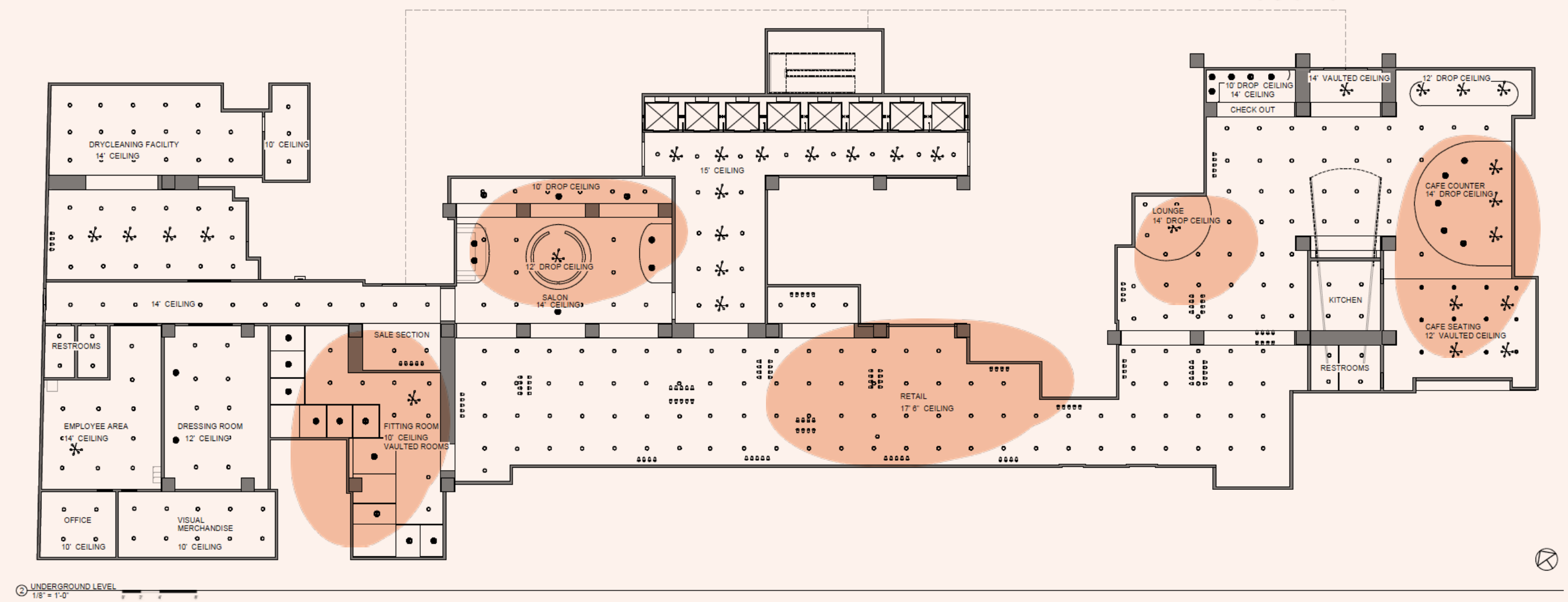
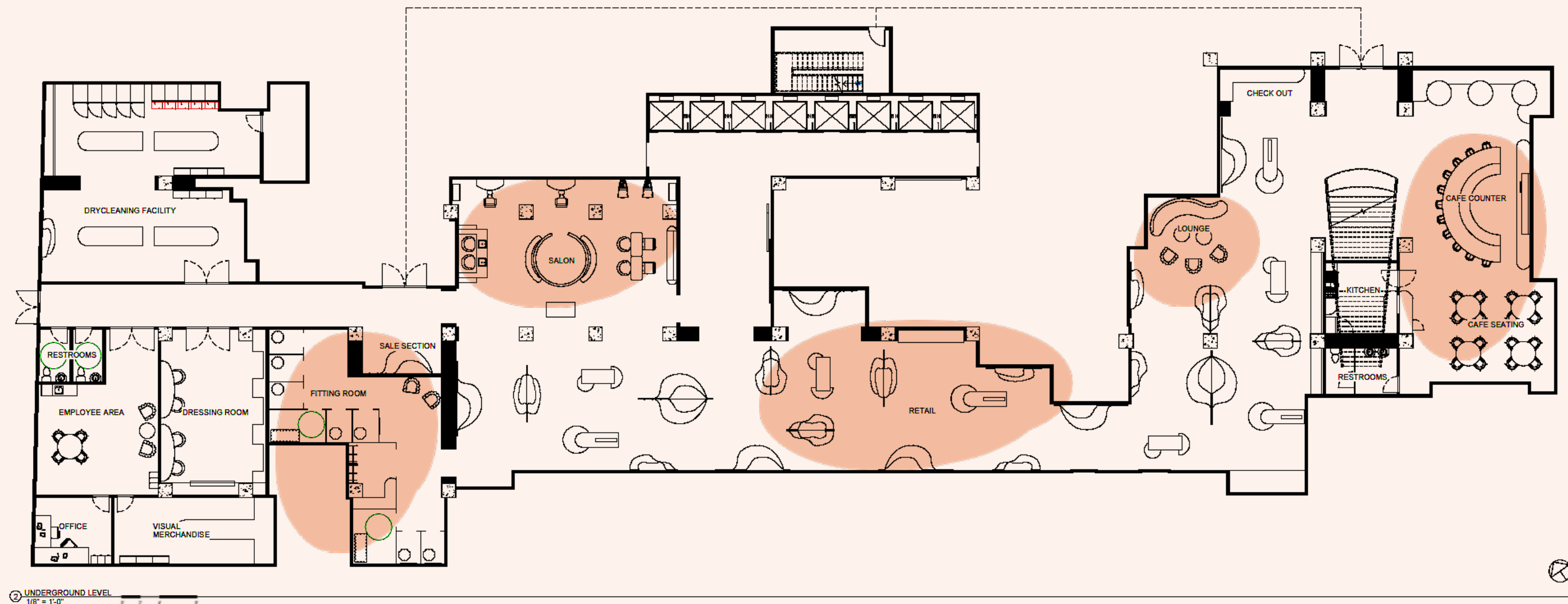
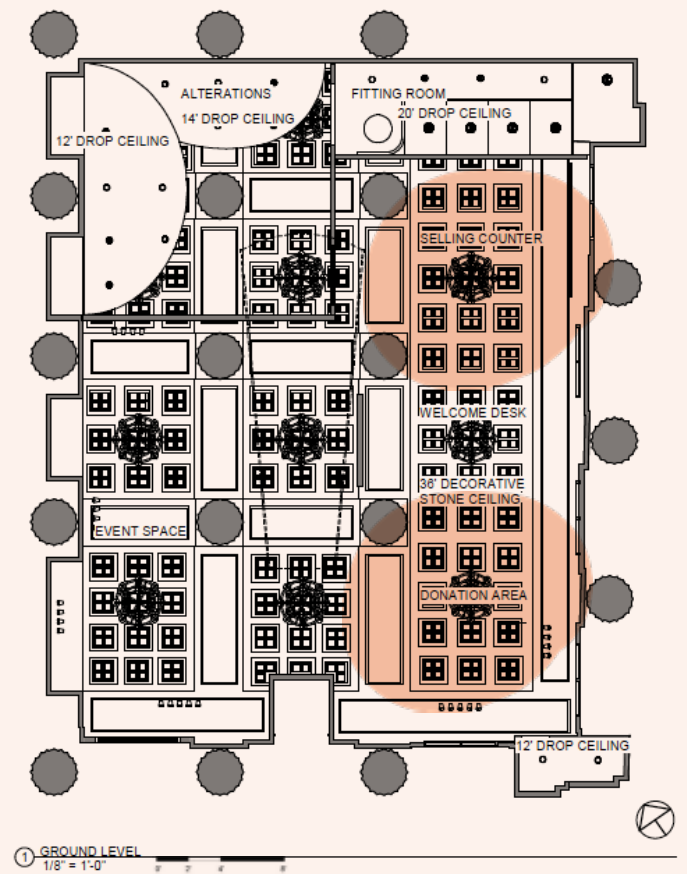
durable, high end  
 daylight, ambient, task  
 clothes  
 rack heights, display  
 path size, ramps  
 minimal, highlight clothes











