

Environment Design 3

IDC208A

Brief 3 Retail Design Concept and Presentation

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Date: December 5, 2020



COTTON:ON

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COTTON ON (BRAND RECAP)

Found by Nigel Austin in 1991, Geelong, Melbourne, Australia

Owned 7 brand: Cotton On, Cotton On body, Cotton On kid, Typo, Rubi, Factorie, Supre

Target Demographic: Cotton On is mainly aimed at youth brands from 18 to 30 years old. The consumer is fashion aware yet, not dictated to. They are ingeniously looking to achieve the season's look without the designer price tags.

The current version of the Brand Ecosystem-COTTON ON:

Brand Aesthetics : Industrial + Minimalist with contrast between Brick and neutral wood

Brand Values: Ever Better, Personal leadership, People first, Keeping it real, Fun, Integrity (Sustainability, Ethical)

Brand Ethos: Give people what they want (Trendy), Human right & Worker right, Protect the Environment.

Brand Promise to the consumer: “We exist to make a positive different in people’s lives”, They pride themselves on making theirs customer feel and look fashionable without the guilt of spending excess dollars — fashion should be fun, affordable and updated weekly.

Brand Vision: “To make a Positive differences in People’s lives. “

Brand Mission: Cotton On mission is to become the most innovative and responsive brand within theirs market without compromising the values that have made us what they are today.

Brand Goals : “To make a Positive differences in People’s lives.”

Proposing Idea: Workshop (Tie-dye, Denim shredded/Ripped, Customize product for Cotton On, Rubi and Typo)

Figure.1

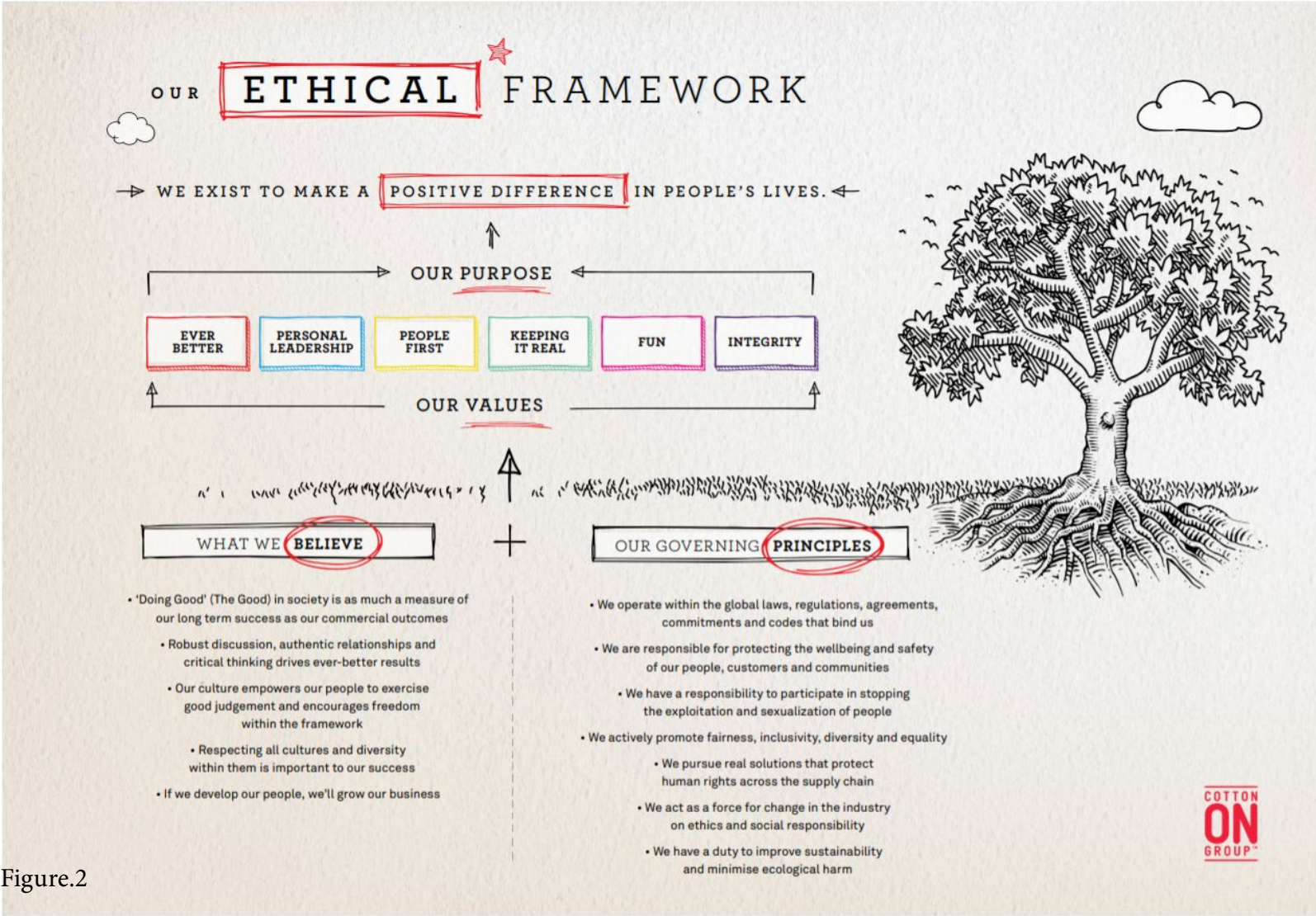


Figure.2

EXISTING SOUNDSCAPE (RECAP)



Figure.3



Figure.6



Figure.4



Figure.7

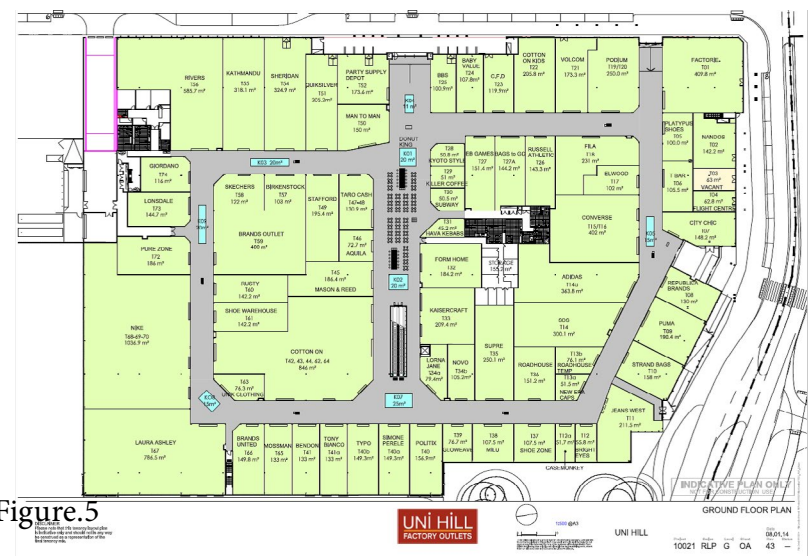
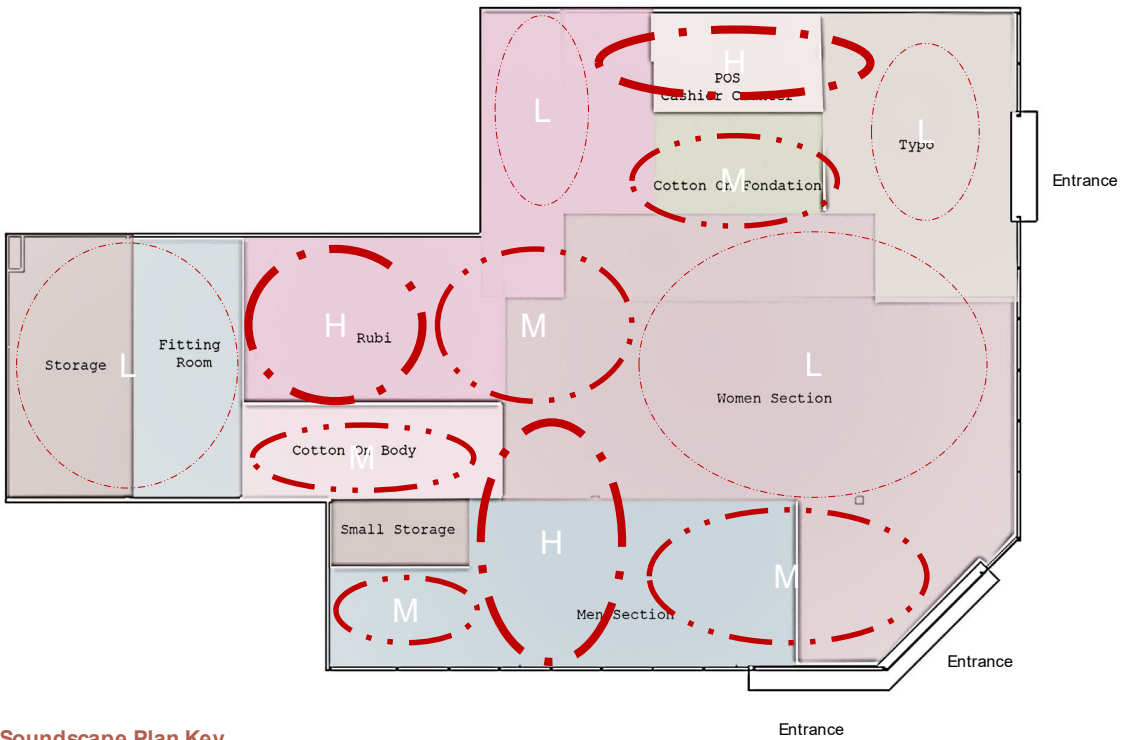


