

FUTURE PROOF

Explore ideas that will shape the brands of the future

Radical

Circularity

Content

Radical Circularity is a fundamental shift in response to the climate crisis.
Adapt or be left ————— behind.

Part 1

Setting the scene.
Understand what circularity is, why it's relevant now, and who is at the forefront.

Part 2

The three principles of Radical Circularity - exploring the steps towards a more circular future.

Part 3

How to translate Radical Circularity to a (temporary) retail space successfully?

Why now?

Climate change is one of the defining challenges of our time. It's driving a shift towards a **s l o w e r , m i n i m a l a p p r o a c h**



to consumerism, prioritising circularity at its core.

What is circularity?

Circularity moves away from a linear life cycle.

It goes beyond end-of-life to create a **closed-loop system** of reuse, recycle,

repair,

resale

and repurpose.

What is circularity?

FROM

Linear

Landfill

End-of-life

Individual Effort

Fixed

TO

Circular

Treasured Resource

Continuous Loop

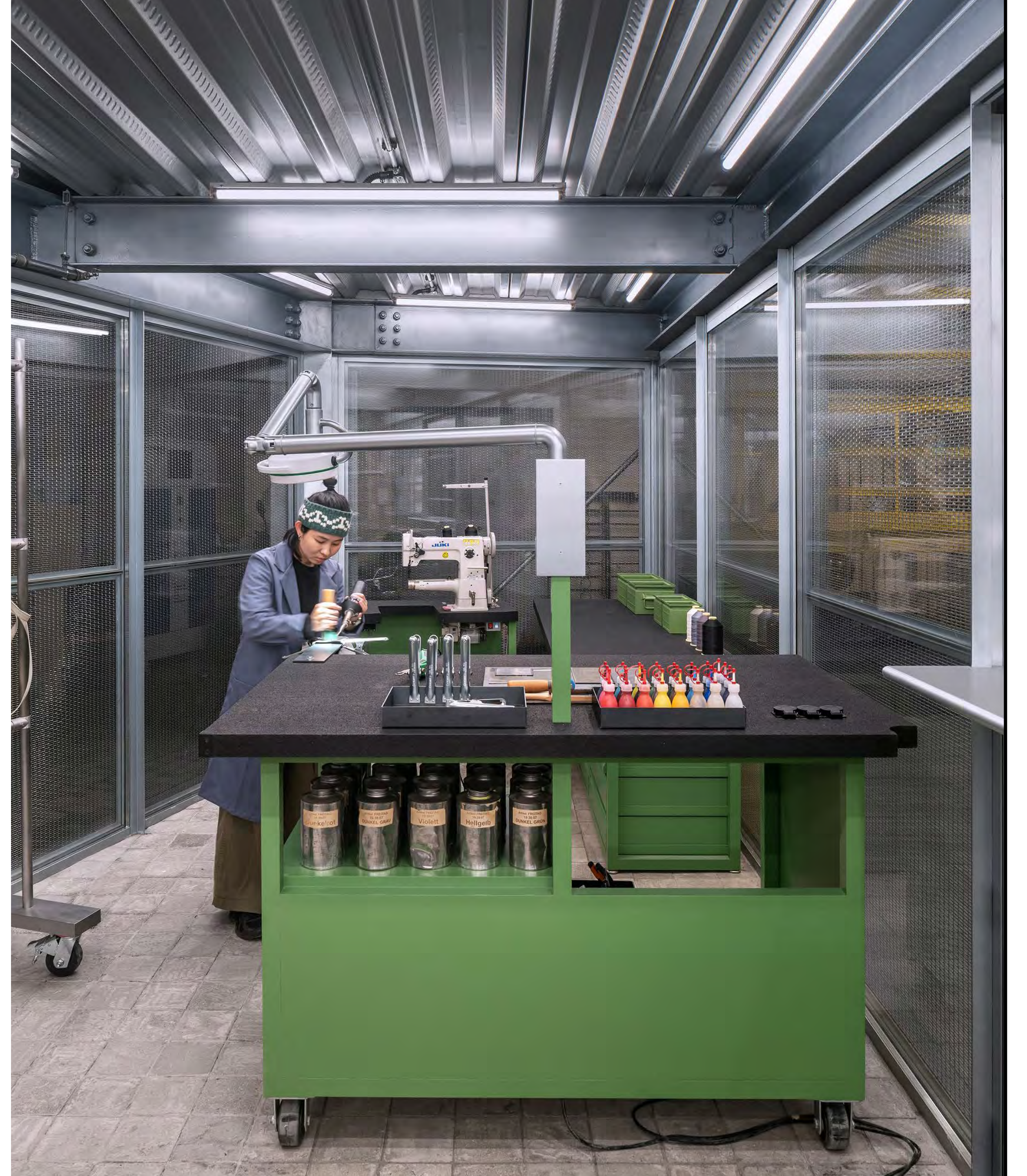
Collaborative Effort

Designed for Disassembly

When a store becomes a **pinnacle of circularity** in retail now



FREITAG, SHANGHAI





“We think and
act in **cycles**”

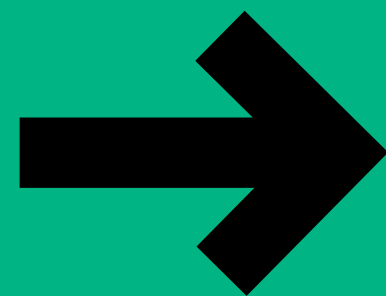
How?

- Reusing materials
- Sourcing new materials locally (within a 100 km)
- A large repair shop occupies the entire ground floor
- The construction waste was made into “rebirth bricks”, which were used for the ground floor paving
- In total, reduced its carbon impact by 144 tonnes of CO₂ compared to a standard redevelopment
- Rooftop garden giving back nourishment to nature

Drivers of change



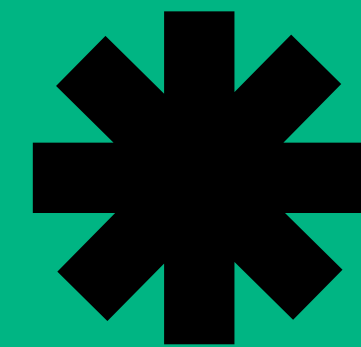
Transparency



Legacy
thinking



Escapism



Creativity
and play



Maximalist
vibes

✓ TRANSPARENCY

With sustainability claims under scrutiny, today's citizens increasingly demand **transparency and traceability** around impact and provenance, they prefer brands with integrity & purpose.

ASKET IMPACT RECEIPT

Shows shoppers the environmental cost of each garment detailing water and energy use and carbon footprint.



“80% of global consumers believe brands must be transparent about the environmental impacts of the production of their goods and services.”

Accenture Consumer Index



→ LEGACY THINKING

Instilling the durability over disposability attitude and with people's increasing **demand for longevity, circularity is the new norm.** Consumers want to invest in brands that are not just a temporary fix.

100 YEAR PANTS BY VOLLEBAK

Designed to last over 100 years. Produced with highly durable materials, they are windproof, water repellent and breathable without compromising comfort and usability.



“Consumers are taking a closer look at their own consumption habits expect to see a move towards **slower, minimal consumerism** that emphasises **durability and functionality.**”

Mintel 2030 Global Consumer Trends

“**65% of Gen Zs have altered or mended their clothes to extend its life.**”

Thredup Resale report

^ ESCAPISM

In times of global uncertainty and climate anxiety, it is becoming more important than ever to find a **joyful sense of weirdness** in through sensorial immersion, imagination and awe, providing a much-needed **escape** from the worries of the world.

NEMOPHILA TEAMLAB INSTALLATION, OSAKA

A mesmerizing interactive spatial experience where digital means, nature, and human presence seamlessly collaborate. Visitors become an active part of the exhibition, generating a digitized ecosystem.



“Experiencing a little dose of **awe can have a range of positive effects on mental health** and well-being and can increase feelings of social connection and decrease feelings of anxiety.”

Berkeley, University of California

“48% of young people have experienced feelings of anxiety.”