# floor plan w/ furniture

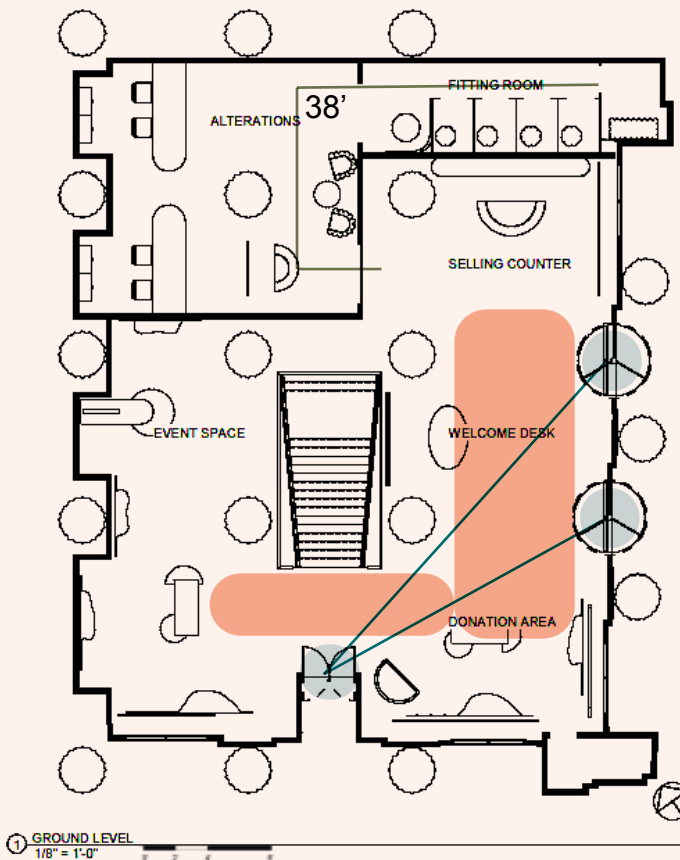


# reflected ceiling plan



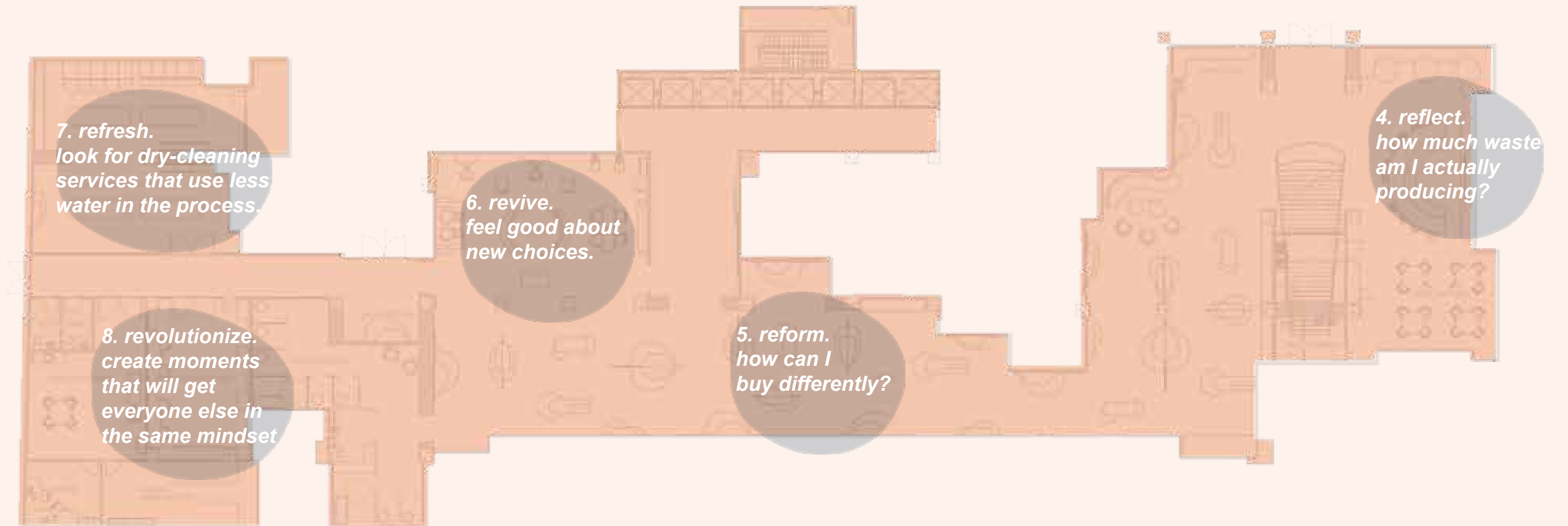
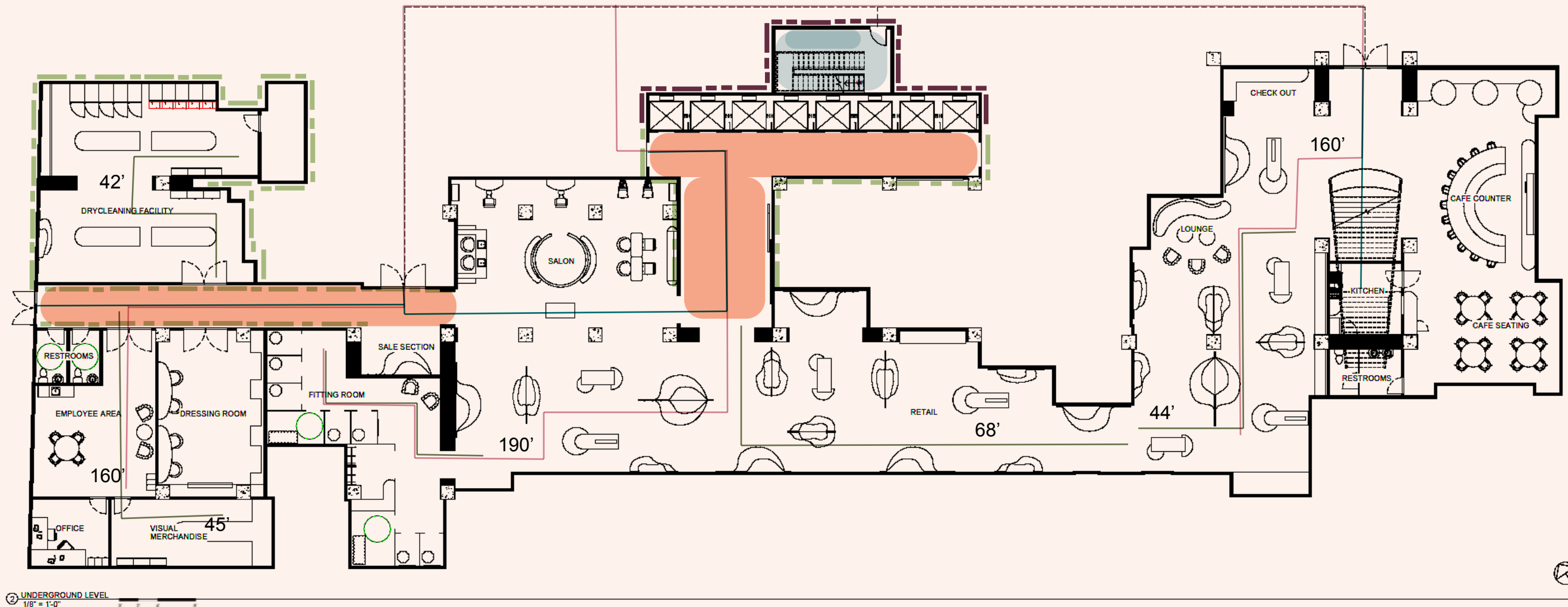
# life safety plan

-  exit
-  exit corridor
-  means of egress
-  remote exits
-  common path of egress travel
-  2 hour fire rated wall
-  1 hour fire rated wall
-  area of refuge



# connection

how will re/nu help consumers transition to becoming more sustainable shoppers?



# user journey



the mom on the go who wants to pick up what she reserved online the night before



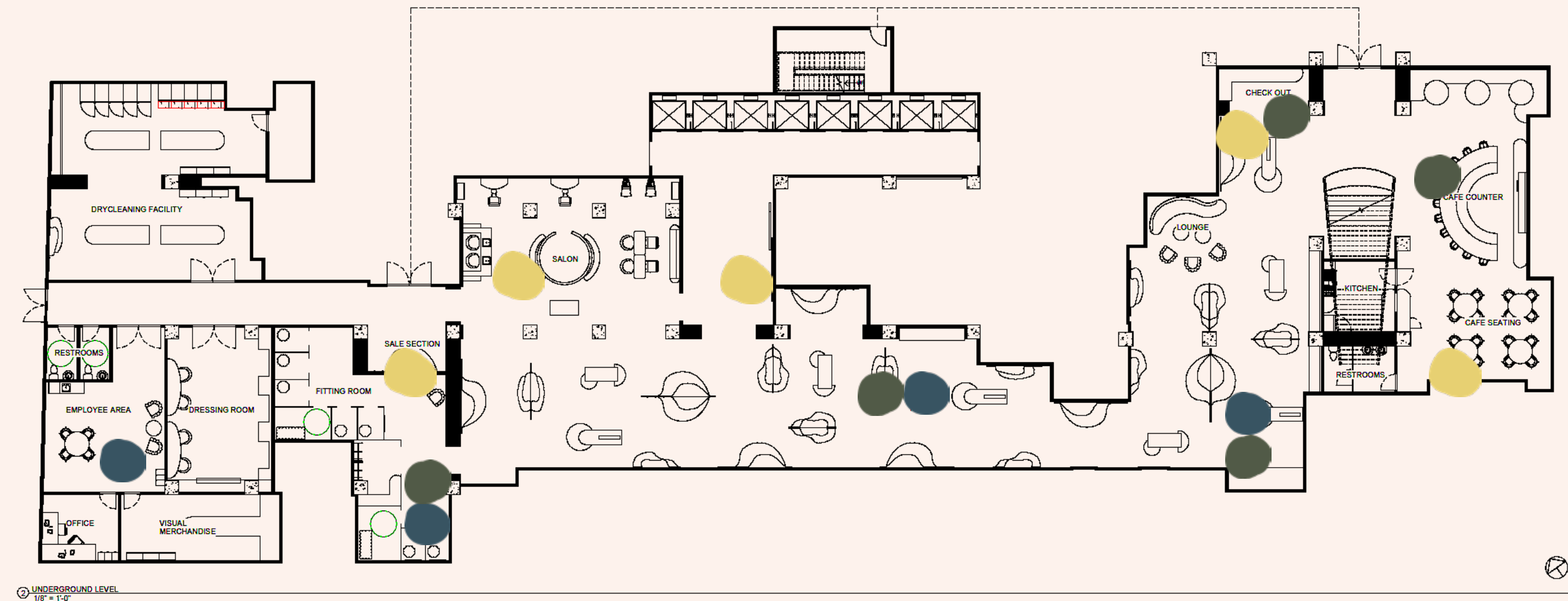
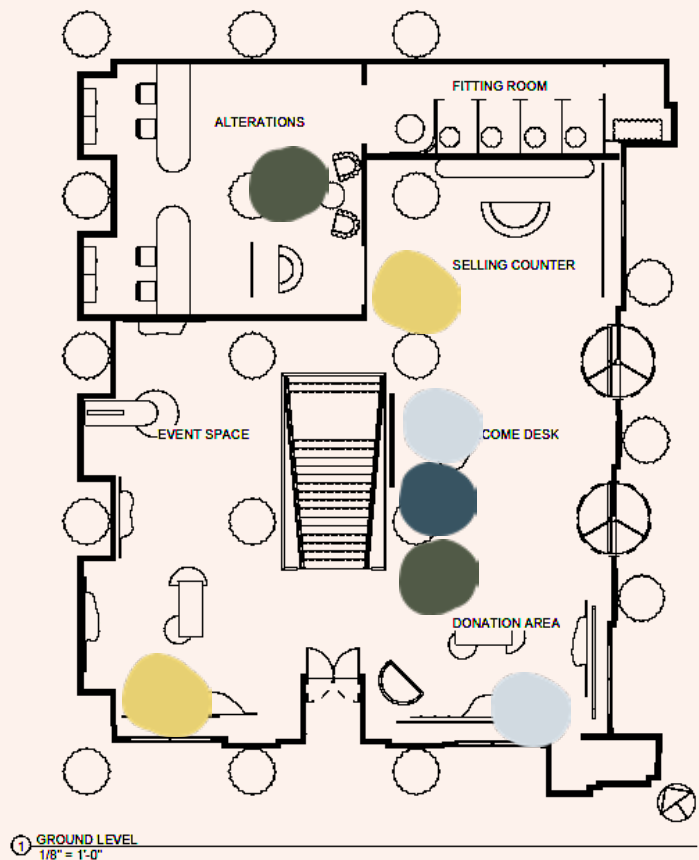
the budget student who loves to check in weekly and find a great deal



the young professional that needs help building a staple piece wardrobe



the friendly employee who manages the operations around the store



# the aesthetic

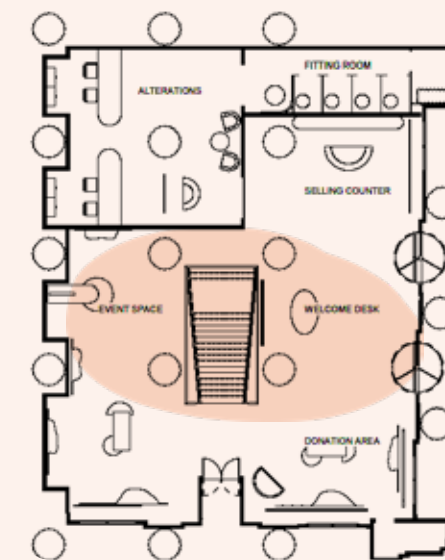
# lobby

the first thing visible when walking in is the grand scale of this classical building with a revamp of something new!