Figure.5



Figure.8

EXISTING SOUNDSCAPE



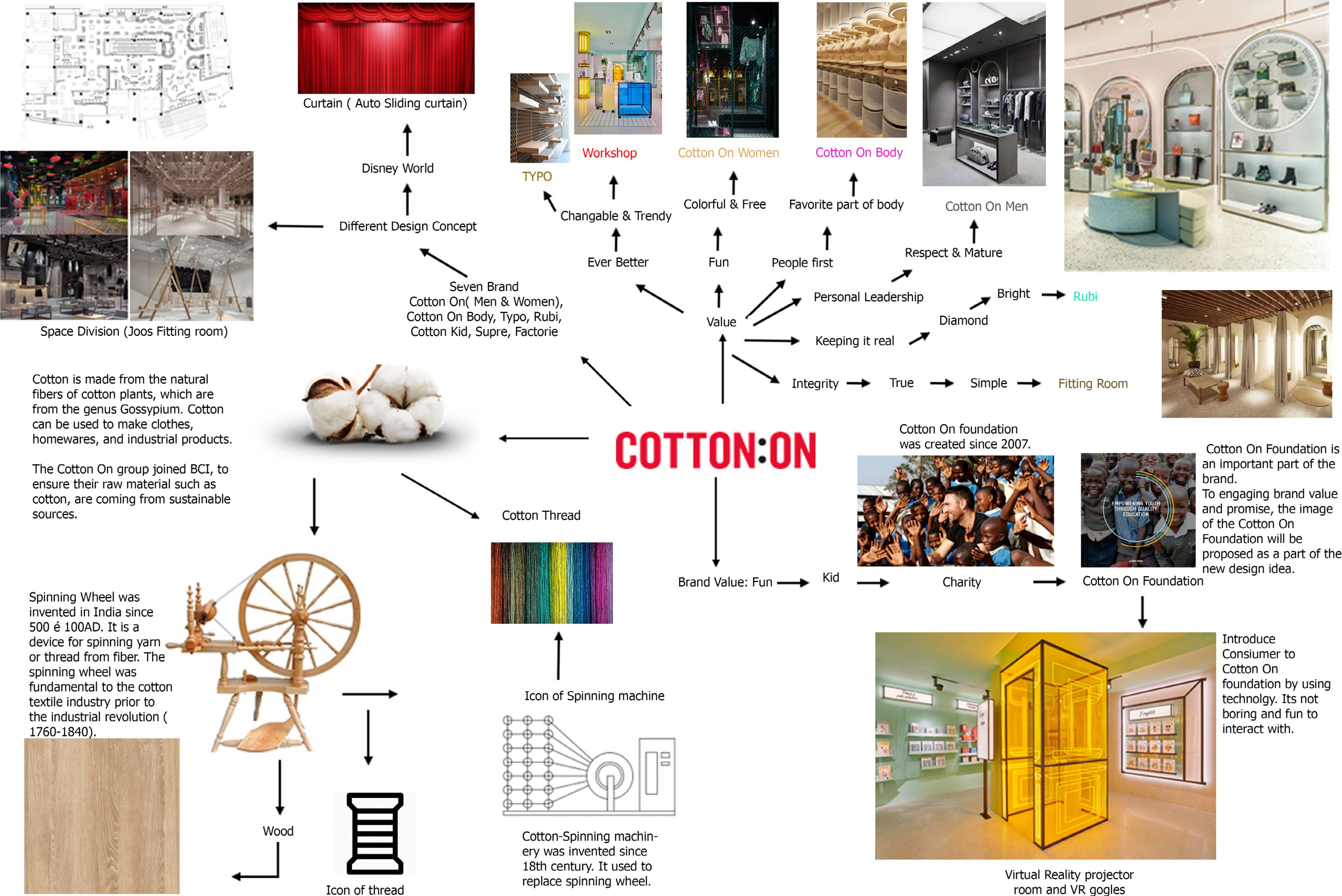
The single-storey retail area of the University Hill Factory Outlet Store is 5835 square meters, which provide an additional 43 leases, reconfigure a part of the existing center, loading dock facilities, and lower ground parking lots.(Maben,2014)

Cotton On Mega is located in the Uni Hill factory Outlet community store. The store located in the front of the escalator connected from the basement which is beneficial with coming to attract customers. The store have two entrances. It has an area of 846 square meters and has been open since 2014. The branch sells “Cotton On”, “Cotton On Body”, “Typo” and “Ruby” products at great discounts.

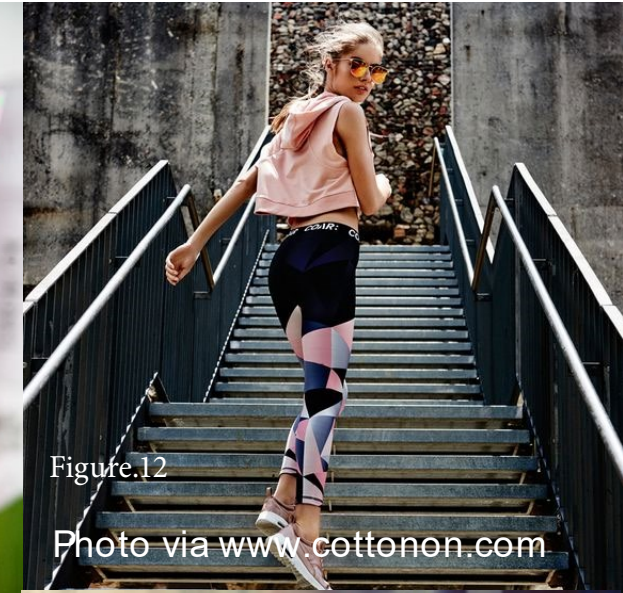
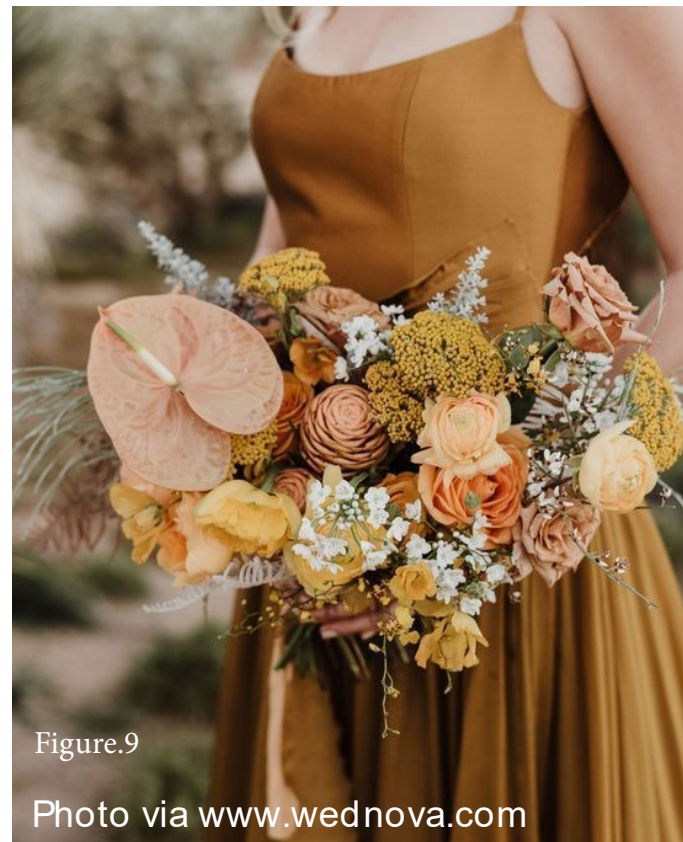
The design of the store is modern and integrated with the industrial style. The floor is polished concrete with an open ceiling that looks like a warehouse. There are transparent glass and black metal frames around the store, allowing customers to quickly browse the interior. The bright pink price tag is too bright to be used with all displayed products. Some products are placed in white buckets, which is informal and unattractive. Only those distracting price tags are displayed on the shelves, which wastes space. The cashier counter is covered with glossy red plastic laminate. The shape of the counter is feasible, a mini refrigerator can be provided, and Cotton on Foundation products can be displayed on it. Along the cash register waiting in line, there are accessories and stationery products around, customers can browse while waiting for checkout.

The existing soundscape, the speaker hangs by the metal track along with lighting and hangs at the left side of the store which is the Men section and at the back of the store which is the Rubi section.

