

# RETAIL REPORT. MATERIAL WORLD



S U S T A I N A B I L I T Y . U T O P I A . S E L F

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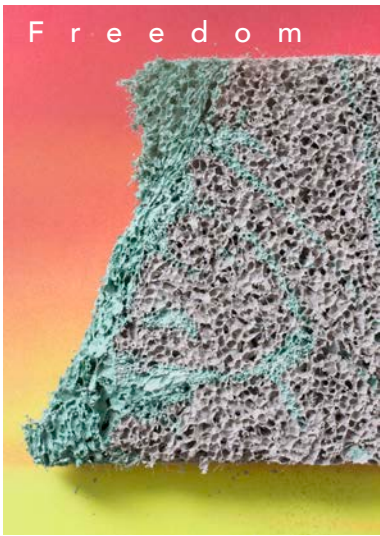
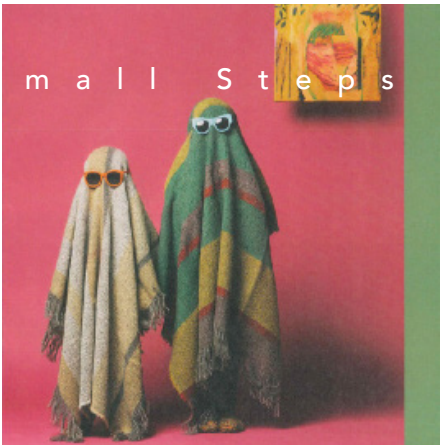
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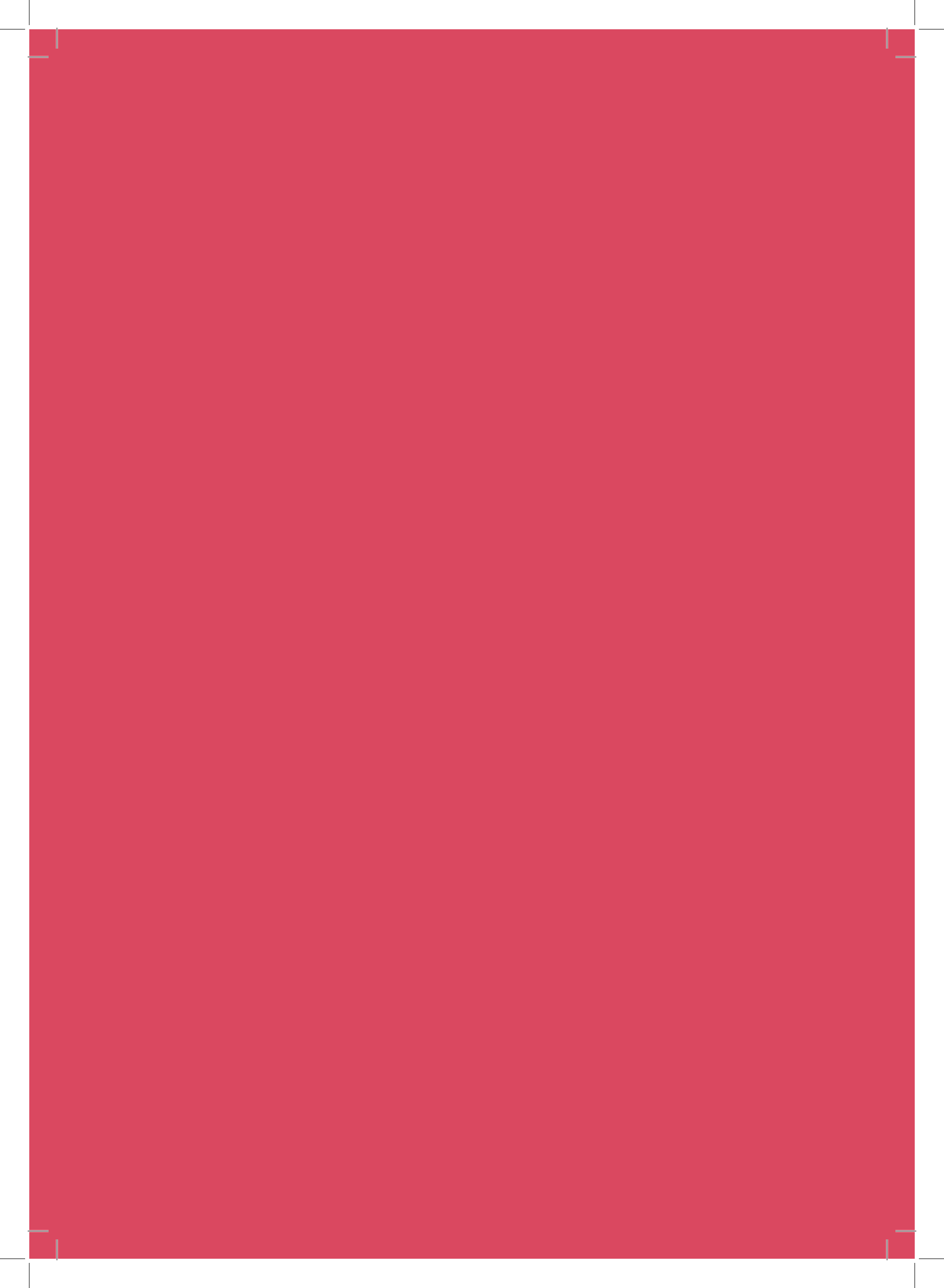
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Individuals are in constant competition with one another and culture is becoming a battle ground rather than a community. With the world's largest scale problems crumbling around us its time to create a fusion of forces to push forward and disentangle the chaos. The only way we can move forward is if we become at peace with not only the bodies we walk this precarious planet with, but our own souls. Utopia allows us to cultivate our own haven whilst becoming mindful on what path we want our planet to take and how we can craft a positive future. The key is to sustain the Utopia by spreading the word that small steps will make a big difference. The material that illustrates this concept is Ceramics, the way Ceramic is made mirrors the action of mould a better world. Each Ceramic is hand crafted and personal just as everyone's SELFtopia is unique to them.

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# THE KEY DRIVERS BEHIND SELFTOPIA

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0 . 1 CLIMATE CHANGE

0 . 2 LEARNING ECONOMY

0 . 3 SYRIA

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# KEY DRIVER 0.1

## CLIMATE CHANGE

CLIMATE CHANGE BREAKS

RECORDS IN GLOBAL TEMPERATURES





The first six months of 2016 set a record as the warmest respective months globally in the modern temperature record, which dates to 1880, with an average temperature 1.3 degrees Celsius (2.4 degrees Fahrenheit) warmer than the late nineteenth century. (NASA, 2016). The trend is driven by rising concentrations of heat-trapping CO2 and other greenhouse gases in the atmosphere.

Global temperatures have risen well beyond those of 18 years ago because of the overall warming that has taken place in that time.

## **"Global temperatures have risen well beyond those of 18 years ago"**

The global trend in rising temperatures is outpaced by the regional warming in the Arctic, said Walt Meier, a sea ice scientist at NASA Goddard.

It has been a record year so far for global temperatures, but the record high temperatures in the Arctic over the past six months have been even more extreme," Meier said. "This warmth as well as unusual weather patterns have led to the record low sea ice extents so far this year."

# CLIMATE CHANGE

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## I M P A C T

F A S H I O N   I N D U S T R Y   I S   T H E  
S E C O N D   B I G G E S T   P O L L U T E R



The fashion industry is worth billions of dollars and is the second most polluting business after oil, which is now having a direct impact on Climate Change.

The arrival of fast fashion increases the number of clothes that we are buying as consumerism builds, which is impacting the world as the process of raw materials requires vast amounts of water. For example 2,700 litres of water is used to make a single t-shirt, which then contributes to the emission of greenhouse gasses which is causing climate change.

To make a change in the world consumers need to be more aware of sustainability and future-proofing the world to protect the environment for next generations.

## **"It will eventually not have a future"**

Consumers need to be more aware and choose brands who are committed to help the world by being sustainable and being more conscious in their production. The fashion industry is very reliant on raw materials that are clearly getting into danger and it will eventually not have a future therefore its important to warn people now so future generations can prepare and still use the materials. The more sustainably we shop, the more it helps the world, one step at a time. Only 47% of UK adults believe their efforts alone would make an impact to the world. Adults also think that pollution from other countries makes the UK's efforts irrelevant.

# CLIMATE CHANGE

## I M P A C T

WRAP AND CLOTHES THAT LAST A LIFETIME



WRAP is a company that work as a catalyst for positive economic and environmental action. They work between governments, business' and communitiesthinkers and individuals forging powerful partnerships and delivering initiatives to support more sustainable economies and society.

WRAP has worked with Sustainable Clothing Action Plan (SCAP) signatories to build a knowledge-base of information on techniques for extending the life of clothes.

Organisations across the supply chain could cut up to 10% of their carbon, water and waste impact by making clothes that last just three months longer. Clothing designed to withstand wear and tear and to appeal to the customer for longer, promotes brand loyalty, confidence, and customer satisfaction as well as having positive impacts on the environment.

To find out how brands can benefit from designing, producing and selling clothing which has a longer life at the required price points, the WRAP's key guidance, advice and initiatives are good to look at to make sure customers are getting the best clothing possible guidance on Design for Extending clothing life.

WRAP research shows that extending the life of clothes by just nine extra months of active use can reduce carbon, water and waste footprints by around 20-30% each. retailers can make a difference by changing the smallest of things to give economic and environmental benefits. 50% of respondents feel they already do enough to buy clothes that look good and last for longer, with a further 37% saying they would like to do more. Active use of clothing is on average 3.3 years across all types of clothing measured in a survey, across six different purposes for wearing.

# H O N E S T B Y

Belgian fashion designer, Bruno Pieters founded Honest By in 2012 following a trip around the developing world.

Pieters spent time observing the ways people wore clothes as well as the materials they were made up of.

He found that clothes were grown, woven and sewn from local, organic sources.

The name of the company reflects the 100% transparency under which Honest By operates.

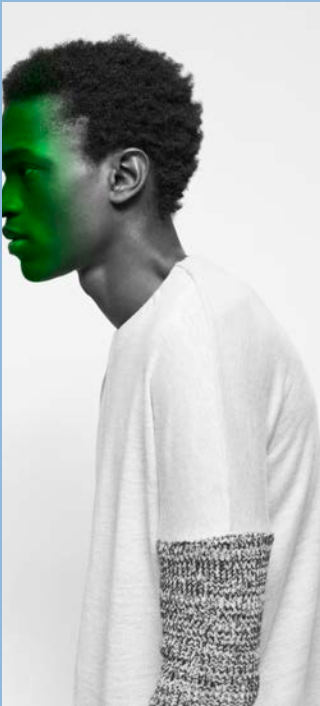
Materials used by the company and those they choose to collaborate with "share their personal production information from yarn and button origin to fabric and manufacturing details; information which honest by then communicates to the client."

Honest By lives by the philosophy that fashion is about beauty and that the story behind fashion can be equally beautiful.

The company wants to provide a unique shopping experience whereby the customer can purchase luxury items with complete awareness of the origin and artisanship of what they are buying.