local sustainable vendors

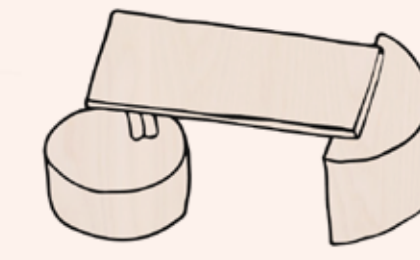
# customer service



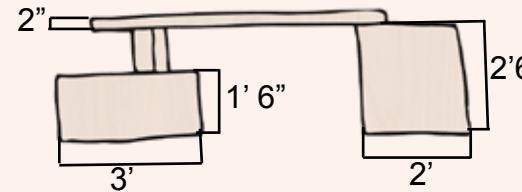
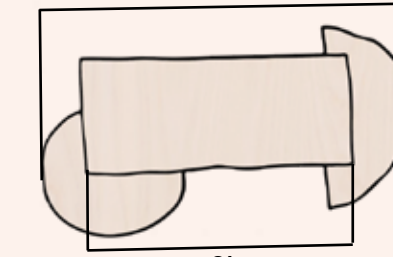
# donation area



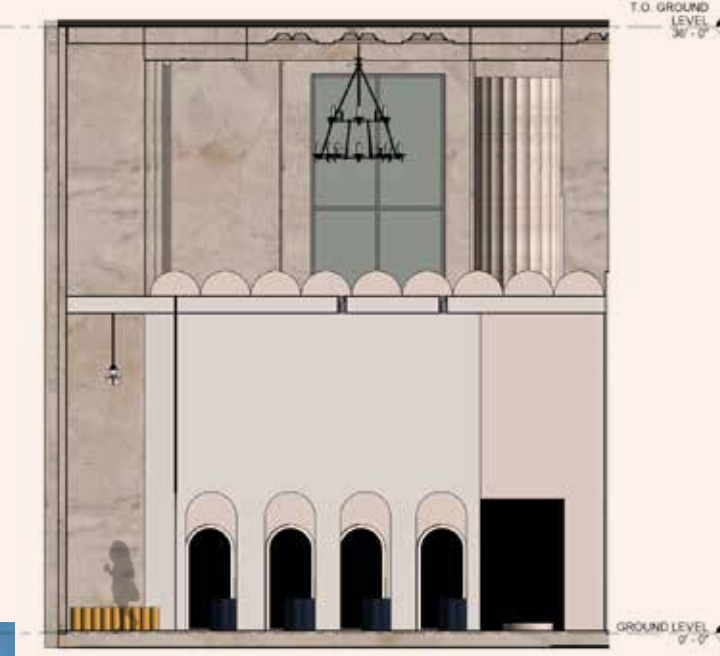
i hope this area inspires to "leave one, take one" without just being donation bins



8' 2"



again, balancing the old with the nu, this area defines the alterations, while still keeping the existing ceiling visible.



cafe

retail



swap counter adjacent to alterations

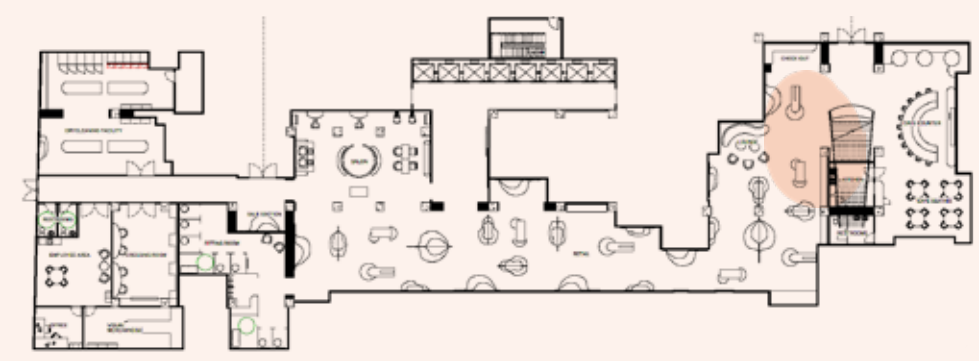


"No" to fast fashion.

"Yes" to conscious style.



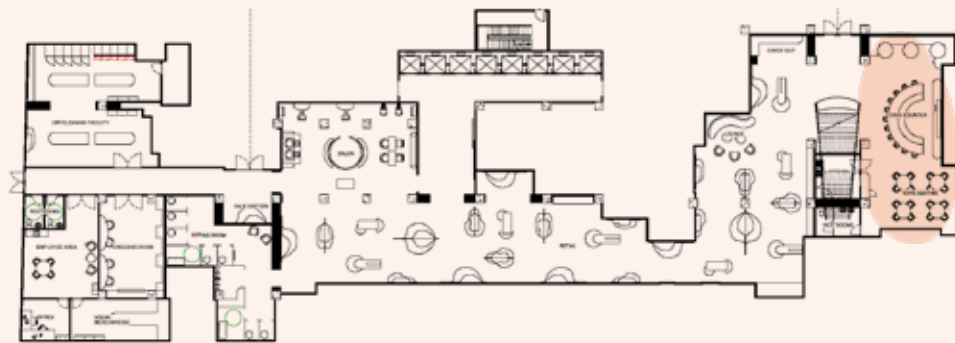
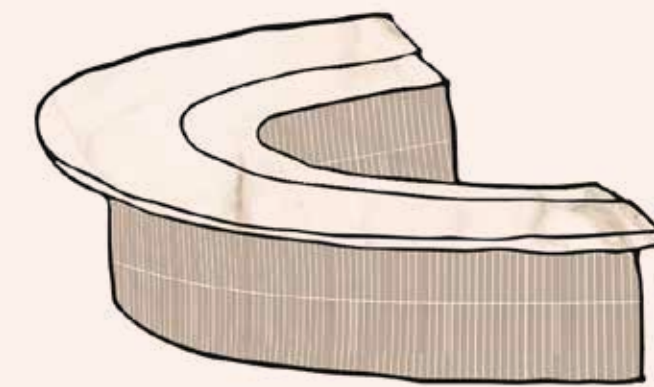
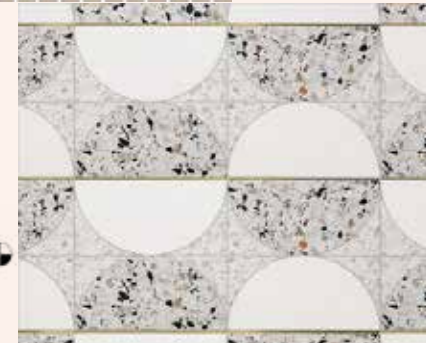
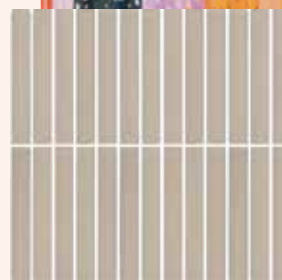
staircase



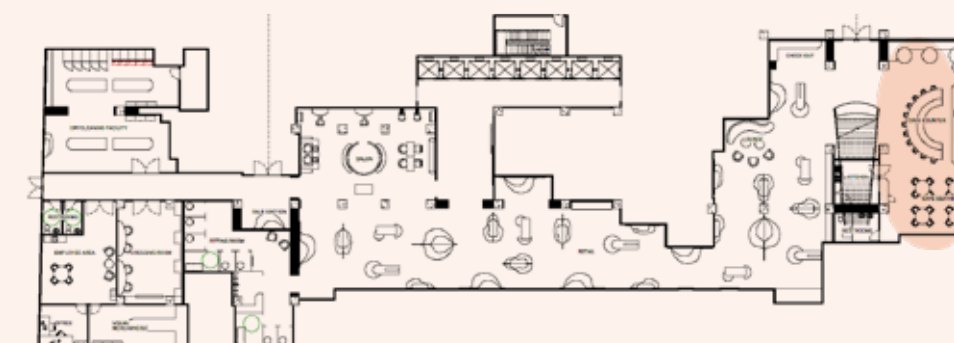
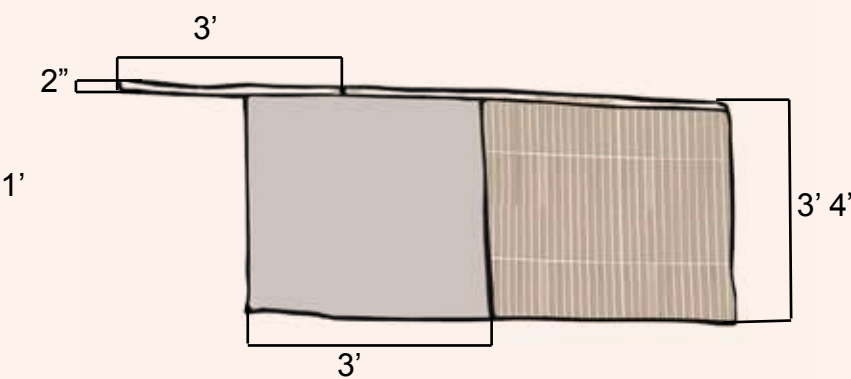
this panoramic view helps show that re/nu is a complete experience and not just shopping. each arch leads you in to learn more about sustainability.



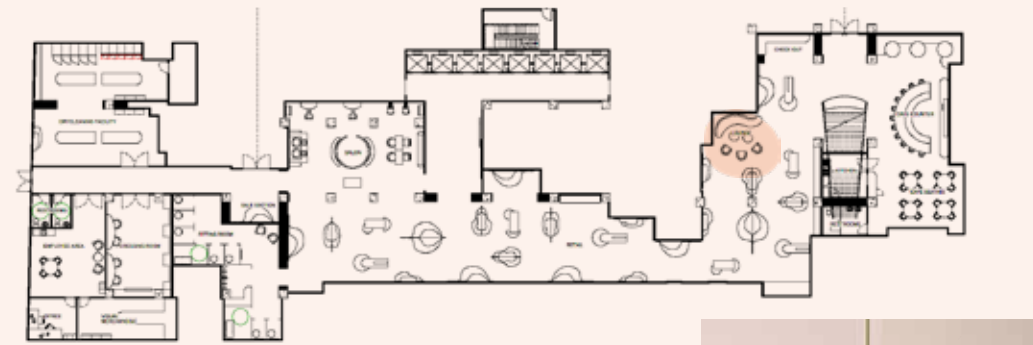
grab a bit to eat or just a quick coffee at the bar, but make sure to check out this mural by local savannah artist ju\_lu.



