

Georgina Lever

Burberry at Littlewoods

Scan Me



- **Introduction (5)**
 - **Site Analysis and feasibility (7)**
 - **The Brief and Concept (15)**
 - **Key Precedent Studies (23)**
 - **Design Development (29)**
 - **Materiality and Precedents (41)**
 - **Final Design (47)**
 - **Detail Design (61)**
 - **Design Team Collaboration (65)**
 - **Health and Safety (71)**
 - **Sustainability (75)**
 - **Conclusion (79)**
-

Introduction

Burberry at Littlewood's is a fashion house for Burberry to design, manufacture and sell all within the iconic Littlewood's building in Liverpool

Burberry is a brand that is known globally for its British heritage, yet when you look into the brand today the British element now seems to be only a part of their history. The only thing Burberry now manufacture within the UK is their famous trench coat.

My idea came from the concept of brands being more honest about what they are and their history, and most importantly how their history influences them today.

On the Burberry website there is a quote that reads "A British brand in which great British manufacturing is the foundation, the passion and the essence of everything we are today." I didn't feel as though this quote truly represented the brand today since they make the majority of their garments in other countries. From learning this I came up with the concept of creating a fashion house for the brand in which they could design, manufacture and sell all within one space, bringing back their British heritage and British identity.

The idea being that the customer can see the entire process which brings back the concept of the brand being more honest about what they are and allowing people to learn more about them and their history.

Site Analysis and Feasibility

The Littlewoods building

Edge lane, Liverpool

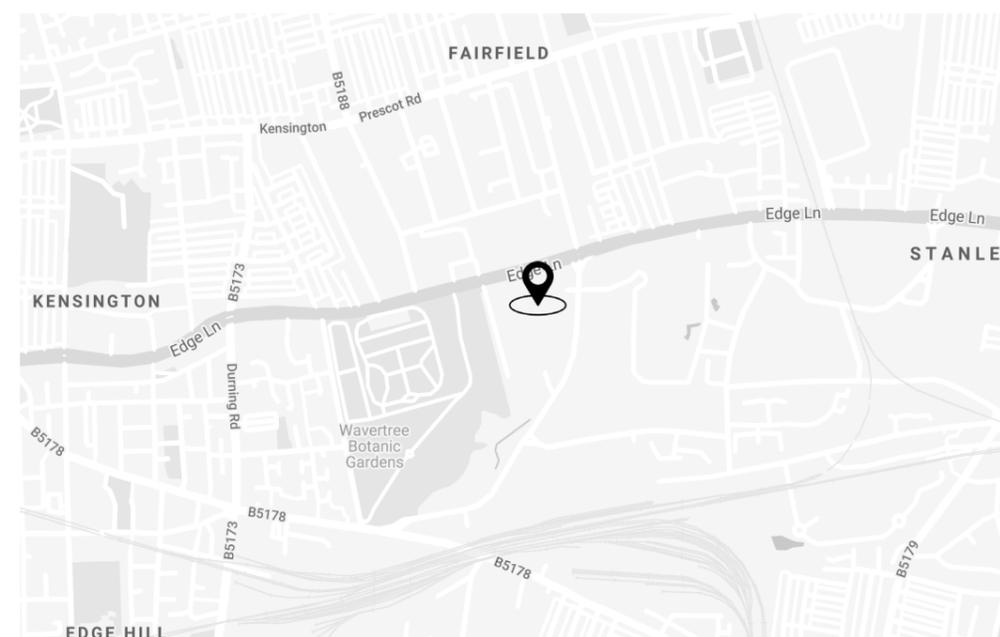
L7 9LH



Located on the approach into Liverpool city centre, within the new innovation park area.

At 300,000 sq.ft the building is large enough to be able to house multiple different spaces within it, such as office space, manufacturing facilities and a place in which to sell the clothes that have been made.