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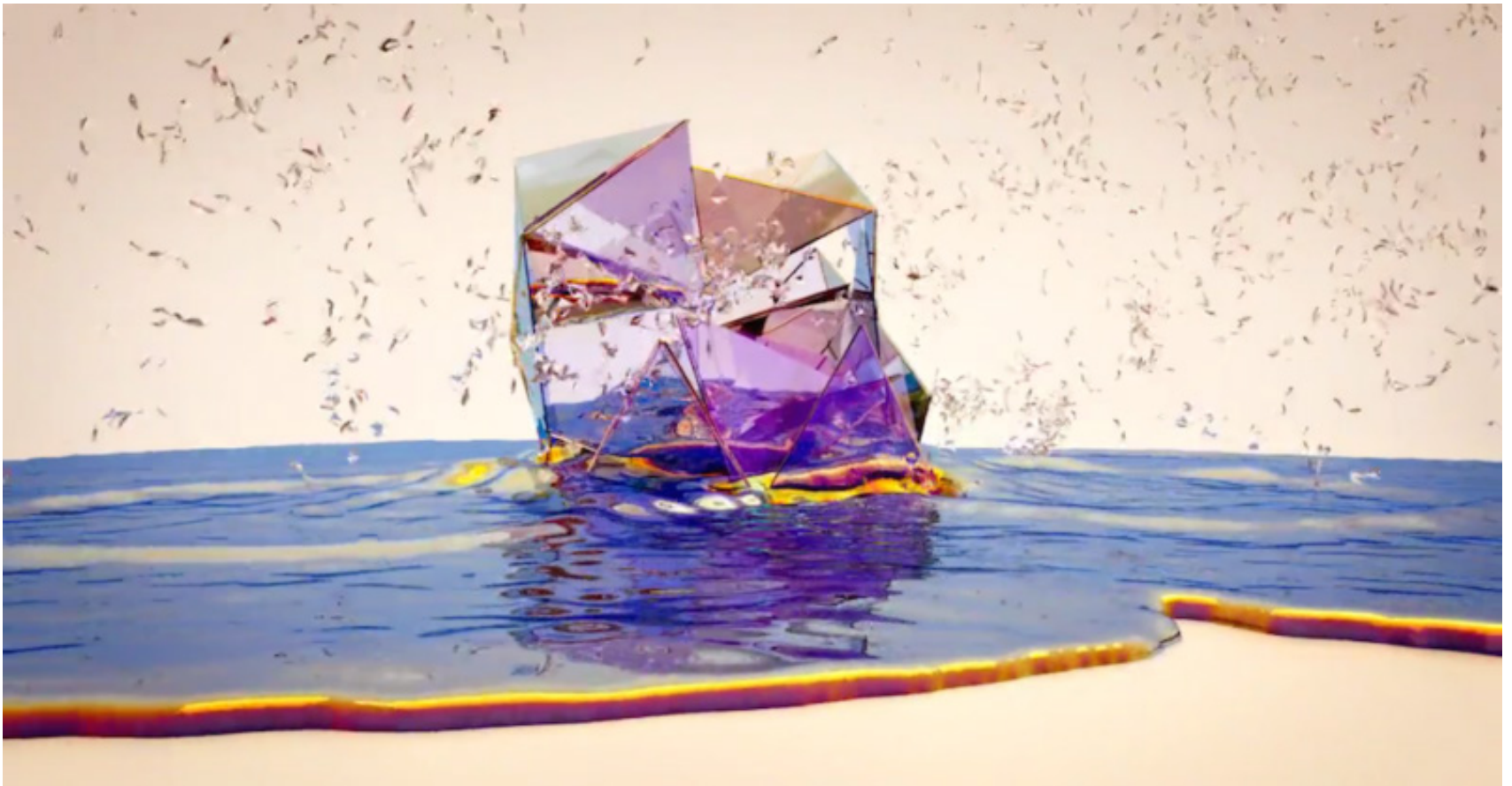
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# CLIMATE CHANGE I M P A C T

F A S H I O N   S A L E S   W I L T   I N   S E P T E M B E R   H E A T W A V E





Clothing retailers on the UK's High Streets suffered badly in the face of September's unseasonably hot weather. According to a new report Fashion sales fell in value by 5.9% compared with the same time last year, as shoppers shied away from buying autumn and winter stock.

Across all sectors high street sales dropped by 2.8% last month. It was the eighth month in a row that the High Street survey, by business consultancy BDO, had shown a decline.

While sales of homewares rose by 12.6% last month and lifestyle goods, including gifts and health and beauty items, also edged up, that was not enough to make up for the negative impact of the heatwave on fashion retailers.

"When you look at individual performances, it doesn't take long to spot who has innovated and adapted their supply chains to be able to cope with unseasonal weather," she added.

For its High Street Sales Tracker, BDO takes weekly sales figures from 70 participating High Street retailers with about 10,000 stores in total, and compares the percentage change in turnover with the previous year.

In April it recorded its worst monthly result since early 2009, when overall sales dropped by 6.1% and fashion sales declined by 9.2%.

On Thursday, homeware retailer Dunelm said its sales had been hit by "unusually warm weather" in the three months to the beginning of October because fewer people had visited its stores.

'Erratic weather'

"September was always going to be tough when compared against a strong September 2015, but retailers should take the erratic weather as a lesson in the importance of flexibility," said BDO's head of retail, Sophie Michael.

# CLIMATE CHANGE I M P A C T

CLIMATE CHANGE AFFECTING  
LUXURY FASHION

Climate change will specifically affect luxury fashion because the industry is particularly dependent on raw materials, thus already feeling the impact of changes in climate and environment in terms of business disruptions and increasing costs.

This finds a new report by French luxury goods holding company Kering and British consultancy Verisk Maplecroft titled "Climate Change: Implications and Strategies for the Luxury Fashion Sector". The report identifies six materials - beef and calf leather, sheep and lamb leather, silk, vicua, cashmere and (extra fine) cotton - as endangered, particularly the last three due to their limited geographical availability and dependence on natural systems.

While some of these impacts like transport and delivery disruptions, resource scarcity and challenges of social change are common across industries and companies with a global footprint, the report points out that the luxury sector is “particularly sensitive” to climate change because of its reliance on high-quality raw materials and those stemming from natural and agricultural systems that are limited geographically.

According to the Carbon Disclosure Project (CDP), around 50 percent of an average corporation’s carbon emissions stem from the supply chain, and in regards to the luxury sector, the majority of these emissions occur at the raw material production and the initial processing stages.

# CLIMATE CHANGE CONSEQUENCES

CLIMATE CHANGE INSPIRING  
THE ARTISTIC INDUSTRY

Benjamin Louyate's *Le Bruit Des Bonbons – The Astounding Eyes of Syria* is a poignant take on the refugee crisis. The designer has created a vending machine which disperses pink candy sweets with proceeds from each pack going to help displaced Syrian families. The sweets – designed in the shape of an ancient Syrian eye idol – evoke thoughts of happier times, exploring the role of objects in preserving and provoking memories. In an accompanying film, shot at a refugee camp in Lebanon's Beqaa Valley, Syrians reflect on their past and their desire to one day return home.



**"AT LONDON DESIGN BIENNALE, SEVERAL INSTALLATIONS OFFER UP DESIGNS THAT AIM TO IMPROVE PUBLIC SPACES OR TACKLE ENVIRONMENTAL ISSUES."**



At London Design Biennale, several installations offer up designs that aim to improve public spaces or tackle environmental issues. The UAE considers how historic irrigation systems could be revived to tackle water shortages in desert areas while Norway highlights the country's inclusive design programme – an initiative to design buildings and transport with everyone and not just the average user's needs in mind. China's Den City project proposes self-sufficient high-rises that function as mini-cities as a solution to Shenzhen's land shortage.

Some projects demonstrate a more tenuous link with the exhibition's theme. The US contribution is an interactive display from the Cooper Hewitt Design Museum that allows visitors to scroll through digitised wallpapers from its archive, selecting patterns to be displayed on a large screen. An accompanying caption describes the freedom of being able to change the backdrop to your living environment as a form of utopia reachable by design – but you get the sense this installation would have been put forward whatever the exhibition's theme. In the Cooper Hewitt, among other objects from the museum's collection, it offers an engaging way to explore a vast archive of designs. In the basement of Somerset House, however, it feels oddly out of place.

## Taiwan

Taiwan's installation, Eatopia, celebrates diversity in the pursuit of a utopian state, and offers visitors a unique culinary experience in a tranquil forest-like setting. In More's Utopia, a contented community eats lunch and dinner together every day, and food is always plentiful. These meals play a crucial part in creating the ideal society's strong social bond. For the Biennale, architect Rain Wu and designer Shikai Tseng have rethought the utopian dining experience with a constructivist menu designed to explore the creative melting pot of Taiwanese identities. The installation promises to engage all of the visitors' senses, to refresh and provide 'food for thought'.

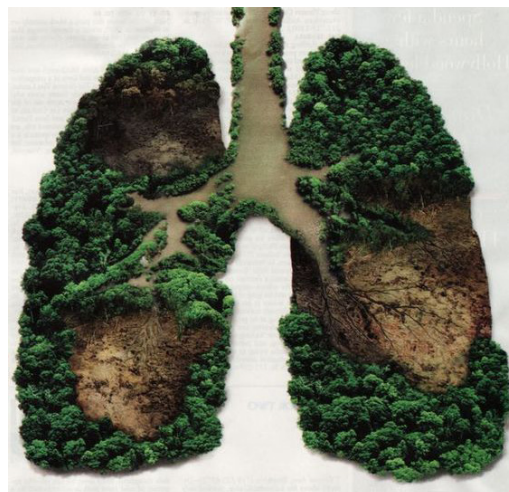




# CLIMATE CHANGE FUTURES

CLIMATE CHANGE INSPIRING  
THE ARTISTIC INDUSTRY

The future of climate change is worrying as pollution levels are always rising and it gives an unclear future to earth. although many companies are trying to make an effort to be more sustainable to try help the planet. having selfridges identifying the climate change and identifying how damaging the fashion industry is and making sufficient effort to improve their shopping habbits in a more sustainable way can massively help for the future of planet earth









## E V A L U A T I O N

The key driver of climate change is not a new issue, it has been substantially chronic for a long time however the statistics regarding the recent highest temperatures are new and shocking. This leads to the solution as a retailer, educate the consumer as to what is going on, the consumer is bombarded by media with such statistics that the average person doesn't bat an eye lid at most of the traumas reported on the news anymore. Consumers may also consider this issue and think its far to big to even tackle, but the key message that needs to be delivered to the consumer is that a single person making small changes will make big differences. To support this WRAP created a Sustainable Clothing Action Plan to help customers with their knowledge-base of techniques for extending the life of their clothes, this will then in the future help the pollution as not as many customers will be buying fast fashion clothes so not as many will be produced and the future of fashion will be more sustainable.

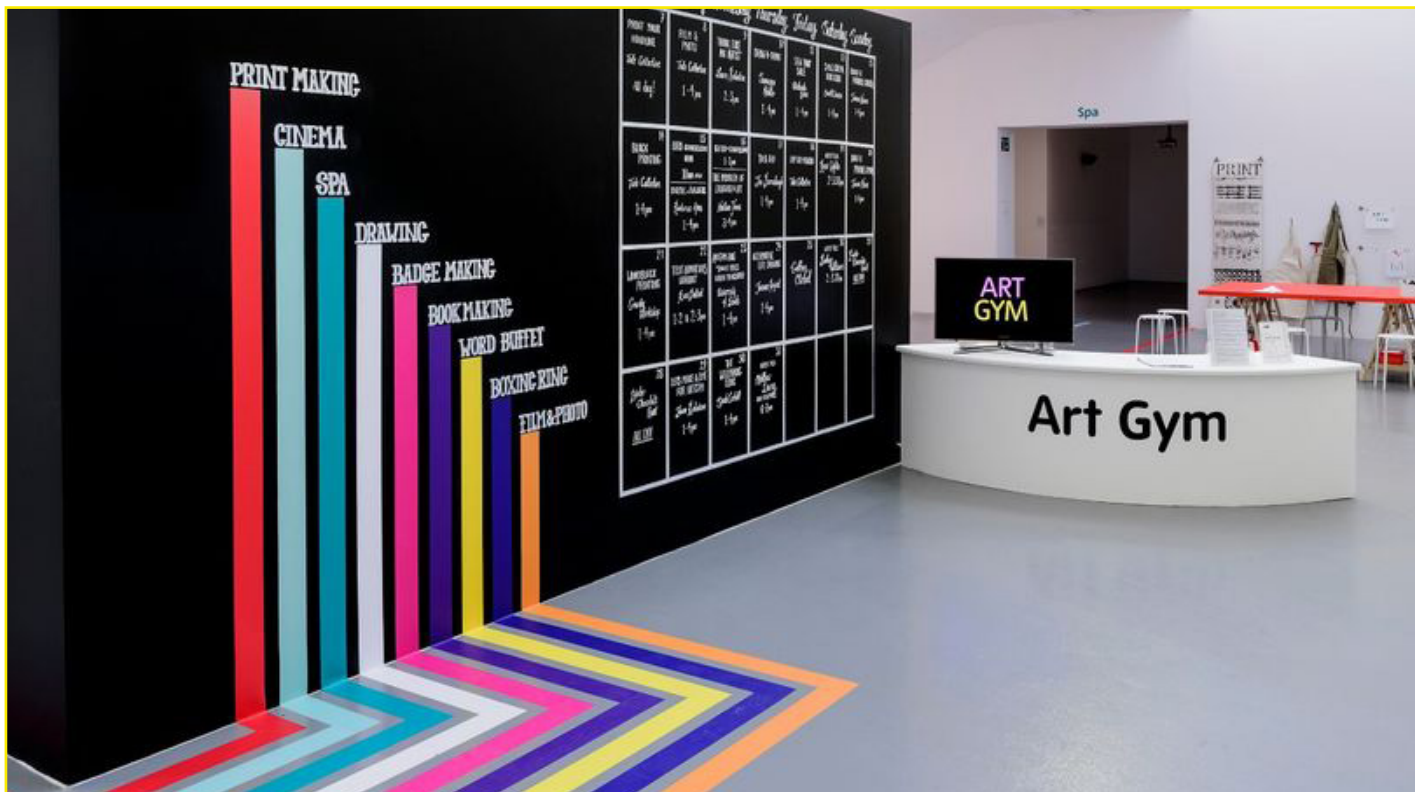
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# KEY DRIVER 0.2

## THE LEANING ECONOMY

THE RISE IN BRAND EDUCATORS

THE TECHNOLOGY TAKEOVER



## "The education sector is somewhat left behind"

The last technological innovation within the education sector as a whole was printed textbooks. The world is increasingly improving and it is said that the education sector is somewhat left behind in its tradition. This key driver explains the reasons for this and the reactions.