cafe seating

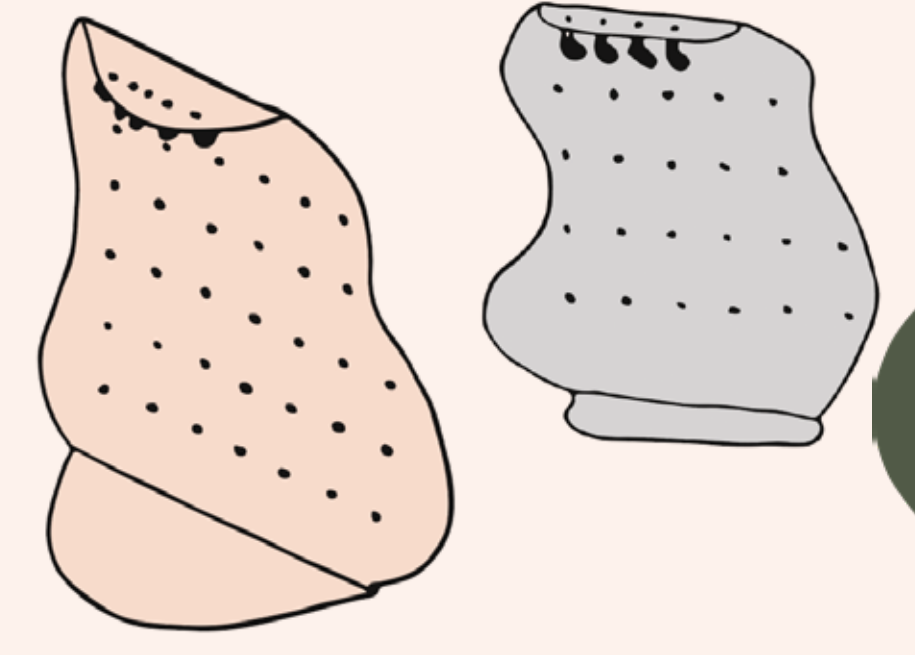
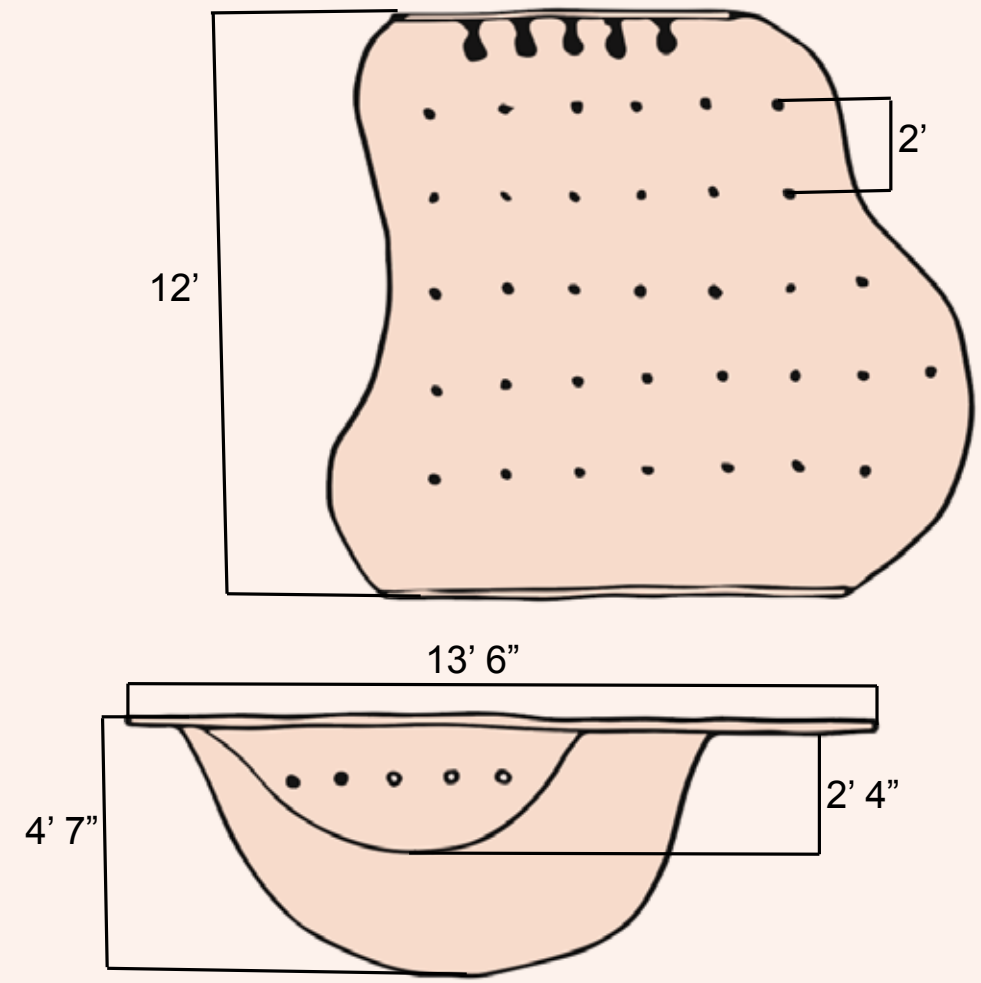
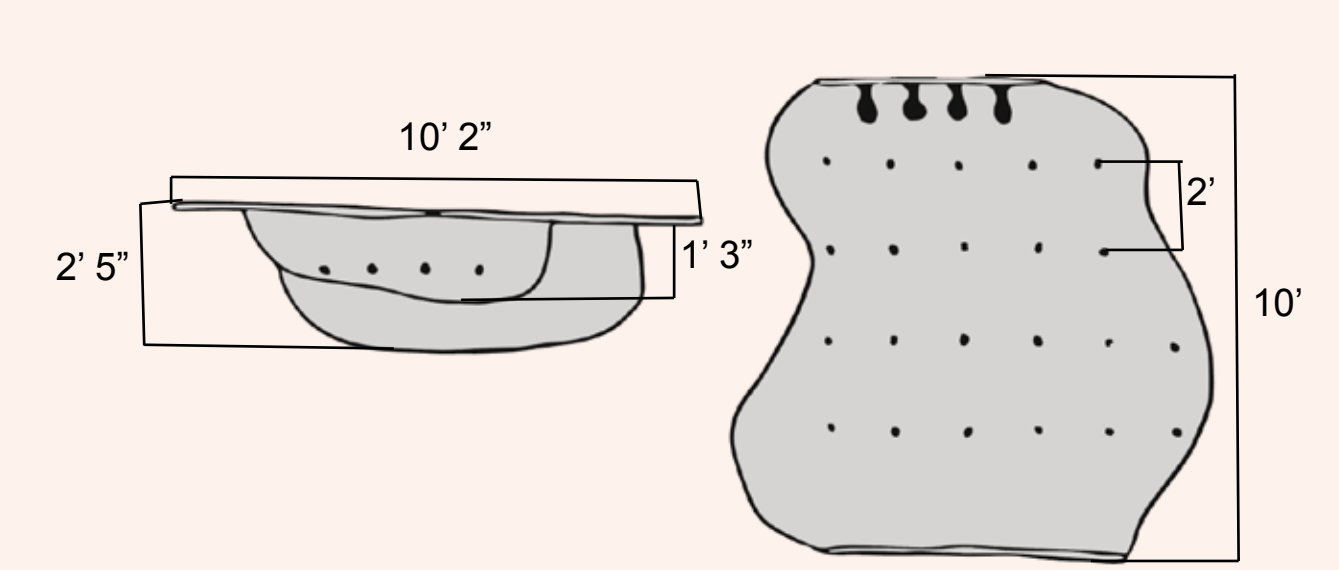
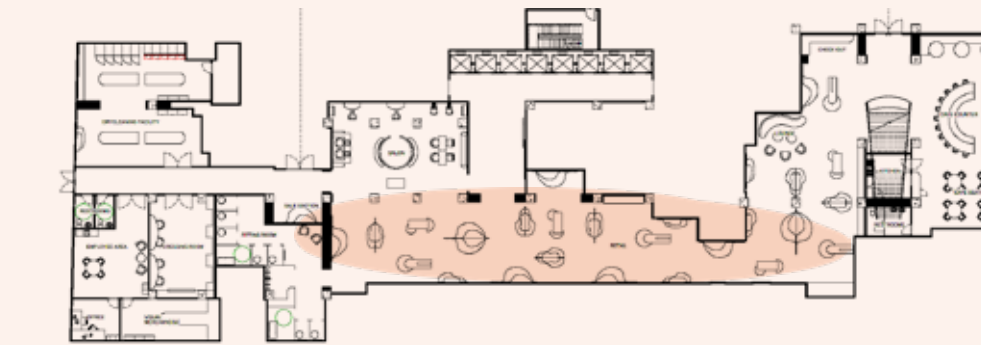


cafe bar



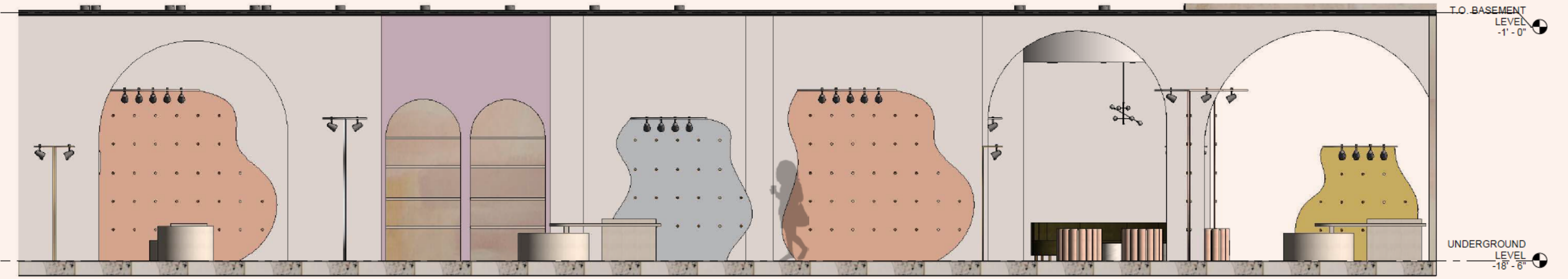
**lounge**

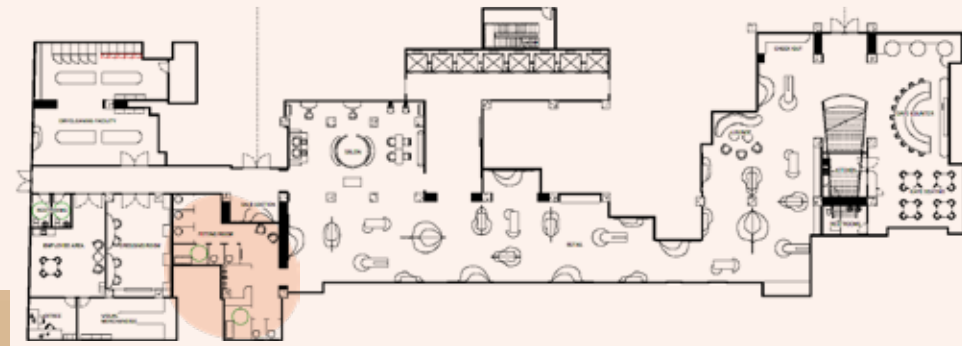
**the lounge will be more than just a seating space for spouses to wait. this lounge starts to set the tone for customers to enjoy the space for more than just retail.**



**sales floor**

**creating a different shopping experience means custom display. these are intended to be easily moved for display change, and the holes will be able to create an array of outrigger patterns.**