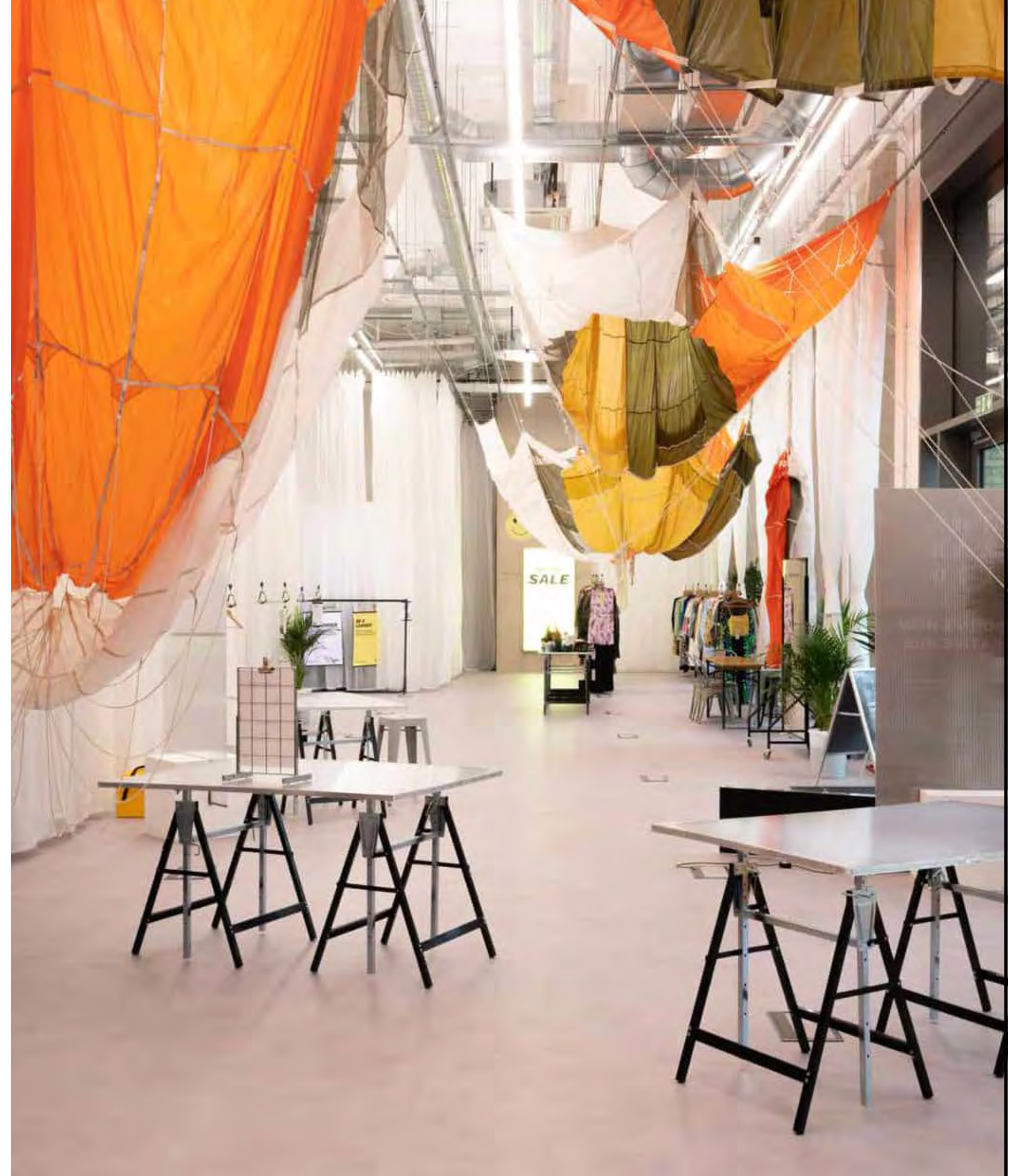
Mental Health Foundation UK

* CREATIVITY AND PLAY

As sustainability becomes a greater concern, consumers are looking for ways to **creatively** reduce waste and minimize their environmental impact. Craving self-expression, **joyful craft, co-creation and play**, they embrace recycling and repair.

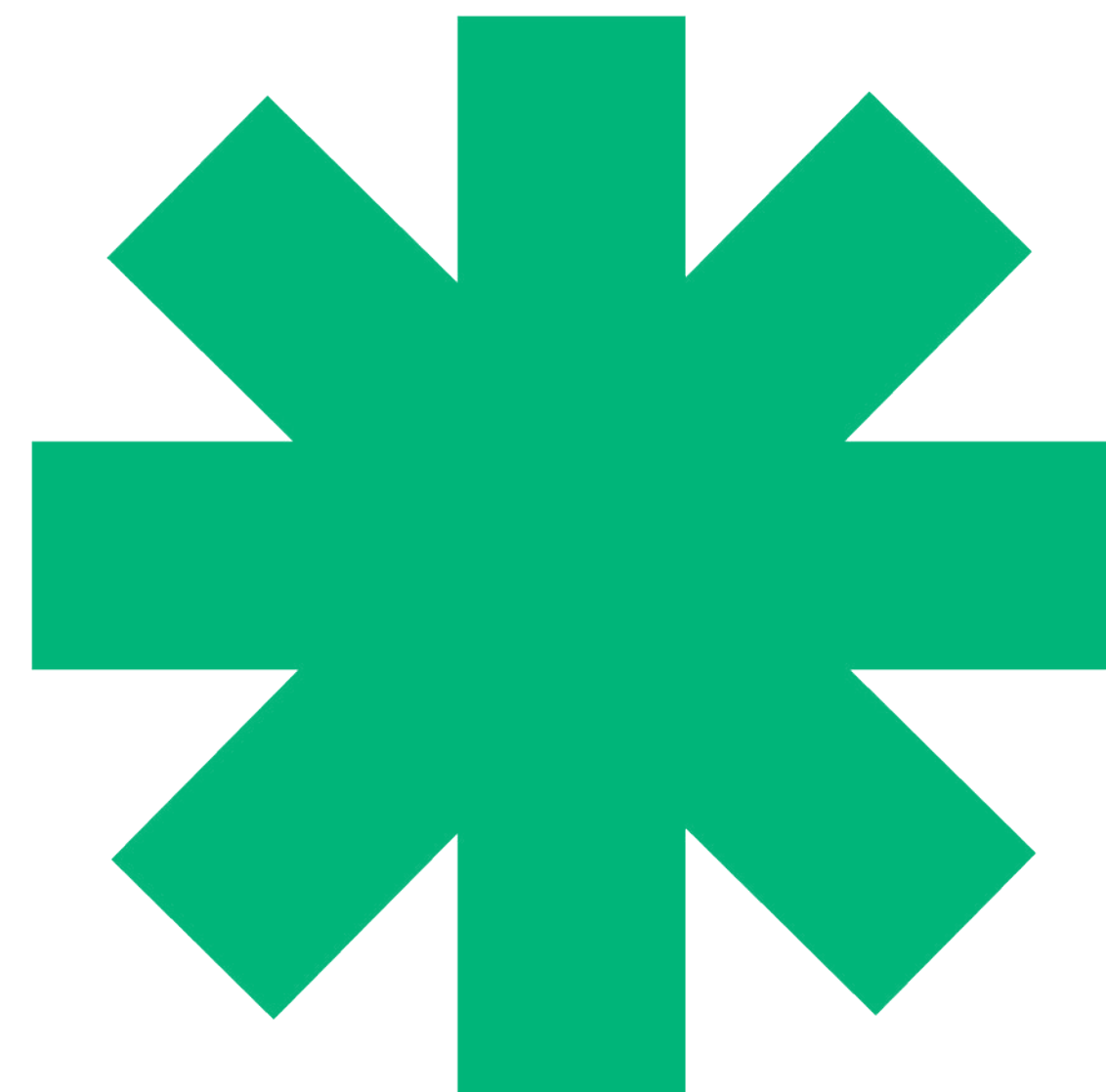
RAEBURN LAB E20, LONDON

A platform to host a wide variety of workshops for the local community. Attendees are invited to design and customise their own items using off-cuts from the atelier.



“81% of Gen Z participants are interested in learning more about how to repair or upcycle their belongings to reduce waste.”

Thredup



“Gen Z is the most creative generation yet, showing an increased interest in creative pursuits such as art, music, and writing and using social media platforms to showcase their creativity and connect with others.”

Kantar

+ MAXIMALIST VIBES

Maximalism is propelled by the enthusiasm of Gen Z. They adore a **surreal, overly saturated, unapologetically OTT** aesthetic. Whilst being conscientious about sustainability, the upshot is an innovative, bold and ethically sound aesthetic reflecting the values of the new generation.

TOUR DU MOON SUSTAINABILITY CONVOY

A fully sustainable armada of vehicles bringing interactive and ultra-violet experiences to life at night through live music, talks, film screenings, and a larger than life red phone through which you can talk to the Moon.