# THE LEARNING ECONOMY

## THE DRIVERS

REASONS FOR THE CHANGES

WITHIN THE EDUCATION SECTOR



## LIFE EXPECTANCY

Life expectancy has been rising in the West since the 1840's, Dr Aubrey de Grey believes the first person to live to be 150 years old has probably already been born.

The way we map out our lives in The Flat Age Society is changing to accommodate these increasing time frames, and the skills we develop in early life may no longer be relevant decades later.

A model of education relatively unchanged over hundreds of years seems at odds with today's world, which is innovating faster than ever. 'The combination of rapid technological development and the gradual rise in retirement age increases the need for new forms of education,' says Danish politician Poul Nielson, who has proposed that mandatory adult education should be built into the regular career cycle of Nordic workers.

## .ARTIFICIAL INTELLIGENCE THREAT

AI is predicted to result in a net loss of more than 5 million jobs in 15 major developed and emerging economies by 2020.

In the UK alone, 33% of retail jobs are expected to vanish by 2025 as a result of automation and increased labour costs, according to the British Retail Consortium.

This specifically impacts jobs in which humans perform as machines such as inputting data, manual labour etc because these jobs are expected to be replaced by computers.

Members of Generation D, the first native digital generation, are acutely aware of the impact automation will have on their job prospects. Only half of young Australians (50.6%), French (53%) and British (54%) rated their confidence that they possess the necessary skills required for a successful career as at least seven out of 10, according to a recent poll of 9,000 people in nine countries by Infosys.

'To empower these young people to thrive in this great digital transformation, our education systems must bring more focus to life-long learning, experimentation and exploration,' says Infosys CEO and managing director Dr Vishal Sikka.

# THE

# LEARNING ECONOMY

## I M P A C T S

### BRAND EDUCATORS

Currently in uncertain economic times due to changes such as Brexit and future job concerns as highlighted brands are taking matters into their own hands by poaching potential future employees and training them themselves.

Examples include:

#### The Fashion Retail Academy

(FRA) became the UK's first National Skills Academy dedicated to educating and training people for the modern retail workplace. (Arcadia 2016) being run by Phillip Green of whom is head of Arcadia most people who take the course go on to work for the company.



#### Apple

Apple are working with the University of Naples Federico II to create the first iOS Developers Academy. More than 200 students will attend the academy's free nine-month programme, learning to develop for iOS platforms and foster their entrepreneurial abilities.

-Schooling is an act of social responsibility, which has given us a great competitive advantage to become the leader in luxury e-commerce in the world, says Yoox Net-A-Porter CEO Federico Marchetti, whose company joined forces with Italy's Bologna Business School to launch the first master's programme designed specifically for digital business.

At The Solomeo School, fashion house Brunello Cucinelli invites students on courses lasting nine months or two years that also help with the regeneration of the Perugian village in which it is located.





These drivers could have a very negative impact on society and demotivate populations by feeling like there are no jobs available in the career path they want to follow however a positive reaction is being seen among the newest generation in education now. Schools are inspiring children that they yes jobs are decreasing but it is not a threat it is just a shift in jobs, children are being geared into preparing for jobs that don't even exist yet. Similarly although technology is taking over lots of jobs why can't populations utilise it in a new way than before too?



# THE LEARNING ECONOMY CONSEQUENCES

CHANGE IN CRITERIA.. SHIFT IN EDUCATION

## Change in criteria

In previous years it has been thought that you need a degree to be taken seriously but Brands are realising that the right people for the job don't always come with a certificate. Social media is the force that is driving this trend of young people choosing specific training over university because this is how these young people are discovered by brands. -Google has started hiring more people who didn't go to college. After years of looking at the data, Google has found that things like college GPAs and transcripts are almost worthless in hiring. Following these revelations, the company is hiring more and more people who never even went to college.

-Penguin Random House removed degree qualifications from its recruitment criteria altogether in order to broaden its appeal and attract a wider range of applicants.

'We believe this is critical to our future. To publish the best books that appeal to readers everywhere we need to have people from different backgrounds with different perspectives,' says Neil Morrison, group HR director at Penguin Random House.

-Later this year D&AD is launching a 12-week night school for 18-26-year-olds who have not been to university, with the aim of encouraging diversity in the creative industries.

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# THE LEARNING ECONOMY FUTURES

USE OF TECHNOLOGY TO ENHANCE HUMANS



Over recent years, competition to succeed and achieve has increased and with this trend there has been a correlation with use of enhancers in order to perform. This slowly started with tutors and extra support and more recently we can see an increased use of cognitive enhancing drugs. A survey by Varsity, the University of Cambridge paper, found that 10 per cent of students there admitted taking Modafinil or drugs like it to improve their ability to concentrate



In the near future it is predicted that technology will replace the use of supplements to enhance brain power. "There is an undeniable competitive nature in our society and it is pushing us to work and exceed our natural limits," (Nicky Vu, 2016). Australian performance artist has grasped this trend by growing an artificial ear into his arm which works as a remote listening device enabling people anywhere in the world to tune in and hear what he is surrounded by. Similarly there has been a growing trend of the use of chip implants, so much so there has become a concept of 'implant parties' where people come together to have the microchip, the size of a grain of rice inserted into their hand, it allows users to send and receive data wirelessly using radio frequencies.



## E V A L U A T I O N

With the world increasingly developing into a more modernised technical world all insitutions including the education sector are affected. The impacts of these changes may be seen as negative or stressful to those of generation D in the uncertainty of future jobs however the key theme is to determine a positive outcome.

It is important to ensure the customer knows the future of education is in their hands only they can know there right for a good education. Selftiopia will help them figure out the right path for them unveiling different opportunities that they could pursue in their future. It is important that they know without education it would be impossible to move forward and develop as a planet.

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# KEY DRIVER 0.3

## THE SYRIAN CRISIS

### THE DRIVERS

THE 5 YEAR WAE AND THE  
GOVERNMENT BACKLASH





The on going 5 year Syrian war started when 15 schoolchildren were found writing anti-government graffiti on a wall and were arrested and reportedly tortured. Peaceful protests began calling for the freedom of the children and greater freedom in the country. The government had an angry response and opened fire on protesters, killing four people, continuing to shoot mourners the following day. People were shocked and the anger spread to other parts of the country. Peaceful protests then turned into protests for the President Bashar al-Assad resign. Although the President offered to change how some of the country was ran the protesters didn't believe him. Even though there is still a lot of people in Syria who lie the present at the moment, there are 1,000's of parties rebelling against him including political parties, those living in exile and the rebels.

In 2015, ISIS began taking over large areas of the country so now the people of Syria are not only fighting their own battle but a separate conflict. Due to this there's no houses or schools for people forcing them to flee



# THE SYRIAN CRISIS

## I M P A C T S

THE BATTLE BETWEEN  
COMMUNITY AND GOVERNMENT



Government and communities are contently battling to try and figure out how to help the million of Syrian refugees that are currently in danger. As Turkey is the neighboring country to Syria, its estimated that it hosts 2.5 million Syrian refugees. From this, as Turkey is the third-largest textile exporter in the EU, refugees are finding illegal work in the garment industry – Business and Human Rights Center estimates between 250,000 and 400,000. Unfortunately it seems that women and children are in the firing-line for this means of exploitation, targeted by recruiters looking to make profit from their misfortune.

Many big Companies use the Turkish textile factories as suppliers. For examples, Primark sources from about 100 suppliers in Turkey, accounting for about 5% of its production. When asked about how the brand was going to handle the refugee crisis Paul Lister, head of Primark's ethical trading team, told Reuters, "We know Syrian refugees are an issue in Turkey at the moment so we have gone to unannounced audits in Turkey". Business & Human Rights Resource Center conducted a survey and asked 28 brands about the factories they contract with directly in Turkey, and found that some, including H&M, Next, Primark, and C&A had discovered refugees in a small number of their factories. H&M found one factory using refugee children to make clothes, and Next found two.

# THE SYRIAN CRISIS

## I M P A C T

### H & M ' S   T A K E   T O T H E   S I T U A T I O M

A H&M spokesperson then declared that the company then terminated business due to their policy regarding the refugees. Primark said it discusses the situation with the supplier and puts a "time bound" plan in place to resolve any problems. "If we do not see the required level of engagement we expect on remediation, business relationships with suppliers are reviewed, and in some cases terminated," the company said in a statement. However, there are many different points of view what brands should do for the best. No one wants child labour or human rights abused, but, without the small amount of money they'd be earning how would they be able to get a source of income? H&M deem the best approach would to be to terminate a relationship with anyone who is employing people without a work permit. Other brands, such as Inditex, think its better to help the worker get a permit and a fair wage in the process.





# THE SYRIAN CRISIS CONSEQUENCES

HOW WILL RETAILERS  
REACT TO THESE IMPACTS

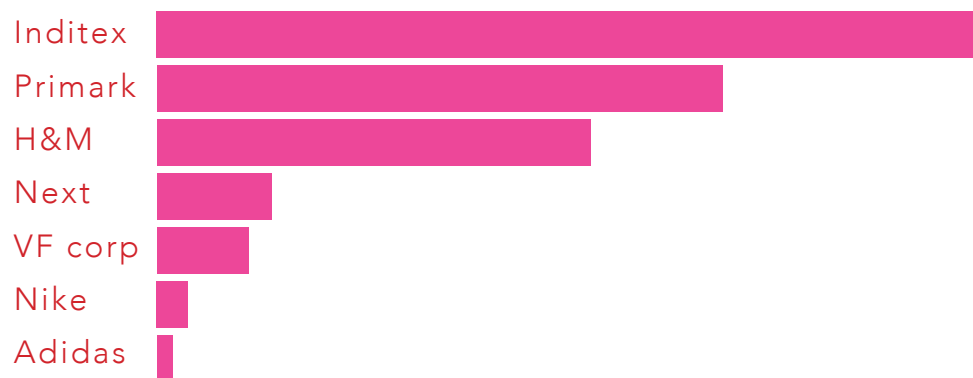




All these impacts will cause for an array of consequences in the fashion industry. First and foremost it will push companies to fight for change whether that means following in the footsteps of H&M and boycotting any suppliers that work with that don't support fair work ethics in their factories or mirroring Inditex and setting up a process to help refugees get a wage permit. Although doing this, brands may receive some backlash from consumers, it will also gain respect from others as they are standing up for something they believe in. This could take form of a campaign or even just coverage in the news. We can see this trend emerging in LSN's Backlash Brands.

Another way brands will be impacted is by the way we shop. Acknowledging the customers mood and adapting it to their shopping experience, engaging with emotion and the new dialogue around them.

## Number of direct suppliers in Turkey



# THE SYRIAN CRISIS F U T U R E S

THE 5 YEAR WAR AND  
THE GOVERNMENT BACKLASH

In a world where there's so many battles to be fought as community, why are we all pit against one another? To move forward we have to unite as one to be a driving force to change the globe for better. The struggle is that now you can see war and struggle all over the media, will life imitate art? Minds could be influenced to a fascist way of thinking, siting more rivalry for money and fame creating a hostile world. The object is to get on the right path to help become at one with yourself, then only will you be able to unify in the fight for peace



- selftopia -

## **E V A L U A T I O N**

Hate is flowing at a rapid speed, taking anyone in its path – whether that be recruiting them or disposing of them. In such a confused world it's hard to know what path to take for your best interests. Hopefully a positive from this terrible crisis is that it obvious that we must start helping one another to move forward as planet.