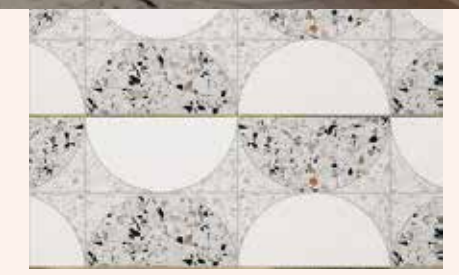
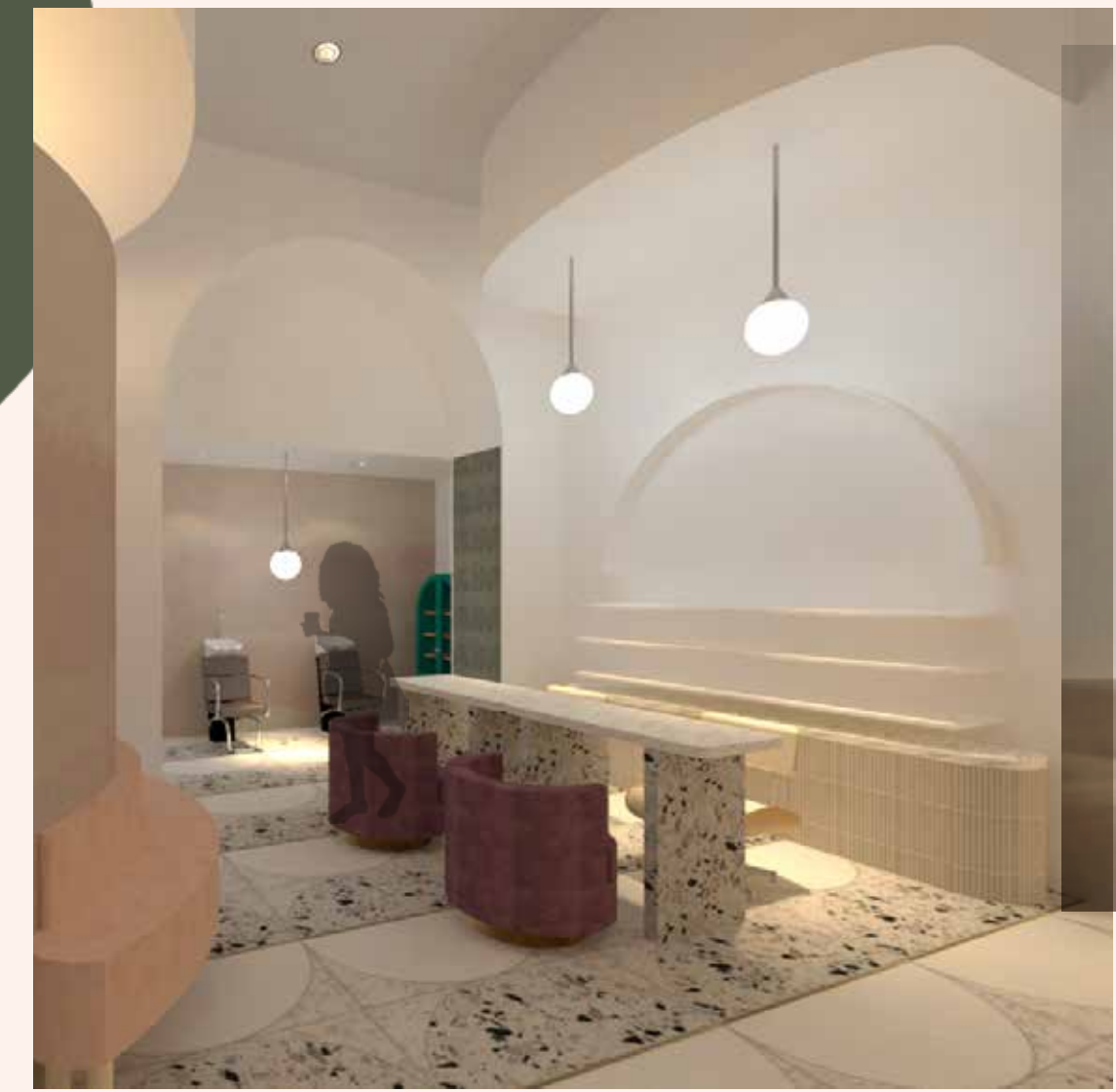




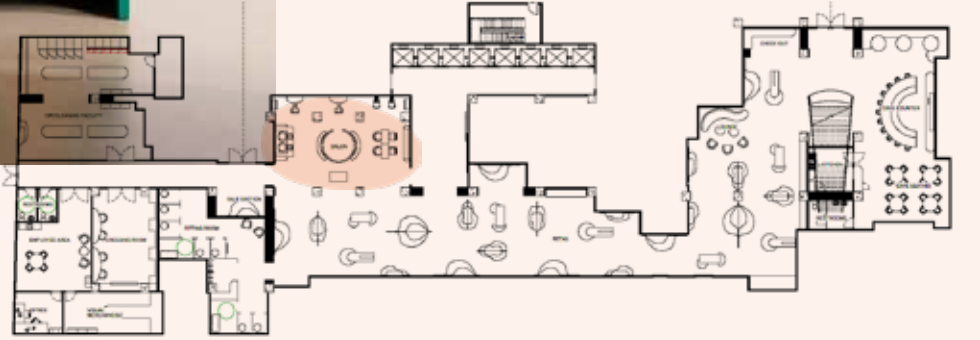
no fast fashion here! just a salon to help you feel amazing about the great choices you are making.

shopping consignment and a luxurious fitting room? check! the ceilings are dropped to include a bit more privacy, and the curtains will be velvet to absorb acoustics.

