

DEPLOY

Demi-couture
Womenswear



"The Deploy woman is from any walk of life. She loves that her Deploy shirt becomes a sensual evening top when she removes the sleeves and adds a new detail from the latest collection. On a business trip, she has the smallest suitcase and the largest wardrobe. She knows how to combine

the Deploy classic items for a variety of looks. She loves to discover new ideas in the Deploy workshop. She is retired but young at heart -- ready for anything. She is versatile, evolving, she has a thing or two up her sleeve. She surprises even herself sometimes".



Introduction / Executive Summary

Key focuses:

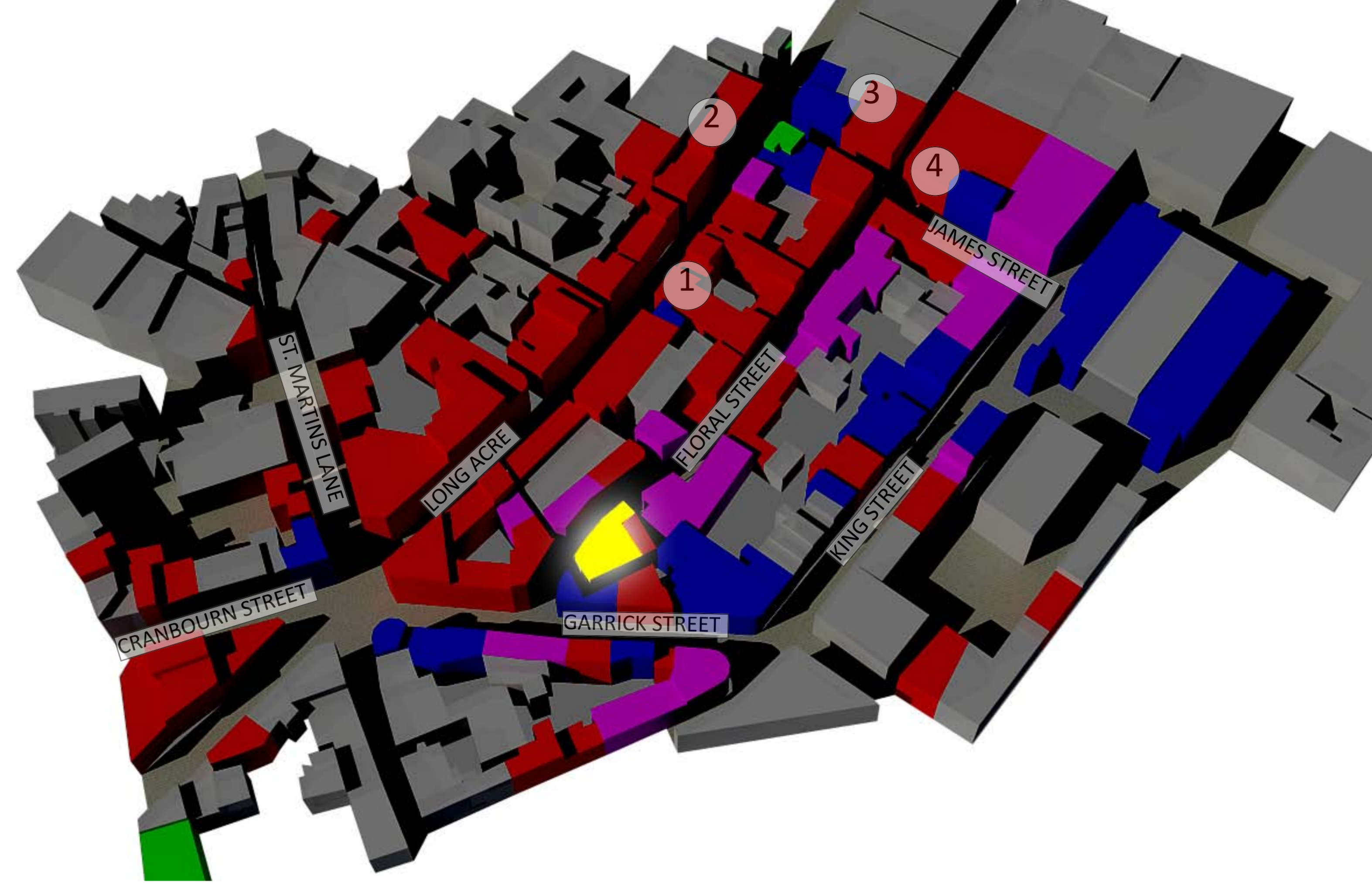
- > Design with the needs of **two clients/ audiences** in mind
- > Design a **flagship store** for DeDeploy
- > Create an innovative retail experience
- > Integrate a socially responsive offering within the new environment.
- > Secondary function reflects on site research
- > Investigations into **social issues**

Primary function focuses:

- > Design a new flagship store for Deploy considering **business duality**
- > Think about **the women (the market)** who will buy DeDeploy 's products.
- > **Develop the market intelligence** to determine exactly what needs to be designed for a given market context.

Secondary function focuses:

- > Investigate the **broader social demographic** of Covent Garden and Westminster.
- > Propose a secondary function, which might manifest itself in the **co-existence of two environments** in the space at the same time, the **transformation** of the shop into **another facility during 24hrs** or Deploy directly hosting another facility.



3D Site Map

- Key:
- Project Site: 27 Floral Street, WC2E 9DP
 - Fashion Retail Outlets
 - Eating/Drinking Establishments
 - Other Businesses
 - Underground Tube Stations
 - Other Purpose Excluding Business

Key concepts and focus on enquiry

What also needs to be taken into consideration is that there is a lot of **competition** in the area. Covent Garden's four main high streets, Long Acre, Floral Street, James Street and King Street.

Within these four streets are **over 50 fashion retail outlets**, with the main competition being:

- 1 - H&M
- 2 - Marks and Spencer
- 3 - Zara
- 4 - Kurt Geiger



The 2 User Groups

Primary: The Deploy Women

As well as what was mentioned in the introduction, Deploy isn't as well known as other fashion brands, but it has created a positive and unique reputation in London as it is. This can be indicated by the testimonies left by its clients as well as journalists and publishers...

"A visit to Deploy is much better than a spa treatment, it makes you walk out feeling a million dollars!"
Paola

"Deploy's suiting is just what the City women needs yet can't find anywhere else, classic, yet with character" Carla

"I love my wedding dress so much that I really want to wear it again and again, and I really can!!"
- Kerry