“A new wave of brands are embracing a much more maximalist aesthetic. They are not shy about being bold and colorful and voice-y. They reflect this Gen-Z yearning for the early days of the internet, when things were a little less sinister.”

Larry Milstein, co-founder of PRZM



Principles of Radical Circularity

 Treasuring
Waste

 Beyond
the End

 Change-maker
Collectives

Marine Serre AW23, Paris

Ecoalf, Madrid

Treasuring

Waste



Marine Serre AW23, Paris

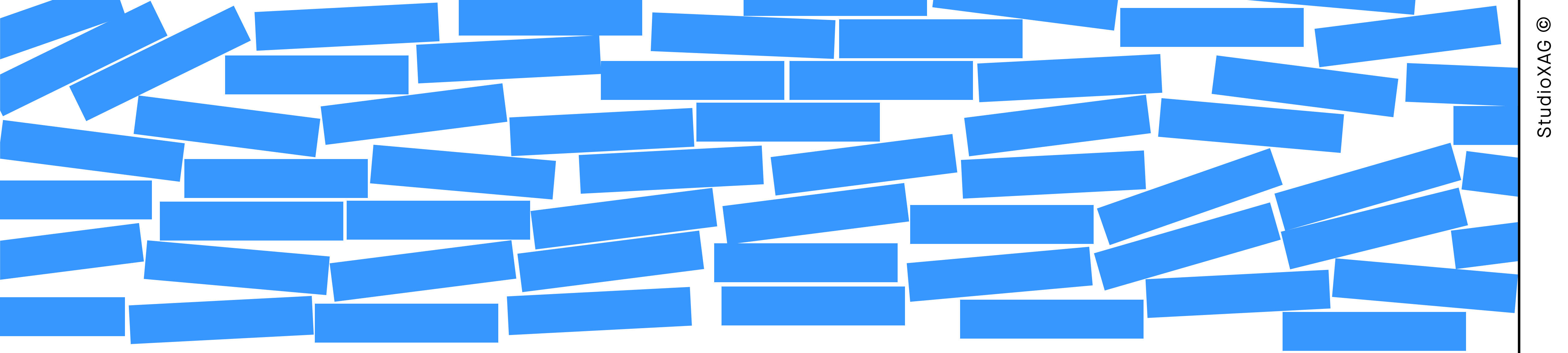
Treasuring waste
deadstock to create a
model of futuristic dystopia



Part of a fully circular set design, the deadstock clothing will go back to the studio to be **reused in the collection.**



Marine Serre AW23, Paris



“Every year we dump a massive 2.12 billion tons of waste. If all this waste was put on trucks they would go around the world 24 times. This stunning amount of waste is partly because 99 percent of the stuff we buy is trashed within 6 months.”

|
“We need to shift from a throwaway culture to a repair and reuse culture, where **products are seen as investments that can be maintained and fixed over time.**”

Kyle Wiens, Harvard Business Review

Ecoalf, Madrid



Immersive
recycling

I

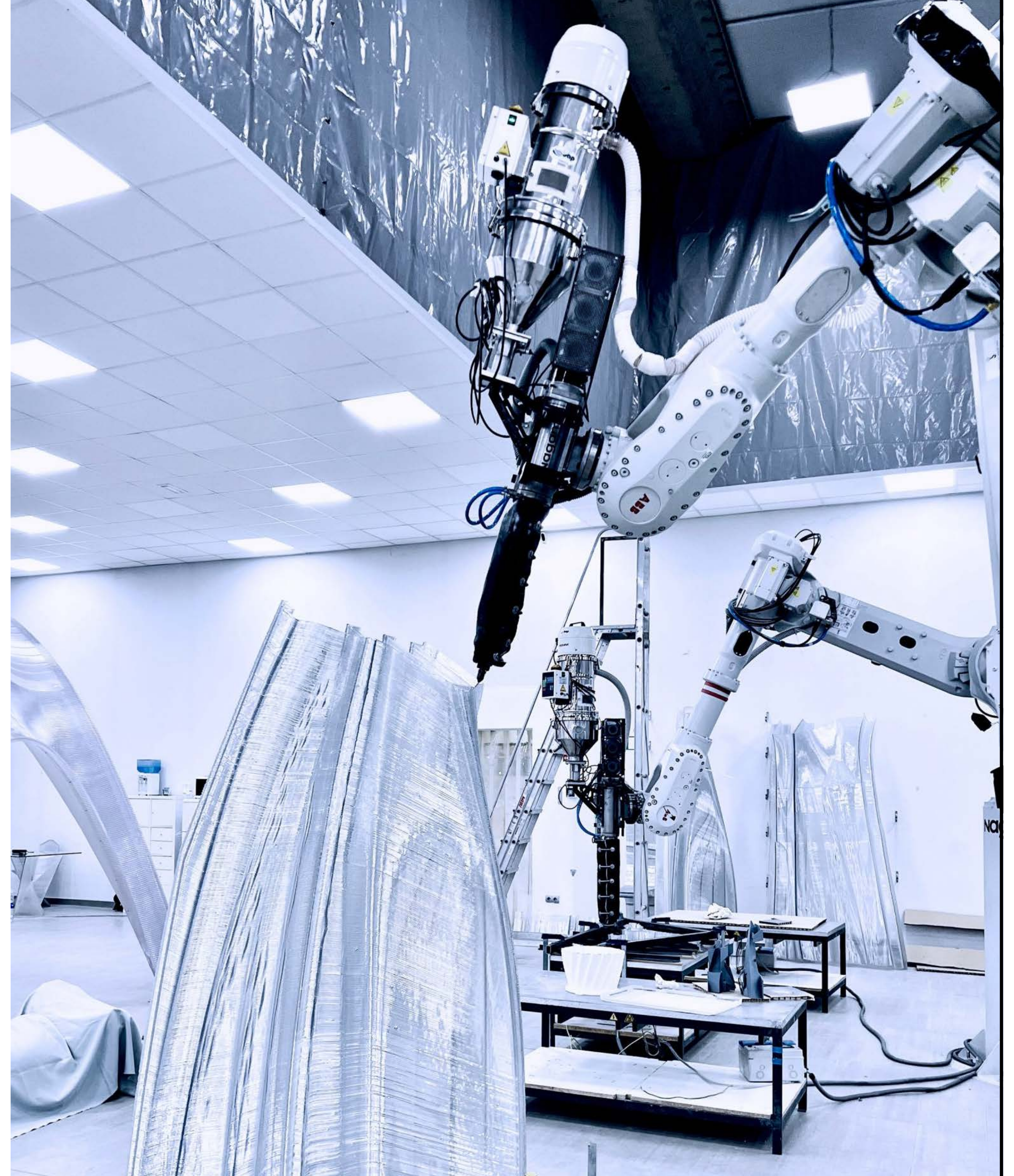
“Only 10 percent of all plastic has ever been recycled”

Laura Sullivan on a recent episode of NPR’s Planet Money.

“All components can be disassembled, reused or recycled. **The plastic itself is almost infinitely recyclable,** losing just one per cent of its structural performance with each new use.”



Ecoalf, Madrid





Space Available, Indonesia

A creative platform based on circular and regenerative principles of nature, involving **bio innovation, radical recycling waste and future craft.**



A space dedicated to circular design, with a facade made of 200,000 recycled plastic bottles, housing a gallery, recycling station and “upcycling bar”.



Space Available, Indonesia



Trash seen as a treasured resource, presents an **incredible opportunity** to become part of the solution to progress to a circular future.

Use it to build **credible, immersive narratives, experiences and spaces** to unlock it's value for tomorrow's consumer.

FUTUREPROOF YOUR BRAND

Strategic Inspiration

How can you begin
to **Treasure Waste?**

01

It's crucial for your brand to understand the **impact of its waste streams** and how to improve them.

02

Build credible, yet **immersive narratives** to elevate the story from **waste to treasure**.

03

Solve the problems with **innovative closed loop circular approaches**.
How can your brand repurpose, recycle and reuse its own waste?