NARRATIVE BAORD



MOOD BAORD

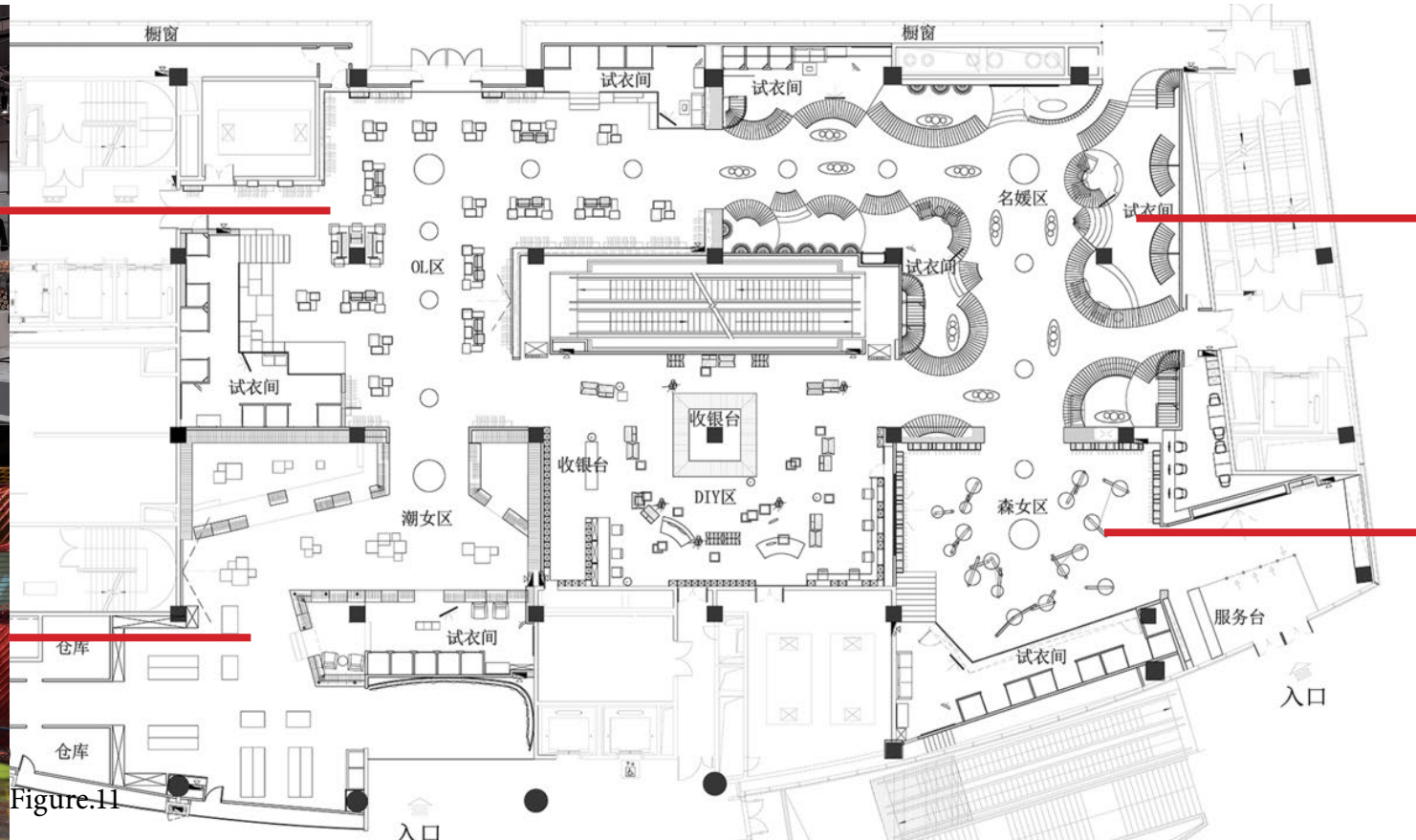


SPACE DIVISION INSPIRATION

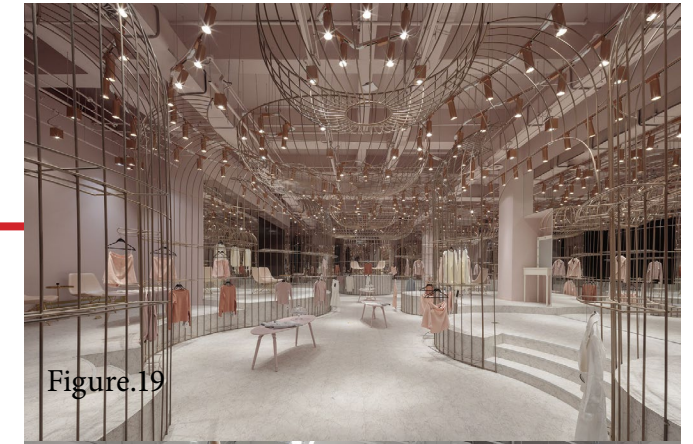
Fashionable Girl Collection area,
Jooos Fitting Room, HANGZHOU, CHINA



OL Collection area,
Jooos Fitting Room, HANGZHOU, CHINA



Celebrity Collection area,
Jooos Fitting Room, HANGZHOU, CHINA



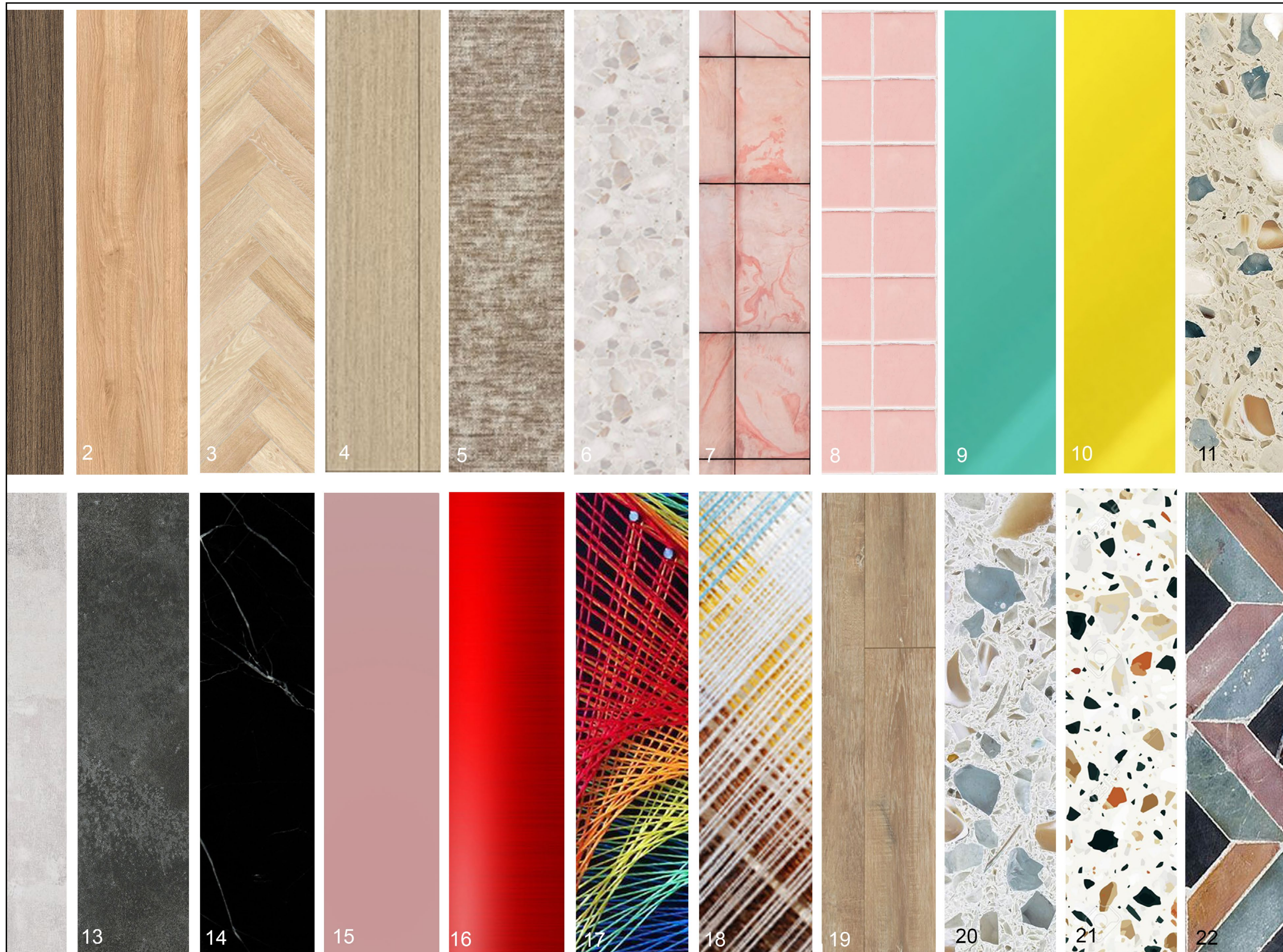
Mori Girl area,
Jooos Fitting Room, HANGZHOU, CHINA



JOOS FITTING ROOM is located in Hangzhou. The store select 4 most representative collections through buyers: Mori Girl Collection, Celebrity Collection, OL Collection and Fashionable Girl Collection. The store hopes to make up the sense of emptiness of fitting brought by modern online shopping.