fitting room

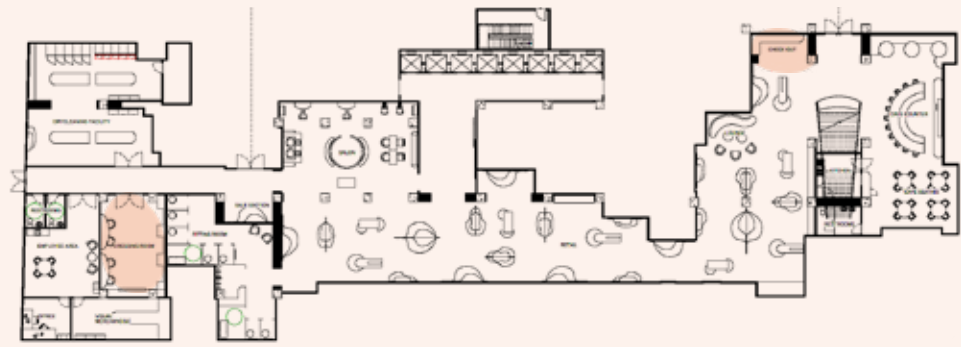


salon





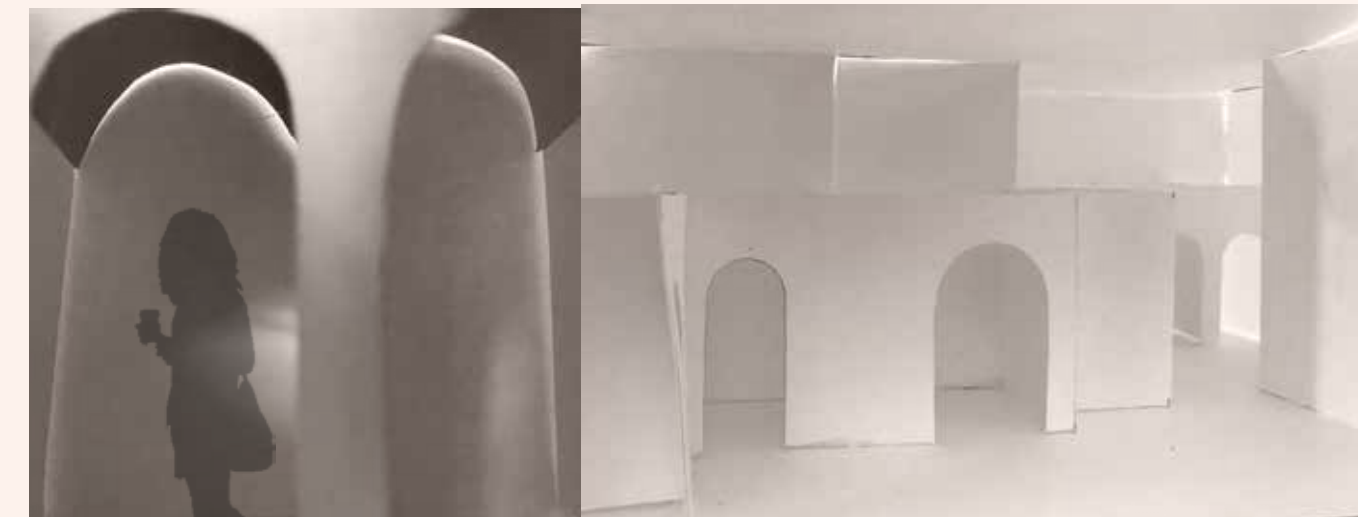
**dressing room**



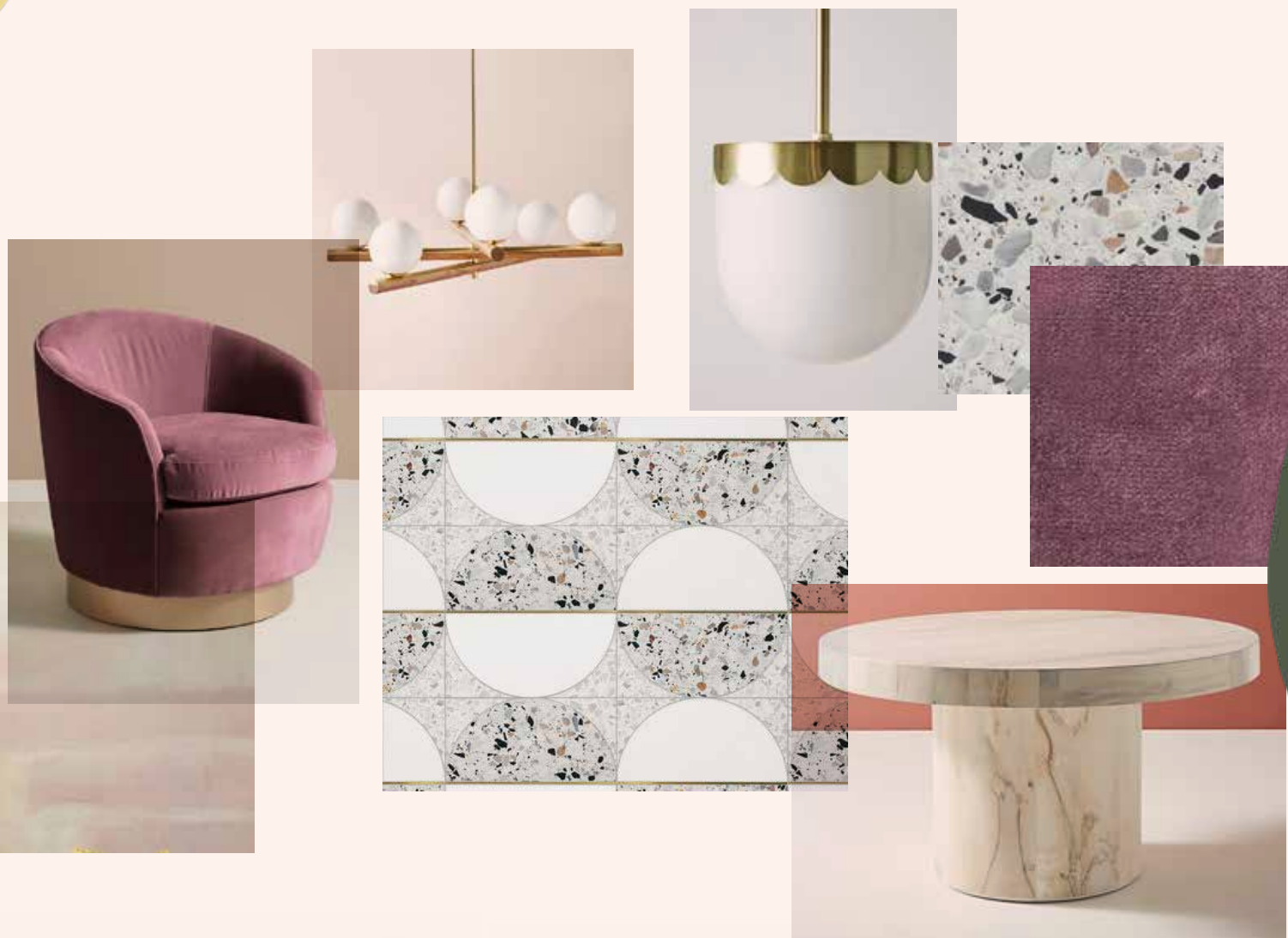
**check out**

**study models**

**arched ceilings in fitting room**

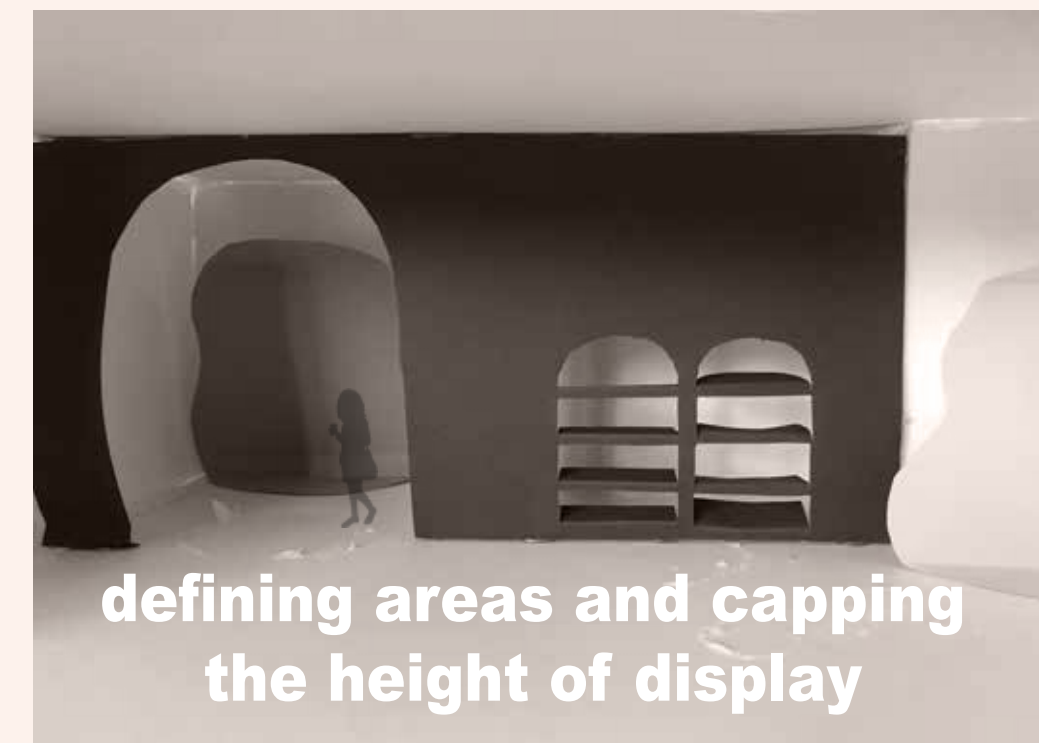


**how else will thrifting become trendy? hold a fashion show to demonstrate that not all thrifting is dirty! this goes hand and hand with the sustainable dry cleaning.**



**located directly near the stairs, this check out will offer self and regular check out. in the survey, people either wanted no help or a lot of assistance in their shopping experience.**

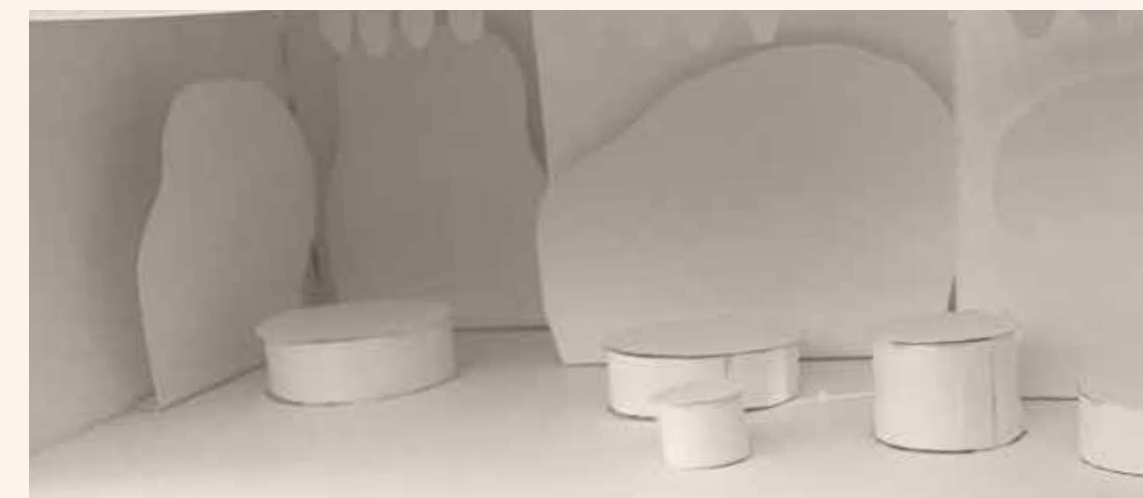
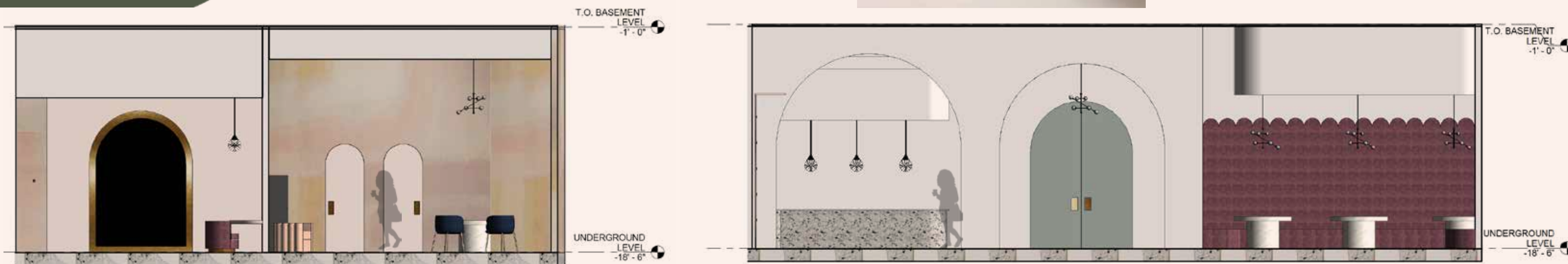
**defining areas and capping the height of display**



**arched ceilings in cafe to help with acoustics**



**ceiling heights were something I had to play around with because of how tall they are. the new models (include entourage) i believe define the space a bit better.**





**phase**

**07**



**finalizing**

**the design |  
what is re/nu  
floor plan  
how to navigate  
perspectives**

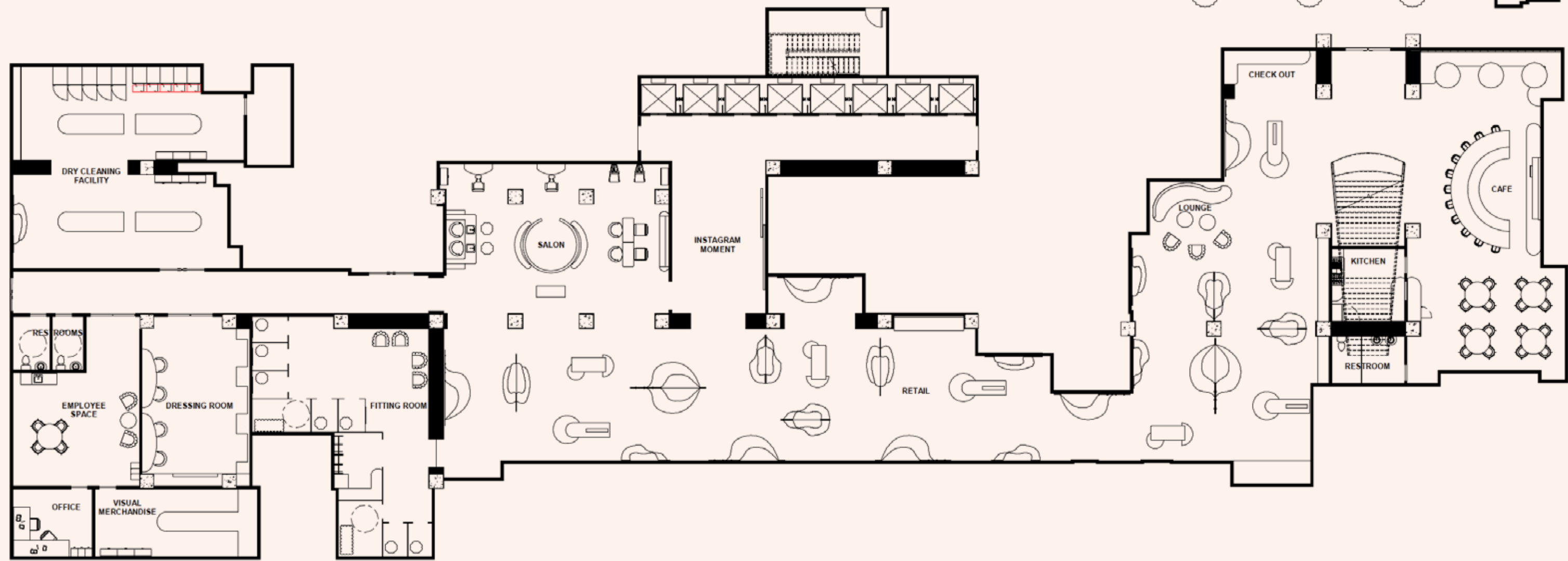
**07**

# the design

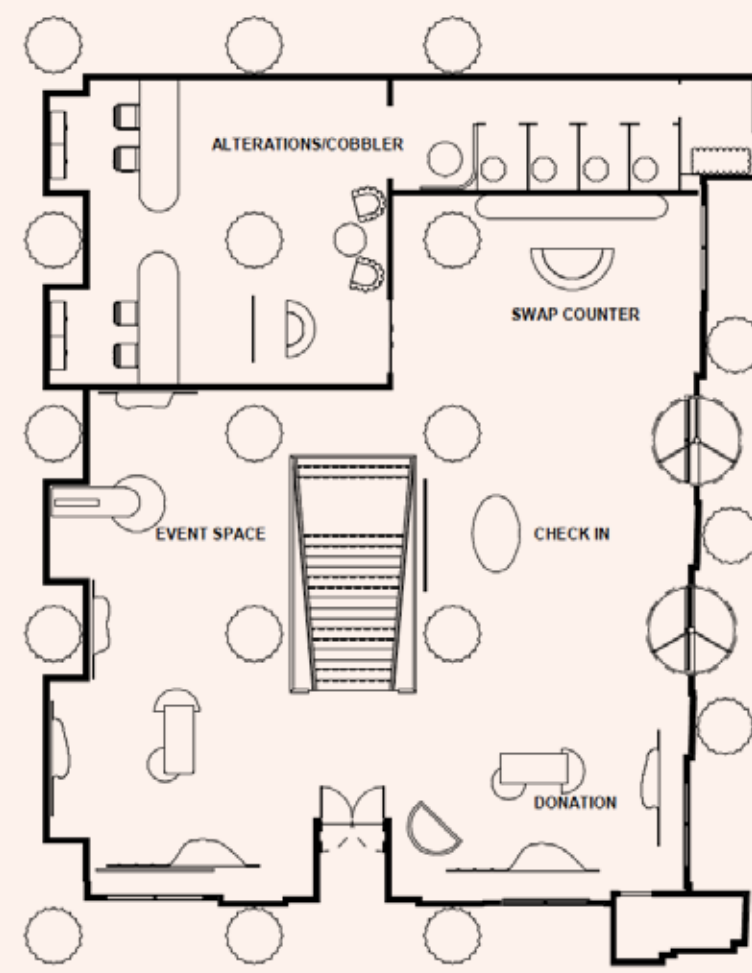
## what is re/nu?