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- selftopia -

# BRAND IDENTITY

S E L F T O P I A

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S E L F R I D G E S

Selfridges is a brand that provides 'something for everybody', therefore our concept is for everyone to find their SELFtopia. in the world there is destruction, pressure and unhappiness. Having the selftopia concept in selfridges it can flip customers feelings when they enter the store to find their utopia. Selfridges aim to make a unique in store experience like no other, being able to find inner utopias makes the experience in store even more personal. Selfridges want customers to come away with something to have forever and knowing personal utopias may change customers perspective of life forever. after learning about selftopia having a digital necklace to represent customers time in store will be nothing they can get anywhere else and will be a phenomenal representation of the time customers spend there.





# **S E L F T O P I A**

## **S Y N O P S I S**

selftopia allows individuals to experience their own personal utopia. It's so prominent that there's a lot we need to do as a planet but we cant do one without the other. To tackle climate change we need to be educated but we need to allow people an education to begin with. How can people start to seriously start working towards a better, sustained, life when their life is already limited? Creating an aesthetic of which people can form positive free thinking, making them realize that there's more to life than what's shown to them, designing their own Selftopia.

# RETAIL CONSUMERS GENERATION D

THEIR VALUES

THEIR ENVIRONMENT & PRODUCT PREFERENCE

## THEIR VALUES..

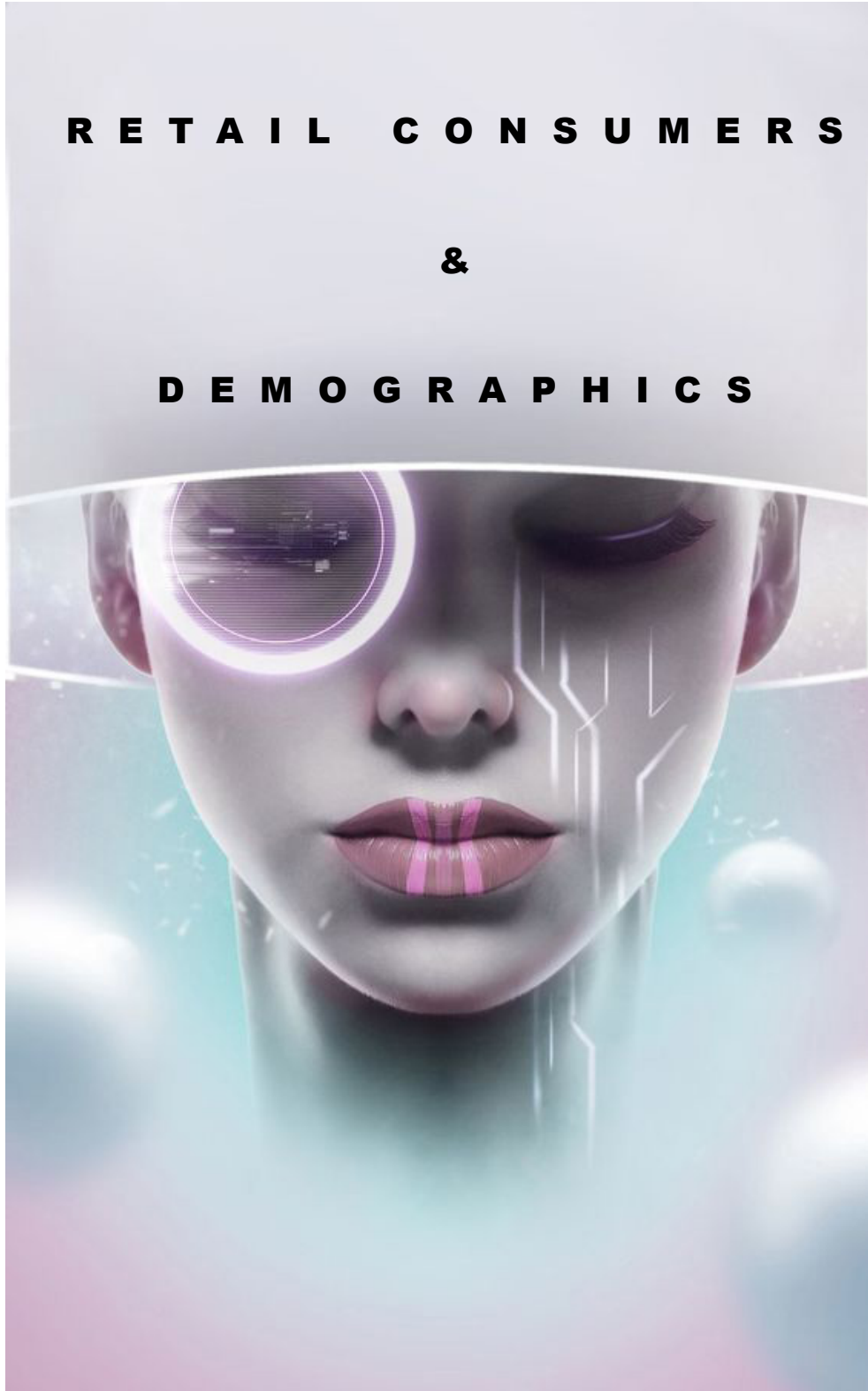
Generation D is a new emerging population within their teenage years, they are more ambitious and savvy than any other youthful group seen before with a very unique and positive outlook on life.

A specific characteristic about them is their drive to make a difference in the world, in fact 6/10 say they want to have an impact on the world, compared to 39% of Millennials. (marketing agency Sparks & Honey)

Furthermore, almost three quarters (72%) of Gen D want to run their own business, according to a study by the Millennial Branding consultancy- LSN Global.

Generation D are independent and want achieve over and above. This may be influenced or at least connected to the current trend of Brand educators, this trend influences young people to step outside of the outdated education system and independently strive for success.

**R E T A I L   C O N S U M E R S**  
**&**  
**D E M O G R A P H I C S**



## T H E I R   E N V I R O N M E N T . .

Generation D are the most racially diverse group. Hispanic, African American, Asian and multiracial Generation Z account for 47% of teenagers, according to the US Census Bureau. Isolated pockets of communities exist less and less, and therefore racial prejudices are melting away. The effect of this is that their outlook is global as opposed to local, they have grown up in a world where multicultural societies and transgender rights are the norm causing them to have a much more open approach to new things, something that was less common in previous generations.

'Identity at its core is what teenagers are interested in – the idea that they control who they are, their bodies and what they say,' explains Thomas Gorton, editor of Dazed Digital. And, of course, they use social media to shout about these ideas. The maxim is, if it doesn't exist online it doesn't exist at all.







## **P R O D U C T   P R E F E R E N C E . .**

In terms of product preference, Gen D seek to buy cool products as opposed to cool experiences, 2/3's of 7-17 year olds support this evidence (US –Marketing agency Deep Focus.)

Members of this generation value acquisition, 60% of them regard having a lot of money as a sign of success, contrasting with Millennials of whom 77% prefer cool experiences to cool products.

The annual Cassandra Report claims that Generation D members' more traditional approach to ownership can be attributed to having grown up with greater purchasing influence over their parents. As a result, more than half of Generation Ds value acquisition as a sign of success.

# PRIMARY RESEARCH G E N . D

IS THE STRATEGY RIGHT  
FOR THE TARGET MARKET?

Do you feel like small changes such as repairing a garment to make it last longer really have an effect on improving sustainability?

Yes

No

Would you be interested in being educated on small changes you can make to make a difference?

Yes

No

Maybe

Would this be something that would interest you if it was communicated in an innovative way in a retail space such as Selfridges?

Yes

No

Do you have you own idea of what Utopia is?

Yes

No

Sort Of

Is a personalised and interactive piece of jewellery something you would purchase?

Yes

No



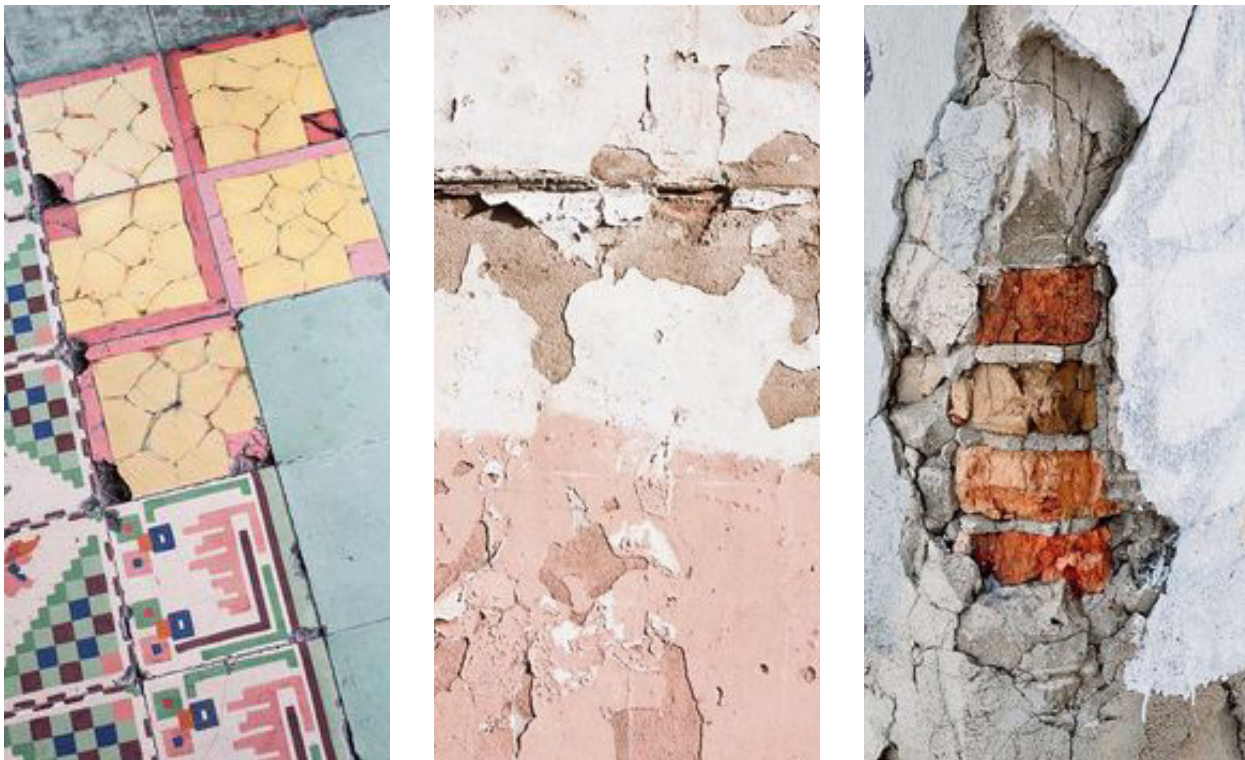
As Primary Research 40 individuals within the consumer tribe were interviewed to determine their views and approach to the subject of Utopia and making small changes as trial and error to see the best way to communicate and engage with them. These results paved the route for the concept

# MATERIAL WORLD

## C E R A M I C

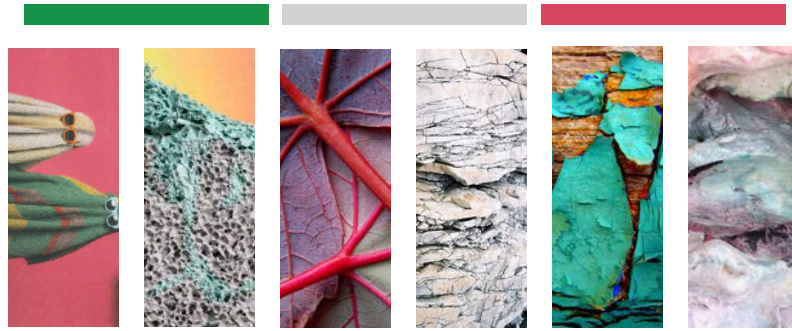


The material we chose to put in conjunction with the trend is Ceramic. Like society, ceramic can be sculpted and changed into a way that is fit for purpose and just like society it can be shattered into pieces and put back together in another way. This also applies to utopias, they can be changed for individual needs and perspectives of life, they can be pleasing to an individual and not others they are all unique.



The idea of this reflects the trend well as we are aiming for society to all come together as one to create a strong force of change and educate people in the process. Without this we too will deteriorate into something less unified, making it hard to piece back together. Each piece of ceramic is beautiful even if it has been destroyed, put back together and sculpted into different ways this is the same as people and their utopias.