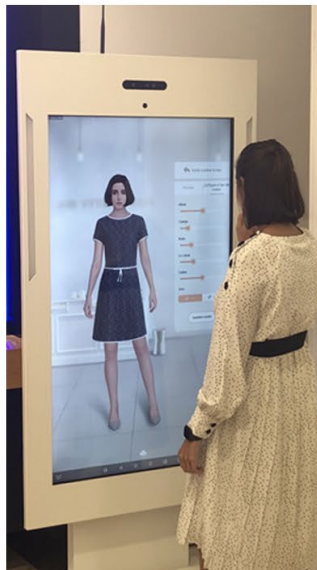
Getting through the large arch entrance, consumer will be in MORI GIRL AREA, the clean milky white space with bamboo poles set up with hemp rope. Next area is CELEBRITY COLLECTION AREA, displays are designed in golden cages form, clothes racks are placed at both inside and outside of the cage. Then, consumer will enter OL COLLECTION AREA, cover with dark grey floor, concrete art paint wall and frame track light make the whole space concise and reserved. The last area is FASHIONABLE GIRL COLLECTION AREA, folded iron bars are used to form colorful shelves. In this space that emphasizes individuality, the folding angle of the front and back of the rack is used to divide the rack into a structure that can hang clothes on both sides.

Material Board



1. Dark Eco Timber
2. Light Eco oak
3. Herringbone wood tile
4. Timber wall panel
5. Light brown velvet fabric
6. Light pink terrazzo tile
7. Pink marble tile
8. Pink tile
9. Mint acrylic panel
10. Gold acrylic panel
11. Light brown yellow terrazzo
12. Light grey polish concrete
13. Dark grey concrete flooring
14. Black marble
15. Red transparent acrylic panel
16. Red metal sheet
17. Rainbow colour string

AV TECHNOLOGY AND LIGHTING



Magic mirror,
Supplied by
Ali Express



2-7M Smart Curtain
Rail, Smart Curtain
Track System, DIY
ElectrIc Curtain by
ebay

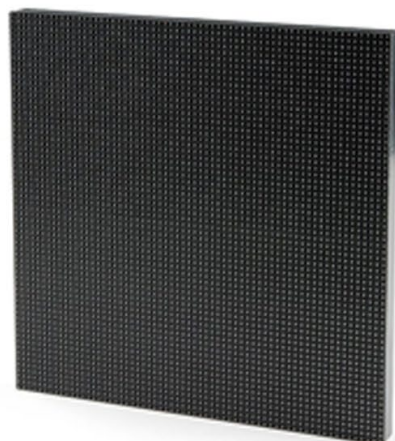


LED Light supplied by
Light in the box

360° ROTATING LED DOWNLIGHT
3W/5W/7W/9W/15W



Dimmable surface mounted
COB LED Ceiling Downlight
360° rotating Spot Light
Lamp by Ebay



RGB LED Matrix Panel
- 64x64 by core-electronics

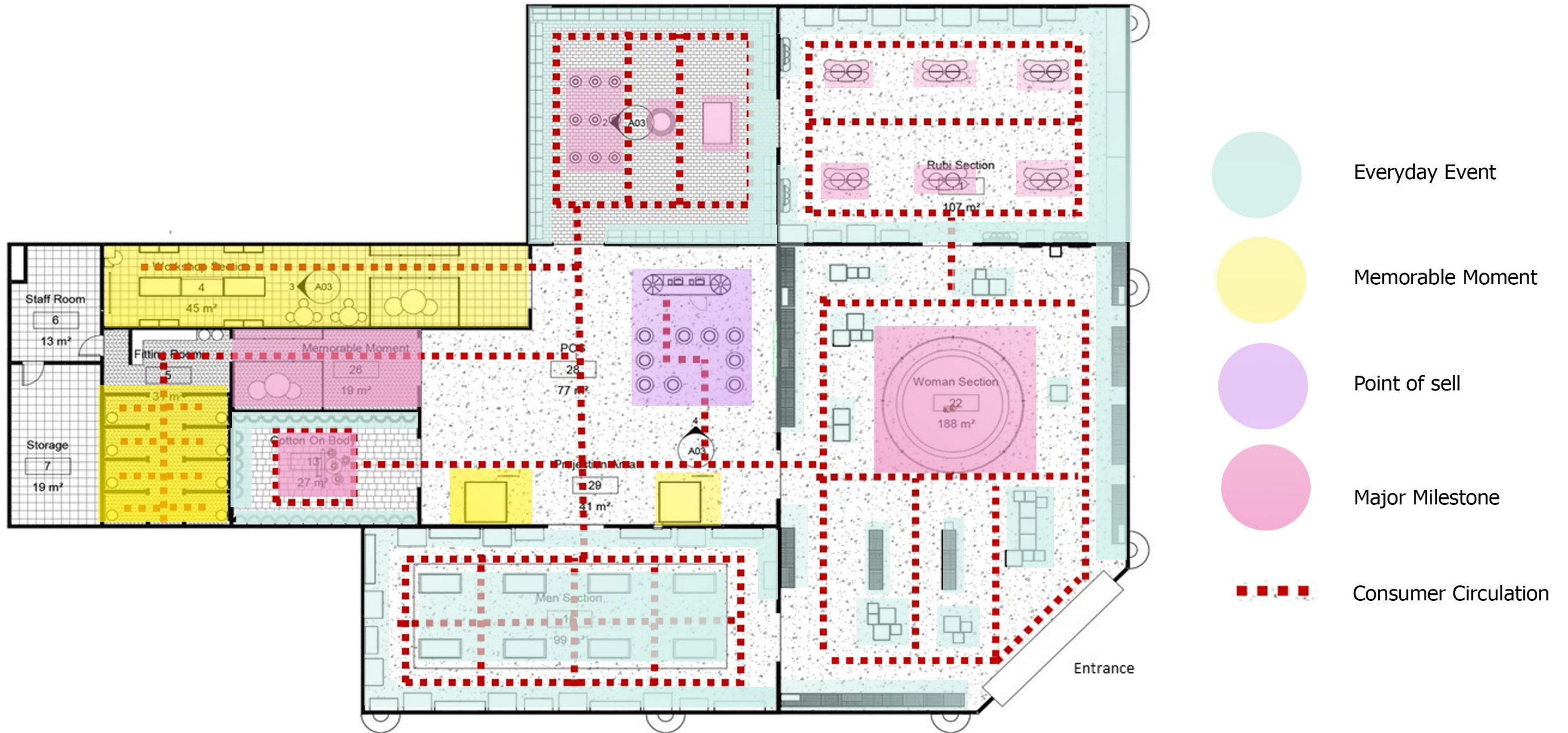


Oculus Quest 2 - Advanced All-In-One Virtual Reality Headset - 256 GB by Amazon AU