"Wearing Deploy outfits gives me more confidence and makes me happy!!"
Mo

Pioneer in design world, Deploy reinvents idea of fashion

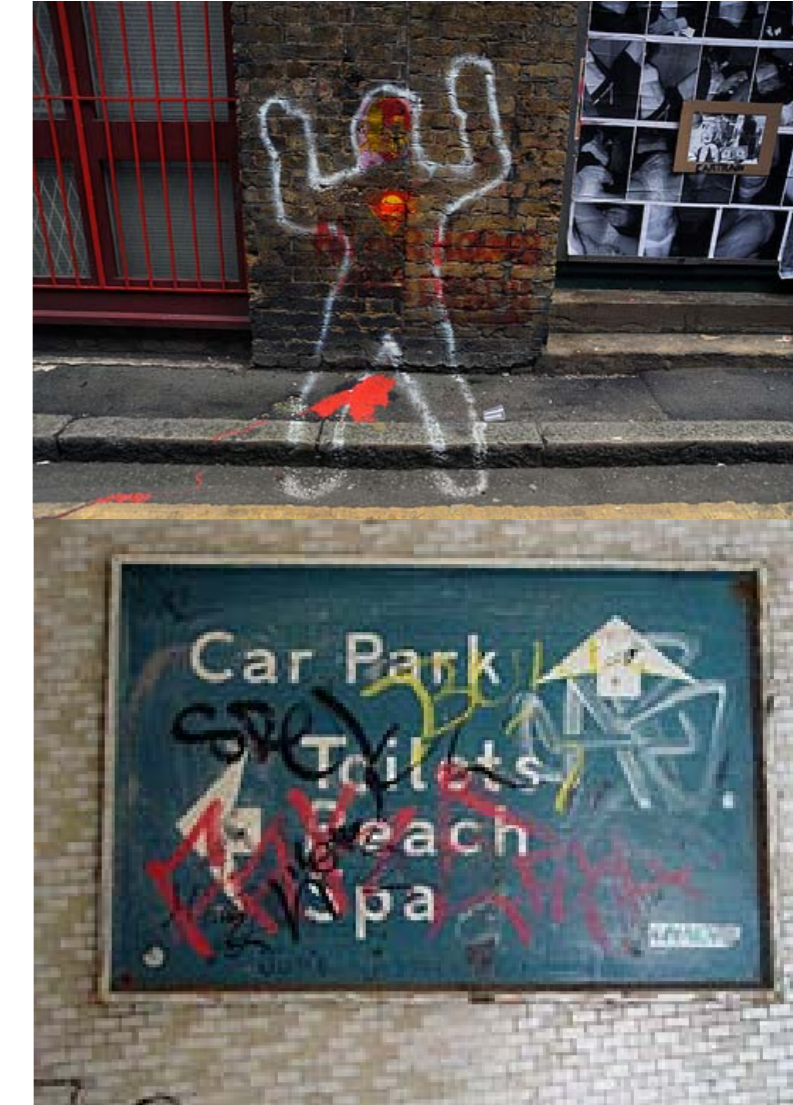
customisation as each piece adapts - a dress becomes a skirt, or a coat becomes a dress - all with the snap of a fastening!
Upshot for Deploy women is fabulous and real notion of largest wardrobe fitting into smallest suitcase. It answers

needs of busy, stylish

women. There's one outfit with numerous possibilities. Deploy offers more ethical way of staying stylish. Multi-

functionality enables customers to make more out of less, replacing seasonal new fashion garment 'parts' - thus engaging in

recyclable design and consumption.



Dual Function Rationale for Art and Photography Workshop

- > To cater for homeless and unemployed
- > To exploit flair for young people that draw/paint graffiti and use camera phones to evolve that skill to professional standard
- > Opportunities for people to earn a small income with Deploy receiving a small percentage of commission, thus a second income for the business
- > To provide them with a temporary address and shelter from cold weather for up to 2 months
- > Chance to trust and fit back into society again
- > A temporary measure until permanent housing can be arranged.



Fashion Outlet
Interior Space Conversion



Design Layout Considerations

Prior to designing the layout for the proposal, I undertook some interviews with retail store managers from the surrounding vicinity in Covent Garden. Quotes are as follows:

"My advice to anyone designing a retail store is to focus a lot on the front window display since it's that which will draw customers in."

Shop Assistant Opening Fashion Retail Store in Kenya Calvin Klein, 120 Long Acre

"Designs change virtually every week so the stock is constantly changing."

Calvin Klein, 120 Long Acre

"Upcoming trends include Colour blocking, 70s revival, floral patterns, strong colours, whites, camouflages and creams."

"We have in-house designers who design for us, but our styles at the moment are mainly old school trends."

Jack Wills, 136 Long Acre

*"Every year is different."
"More collections today compared to 2 years ago"*

Massimo Dutti, 125-126 Long Acre

Considering the fact that it was advised by a retail manager in Covent Garden that a

lot of effort should be made in the front display of the building and that the busiest street out of those that surround the premises, an entrance on the North western corner of the site would potentially be the most beneficial to encourage more footfall into the new flagship store. As well as this, the entrance can also be visible from the busy neighbouring road of Garrick Street,

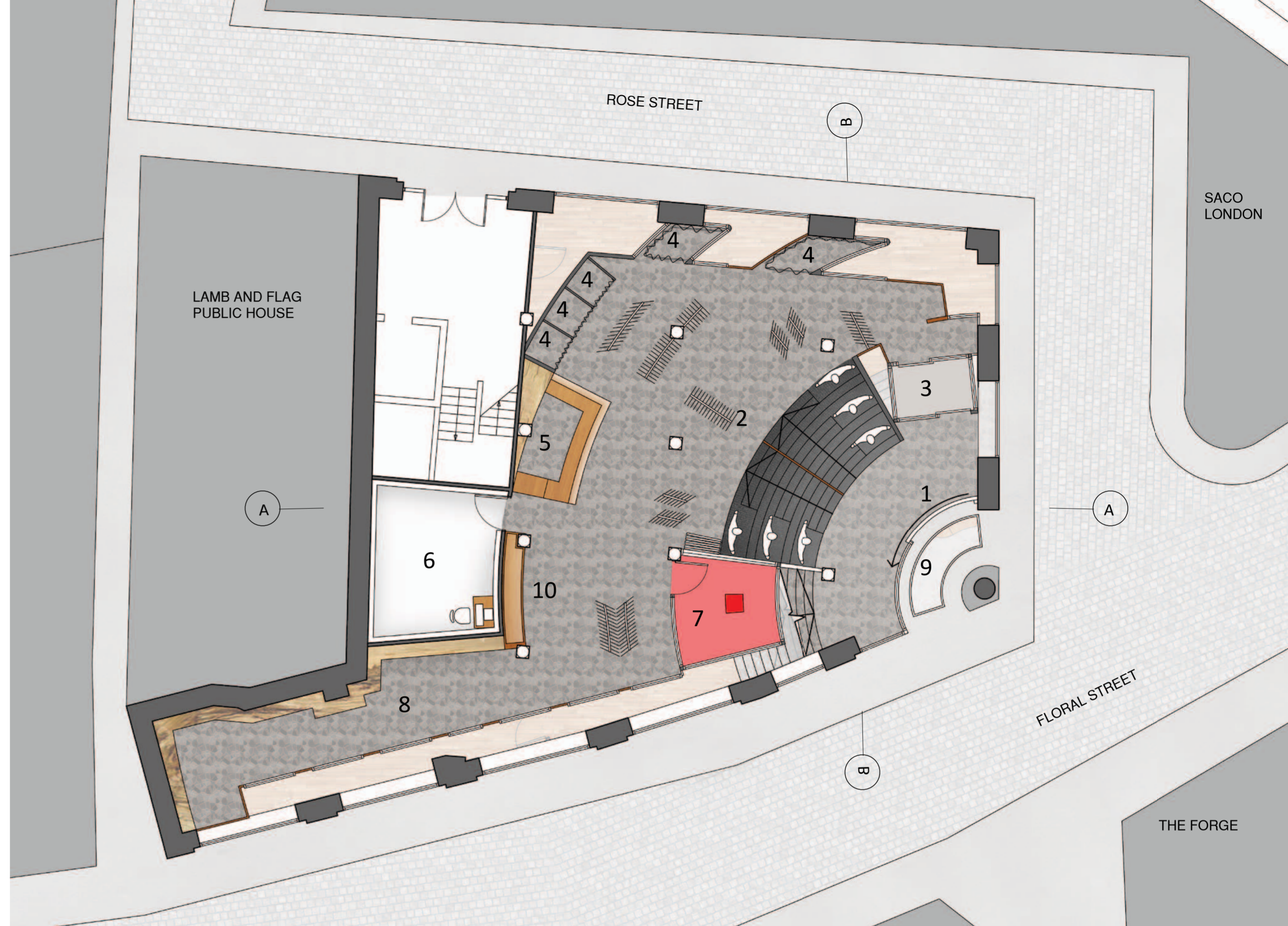
which encourages a greater footfall.

In order to create the right kind of relaxed atmosphere that the brand enjoys in its current store on Thayer Street, components and materials used are to

create the sense of an outdoor atmosphere, i.e. Natural wood textures and outdoor paving slabs

New technologies need to be implemented into the scheme in order for its

appearance to appeal to the various age ranges of potential DePloy customers, particularly the younger age range. Such innovations include dual smart glass displays, a digital interactive studio and an interactive point of sale, which is used when a certain item of clothing is not in stock. Customers will be able to use this to order clothing.