- selftopia -



# **T H E   A E S T H E T I C**

## **G U I D E**

C O L O U R

T E X T U R E

L I G H T I N G

S P A C E

F I X T U R E S   &   F I T T I N G S



# VISUALS

## P R I M A R Y I M A G E R Y

P H O T O G R A P H Y T O  
I L L U S T R A T E T H E C O N C E P T



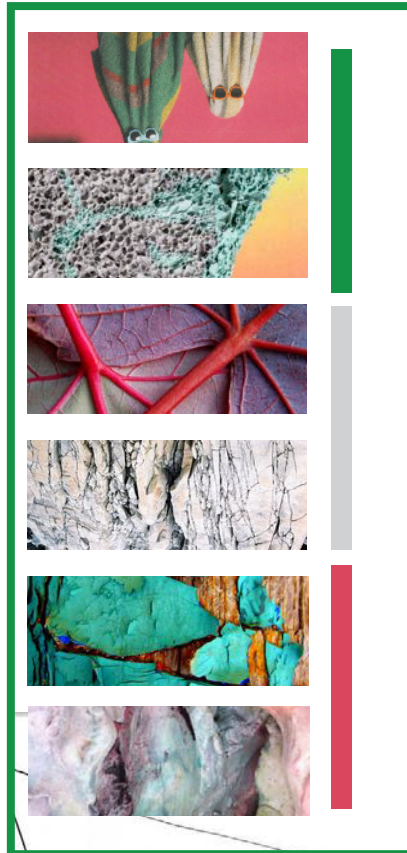
The researcher wanted to take some primary imagery that illustrates the trend. This will ensure that the consumer is enticed into the retail space by seeing something entirely new and unique. These images were captured with a Nikon D610 DSLR, 50mm lens, they were taken with fast shutter speed to freeze motion. The researcher used two marble patterned balloons with a beautiful look that really fits with the SELFtopia aesthetic.







# THE AESTHETIC C O L O U R



With a far more complex colour formula, Selftopia is able to connect more with its Gen D consumer as statistics show that their more likely to interact with something that is bold rather than something that will blend in. The theme of bright colours also follows come catwalk led trends already seen in SS 16 and AW 16 which is predicted to be followed into 2017. Hot pink, bold green and a neutral grey are the key colours for Selftopia. The best way to communicate the injections of colour is thought the textures used. The pale grey represents the blank canvas that will be built on because after experimentation the colour scheme looked more clean standing out from a neutral colour. It also represents the negatives in the world being splashed with colour and celebration as the Utopia trend sets out to do. Furthermore, the key colours are much more broad than these 3, there are different colour routes to the trend such as the minty misty colours in the bottom images contrasting with the injected, electric tones presented in the penultimate image.





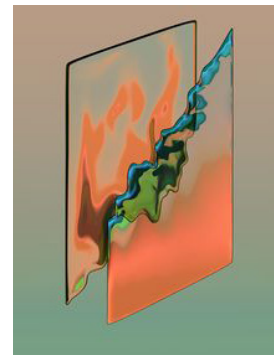
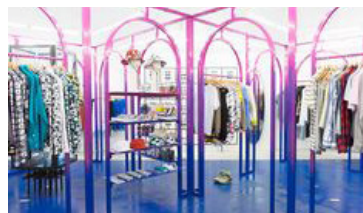


# THE AESTHETIC TEXTURE

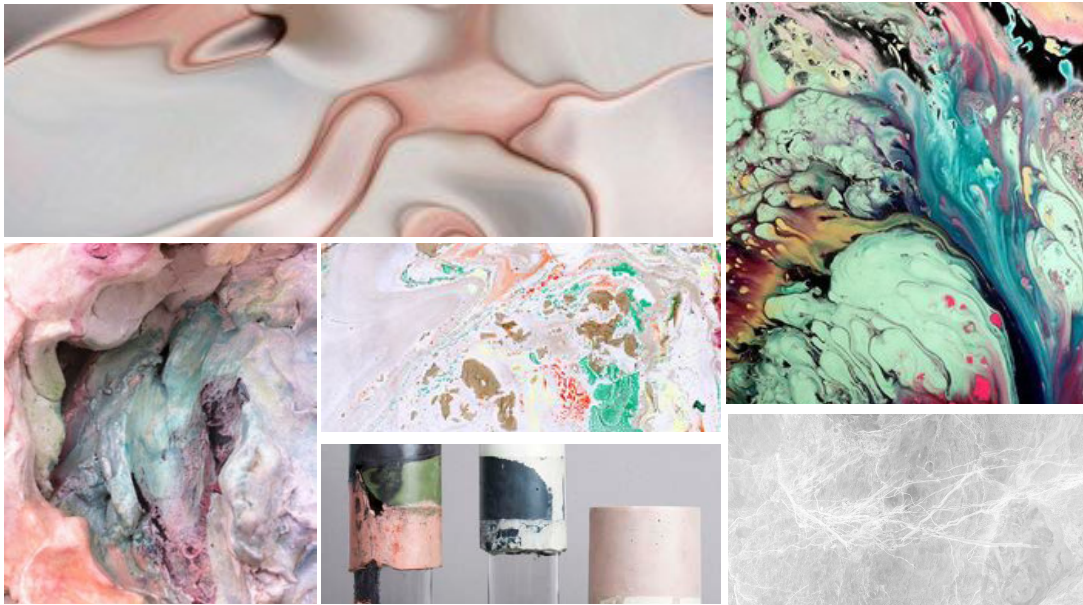
EARTHY  
FRAGILE  
GLOSSY



PLASTIC







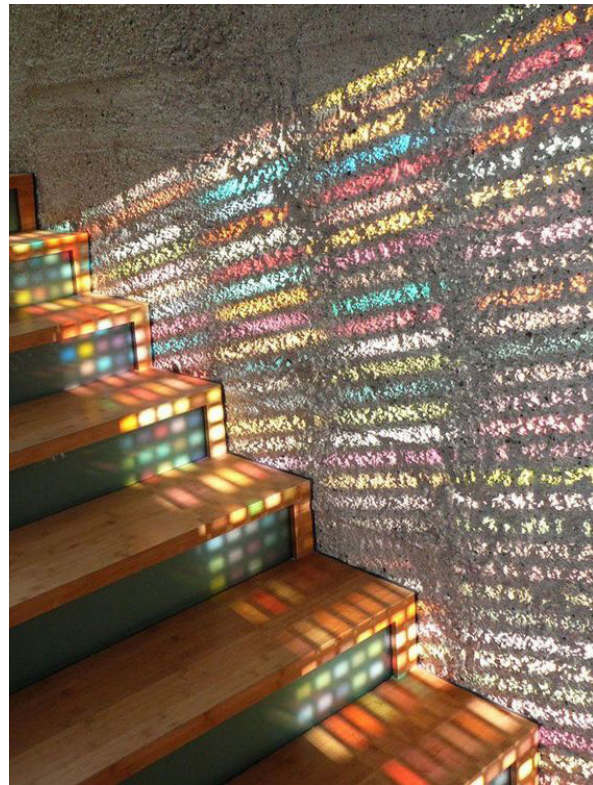
I L L U S I O N A L M A R B L E



I N J E C T E D W O O D

# THE AESTHETIC LIGHTING

THE STORY BEHIND THE LIGHTING



The lighting of the trend is bright and colourful representing the bright light that is being shone on the negatives in society highlighted in the key drivers. The image to the right depicts the exact affect the lighting aims to achieve. The girl is wearing a very relaxed sweater and she is seen looking forwards into the light and thus she herself is lite up through her hair and the lighting in the surroundings that really draws you in.







# THE AESTHETIC SPACE

C H A N G I N G   T H E   B L A N K   C A N V A S



As mentioned previously the backdrop of the space will be a blank clean canvas which will be injected with statement colours and features. The inspiration behind the space formula is an alladins cave theme. The products instore will be rather condensed so consumers are drawn in to sift through a variety of amazing and unique things. The space will be much like a microcosm within the store, a hub you can explore and get lost inside.

# THE AESTHETIC FIXTURES & FITTINGS

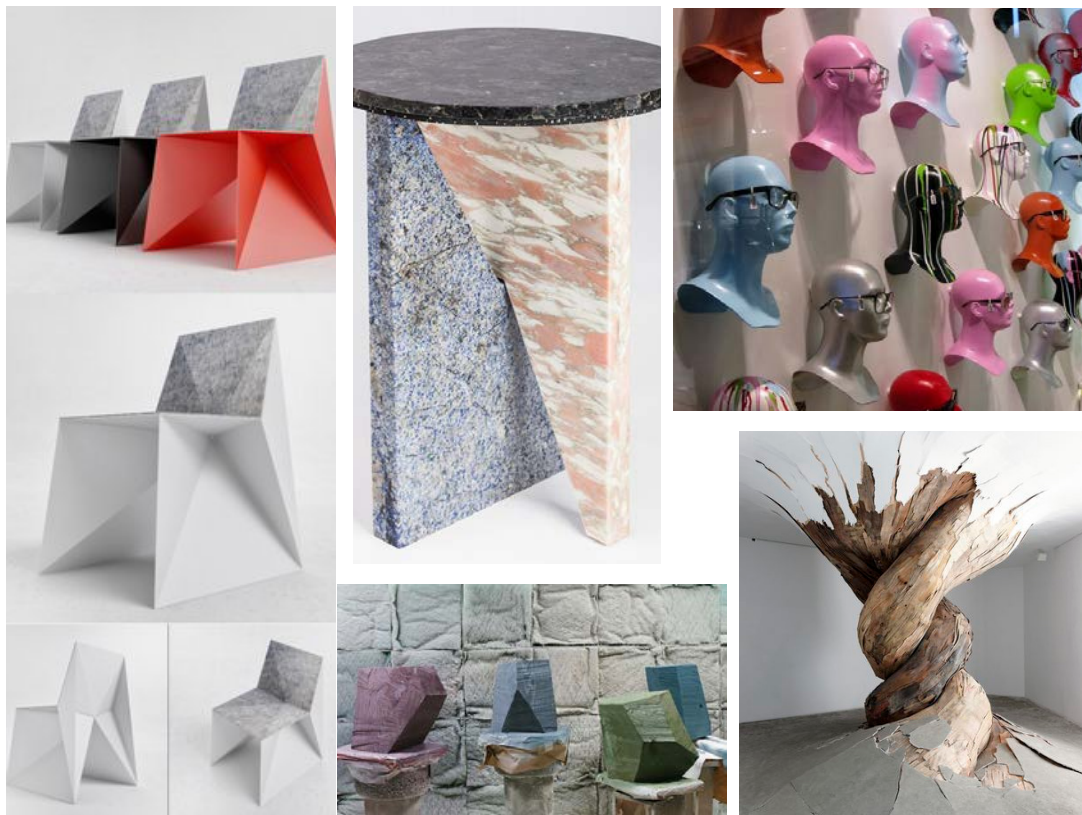
WELL PROVEN CHAIR



These chairs are made from furniture factory shavings.

Furniture factories usually generate 50-80% of timber waste during manufacture. In order to restrict wastage American Hardwood export council have collaborated with designers and collected different types of unused shavings. They have combined them with bio-resin, added water and discovered a chemical reaction that makes the wood waste expand to become a solid, foam material. The result is then dyed and applied to the seat mould so that it rises up around the joints of simple, everyday ash chair legs. They have called the creation Well Proven Chair. There are a number of things that make this design so relevant to the VM of the trend. Firstly the colours used fit in with the scheme and so does the texture, much like the textured woods used. Furthermore the idea that these beautiful creations are growing out of a simple chair structure represents how the Utopia trend is going to affect society. A blank canvas is going to grow and move forwards into a beautiful celebration of colours with positive connotations.







# THE AESTHETIC P R O D U C T C O L L A B O R A T I O N



The brands being used within the retail space were allocated according to relevance, aesthetic and their approach to ethics and sustainability. The report will now take you through each brand.

Honest by  
Katie Jones  
Eness  
Bisou





# honest by.

the world's first 100% transparent company

THE HONEST BY PHILOSOPHY

Fashion is about beauty. The story behind fashion can be equally beautiful. Our customers should be able to make the most informed choices possible. All of our products should be manufactured in a way that respects life. All of our products should be harmless to our customers' skin.

All our products and activities should have as small effect as possible on human health and the environment.

# CLOTHING



Honest by was the first company in the world to share the full cost breakdown of its products. It has a 100% transparency policy



# BAGS



ALL

ORGANIC 

SKIN-FRIENDLY 

RECYCLED 

EUROPEAN 

# JEWELLERY

Heaven Tanudiredja 's handcrafted army green embroidered clutch is made out of brass and vintage crystals. This item was made in Belgium, Europe. The Heaven Tanudiredja studio in Antwerp offers a Lifetime warranty on this item.