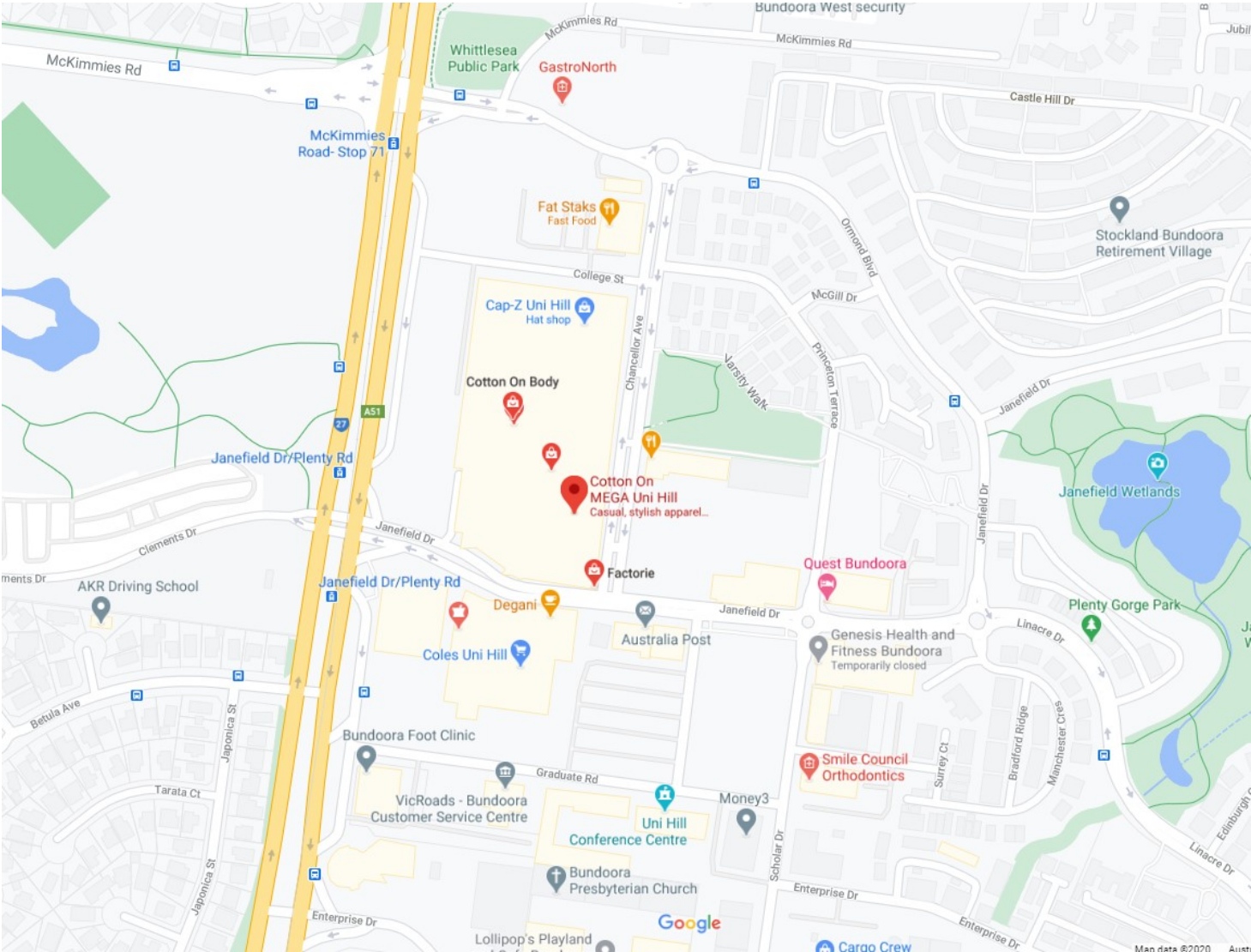
SAL LED TRACK LIGHT
STR4885 30W BY BEST-BUY LIGHTING

EVEN THEORY



DOCUMENT SET

Shop T98 to T101, Uni Hill S/C, 2
Janefield Dr, Bundoora VIC 3083



Location Plan

LEGEND

Cut material

Existing Structure

Plasterboard

Tile

MDF

Concrete

Steel

Stone

Plywood

Timber

Wall Tile

Wall types

WT1

Timber stud wall 100x50 w/ 13mm PB on each side

Door types

D01

Auto sliding curtain 2500x1800

D02

Curtain 2100 x 900

D03

Entrance auto sliding curtain 2500x1800

D04

Swinging Door 2100 x 900

Abbreviations

AP

Appliances

PB

Plasterboard

BT

Benchtop

POS

Point of sale

COS

Check on site

RCP

Reflected Ceiling Plan

CL

Centre Line

SB

Splashback

D

Door

SK

Skirting

EQ

Equipment

WT

Wall Types

FC

Fibre Cement

WJ

With

FCL

Finish Ceiling Level

A

Application

FFL

Finish Floor Level

M

Male Toilet

FU

Furniture

F

Female Toilet

LI

Lighting

D

Disabled Toilet

MDF

Medium Density Fibreboard

Tag Legend

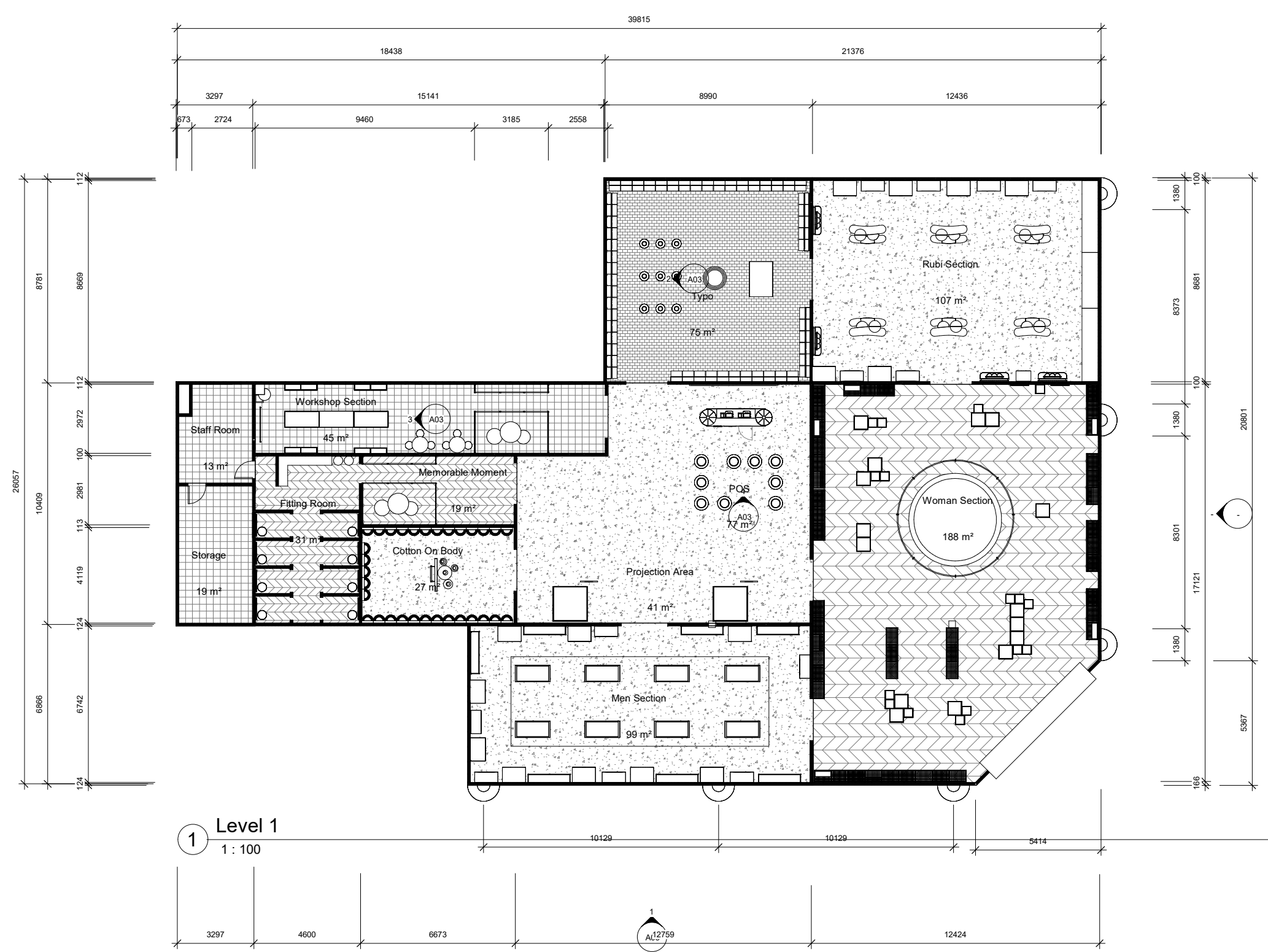
Code

Description

AP01

Refrigeration module B16/704s by IMC

Revisions			Do not scale drawings. Use figured dimensions only. Check and verify levels and dimensions on site prior to commencement of any work, the preparation of drawings or the fabrication of components. This drawing is copyright and can not be reproduced without written consent.	Client Nigel Austin	True North	Billy Blue College of Design 46-52 Mountain Street, Ultimo, NSW 2007, Australia +61 (0)2 9999 9999	Project COTTON ON MEGA UNIHILL Shop T98 to T101, Uni Hill S/C, 2 Janefield Dr, Bundoora VIC 3083 Project number 0001	Drawing Title Cover Page Drawing Status CONSTRUCTION DRAWINGS NOT FOR CONSTRUCTION	Scale Drawing No A00 Issue A Date 5 December 2020 Drawn by Bunhanglina Yea
No	Date	Description							
A	5 December 2020	CONSTRUCTION DRAWINGS							



1 Level 1
1 : 100

LEGEND

Cut material	
Existing Structure	Steel
Plasterboard	Stone
Tile	Plywood
MDF	Timber
Concrete	Wall Tile

Wall types	
WT1	Timber stud wall 100x50 w/ 13mm PB on each side

Door types	
D01	Auto sliding curtain 2500x1800
D02	Curtain 2100 x 900
D03	Entrance auto sliding curtain 2500x1800
D04	Swinging Door 2100 x 900

Abbreviations			
AP	Appliances	PB	Plasterboard
BT	Benchtop	POS	Point of sale
COS	Check on site	RCP	Reflected Ceiling Plan
CL	Centre Line	SB	Splashback
D	Door	SK	Skirting
EQ	Equipment	WT	Wall Types
FC	Fibre Cement	W/	With
FCL	Finish Ceiling Level	A	Application
FFL	Finish Floor Level	M	Male Toilet
FU	Furniture	F	Female Toilet
LI	Lighting	D	Disabled Toilet
MDF	Medium Density Fibreboard		