Liverpool has one of the largest economies in the UK, in fact it has the fastest growing economy in the country, beating cities such as London and Manchester."





Littlewoods Building

Built in 1938 by Scottish architect Gerald De Courcey Fraser.

The building has had many uses such as the giant printing press for the football pools.

The building also housed the countries largest family owned business empire, which is where it got its names from - The Littlewoods building.

During the war the building was then became home of the governments postal censorship department as well as the space being used to assemble the floors of Halifax bombers, due to the size of the building.

Mackie Mayor

1 Eagle St, Manchester

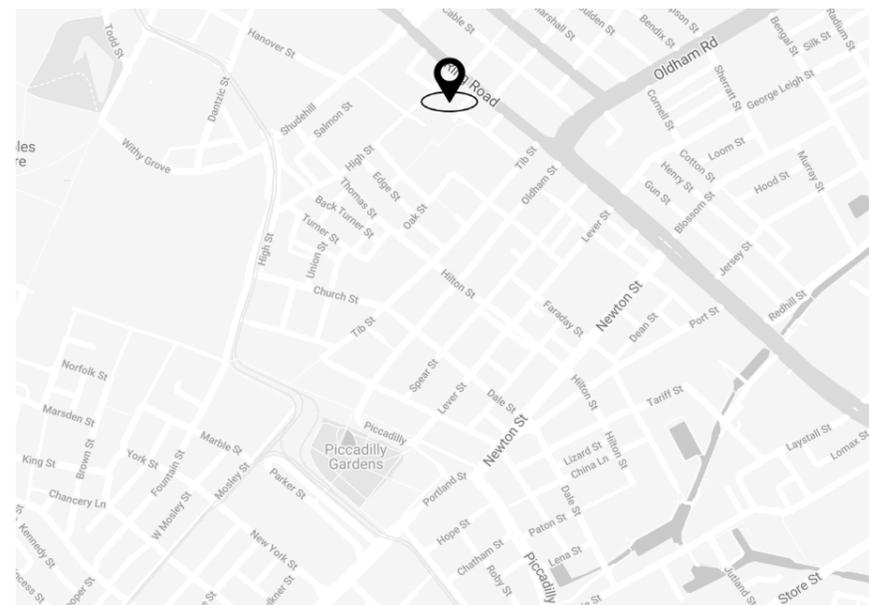
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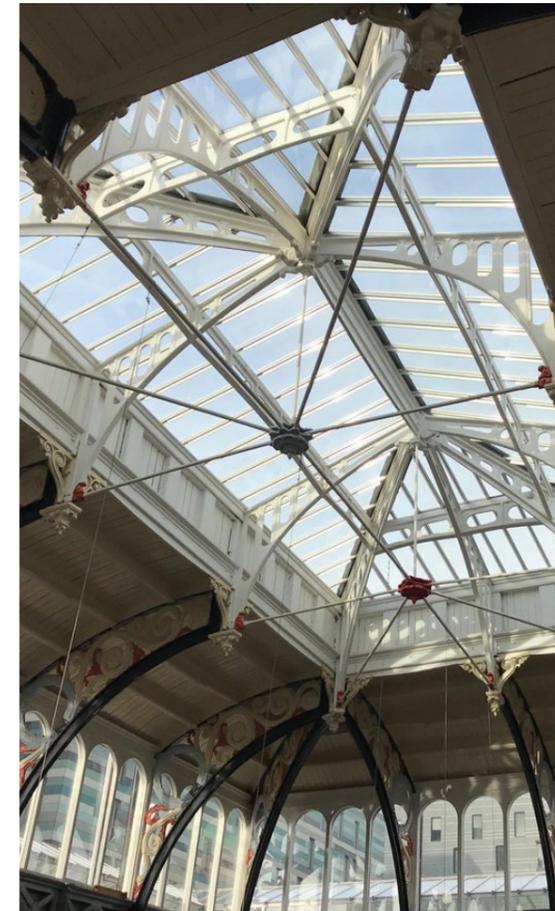


Located in the popular northern quarter of Manchester the location of this building has an large footfall.