# ENESS



Eness is an ethical beauty brand using sustainable formulations. They are about respecting the earth as well as producing the best beauty products. They spend time sourcing raw materials and packaging worldwide but maintain low prices.

The only store in the UK at the moment is in Birmingham. All the products Eness use are approved cosmetics and pharmaceutical grade and FDA approved colourants. They don't use any animal products or extracts, and never test on animals. They never use raw materials that are unsustainable for example palm oil. All their products are mandated to exclude the use of Chinese content.





A Eness range would be situated in the Selftopia pod. The Eness range we have chosen is Diamond range. This fits in with our trend the best and what our consumers would want.





# KATIE JONES



Katie Jones is a Knitwear Label that 'teams playful aesthetics with serious ethics!' The brand has a #WASTENOT approach that utilises designer surplus and celebrates artisanal hand craftsmanship. Katie had a 'Granny Vision' of making something beautiful from nothing and consciously addressing issues of over-consumerism and landfill, the brand creates wearable, artisanal collections that are big on colour and texture. The depth and ethics behind the brand really tie in with the sustainability subject the trend sets out to communicate and the aesthetic of the brand being colourful and exciting correspond with SELFtopia. Each piece is hand crafted by an intimate team, they use traditional and detail intensive processes to make the garments meaning not one garment is the same, much like nobodys SELFtopia is the same.



# THE AESTHETIC

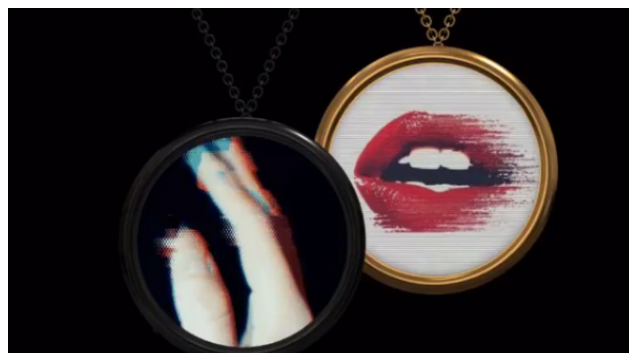
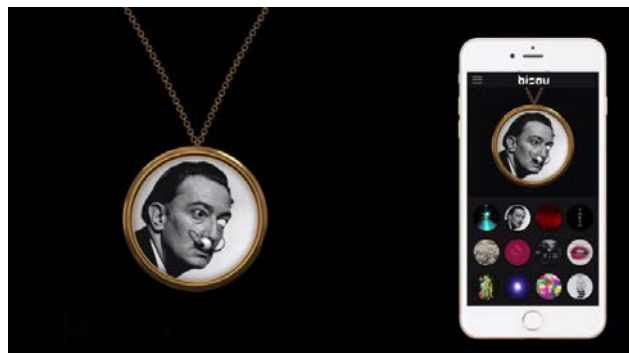
## THE WORLD'S FIRST

## DIGITAL WATCH

Bisou Wear is the world's first customisable necklace. Designed to allow you the consumer to express themselves and also look good. Bisou connects to an app that lets the consumer choose from numerous designs or create their own to match their mood.

The Utopia concept is working in collaboration with Bisou, for a number of reasons. Firstly the message from the concept represents moving forwards in a new way by making small changes to become more sustainable and this piece of technology mirrors how society is moving forwards in regards to innovative gadgets. Secondly a huge part of the theme is personalisation, an attraction that the Selfridges consumer really buys into. Furthermore the retail space is encouraging the consumer to find their own personal utopia so what better product to come away with than something that can tie in with that.



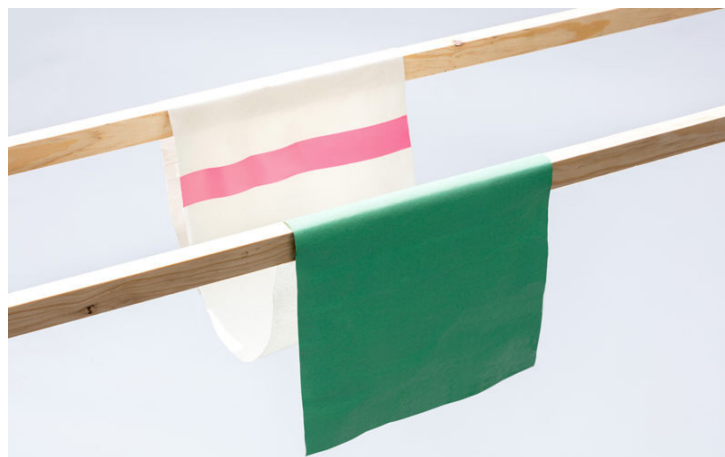


## QUERIDO TULUM BRANDING BY FUTURA IS ODE TO THE MEXICAN SPIRIT

Querido Tulum is a new residential development in Tulum, Quintana Roo. To highlight its spontaneous and liberated spirit, studio Futura has created a visual identity based upon an epistolary concept to represent the site. With plenty of color and sleek graphics, the project celebrates Tulum's landscape and optimism.







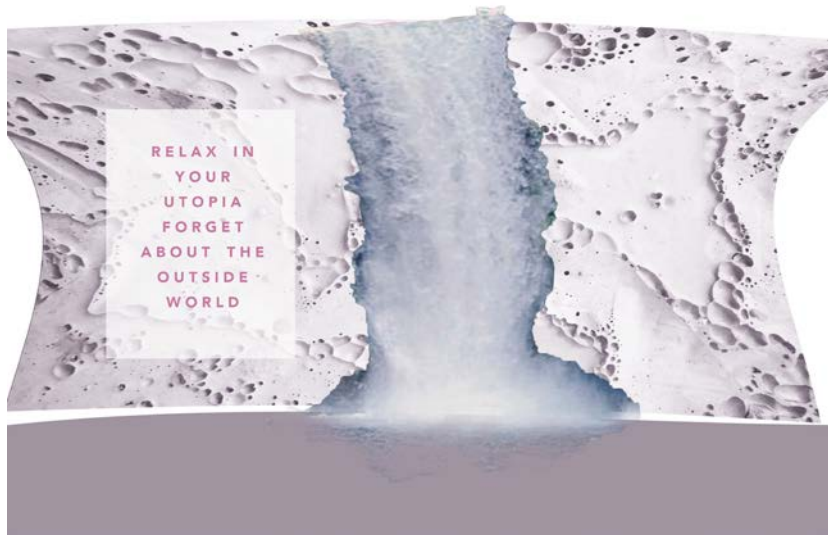


# THE AESTHETIC VISION

M O C K U P S

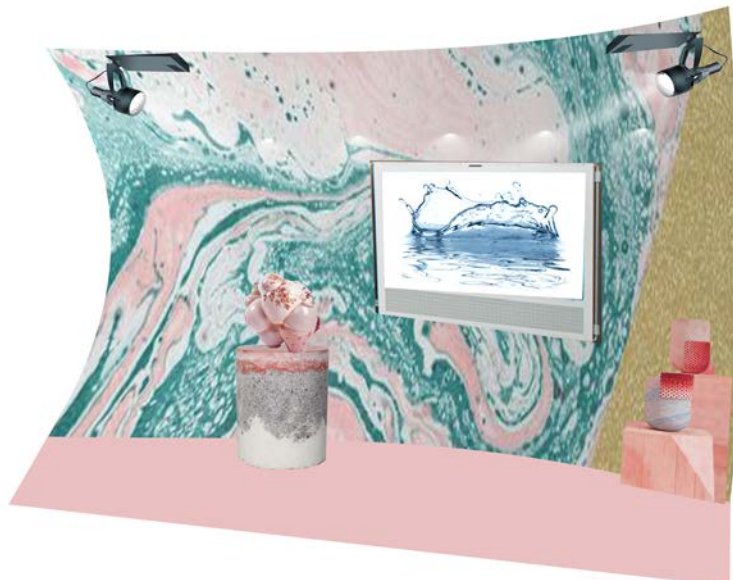


Customers can take their mind off the world and watch the relaxing water trickle down and reflect on what their idea of utopia can be, it will be a peaceful place with calming colours to make them think about their own well being and reflect how their utopia's could maybe change the world and help improve their life, the store is an escape to remember.

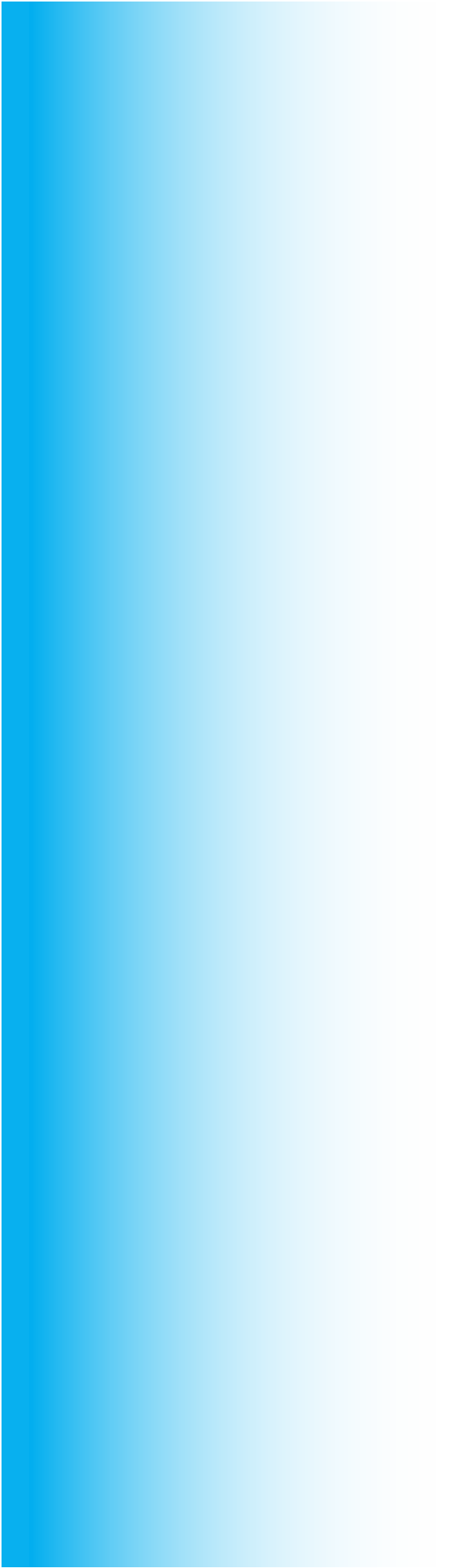


AREA.1

AREA.1.1







This area can be relaxing as customers can look at the different products in a comfortable area so they can sit down and have time to reflect what their utopia is. Customers will also have the opportunity to purchase items from the brands we have collaborated with to represent the utopia theme and hopefully since the time they have in store will impact them so much time since finding their utopias in they will want to purchase something in this zone.







The tree in the centre of the Pod is an area, which customers can write a synopsis of their utopia on a tag and hang it on the tree for people to read to get inspiration. They can compare to their own utopias to try making their utopia as perfect and special as they can to try to make the world a better place.





These are different manipulations of objects, which could be used throughout Selfridges to fit the Selftopia trend, as seats, lights or conceptual objects to remind customers about Selftopia as the colours and strange aesthetic fits with the concept.



The Strategy spans over 3 months from January to March. The first month is all about capturing the consumer and engaging them into finding out what their own personal Utopia is which can be explored in this retail space. Following this the second month will begin to educate the consumer into how they can sustain this Utopia so that people in the future can also experience it. This is done by showing consumers how to make small changes to make a big impact, such as learning to repair a garment so that it lasts longer. In terms of how the space will look we have created a hub style environment which has an Aladdin's cave inspired look, there will be influences regarding Utopia around the room surrounding a tree installation in the centre where consumers can attach their personal synopsis of Utopia to the tree.