Tag Legend	
Code	Description
AP01	Refrigeration module B16/704s by IMC

Revisions		
No	Date	Description
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Nigel Austin

COTTON:ON

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LAUREATE INTERNATIONAL UNIVERSITIES

Project
COTTON ON MEGA UNIHILL

Shop T98 to T101, Uni Hill S/C, 2 Janefield Dr, Bundoora VIC 3083

Project number
0001

Drawing Title
FLOOR PLAN

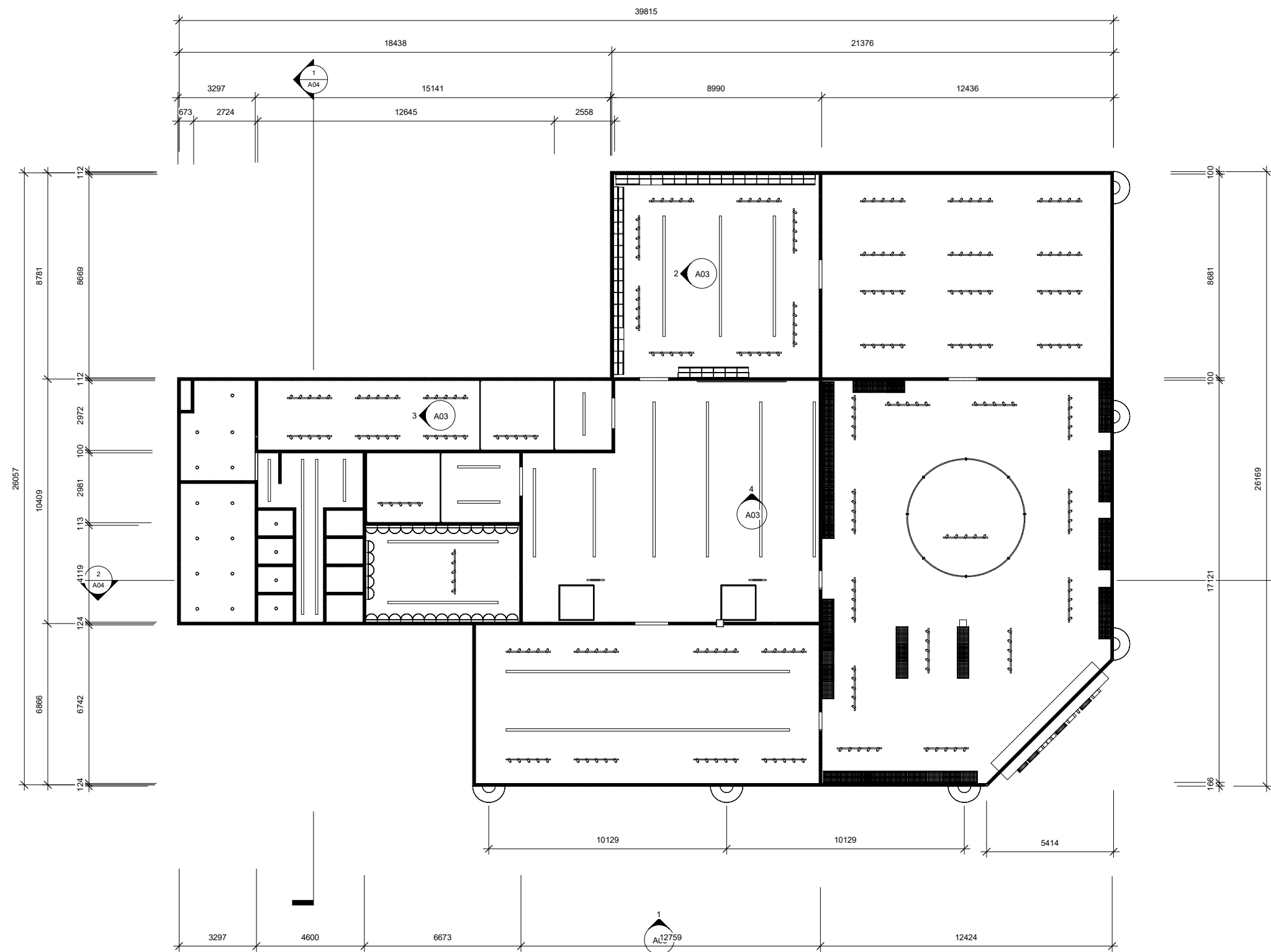
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NOT FOR CONSTRUCTION**

Scale
A01

Drawing No
A

Date
5 December 2020

Drawn by
B.Y



1 Level 1
1 : 100

LEGEND

Cut material

Existing Structure	Steel
Plasterboard	Stone
Tile	Plywood
MDF	Timber
Concrete	Wall Tile

Wall types

WT1	Timber stud wall 100x50 w/ 13mm PB on each side
-----	---

Door types

D01	Auto sliding curtain 2500x1800
D02	Curtain 2100 x 900
D03	Entrance auto sliding curtain 2500x1800
D04	Swinging Door 2100 x 900

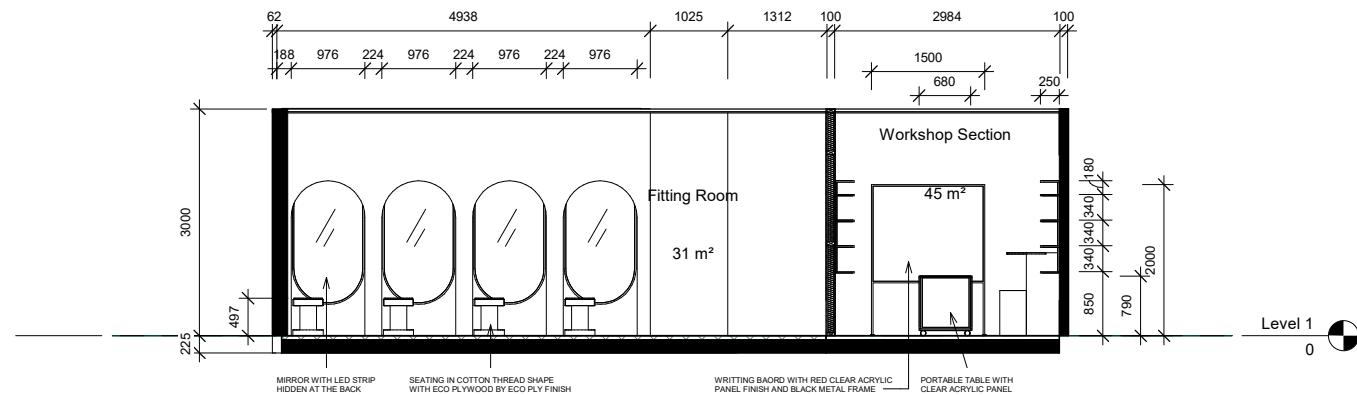
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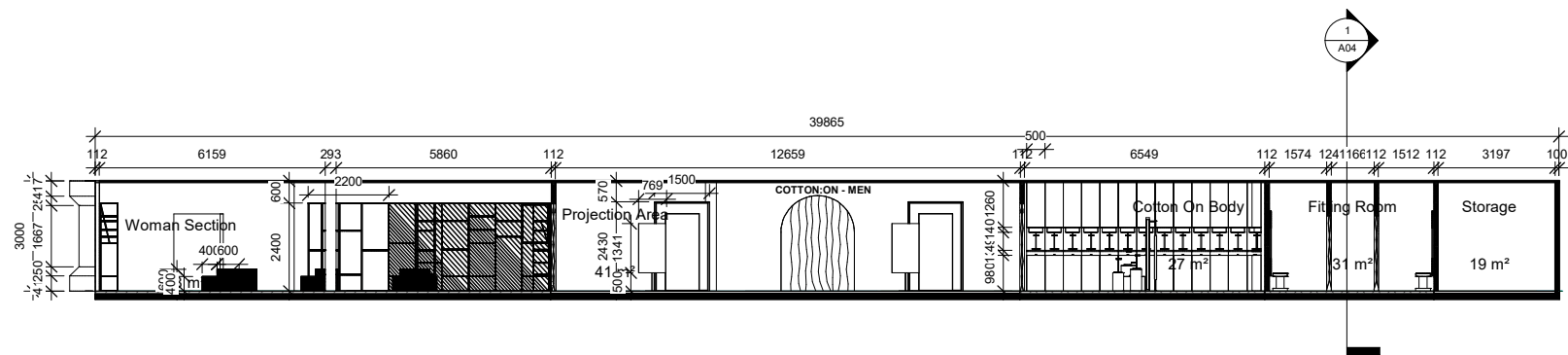
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Code	Description
AP01	Refrigeration module B16/704s by IMC

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No	Date	Description	Ver. App'd								
A	5 December 2020	CONSTRUCTION DRAWINGS	Approver								



1 Cotton On Section A
1 : 50



2 Cotton On Section B
1 : 100

LEGEND

Cut material

Existing Structure	Steel
Plasterboard	Stone
Tile	Plywood
MDF	Timber
Concrete	Wall Tile