Ground Floor Plan - Fashion Retail Floor @ 1:100

- 1 - Sliding Door Entrance
- 2 - Clothes Hanger Displays
- 3 - Glass Lift
- 4 - Changing Rooms
- 5 - Point of Sale
- 6 - Interactive Digital Studio
- 7 - Bridal Box
- 8 - Shoe Avenue
- 9 - Treadable Glass Floor
- 10 - Jewellery Display



View upwards into Retail Space during opening hours

In accordance with the primary research carried out, the front entrance view has been maximised so potential customers can see as much of the shop as possible. All floor access routes are easily visible straight away. The grand staircase up to the shop provides a large welcome into the shop that opens up into the main retail space.



View upwards into Retail Space during closing hours

Outside of business hours, the concertina doors are pulled across. The doors are made from mirrors. This allows the lights to be reflected and light up the vicinity when not in used. This is beneficial for security issues.



View across Retail Space

The layout of the shop follows a circular rule, even the lighting. They also create a illusionary pathway that will allow customers to explore the full extent of the store.



View along Shoe Avenue

Shoe Avenue features the shelves that displays the several current shoe ranges on the popular market. Also, there are the magic glass screens that double up as digital photograph displays as well as mirrors.

Smart Glass Display

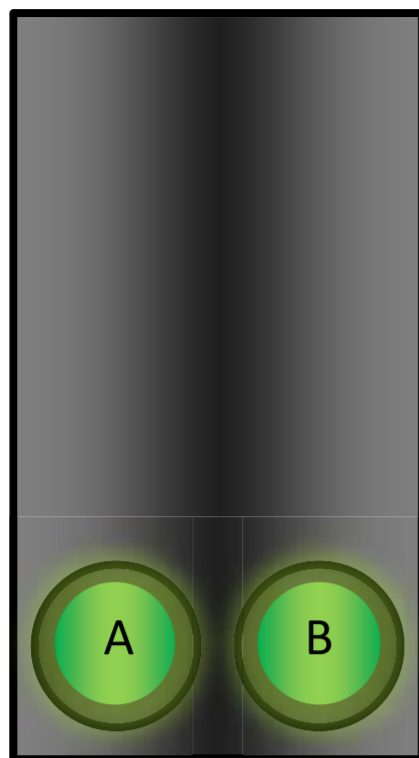
Smart Glass Displays

"The latest generation of switchable glass provides a simple and cost effective alternative to other switchable smart glass technologies.

A simple ON / OFF mode switches the film from being clear (transparent) to frosted (translucent). In its frosted state the film acts as an electronic blind providing privacy and security for any glass, window or partition.

This unique glass technology can also be used as a high definition rear projection screen to display TV images and videos."

(<http://www.proddisplay.com>, 23rd April 2011)



The Smart Glass display system used in the proposal makes use of two screens instead of just the traditional one. Each screen is programmed for an individual purpose.

The outer screens (shown to the left), whose displays are shown through the exterior windows are going to be visible by the public walking by the store. What will be displayed on this screen are digital images that are produced by those that use the facilities of the dual function on the basement floor. This allows for work produced by the users to be promoted.

The inner screens (shown to the right) are facing inwards towards the shop. What is used on this screen is a mirror for customers to see what clothing looks like on them.