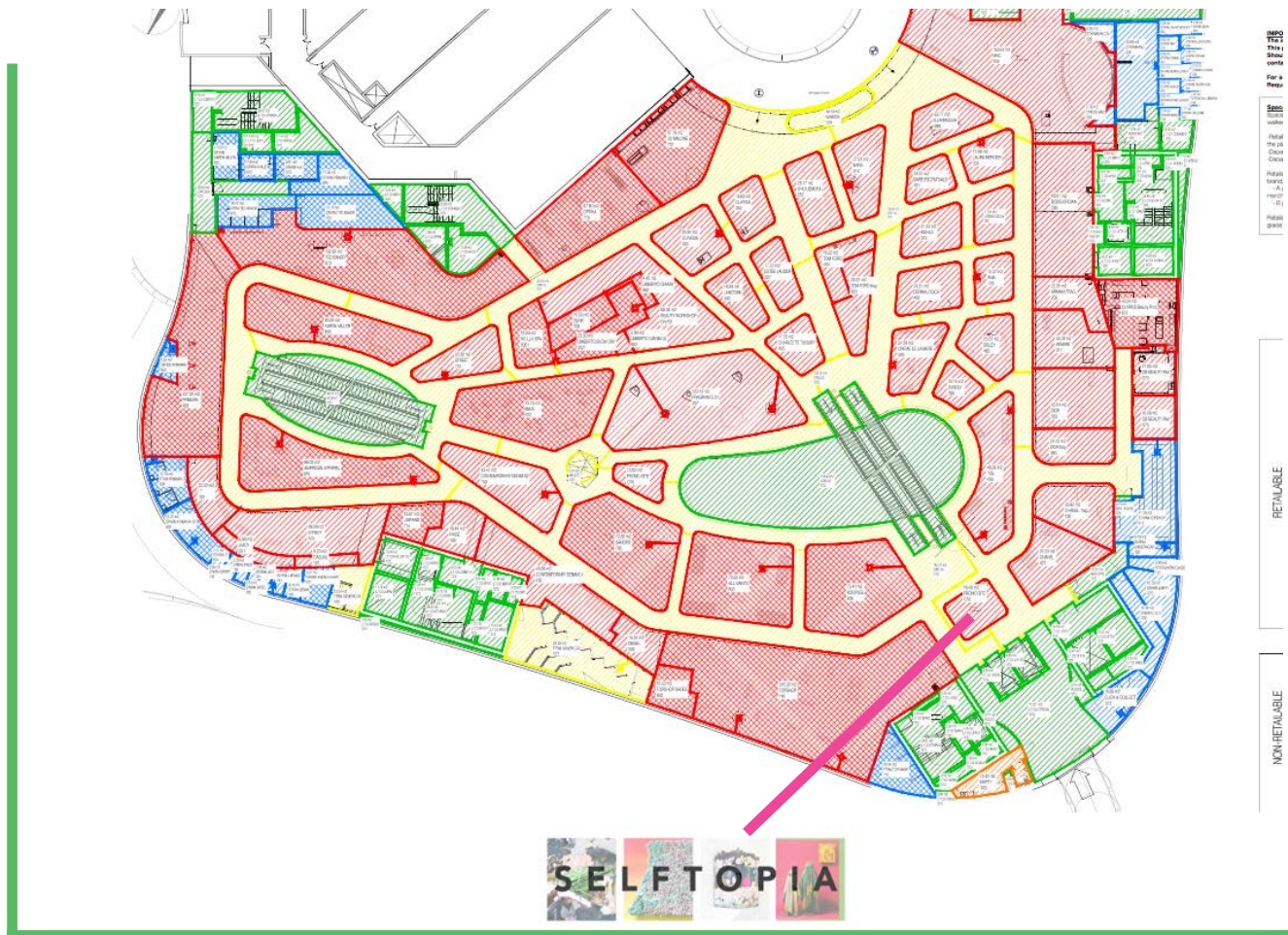




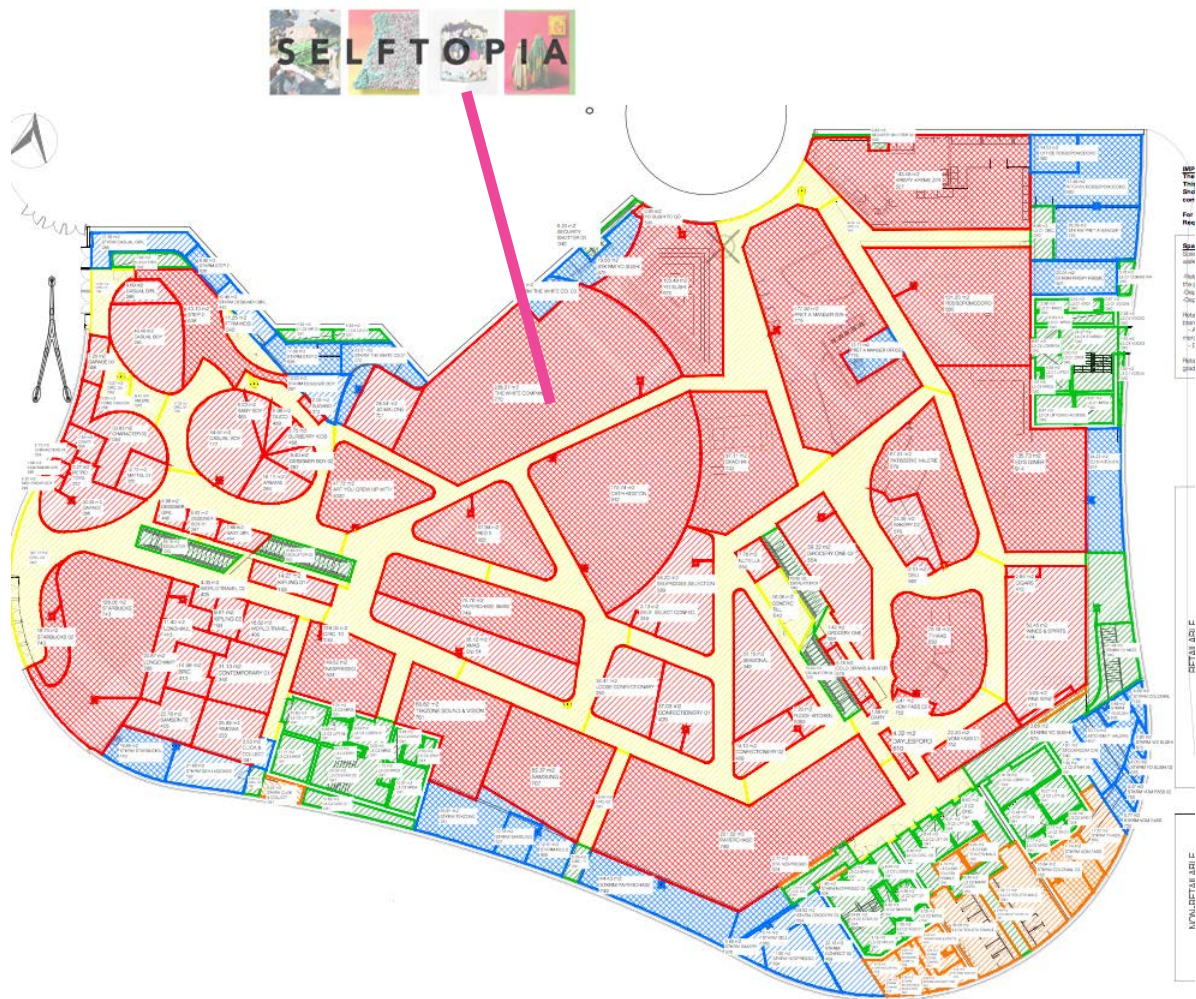
# THE STRATEGY

## I N S T O R E L A Y O U T

U T I L I S I N G   L E V E L   1   A N D   3



The Selftopia concept is located on the ground floor by The White Company. The location is best as when people start their shopping experience in Selfridges (past the food hall) it will be the first thing they see. It then continues to the third floor by the Chanel stand. Selftopia will be situated in these spots in these places as it attracts majority of customers due to the lower price point of the products.



# **THE STRATEGY WINDOW MOCKUP**

D R A W I N G   I N   T H E   C O N S U M E R

The windows for Selftopia will hold bold colours that will be eye catching to the customers to make them want to find their Utopias inside. The marbling effect in the background looks different and mysterious to entice customers in. The video of the necklaces will be in the middle of the window as it is a bold and inspiring to inform customers all about the necklaces. It can make passers by think about what they would put on their necklace to make it more personal and make them think that they will need one.









# THE STRATEGY C O M M U N I C A T I O N

HOW THE CONCEPT WILL BE  
ENHANCED AND PROMOTED

Having a snapchat filter is a way to engage and capture the consumer. When they are instore they are able to take pictures of the Utopia pod and Selfridges then filter it with the Selftopia title.

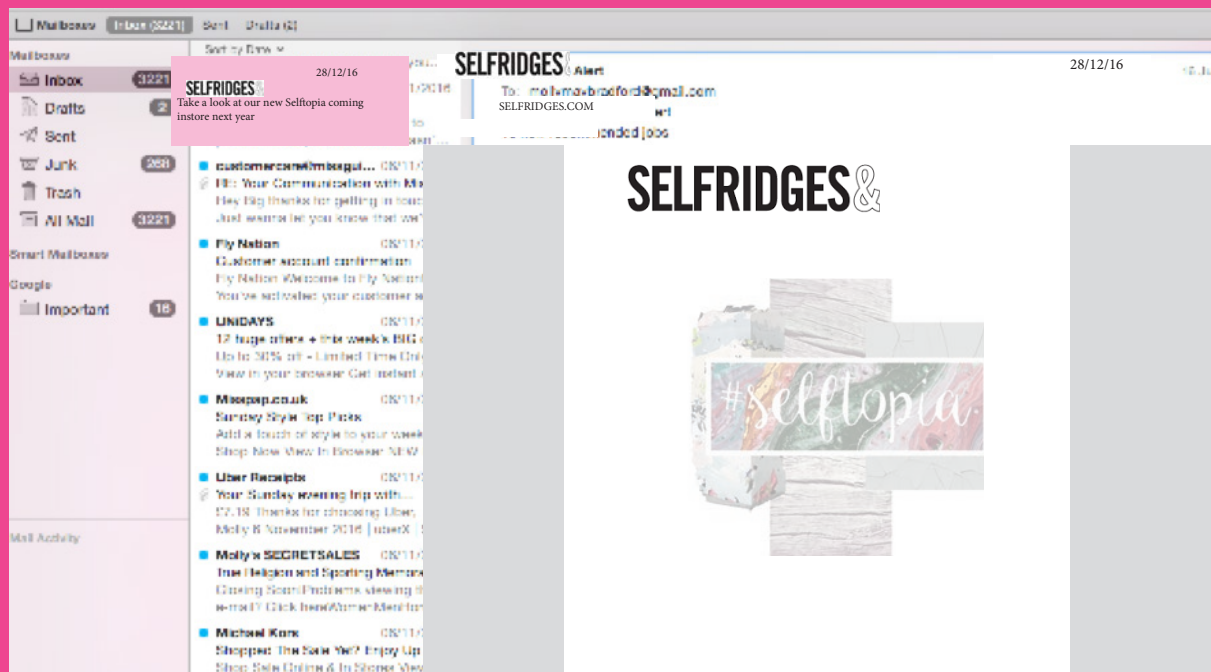
This is a way to promote the Utopia experience with fellow snapchat users, those who might not of seen the instore experience would notice it on snapchat and entice them into store. Its an effective advertising.method as snapchat is a current social media apP.