Wall types

WT1	Timber stud wall 100x50 w/ 13mm PB on each side
-----	---

Door types

D01	Auto sliding curtain 2500x1800
D02	Curtain 2100 x 900
D03	Entrance auto sliding curtain 2500x1800
D04	Swinging Door 2100 x 900

Abbreviations

AP	Appliances	PB	Plasterboard
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FCL	Finish Ceiling Level	A	Application
FFL	Finish Floor Level	M	Male Toilet
FU	Furniture	F	Female Toilet
LI	Lighting	D	Disabled Toilet
MDF	Medium Density Fibreboard		

Tag Legend

Code Description

AP01	Refrigeration module B16/704s by IMC
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No	Date	Description	Ver.	App'd
A	5 December 2020	CONSTRUCTION DRAWINGS		Approver

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COTTON:ON

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Project

COTTON ON MEGA UNIHILL

Shop T98 to T101, Uni Hill S/C, 2
Janefield Dr, Bundoora VIC 3083

Project number
0001

Drawing Title

SECTIONS

Drawing Status

**CONSTRUCTION DRAWINGS
NOT FOR CONSTRUCTION**

Scale

Drawing No

A04 A

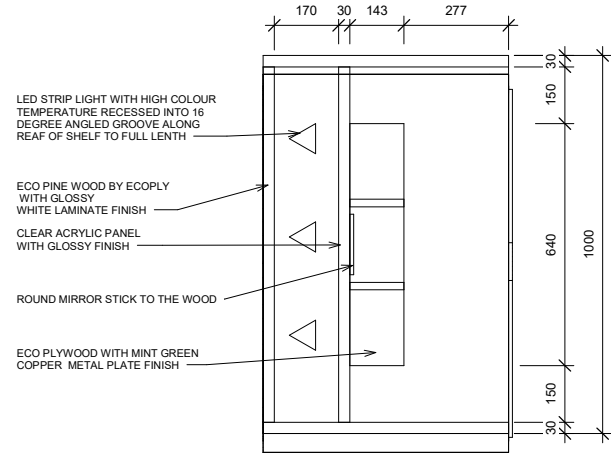
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5 December 2020

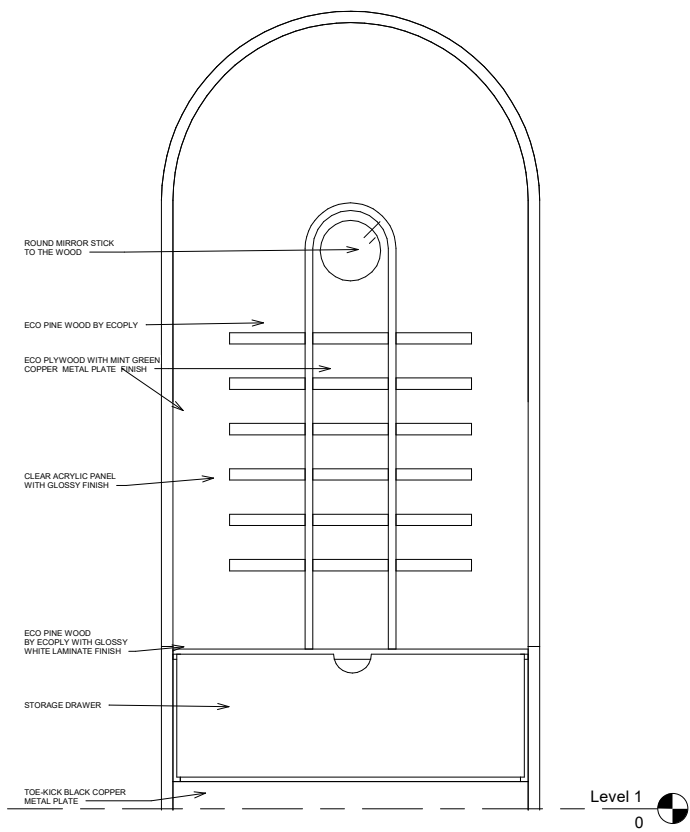
Drawn by

Author

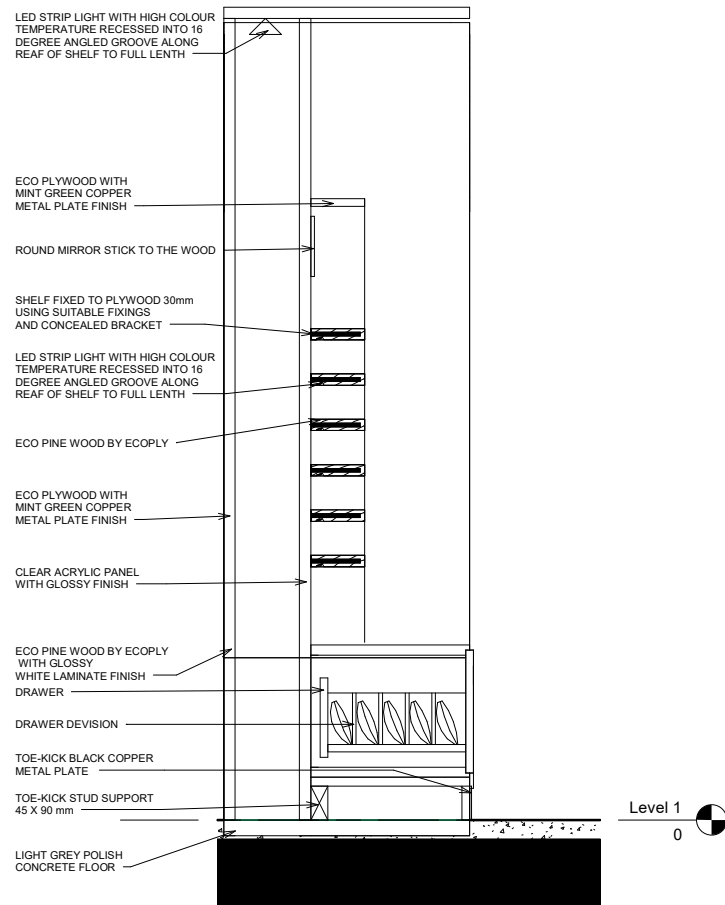
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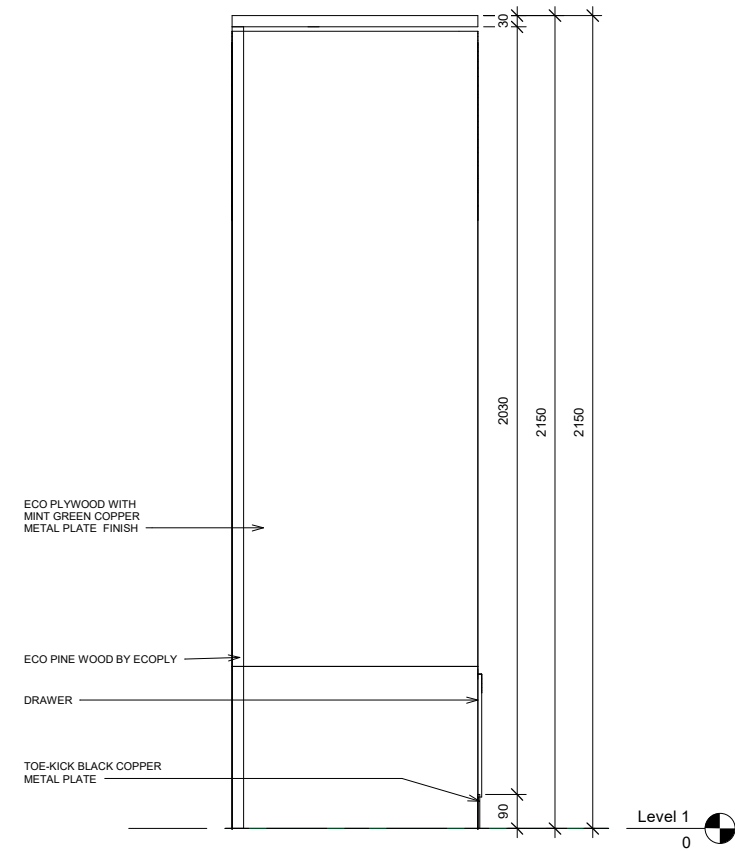
4 Wall Display Plan
1 : 10



1 Wall Display Front
1 : 10



2 Wall Display Section
1 : 10



3 Wall Display Elevation
1 : 10

Revisions		
No	Date	Description
A	6 December 2020	CONSTRUCTION DRAWINGS

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Project
COTTON ON MEGA UNIHILL
Shop T98 to T101, Uni Hill S/C, 2 Janefield Dr, Bundoora VIC 3083
Project number
0001

Drawing Title
SUNGLASSES WALL DISPLAY DOCUMENT SET
Drawing Status
CONSTRUCTION DRAWINGS
NOT FOR CONSTRUCTION

Scale
Drawing No
Issue
A06 A
Date
6 December 2020
Drawn by
B.Y



LEGEND

Revisions		
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Janefield Dr, Bundoora VIC 3083
Project number
0001