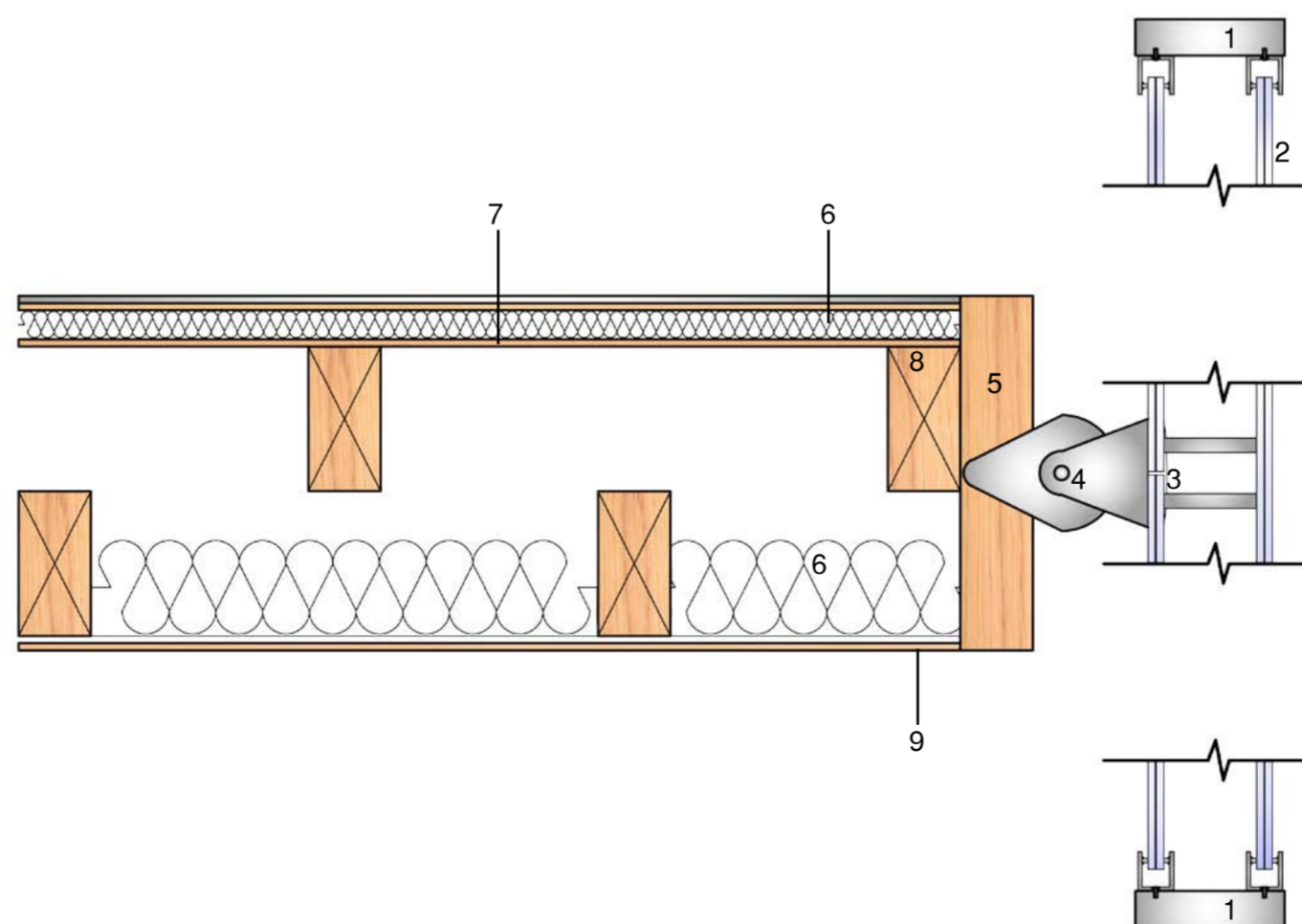
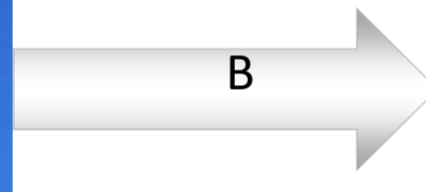
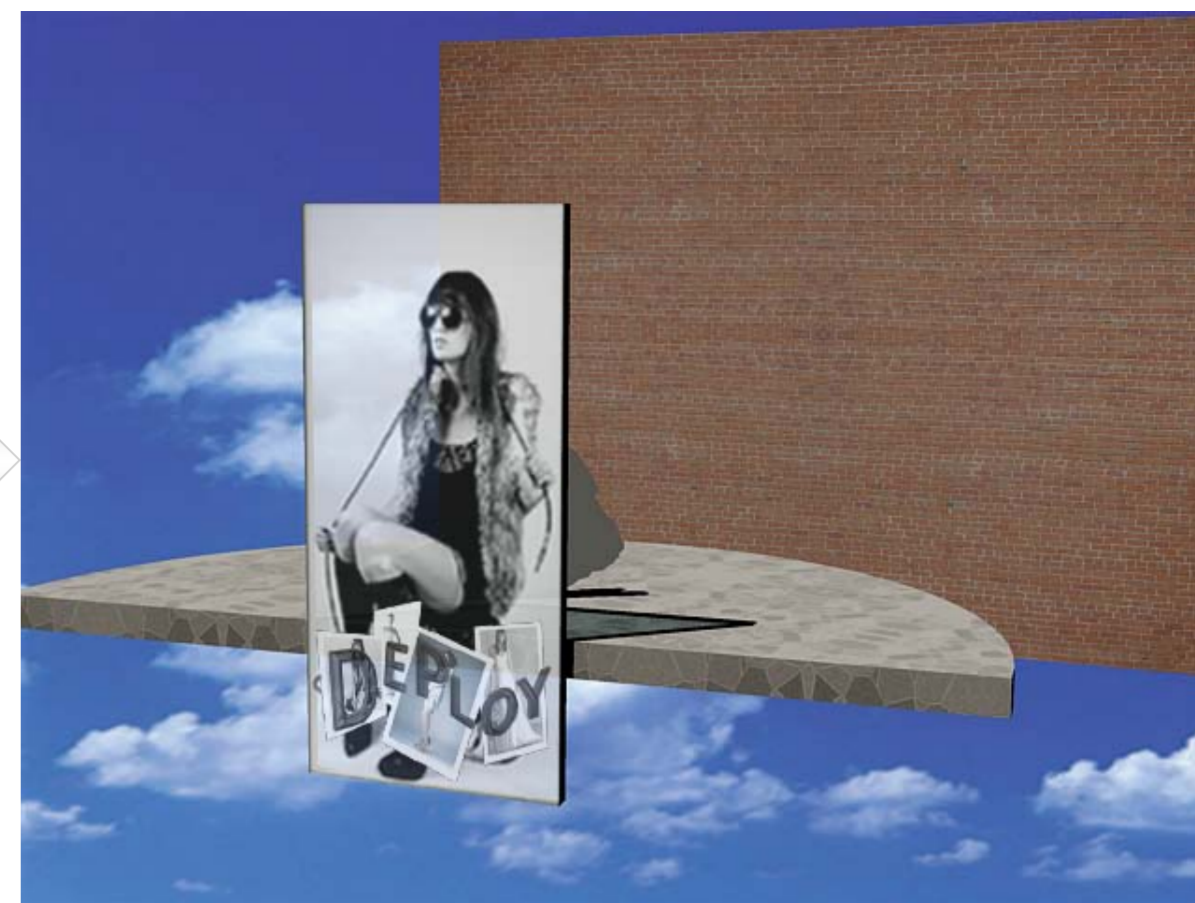
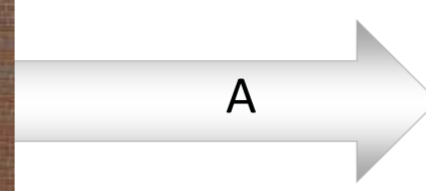
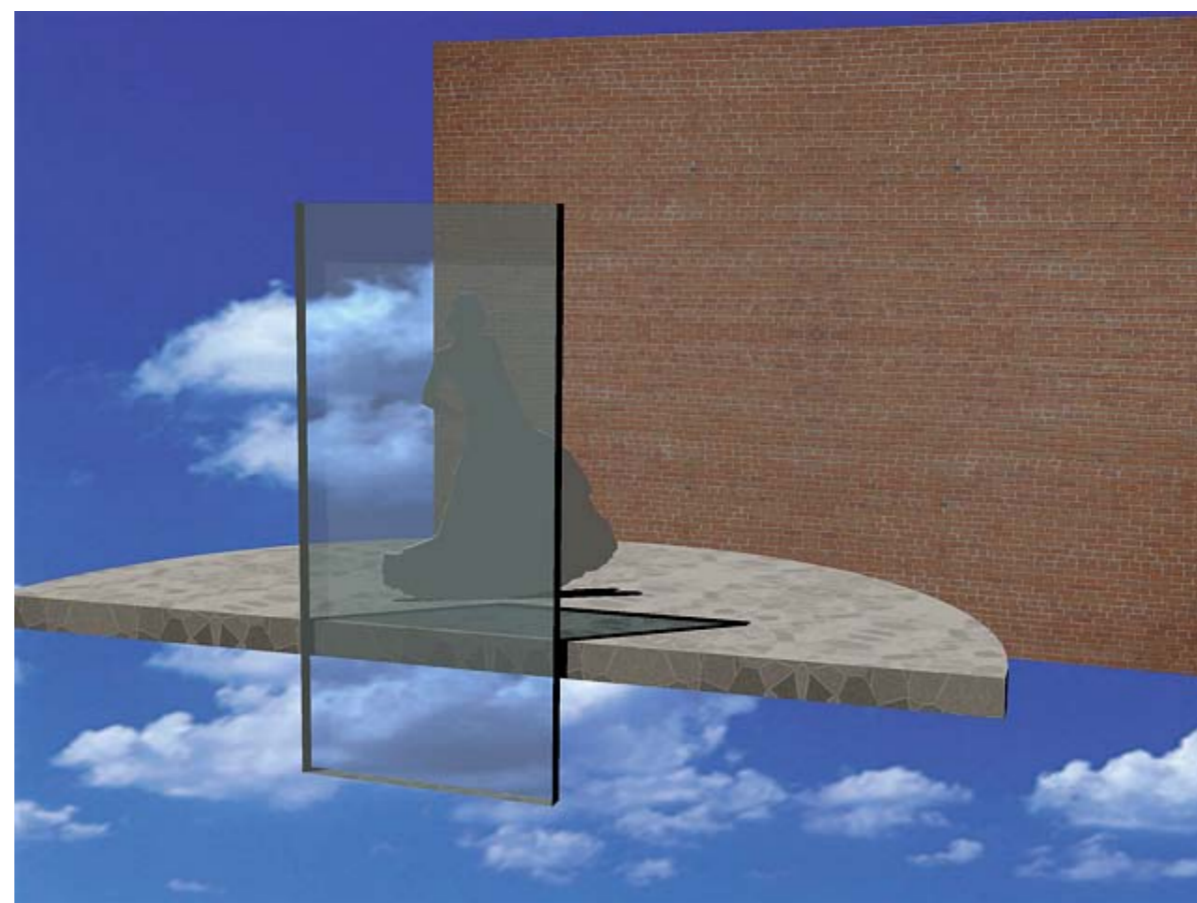
When the mirror's not being used, it can be switched off. However, when the outer screen remains switched on, the digital image is also shown on the inside, not just the outside.

When both screens are turned off, the display is completely transparent, which allows people who are walking by the store to see the depth of the shop

The Glass Screen Functions

A - Outer Leaf: Digital photographs from workshop users

B - Mirrors



Detail @ 1:5

- 1 - 27mm SmartGlass Glazing Bar
- 2 - Dual Glass Panels with Smart film layer in between
- 3 - Dry Joints
- 4 - Rotating pivotal connectors to floor construction (Twin Core cable to exit through this into conduit system that connects to National Grid)
- 5 - Timber floor fascia piece
- 6 - Resilient Wool Sound Insulating Layer
- 7 - Timber Frame Base
- 8 - Timber Floor Joists
- 9 - Independant Ceiling



Fashion Outlet
Interior Space Conversion



An Alternative View across
Retail Space



Storyboard

1 and 2 - The customer can take photographs of the upcoming venue. Those photos can be brought into Deploy and uploaded

onto the digital screens in order to put the customer in the exact atmosphere whilst wearing the potential outfit.