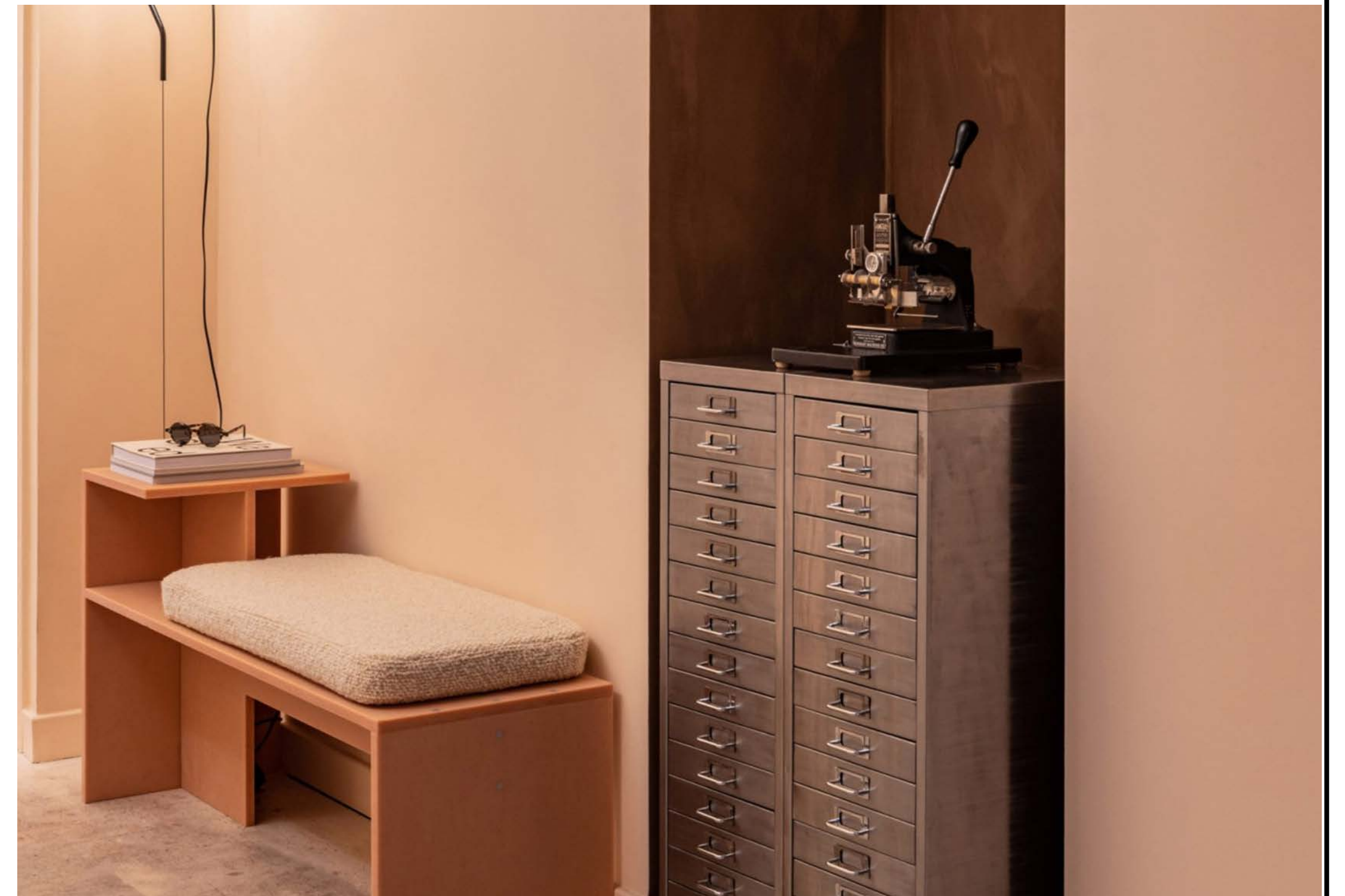
04

Become a creative platform that **embraces the repair and reuse culture**.

MONC, London

Burberry Landscapes,
South Africa & Canary Islands

Beyond the End



MONC, London



“Circularity is key, almost everything we brought into the building was entirely bio-based or recycled.”



Built to last but can be disassembled for reuse, recycling or **return to the earth** as nourishment.

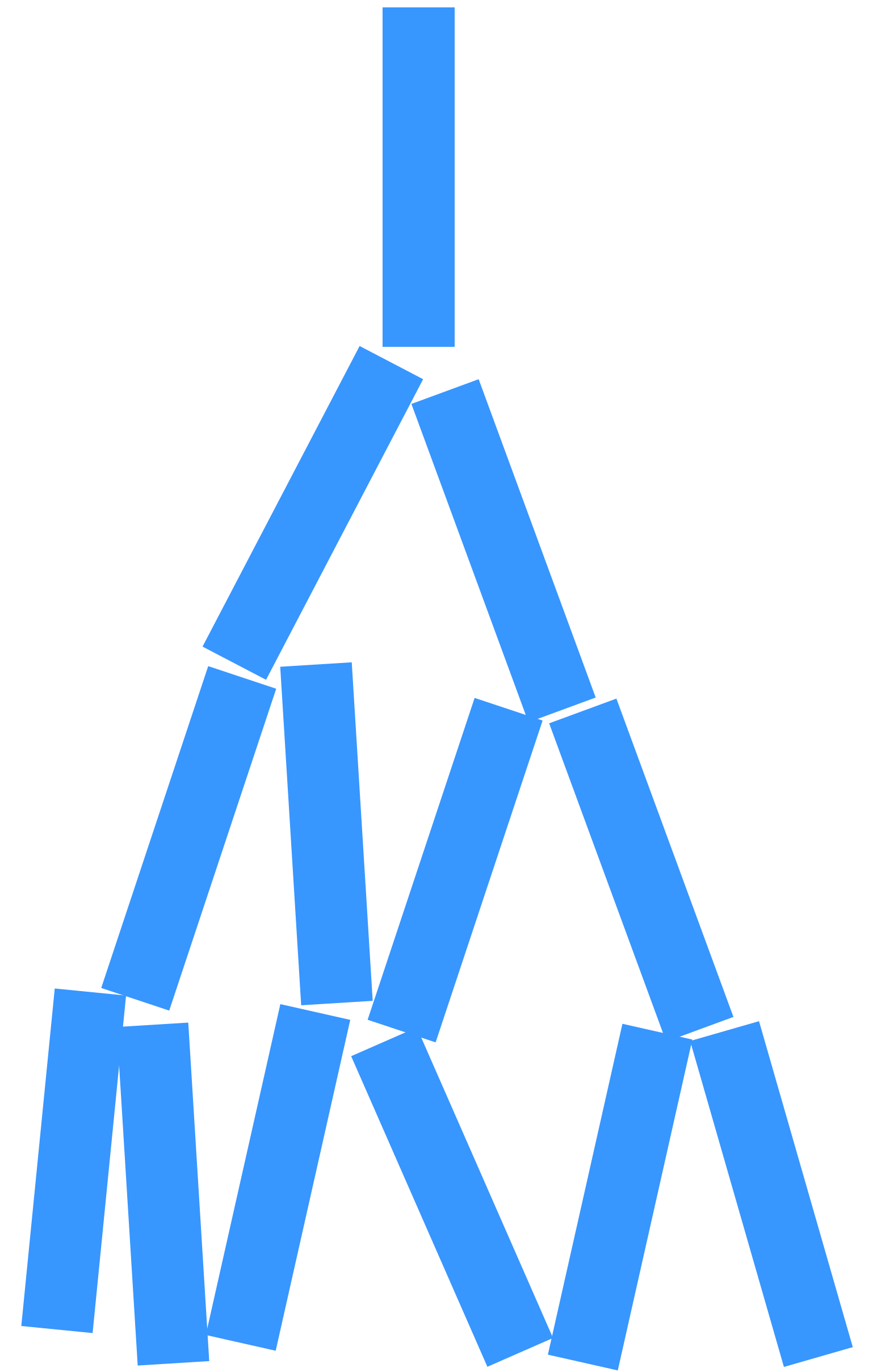


 MONC, London



“14 million tons of waste are created annually in traditional spec design. Spatial flexibility reduces waste, focussing on design for disassembly, upcycling and reuse.”