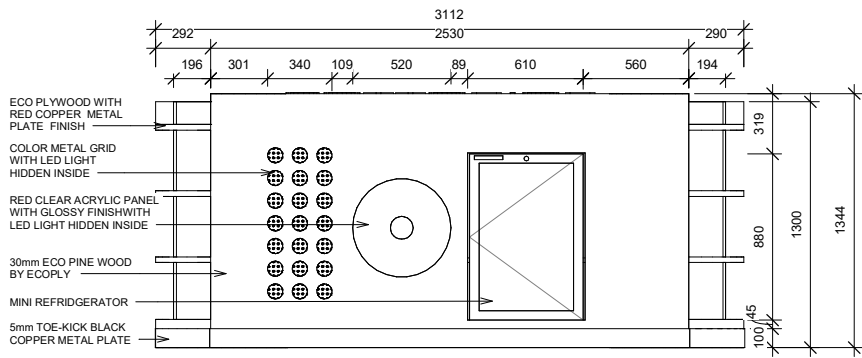
Drawing Title
**SUNGLASSES WALL
DISPLAY PERSPECTIVE**

Drawing Status
**CONSTRUCTION DRAWINGS
NOT FOR CONSTRUCTION**

Scale
Drawing No
Issue
A07 A

Date
6 December 2020

Drawn by
B.Y



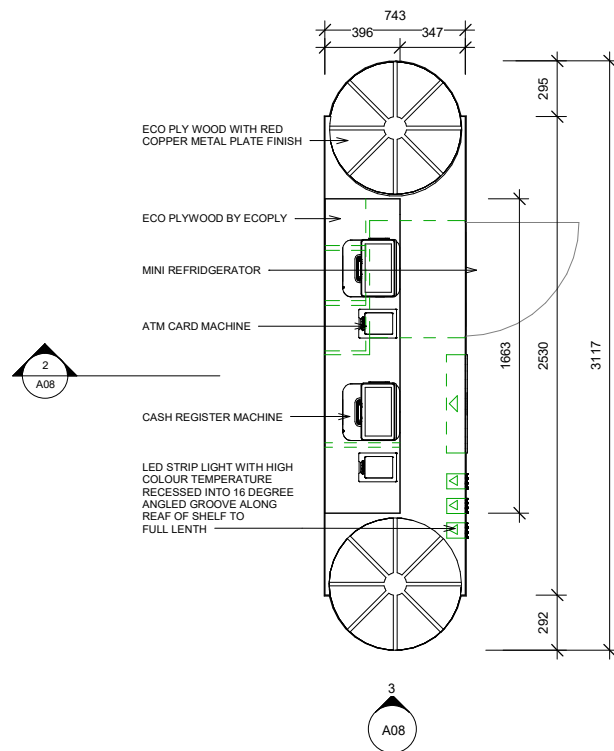
4 POS Front Elevation
1 : 20



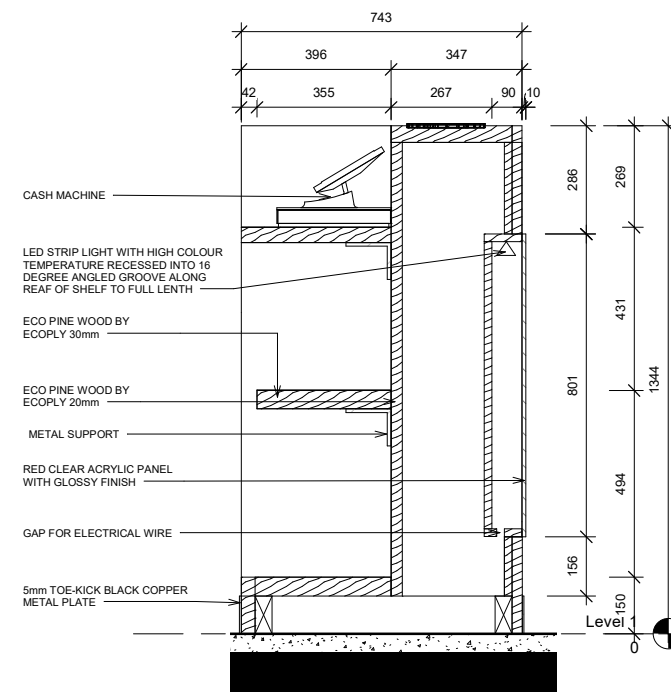
5 POS Perspective-1
1 : 1



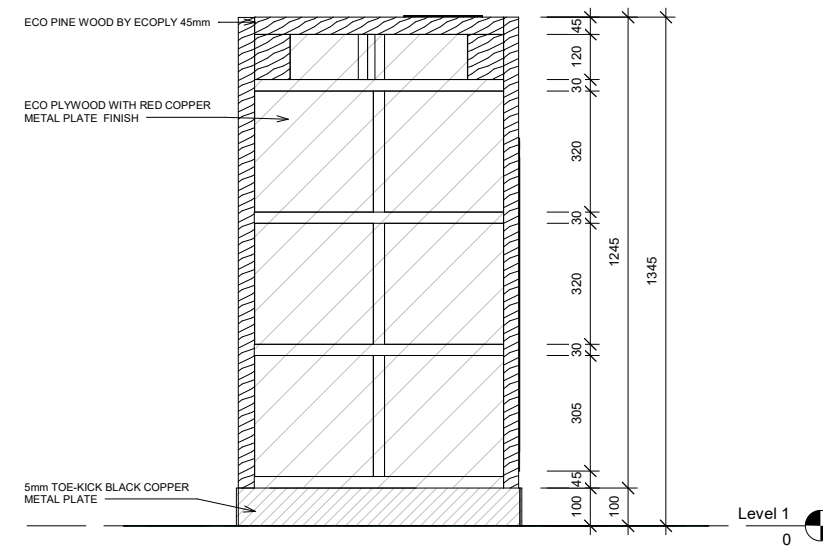
6 POS Perspective-2
1 : 1



1 POS Plan
1 : 20



2 POS Section
1 : 10



3 POS Elevation
1 : 10

LEGEND

Revisions		
No	Date	Description
A	6 December 2020	CONSTRUCTION DRAWINGS

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Project
COTTON ON MEGA UNIHILL
Shop T98 to T101, Uni Hill S/C, 2 Janefield Dr, Bundoora VIC 3083
Project number
0001

Drawing Title
POS DOCUMENT SET
Drawing Status
**CONSTRUCTION DRAWINGS
NOT FOR CONSTRUCTION**

Scale
Drawing No
Issue
A08 A
Date
6 December 2020
Drawn by
Author

LEGEND



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No	Date	Description	Ver.	App'd					Date	Author	
A	6 December 2020	CONSTRUCTION DRAWINGS		Approver					6 December 2020	Author	A

COTTON:ON WOMEN





COTTON:ON MEN



POS – CASHIER



PROJECTION AREA







COTTON:ON BODY



COTTON:ON BODY



WORKSHOP



WORKSHOP



FITTING ROOM



REFERENCES

- Figure 1 Chung, G. (2017, November 09). Australia's Richest 2017: How This College-Dropout-Turned-Billionaire Built A Fashion Retail Empire. Retrieved October 05, 2020, from <https://www.forbes.com/sites/gracechung/2017/11/01/australias-richest-2017-cotton-on/>
- Figure 2 OUR ETHICAL FRAMEWORK. (2020, September 30). Retrieved October 05, 2020, from <https://cottonongroup.com.au/our-ethical-framework/>
- Figure 3 Uni Hill Factory Outlets. (n.d.). Retrieved October 05, 2020, from <https://www.facebook.com/UniHillFO/>
- Figure 4 University Hill Factory Outlet. (n.d.). Retrieved October 05, 2020, from <http://maben.com.au/projects/university-hill-factory-outlet-expansion/>
- Figure 5 Uni Hill Factory Outlets, 5 Janefield Drive,Bundoora, VIC 3083. (n.d.). Retrieved October 05, 2020, from <https://www.realcommercial.com.au/leased/property-uni-hill-factory-outlets-5-janefield-drive-bundoora-vic-3083-500397655>
- Figure 6 UniHill(2019). Retrieved October 05, 2020, from <https://www.facebook.com/UniHillFO/>
- Figure 7 Hafij Kader. (2019, April)Cotton On MEGA Uni Hill. Retrieved October 05, 2020, from <https://www.google.com.au/maps/>
- Figure 8 UniHill(2019). Retrieved October 05, 2020, from <https://www.facebook.com/UniHillFO/>
- Figure.9 Wed Nova(n,d). WedNova Bridesmaid. Retrieved from <https://www.wednova.com/bridesmaid-dresses>
- Figure.10 Columbus Magazine(n,d). Vrolijke vracht in West Uganda. Retrieved from <https://www.columbusmagazine.nl/afrika/uganda>
- Figure.11 The magnolia mamas(n,d). Cotton Candy Champagne. Retrieved from <http://www.themagnoliamamas.com/2019/02/cocktail-confessions-cotton>
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