Digital Interactive Studio Overview

It isn't enough for a fashion customer to know what she's wearing for the occasion. She would also need to know beforehand if what she's hoping to wear would fit into her surroundings and atmosphere. For instance, a specific shade of yellow dress may not look as nice against the green grass that would be at the venue. The proposal will incorporate a studio in which you can set up a simulated atmosphere of the occasion's venue.

For instance, the studio's walls, ceiling and floor

comprise of digital screens which the customer can use to upload a digital picture of a room to recreate the venue.

Deploy already "offers custom-design and hand-made bridal and occasion wear; incorporating customisable attributes with customer's

own creativity." Giving the customer the option of creating the backdrop in the studio helps to verify that the bespoke dress would definitely suit the occasion.

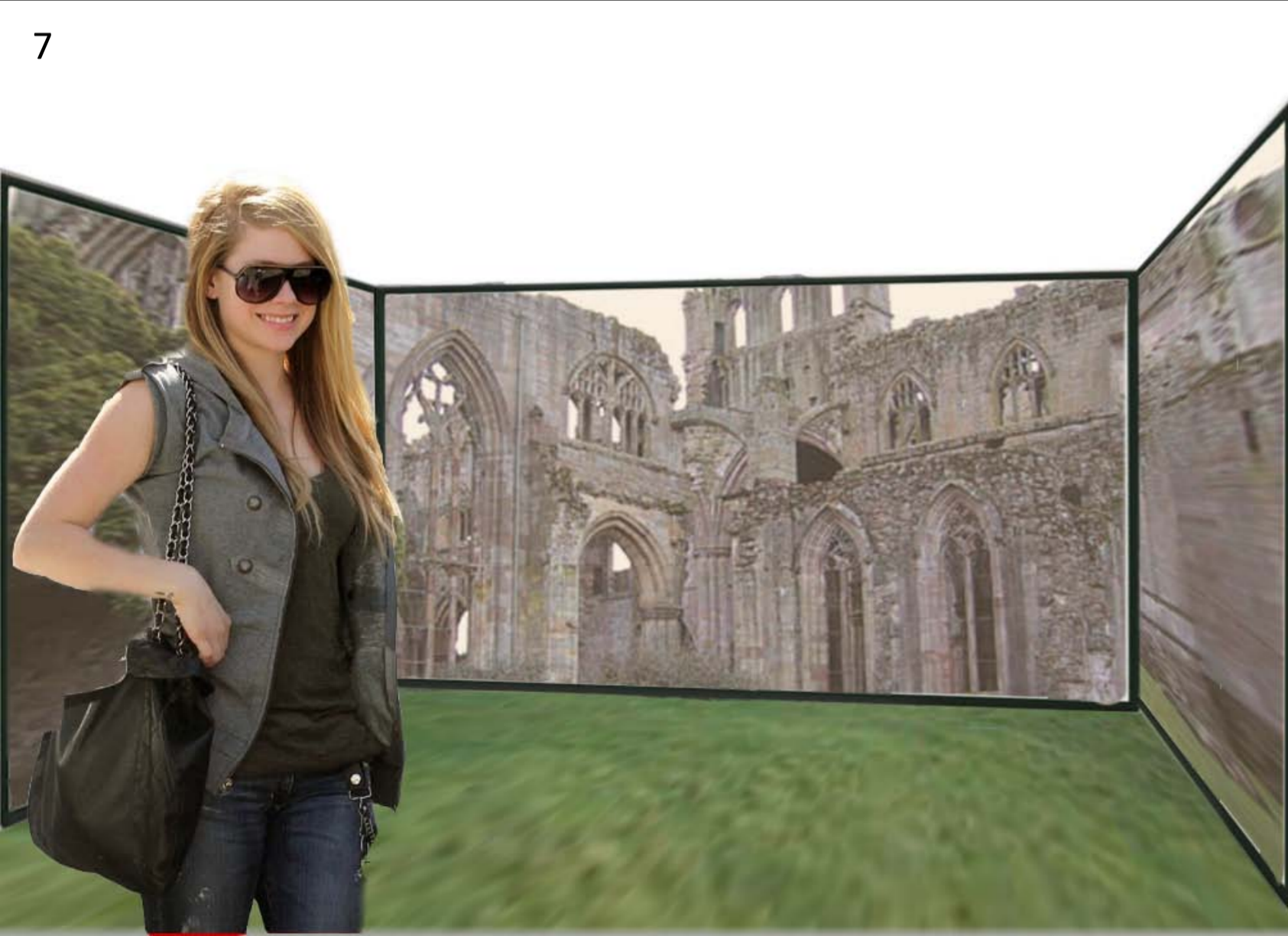


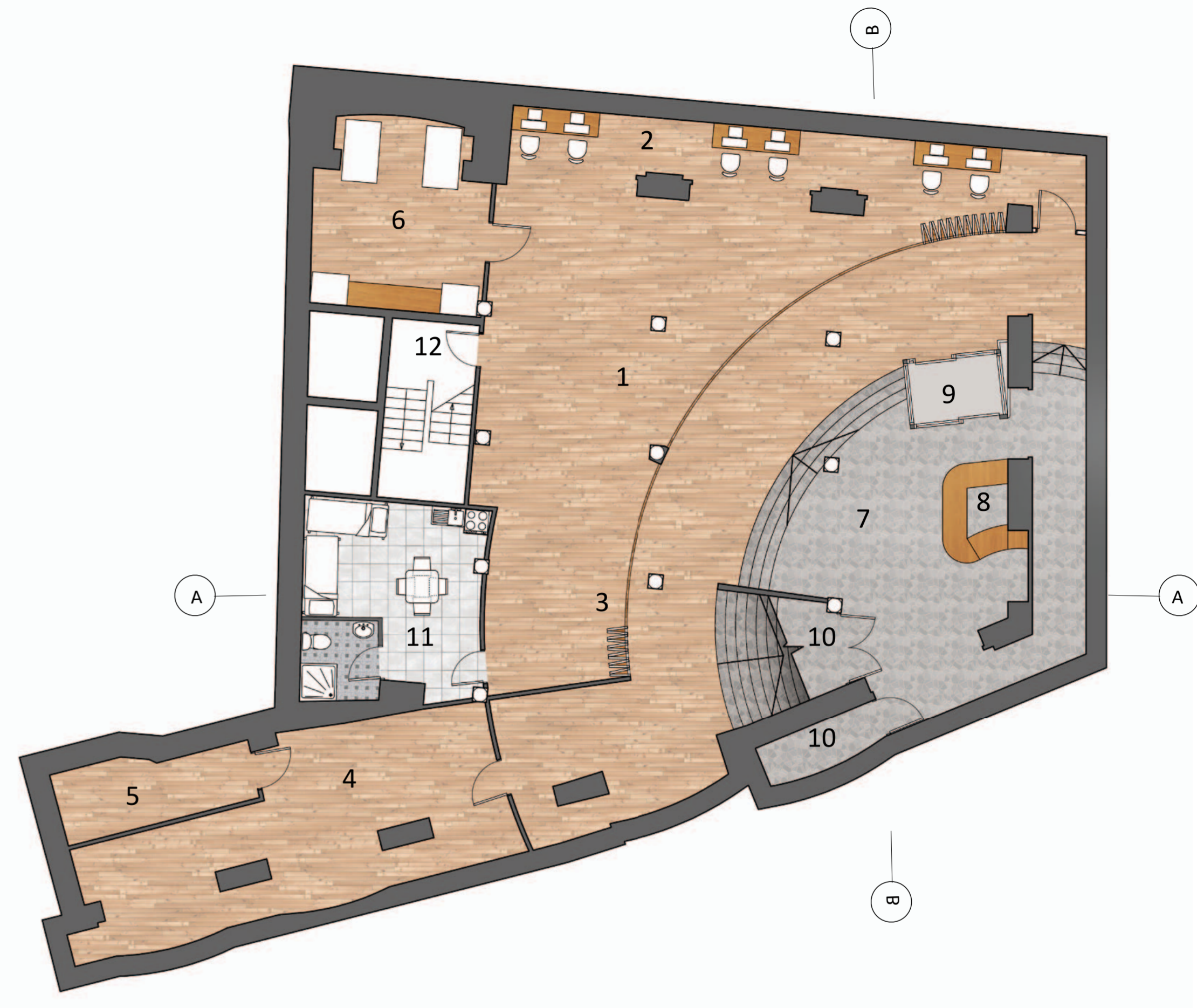
3 and 4 - A customer may not only have one venue in mind. Images of multiple places can be taken and uploaded. This is a quick

process to test whether a potential outfit is right for a specific venue. Several venues can be tested in a matter of seconds.