re/nu is not only a space for clothing, rather it creates a simple, yet interactive experience to change the perspective we may have on second hand garments. this location will offer many services that bring customers in, while all leaving with the satisfaction of not buying into the demand of fast fashion. offering various chances to revive your style is what makes re/nu so special. like the cycle of clothing through trends, re/nu will evolve with the wants and needs of its users, starting with a blank slate.

basement level

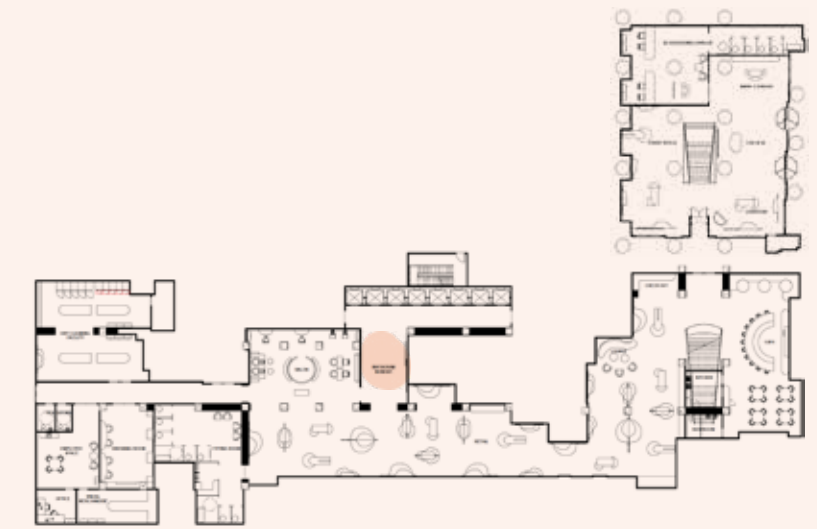


ground level

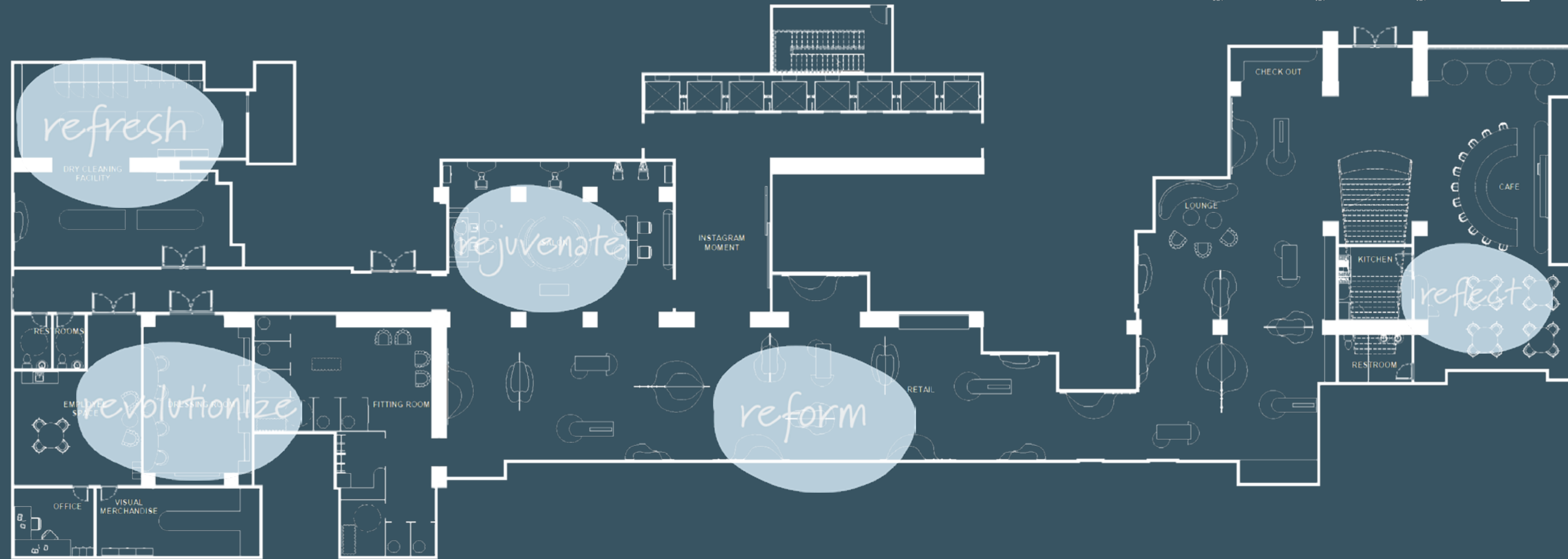


# instagramable moment

no shame in free marketing when it looks this cute!  
 instagrammable moments are not just a photo opportunity, but a great strategy to share a space through a photo- and make everyone else jealous they are not there!



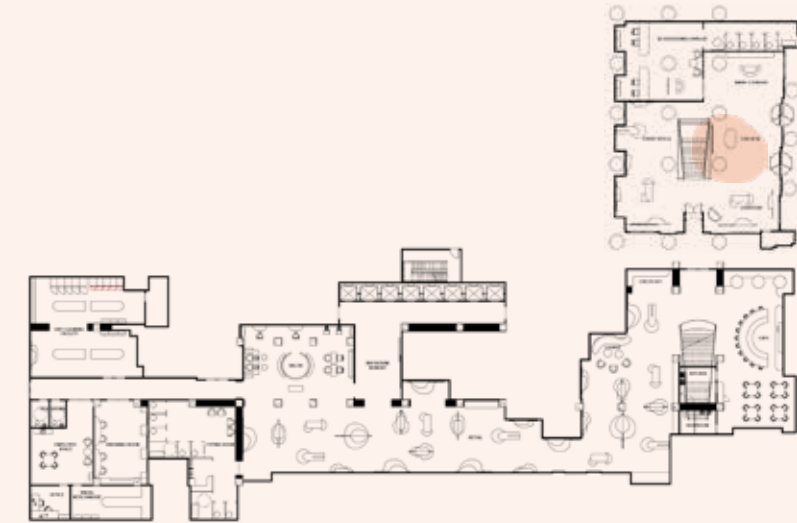
basement level



ground level



check in  
welcome to re/nu!  
follow the  
directory to  
become a more  
sustainable  
shopper!



how will re/nu help consumers transition to more sustainable shoppers?

1st floor

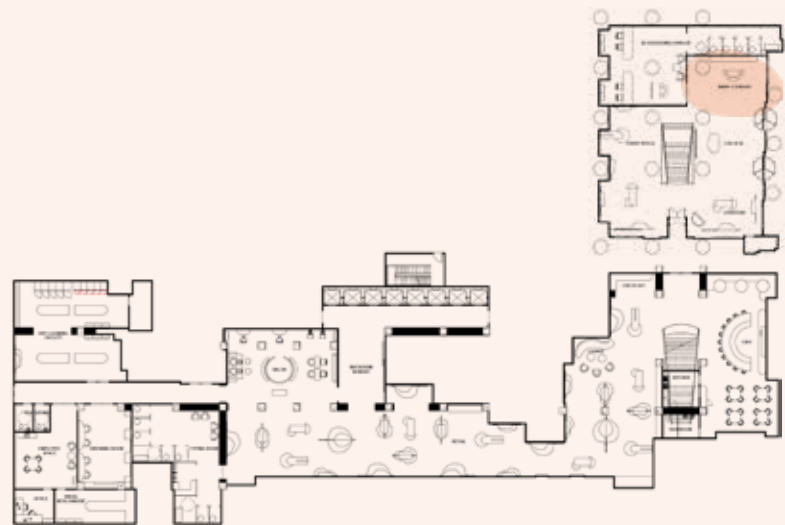
1. recycle. donate to someone in need
2. resell. do not let items sit in your closet forever
3. repair. alter/ fix pieces to evolve with you

2nd floor

4. reflect. how much waste am I producing?
5. reform. how can I buy differently?
6. rejuvenate. choose to feel good about your choices
7. refresh. look for a dry- cleaning service that uses less water
8. revolutionize. create moments that will get everyone else in the same mindset!