Gensler designing for disassembly report

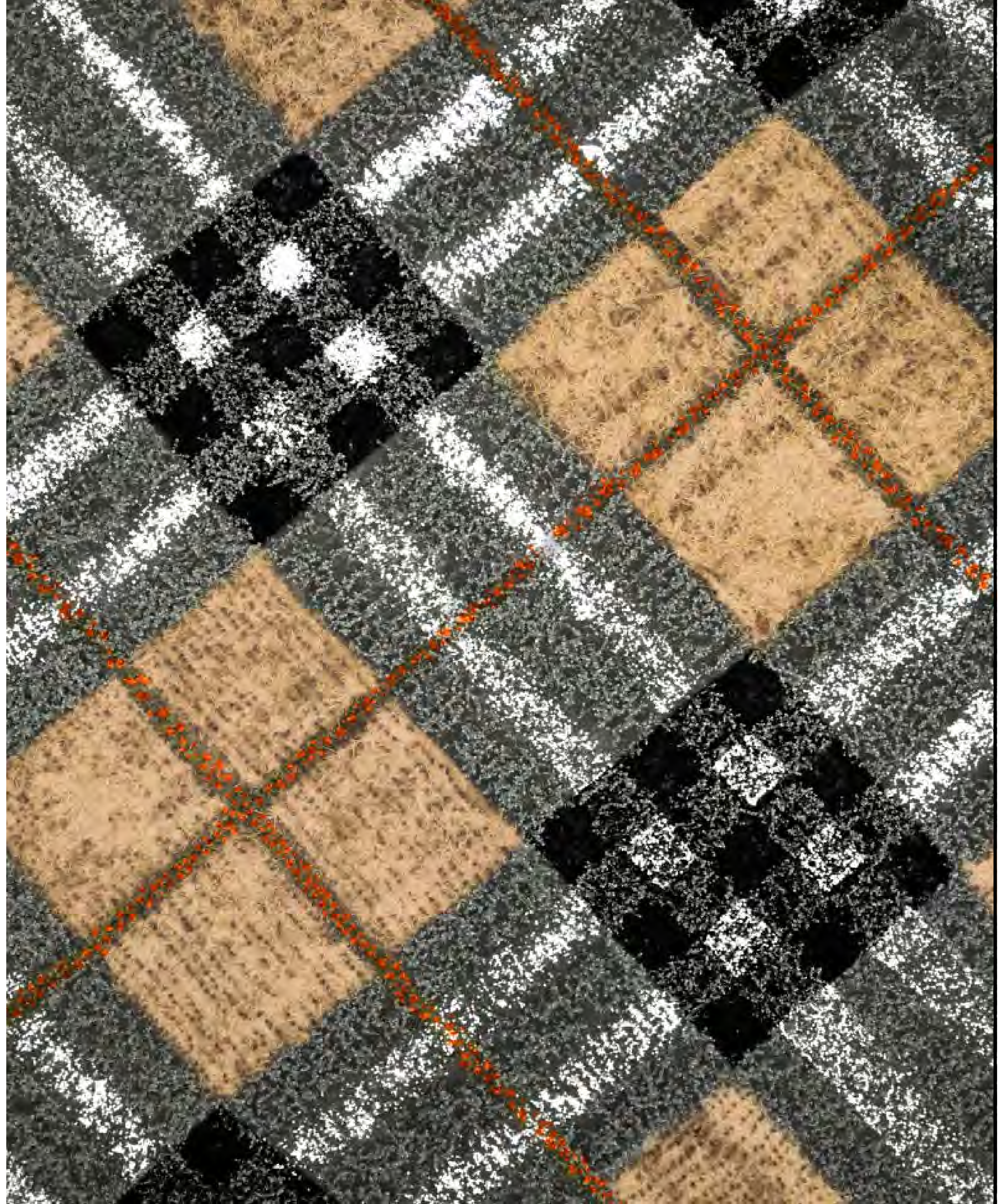




Burberry Landscapes, South Africa & Canary Islands



Ephemeral installations intended to be **swept away by rain and wind** to bear no negative impact.



Showcasing the brand's intent to achieve a **climate-positive status by 2040** through an impactful & fearless message of circularity.



|| Burberry Landscapes,
South Africa & Canary Islands



Design for disassembly, reuse and recycling are steps in the right direction.

Ultimately **regeneration is the future.**

Create systems where design can serve a bigger purpose, giving back to the planet and its people.



FUTUREPROOF YOUR BRAND

Strategic Inspiration

How can you think
Beyond the End?

01 **Plan for the end from the beginning.** Design for disassembly.

02 **Extend the life cycle.** Design for multiple lives and purposes.

03 **Put purpose first.** Serve a greater good with what you create.

04 **Take a radical approach.** Restore natural resources and give back to Earth.

Nike ISPA nifico, Milan

Open for Maintenance,
German Pavilion, Venice
Architecture Biennale 2023

More or Less by G-star
RAW and Maarten Baas

Change-maker Collectives



Nike ISPA nifico, Milan



Exploring the **intersection between circularity x connectivity**, Nike invites visitors to create their own customised pieces. The experience **combats a sense of disconnect**, creating a better understanding of why they are doing what they are doing.



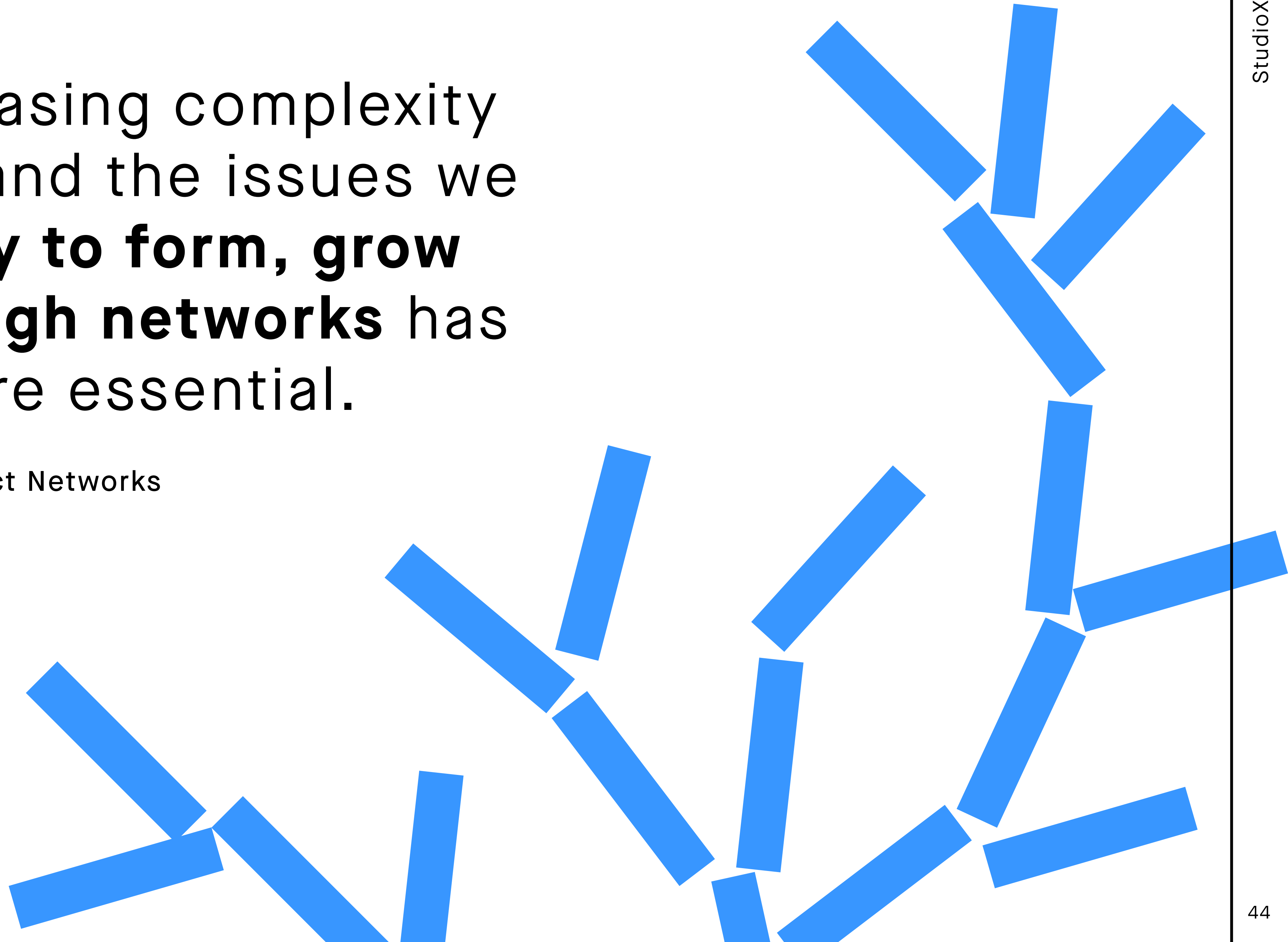
“Working with people and getting their opinion on sustainable designs **helps Nike educate itself.**”

 ISPA Link Axis, Milan



Given the increasing complexity of our society and the issues we face, **our ability to form, grow and work through networks** has never been more essential.