5 to 8) Whilst in this process, what's stopping the customer trying other outfits on? A customer may be buying an outfit for a specific venue.





Basement Floor Plan - @ 1:100

- 1 - Art and Photography Studio Space
- 2 - Computer Grotto
- 3 - Concertina Doors
- 4 - Staff Workshop Space
- 5 - Workshop Storage
- 6 - Reprographics
- 7 - Artwork Exhibition Area and Shop
- 8 - Point of Sale
- 9 - Glass Lift
- 10 - Artwork Storage
- 11 - Homeless Overnight Accommodation
- 12 - Emergency Fire Exit

Concertina Doors and the 24-Hour Usage

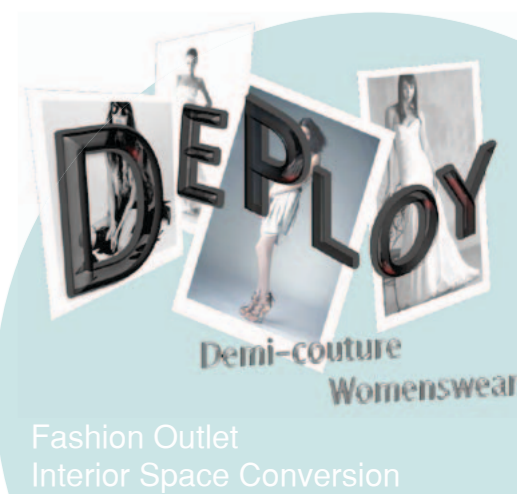
The concertina doors play a pivotal role in creating the divide between the night time and daytime purpose of the basement floor.

During the day (A), they're opened to allow for a huge open space for those using the art/photography workshop. Users can implement the space freely and do as they so wish.

When the main shop is closed (B), the concertina doors are pulled over. This gives those who are staying

in the accommodation privacy and safety. The doors are made from reflective surfaces, which means they can be used as an alternative

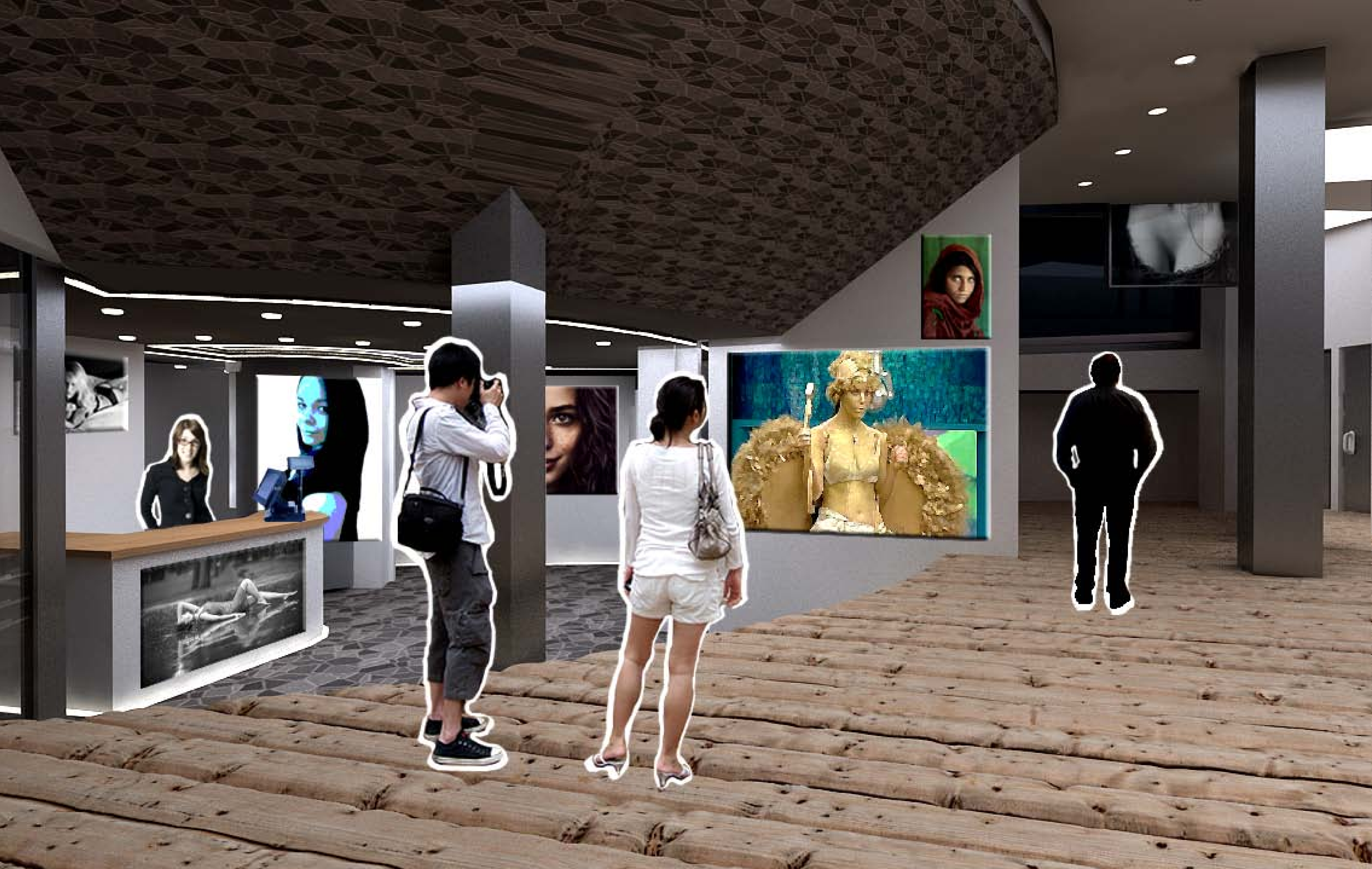
mirror for those trying clothes on in the main Deploy store. Also, they reflect the lights in the basement, which is beneficial in a sense of security when the building is closed.





View across Art/
Photography Workshop

The main floor is made from recycled timber to create a parquet floor effect. The space is open plan so that artists/photographers can use the space as they so fit.



View into art shop

Works can be sold to the public with a small commission going back to Deploy, which means there's a second income

for the store. This also showcases the talents of those that create works in this space. In the point of view of those who are

homeless/unemployed, it gives them their own little income to give them a new beginning.



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Section A - A
@ 1:50



Section B - B
@ 1:50





Balustrade , floor and suspended ceiling detail @ 1:5

- 1 - Timber Balustrade Cap
- 2 - Clear tempered balustrade glass
- 3 - Wood blocking
- 4 - Hydraulic Cement fill pocket
- 5 - Formed Mild Steel Shoe
- 6 - Resilient Wool Sound Insulating Layer
- 7 - Timber Frame Base
- 8 - Timber Floor Joists
- 9 - Independant Ceiling
- 10 - Timber Battens
- 11 - Timber Hangers
- 12 - LED Lighting encased within independant ceiling
- 13 - Electrical Cabling to pass electrical current for LED Lighting system

In terms of Building Regulations Part E, the proposal needs to comprehend the fact that there is overnight accommodation on the premises. This would be classed as being residential. Therefore, provision is needed to ensure resistance to passage of sound between the accommodation and the retail floor. Installing this is simple owing to the existing timber construction within the suspended floor

The ceiling and floor constructions are designed separate to each other. This prevents any sounds or vibrations from being carried across between the basement and retail floors.