# THE STRATEGY C O M M U N I C A T I O N

H O W   T H E   C O N C E P T   W I L L   B E  
E N H A N C E D   A N D   P R O M O T E D

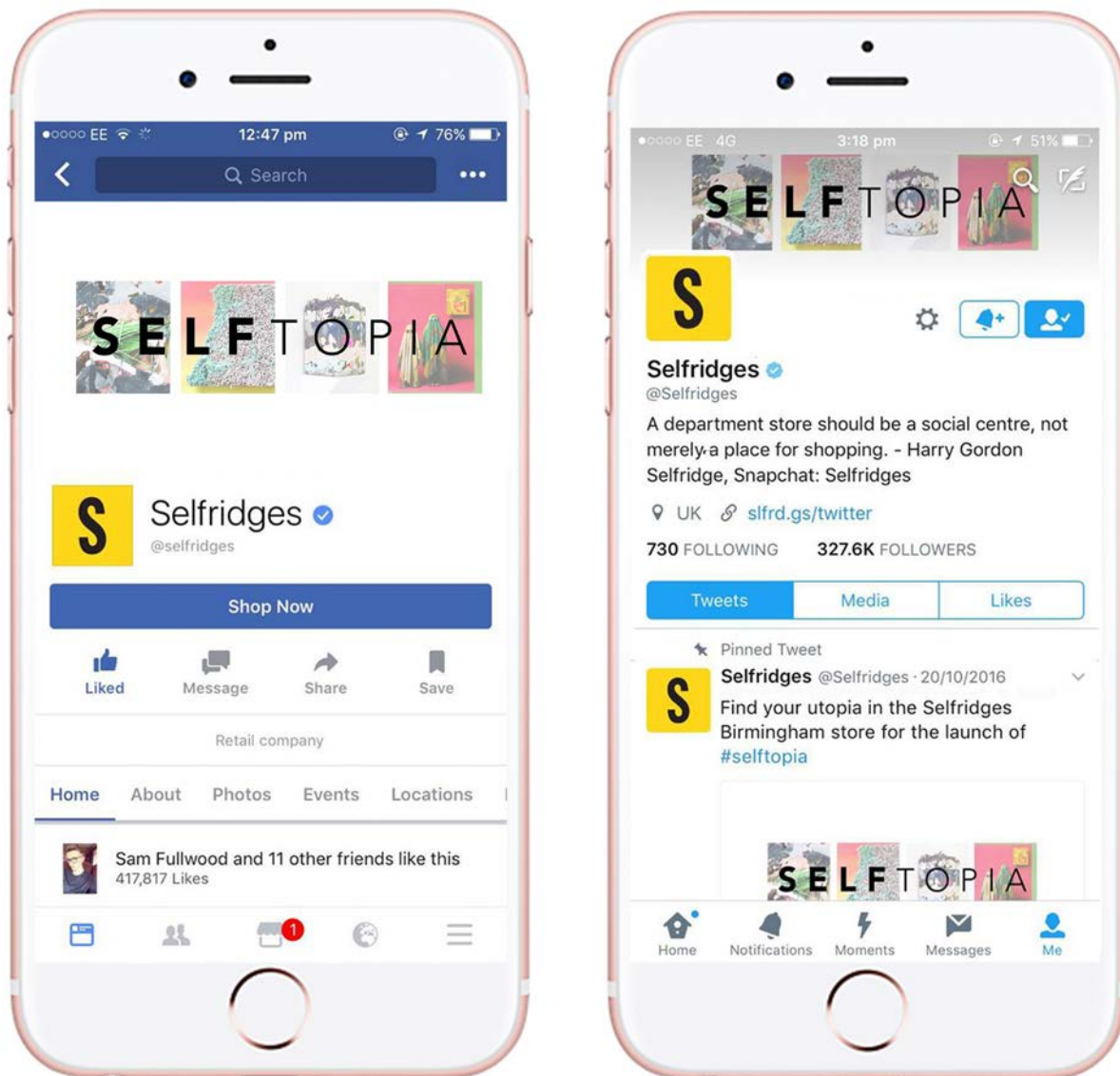
People who are interested in the concept can opt in on having emails sent to them daily while in store. There e-mails will tell them what different things are happening in store on the day, encouraging them to come along and see. The e-mail will hold special in store offers for those who receive the newsletter.



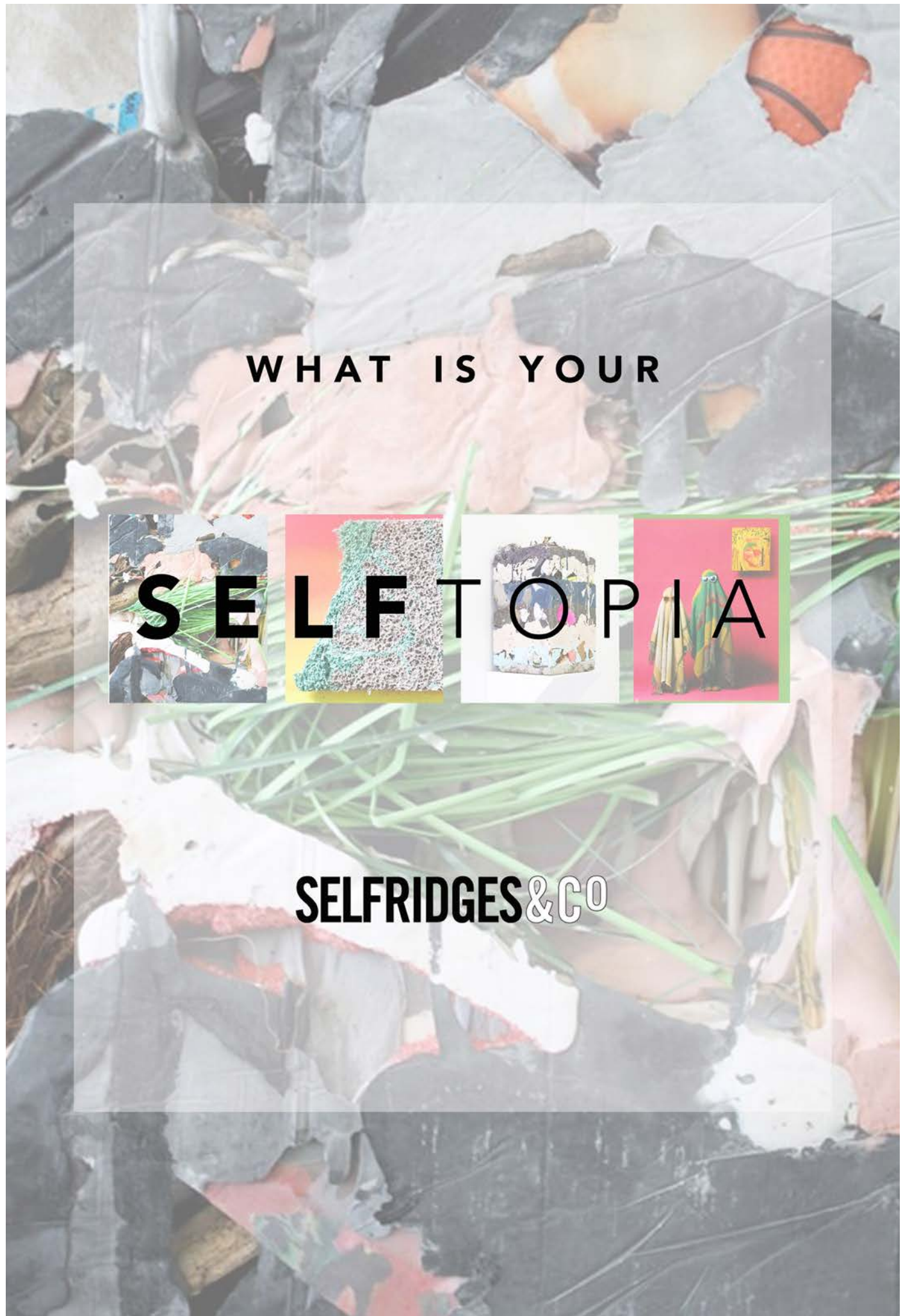
# THE STRATEGY P R O M O T I O N

P O S T E R S   A N D   S O C I A L   M E D I A

Having a Facebook and Twitter page is a way of interacting with people who may not usually visit the Bullring (or Birmingham) regularly. The platforms could be used to run competitions such as 'Retweet to win' or 'Share to win' as this ensure the word spreads.







# **THE STRATEGY**

## **P R O M O T I O N**

P O S T E R S

# THE STRATEGY V I S U A L S

## S W I N G   T A G S

Having the Selftopia swing tag means that the consumer is able remember the experience in store and the Selftopia theme. Its attached to the items the consumer purchases. It allows the consumer to know that its apart of the Sefridges Selftopia concept.



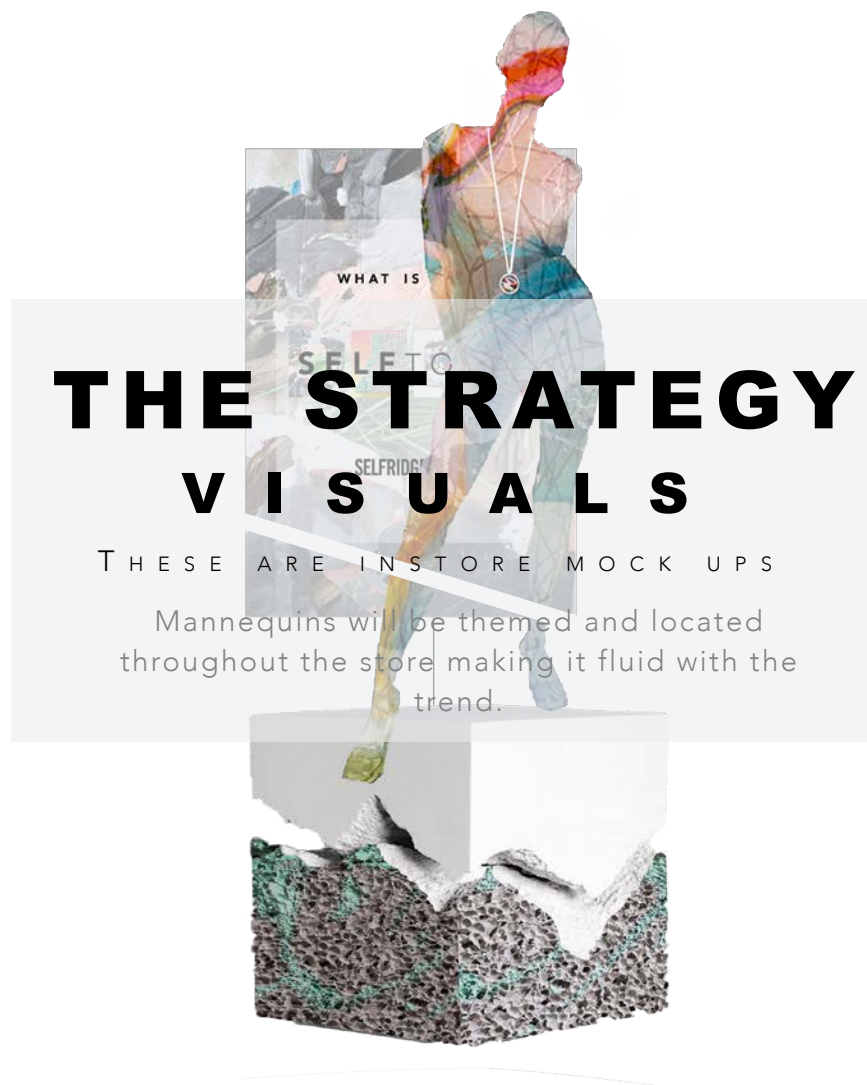




# THE STRATEGY V I S U A L S

## T H E   W O R K S H O P

Throughout March consumers can sign up to be a part of the instore workshop where they are able to learn how to adjust garments to ncrease their life span.





# THE STRATEGY V I S U A L S

T H E S E   A R E   I N S T O R E   M O C K   U P S

At the end of your experience you  
can write the idea of you own Utopia  
on a tag and attach it to the tree.

We can use this as a form of focus  
group for future concepts. It's also a  
fun way of the customers interacting  
with the trend.







# **THE STRATEGY**

## **C H I N E S E   N E W   Y E A R**

C H I N E S E   N E W   Y E A R   W I L L

B E   P H A S E D   I N T O   S T O R E

Chinese New Year is a Key date in the strategy because Selfridges has wide Chinese consumer base. The event will be commencing 7 days before with posters and social media promotion. Flyers will be made and will sit at each till inviting consumers to the event. The event infuses the utopia concept with traditional Chinese celebration with actors in dragon costume dancing in store to a live DJ. It will be an exciting and very Instagramable scenery with bright colours, lanterns hanging from the ceiling and lots to look at.





# THE STRATEGY

## THE SEMINAR

In the final month there will be a seminar for consumers. The seminar will strive to educate, inspire and make change. Within the first week the seminar will build awareness and highlight the issues in society and what needs to change. It will also excite, showing the viewers the positives in society for example their Utopia to make sure they are motivated.

It will then engage and empower the consumer, showing them what they can do to make a change. An important message that will be spread is that small changes DO make big impacts.

This will be successful because it is something that Generation D would be interested in. These consumers are born activists, they are looking to absorb new information all the time. Gen D want to step outside the outdated education system, and follow the trend of listening to brand educators because it is more logical and direct.







## OVERALL EVALUATION

With the right mind-set, we together can fuse together to create a positive energy which can be pushed around the globe. An incentive to join forces and unite in an aid to stop the hate and corruption hate mongering the planet. To create this mine set we first need to bet at one with our-self, finding out own Selftopia.







- selftopia -

Alexandra Birkenshaw

Siyan Lui

Stevie Newton-Jones

Molly Bradford

Alice Chandler