David Ehrlichman, Author, Impact Networks





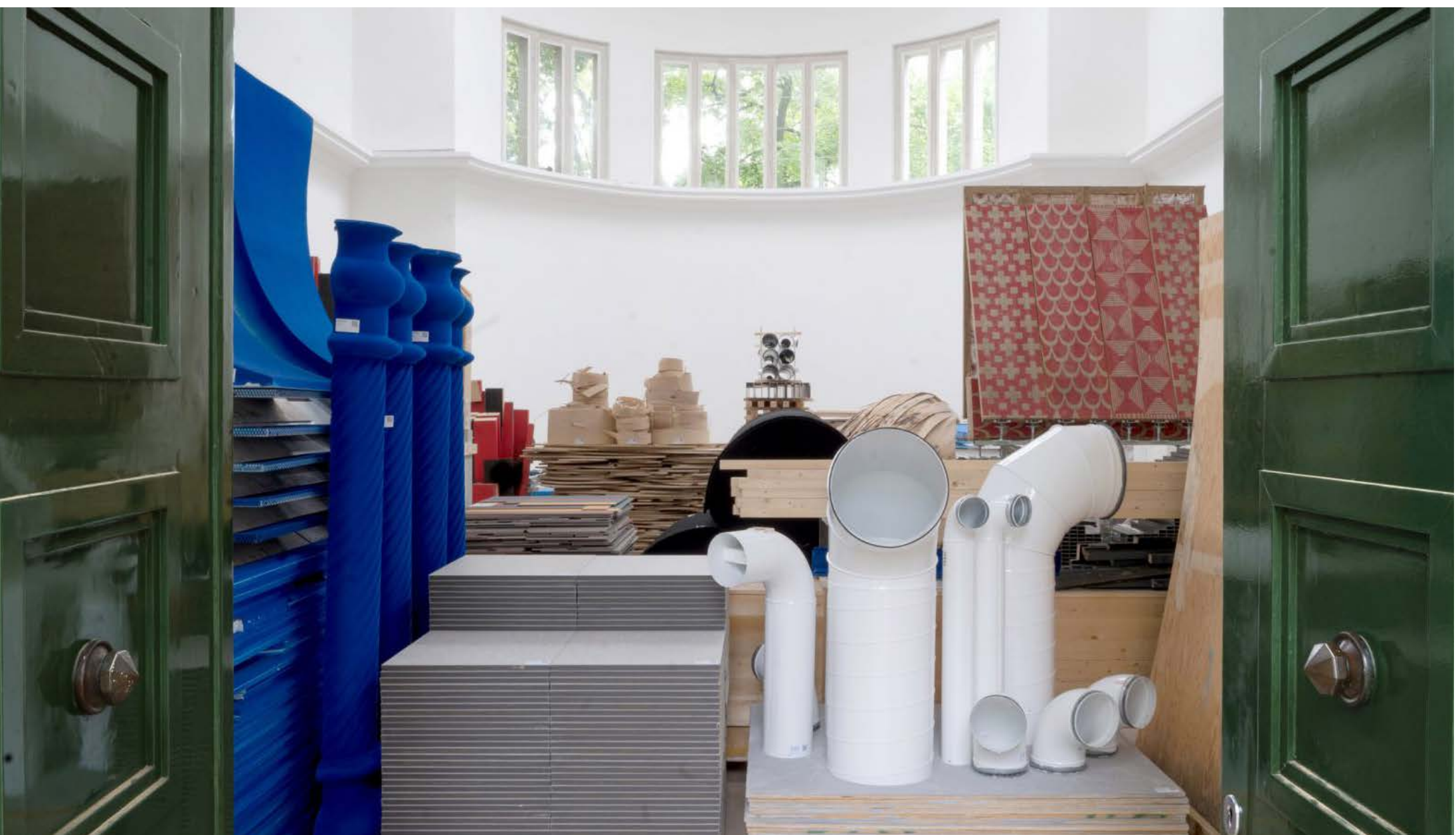
Open for Maintenance, German Pavilion, Venice Architecture Biennale 2023



A material bank consisting of materials from last year's biennale to be used to repair and upgrade spaces around Venice. Its a true demonstration of **interconnectedness of sustainability and community.**



Coordinated collaboration over consumption - this 'nothing new' approach to materials acts as a framework for building **new design culture.**

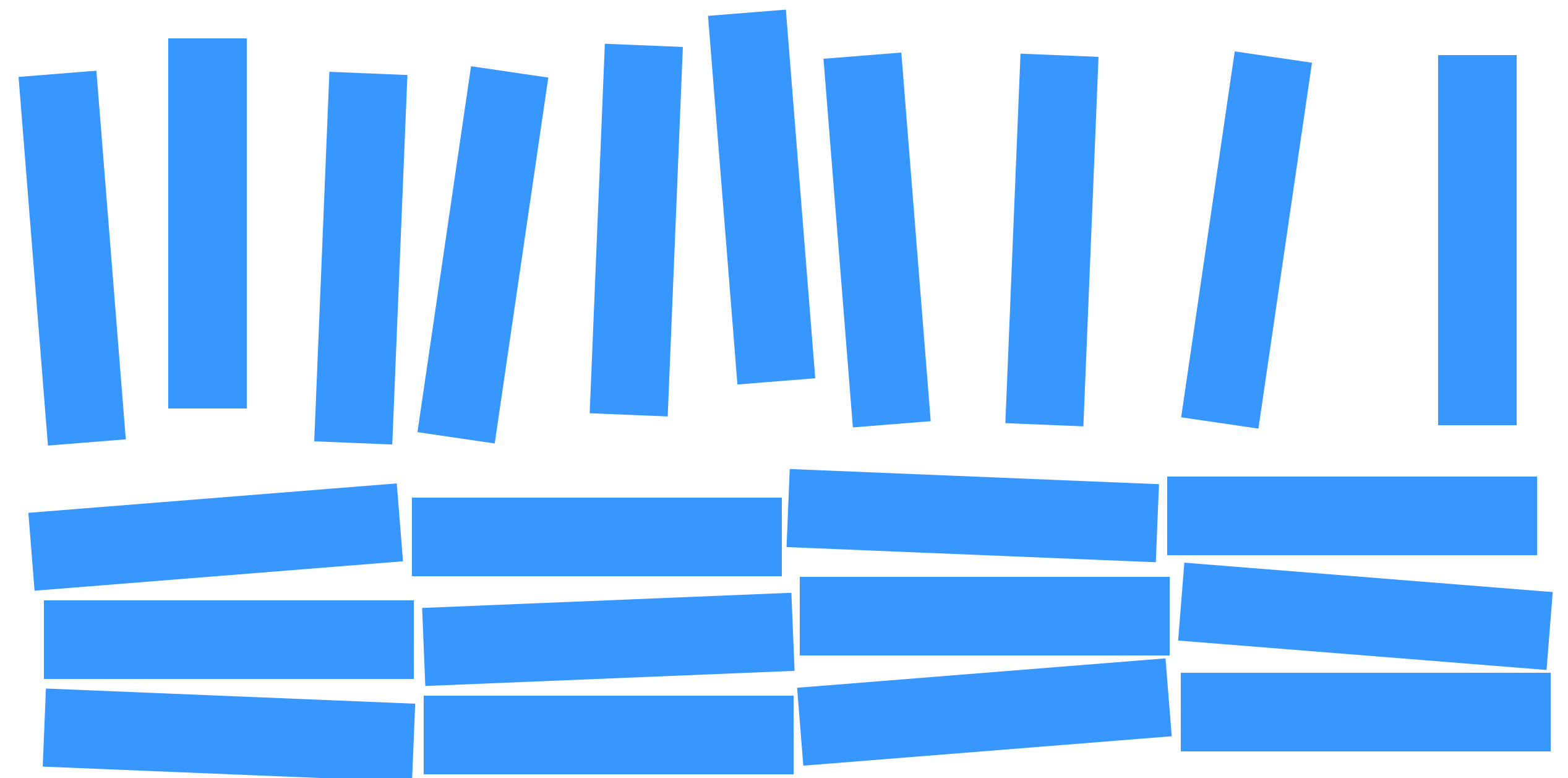


/// Open for Maintenance, German Pavilion, Venice Architecture Biennale 2023





Moving ahead, consumers will increasingly demand that **brands engage their communities more deeply**, becoming platforms for change.