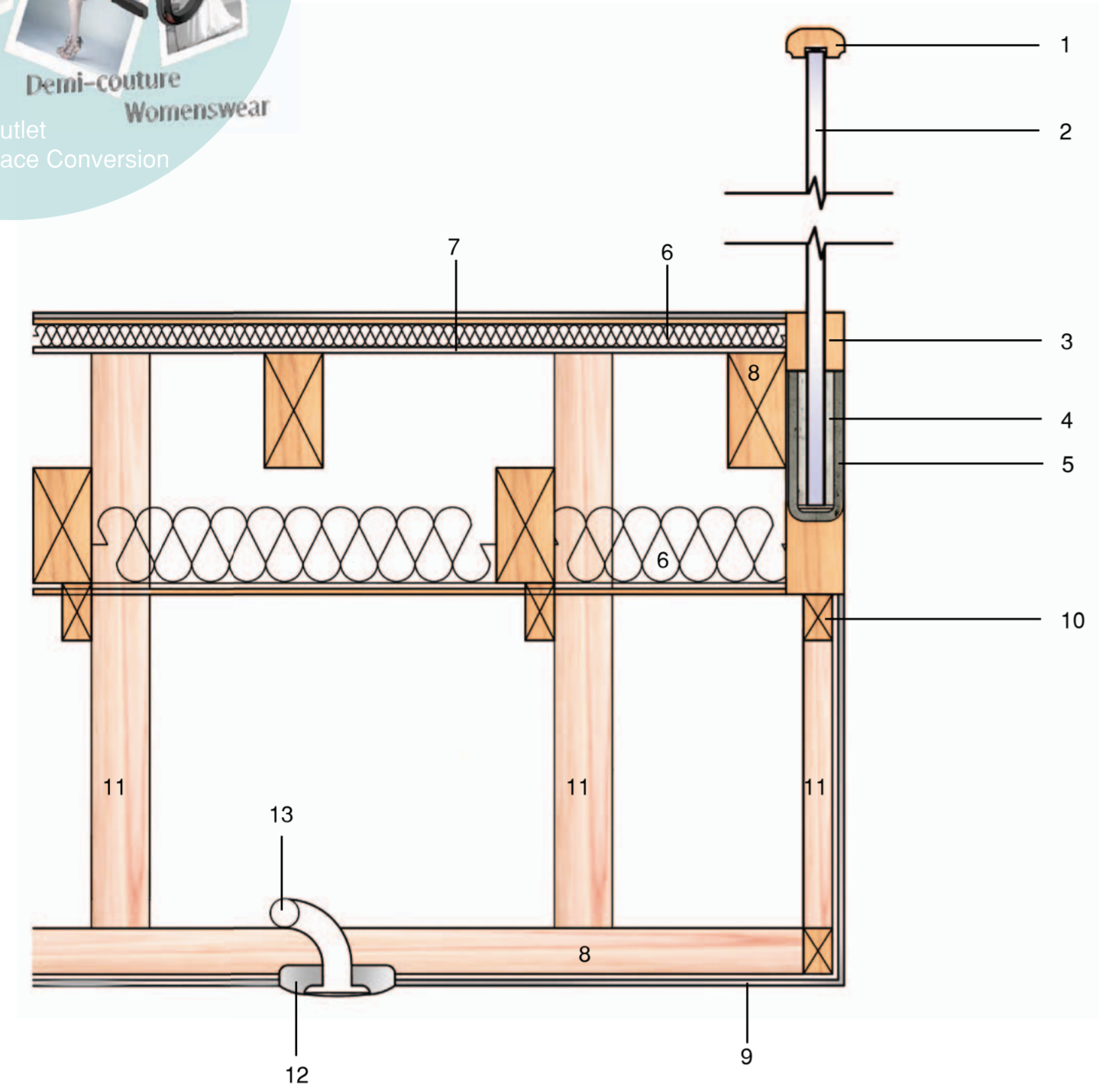
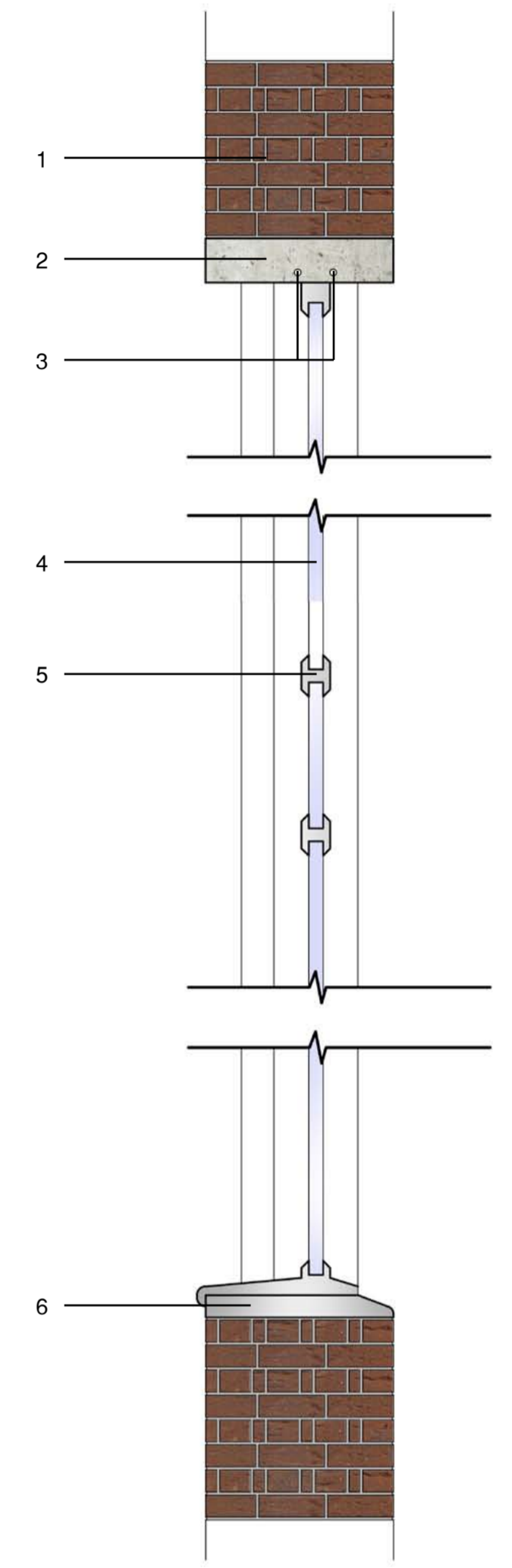
In compliance with "Section 3 - Separating floors and associated flanking constructions for new buildings," In accordance with 5.58, the retail shop's store room is separate and on a separate floor to the retail space. The store room would also be fire-resistant constructed.

In accordance with Clause 18.1, any potential heat and smoke can be vented from the glass panels on the pavements which exist over the interior of the basement.