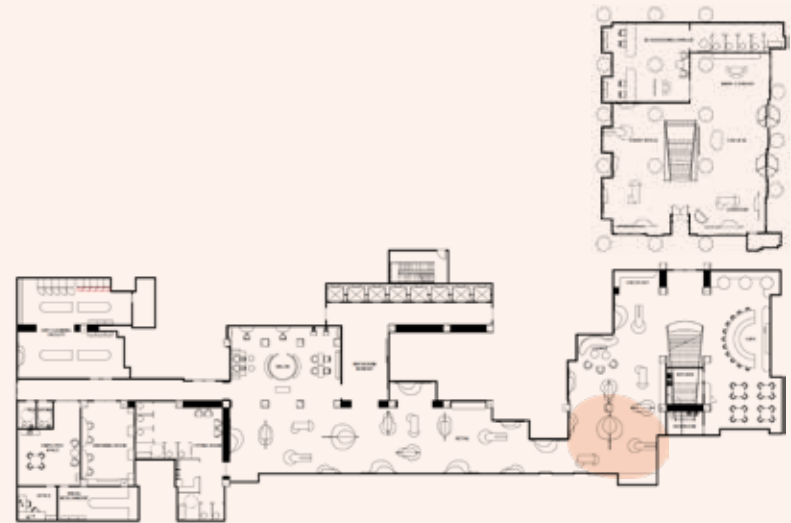
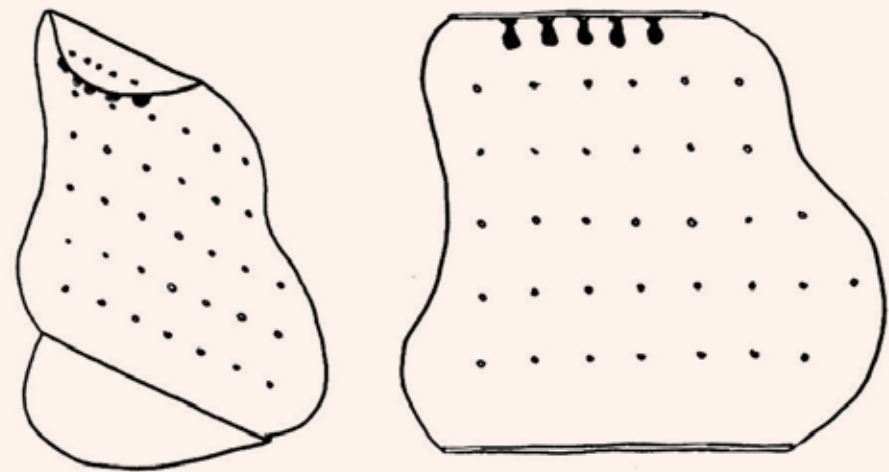
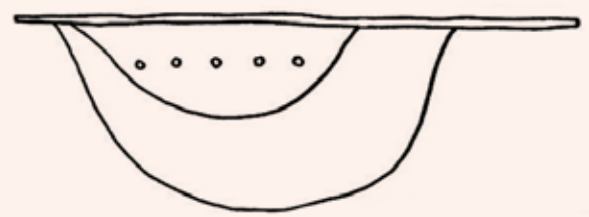
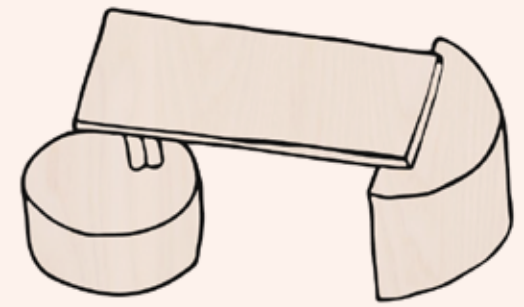
## swap counter

an alternative solution to donating your clothes, is to sell them to a reseller for a profit. re/nu will offer you store credit or cash for gently used items that can be resold! another option is to take your items and keep left into the alterations where re/nu staffs seamstresses and cobblers to fix up your wardrobe!



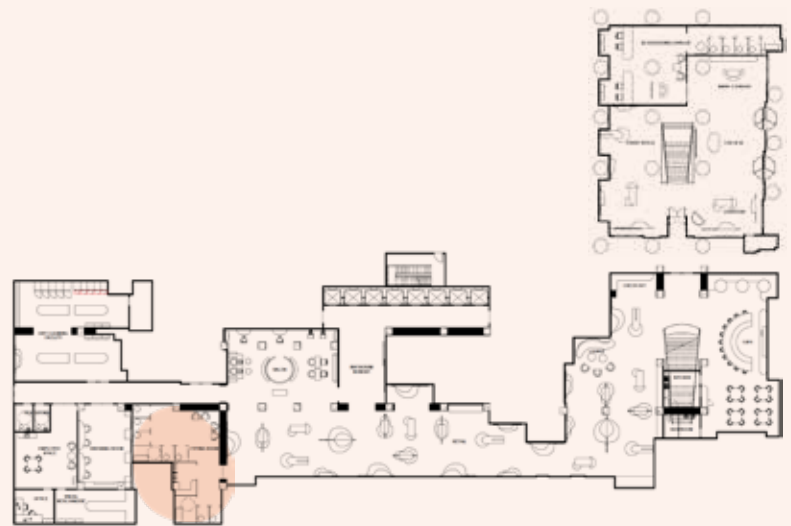
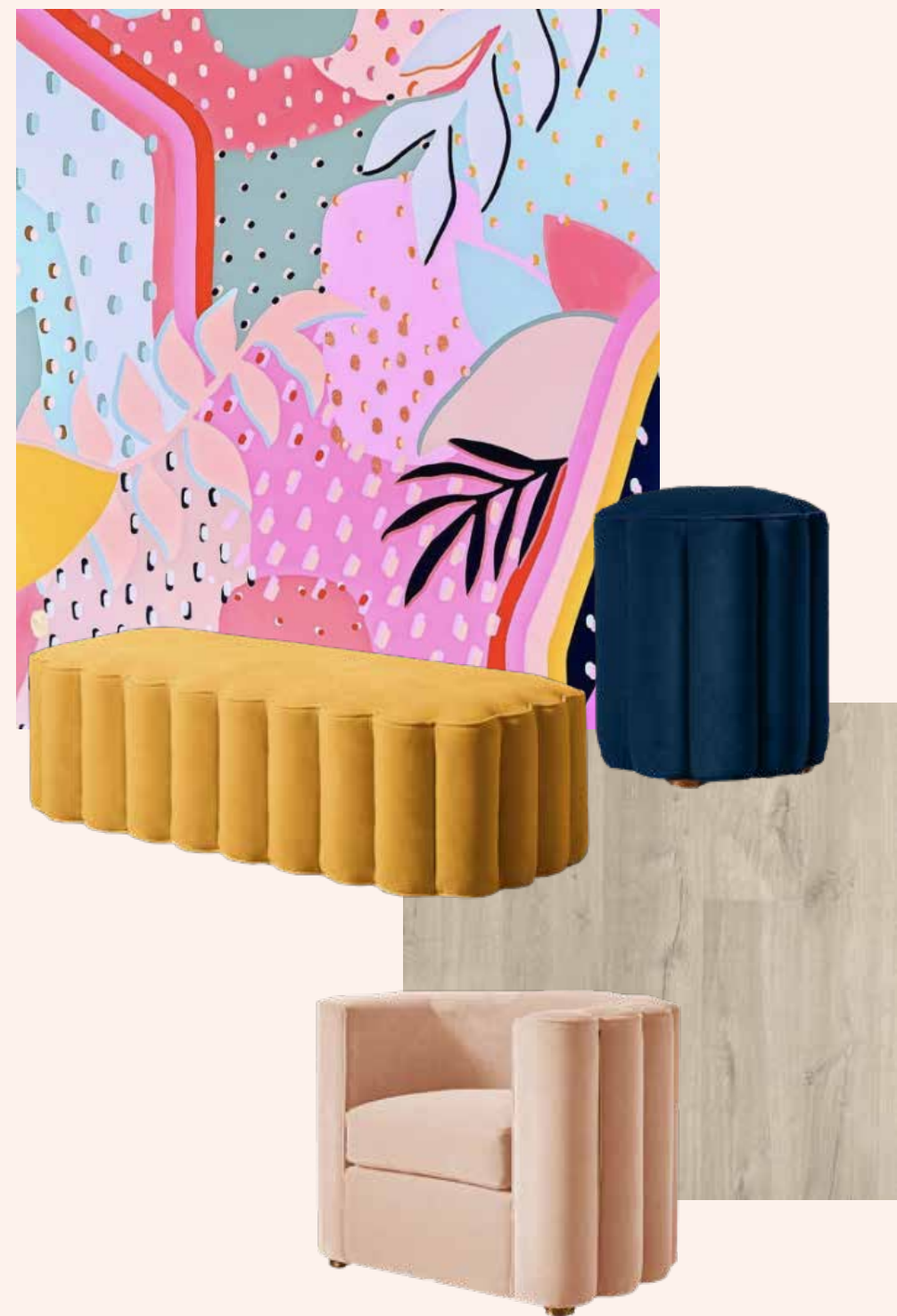
# retail space

whether you are a lone shopper, or you choose to make a styling appointment, this retail space will be easy to navigate. with custom merchandising, items will be displayed by category, and they by occasion.



## fitting room

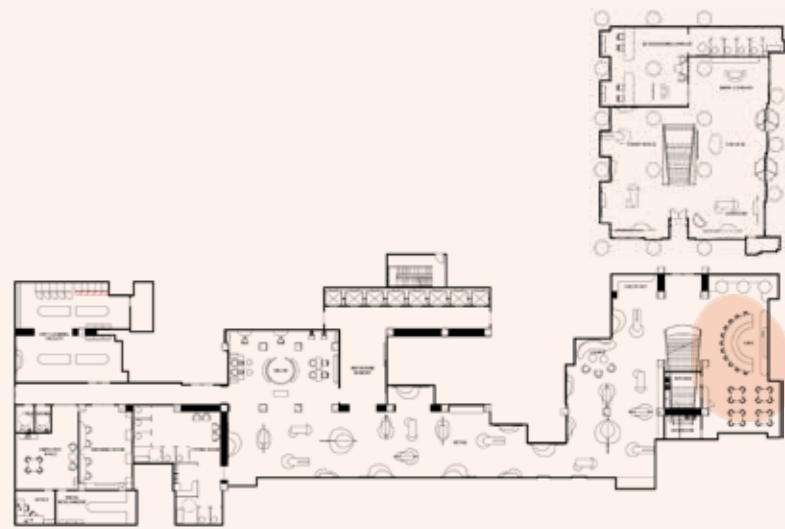
this space is important to fall in love with the thrift shopping experience all over again. this space includes lounge seating, multiple layers of light, and a julu mural. again, whether you are the independent shopper or the dependent shopper, there is always a fitting room attendant waiting to assist you.





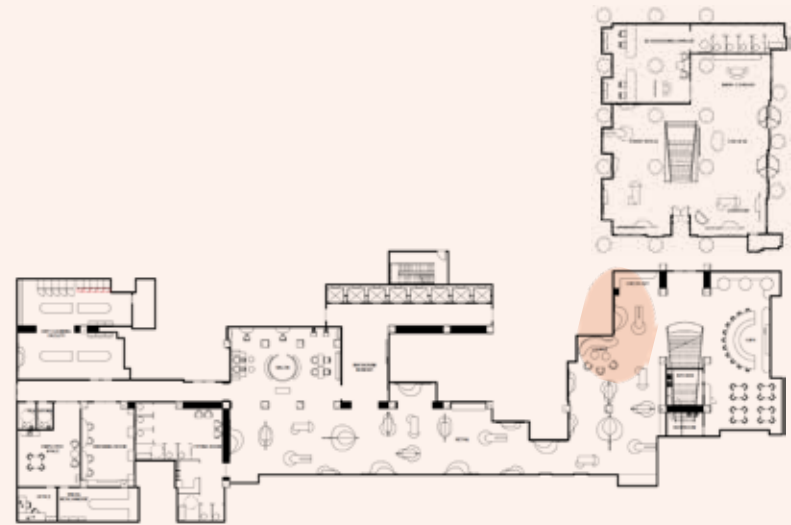
# cafe

never planned to stay long?  
well grab a bite to eat, or a  
coffee at the bar and stay  
even longer! sit down and  
relax while making sure to  
check out another julu mural!



# lounge

come in and get cozy because there is so much to experience! bring a group of friends and take a break from shopping to chat. or maybe you brought a spouse along that needs to sit down while they hold your shopping bags!



# salon

now that re/nu helped you redefine your clothes, you can polish off your look. confidence should radiate from the inside, out which a new hairstyle or manicure can solve. take a breathe. reducing our carbon footprint does not have to be hard!