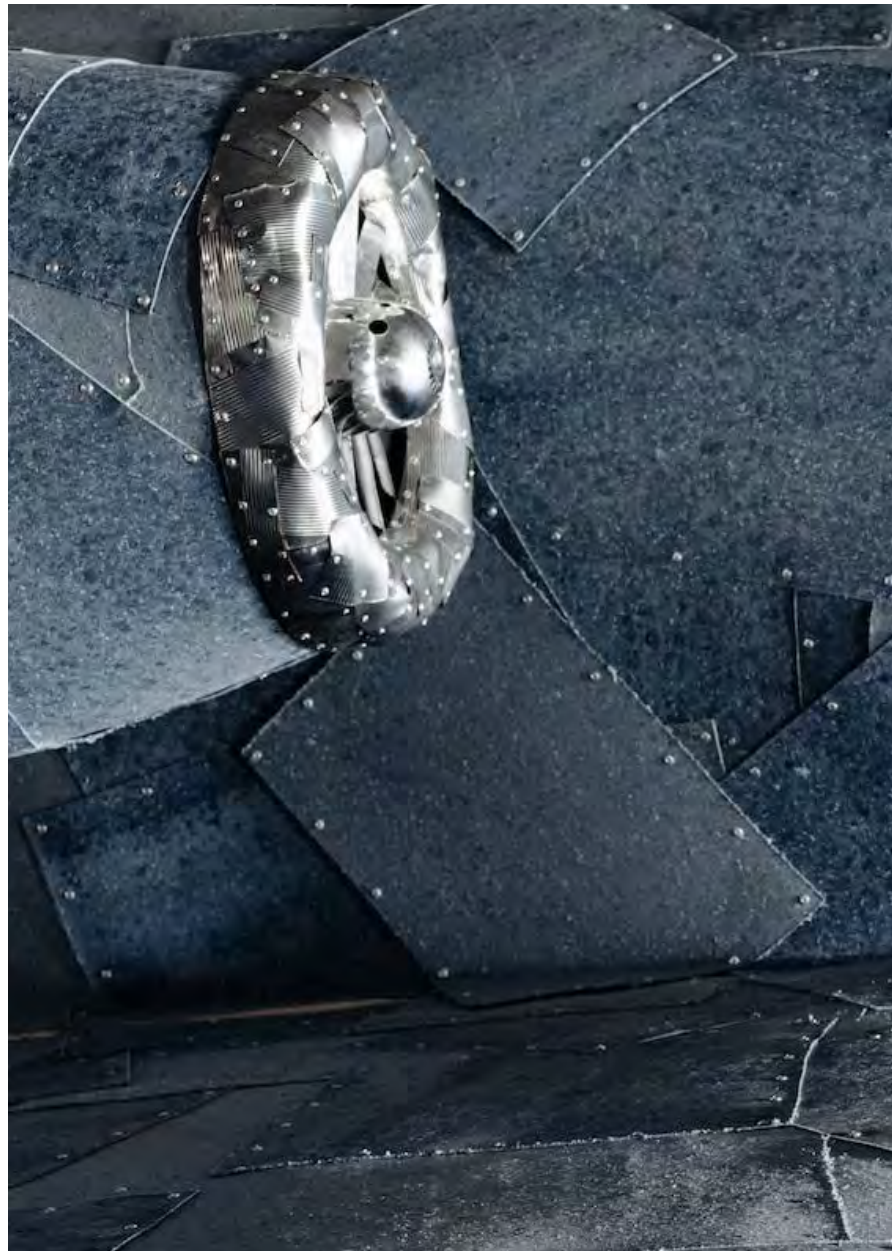


More or Less by Maarten Baas x G-star RAW



An installation taking a stance to discuss **habits of overconsumption** and the need for more and less.

The trio of cabinets constructed for the exhibition use Kvadrat textile board made from G-star **Return your denim program.**



More or Less by Maarten Baas x G-star RAW



As we shift to the circular economy, **brands will move from sellers to facilitators. Coordinate collaboration over consumption** to add value to your community.

Become **a true advocate of change** by using experiences and spaces to **amplify powerful collective stories.**



FUTUREPROOF YOUR BRAND

Strategic Inspiration

How do you become a
true **advocate of change?**


- 01** Use brand spaces and experiences to **amplify collaborative and powerful collective stories**, taking a bold stance for collective circularity.
- 02** Create moments for **coordinated collaboration**, to form, grow and nourish your **community of change**.
- 03** Don't just educate your customers, **let your customers educate your brand** as well. Future-proof brands should understand that working together beats operating in isolation.
- 04** Create a framework for the **interconnectedness of sustainability and community**.

The time for Radical
Circularity is **now.**

We are at the beginning of a
movement, embrace it to **future-proof
your brand** for generations to come.

How to translate Radical Circularity to a temporary retail space successfully?

 Treasuring
Waste

 Beyond
the End

 Change-maker
Collectives

Coachtopia

Steps towards
Radical Circularity

Circularity requires us to reimagine
not just the product lifecycle but
**the relationship between brand,
planet and consumer”**

Joon Silverstein - Head of Coachtopia, Coach

Product

Brand

People

Consumer



Circularity



Partner

Design/
Supply chain

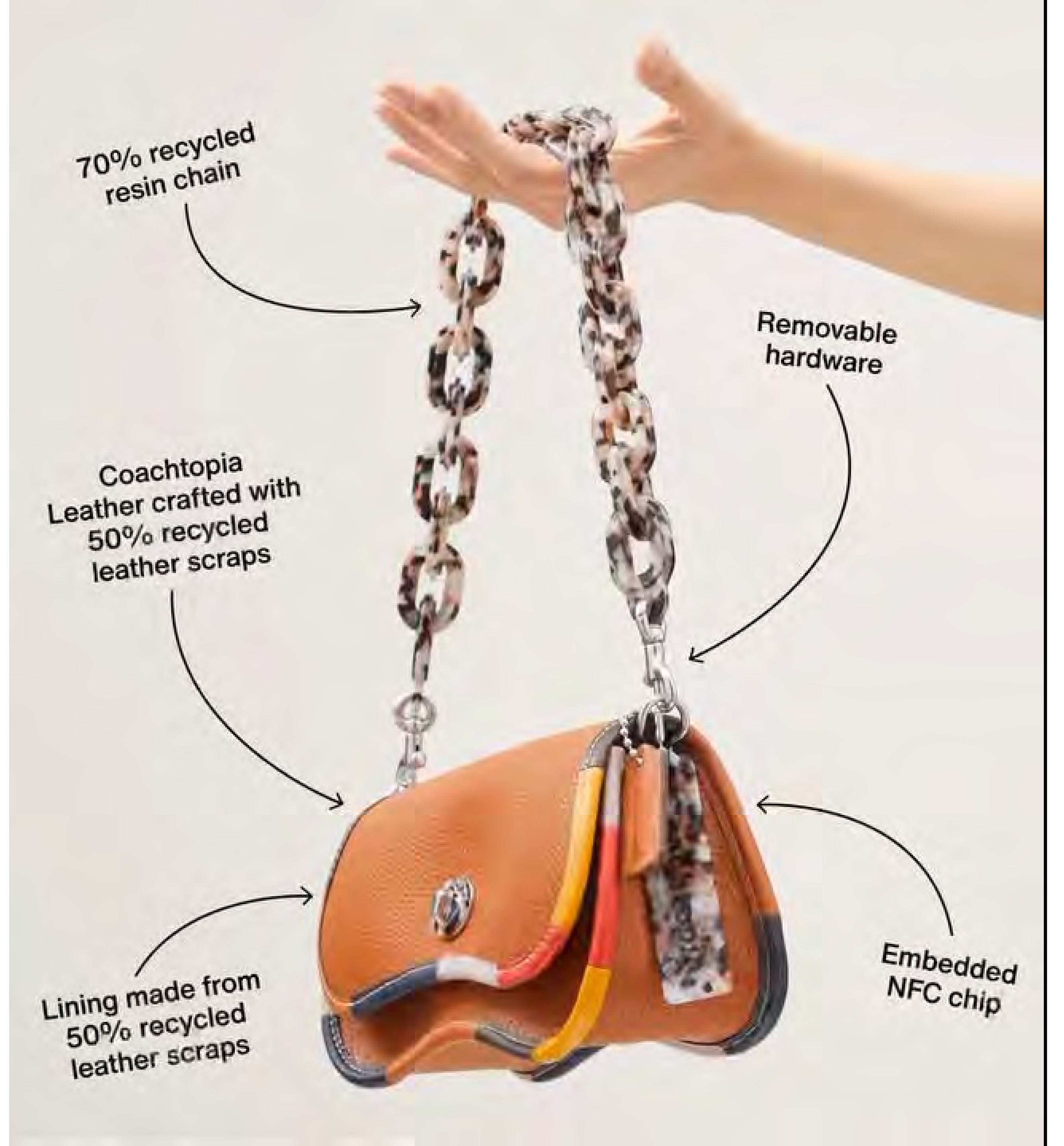
Place

Space

A future of Radical
Circularity doesn't
emerge out of
nowhere, it's a **shared
responsibility of all.**