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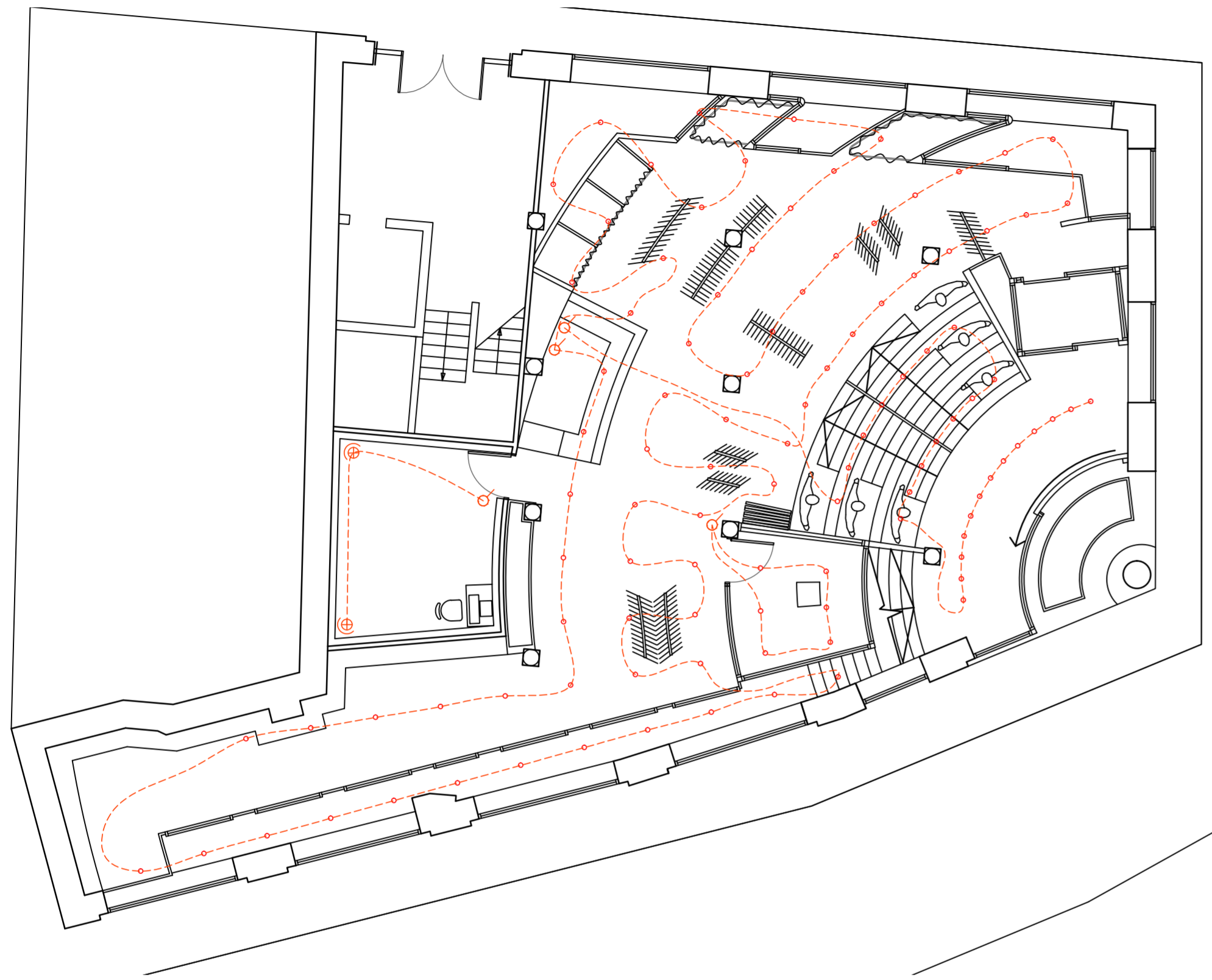
Window detail @ 1:20

- 1 - Existing Imperial Bond Brickwork
- 2 - Concrete Lintel
- 3 - Steel rods for additional lintel support
- 4 - Tempered Glazing
- 5 - Stainless Steel Mullions
- 6 - Steel Window Cill

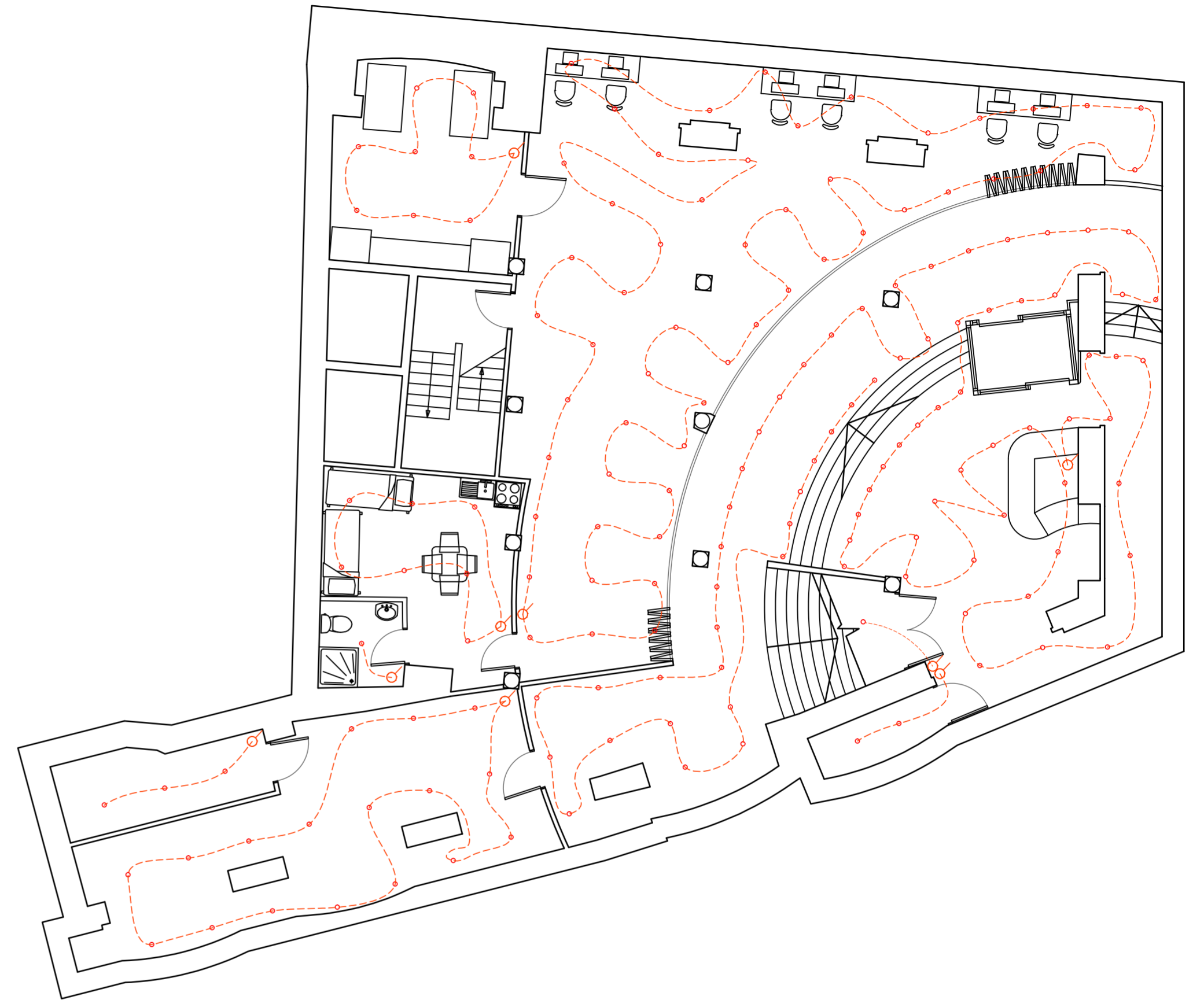


An example of a building under construction with timber ceiling joists in place

Just like the floors make use of timber construction and timber joists, the ceiling construction incorporates this too. The advantage of using timber joists is that it allows for easier fixing and positioning of fixtures, more particularly lighting fixtures. What this means for the proposal is that the individual lights can be fitted anywhere in between the joist voids.



Ground Floor Plan -
Fashion Retail Floor



Basement Floor Plan

Symbols Key:

- Light Switch
- Embedded Ceiling Light
- ⊕ Studio Spot Light