Coachtopia is a challenge to fashion's linear system

A new world of circular craft powered by community — with a mission to **accelerate progress towards a circular economy.**





Change maker collective:

Meet the Coachticians

Coachtopia was inspired by the passion of Coach's Gen Z community, who feed their opinions and ideas directly into products as they're developed. By collaborating with activists, designers, makers and creatives from within the community on their initiatives, **Coachtopia is being built as a platform for change.**



"We want to be invited to the table. We want to talk about these things. We want to make sure that we're being heard."

Danny | they/them | 22
@dannyvogwill



"We are a generation that is forced to think about the future with fear. With Coachtopia, we get to help create a future that is hopeful – and comes from us."

Molly | they/them | 23
@_mollymcket

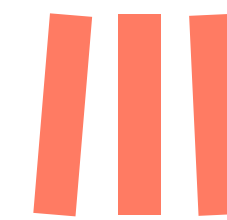


"Coachtopia is inviting us to disrupt the fashion space... to come together and make it more accessible, more sustainable, more innovative."

Carmen | she/her | 26
@carmenjcarroll



Change maker collectives



StudioXAG were challenged to bring the swirling world of Coachtopia to life in the most circular way possible.

“We worked with XAG because of their carbon tracking initiative”

Giovanni Zaccariello - SVP Global Visual Experience, Coach

Treasuring Waste

Inspired by Coachtopia's ethos of using leather scraps from the cutting-room floor, **waste was transformed into a unique brand space.**



By crafting with waste, we're working to avoid the creation of new materials—a process that accounts for 38% of the fashion industry's greenhouse gas emissions*

‘Our Coachtopia Leather is made from at least 50% recycled leather scraps from tanneries’



The Up-crafted leather becomes a valuable, eye-catching raw material making the **waste story a core part of the spatial identity.**



Treasuring Waste





Ecoboard was selected as a key construction material, a **carbon negative material made from seasonal agricultural waste** like straw, seeds, rice and corn.

Treasuring Waste



MAKE
WITH
WASTE

MARKS & SPENCER

RECYCLED
COMPONENTS
OR REUSABLE
MATERIALS

DESIGN
FOR
MULTIPLE
LIVES

Cloud

COA



Get scrappy with a low-fi interactive installation made with waste, reinforcing the product narrative instore.



Treasuring Waste

Coachtopia reimagines how a **brand logo can come to life in a physical space.** 3 months worth of LED neon flex offcuts were collected and threaded into one-of-a-kind multicoloured signage.



Treasuring Waste





A playful and bold statement sums up the brand's approach in Selfridges' iconic corner window.

The salvaged LED neon flex is backed onto Green Cast Acrylic - the world's first 100% recycled and recyclable acrylic.

Treasuring Waste



Coachtopia

The Coachtopia Ergo bags in this window have been made using a range of craft techniques that transform leather scraps left over from the production of Coach bags into unique Upcraftered designs. To learn more about how Coachtopia is reimagining Coach craft for a more circular future, visit the Wonder Room on G.

// Beyond the End

Products are embedded with a unique **digital passport** that gives transparency on each product's impacts and individual journey as it is used and reused.





Echoing the product's circular journey, **the space has been designed for disassembly.** To be reconfigured into new spaces, again and again.

|| Beyond the End

REGENT STREET

Different elements of the main modular design have travelled on to sites throughout the UK to be **re-used in multiple pop ups**. Other items will live on in the coach flagship stores.



HAVE
TASTE
LOVE
WASTE





SPITALFIELDS

When they eventually come to the end of their multiple lives, all built elements have been constructed in such a way that the **parts can be split into single materials** to re-use and recycle properly.

// Beyond the End

SPITALFIELDS

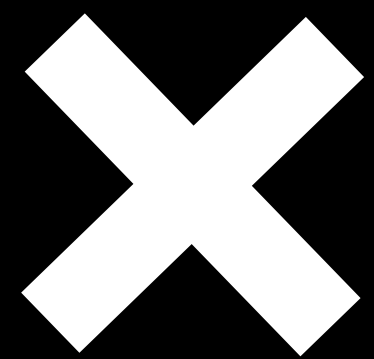
There's always room to **be more radical** in the approach but for StudioXAG and for Coach it has been a huge learning curve and we've **relished the chance to do things differently.**

// Beyond the End



“StudioXAG’s forward-thinking approach, demonstrated by its B Corp certification, integrates **Coachtopia’s innovative ambitions** within the circular design of its Selfridges store, making a **powerful and convincing statement** about the brand’s role in the future of sustainable fashion.”

**StudioXAG create
WOW moments for
brands of the future**



It's time to **B**
the change we
need to see

“Certified B Corporations are a new kind of business... driving a global movement of people using **business as a force for good**”

B Lab





Collaboration drives innovation

Drawing on global gold-standards and the best minds in the industry, we can create credible, sustainable WOW moments that **rewrite the norm.**

Materials
Council

bsi. Inhabit  terra neutra

Move beyond talk to **real** **action.**

We're committed to Science Based Targets to **keep global carbon emissions under 1.5 degrees**, and working towards **net zero certification by 2032.**

Together with our clients we measure, reduce, and double offset the carbon footprint of our build projects with XAGzero, our in house carbon insight tool.

We pledge to give back more than we take.





A strategic approach. **Wow creative that connects.**

Ideas, environments and experiences that build **authentic emotional connections** with your consumers.

Strategy, Design, Production, and Beyond...

Responsible solutions from the realistic to the radical.

Simple ideas make an impact. From recycled materials to designing for disassembly.

Take it further with radical circularity. **Aspirational solutions can redefine the status quo.**



Forward thinking brands trust us to
bring their stories to life in authentic,
inspiring and responsible ways.

adidas

SELFRIDGES & CO

STELLA MCCARTNEY

ANYA HINDMARCH

Acne Studios

PANGAIA

Now is the time to be radical.

Adapt

or be

left



behind

Want to futureproof your brand? _____ **Let's talk**

Glossary

CIRCULAR DESIGN is an approach to design that considers the entire lifecycle of a product or material, from its conception to its disposal. The goal of circular design is to create a closed-loop system where materials and resources are kept in use for as long as possible, reducing waste and environmental impact.

DESIGN FOR DISASSEMBLY An approach to design that focuses on making it easier to take apart for repair, maintenance, or recycle. It involves designing products with components that can be easily removed and replaced, without damaging the product or other components.

END OF LIFE The point at which a product can no longer be used in its existing state and, in a linear economy, would be disposed of by being sent to landfill or burned. In a circular economy, end-of-life means the start of a new cycle, as products are reused or recycled into other items or resources.

LINEAR A material that follows the 'take-make-waste' model of linear production, being extracted from the earth and then sent to landfill after use.

REPAIR involves restoring an item to its original function, using repair and mending techniques. This can be done by the consumer, a repair service, or the original manufacturer.

REPURPOSE involves transforming products, materials, or content to serve a different purpose than their original intention.

RECYCLING is the process of converting waste into new products or materials, which helps to conserve resources and can be more energy-efficient than making new products from raw materials.

REGENERATIVE Processes that restore, renew or revitalise their own systems of energy and materials.

RESALE Products that have already been purchased are resold to new owners in resale and re-commerce systems.

REUSE is simply using an object or material again, rather than finding a different way to use it as in repurposing.

TRANSPARENCY Transparency refers to the disclosure of information around the entire supply chain, working conditions, environmental impact and resources to promote trust and awareness.

UPCYCLING is the process of using discarded or unwanted products and waste materials to create something of higher quality or value, often employing crafts or artisanal skills.

WASTE Discarded after its primary use is classed as waste, these are unwanted or unusable items or materials.