The building is large enough to house multiple different spaces within it, such as a space to be able to design and sell. It may be more difficult to also be able to house a manufacturing facility within this space as well as the other facilities. However it could be a space that only manufactures specific garments.

Manchester is one of the biggest cities in the UK outside of London with a large history in Manufacturing goods, making it a good location to house the first design house for Burberry in with all the process can be seen within one space.





Mackie Mayor

Built in 1858. An early-Victorian, Grade II-listed Market Hall

A purpose built meat market hall, part of the seven-acre Smithfield Market complex.

Over the years the building has been used for different things including a skate park in the 1990's.

The building has spent more than 20 years empty and neglected without a purpose.

In 2015 the building was finally restored making it fit for use once again. It is now a popular food hall within the popular Northern Quarter of Manchester.

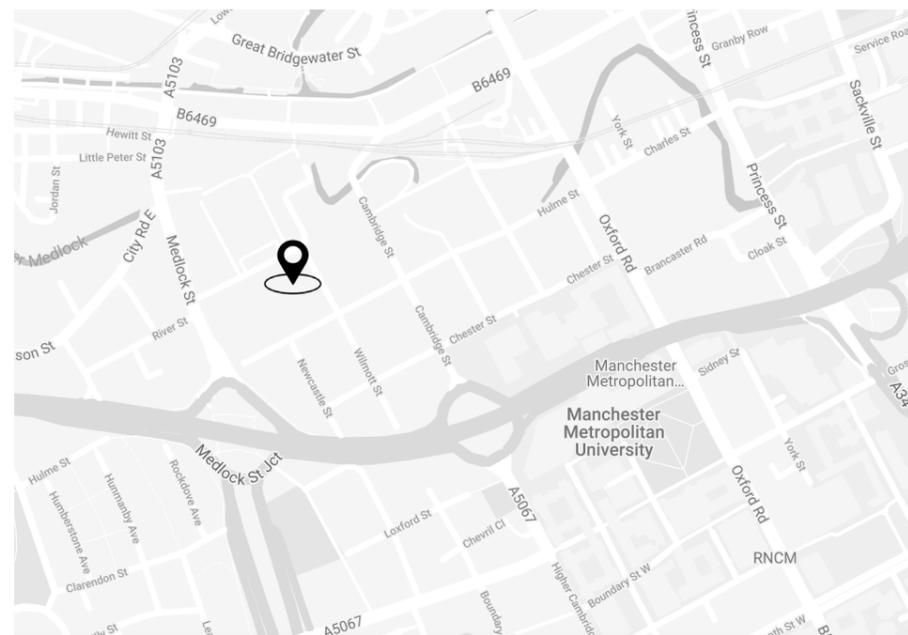
*Macintosh Mills,
4 Cambridge Street,
Manchester,
M1 5GH*



This building is located within walking distance from the city centre making in a perfect location to create a design house. Creating a new destination within for the city.

With it being a mill there is masses of room to be able to house a design centre as well as a manufacture and store all within the building. The building has many levels, allowing their to be the opportunity for drama within the space.

Manchester has a vast history of manufacturing. This building has a history of producing waterproof outer-coats and the name 'Macs' came from this. Since the only garment Burberry currently still make within the UK is their trench coat and is still one of their most iconic pieces, it is a building which has a history that suits the new purpose of the space.





Macintosh Mills

Built in 1814, as part of the Chorlton Mills complex

The Macintosh Mill is one of the most known mills from the Chorlton Mills.

In the 1860's the mill was sold to Charles Macintosh & Company, who produced rubberised waterproofs. Where the generic name 'Mac' became a term used for waterproof overcoats.

Soon after the First World War the factory was taken over by the Dunlop Company.

Now the mills have been turned into city centre apartments.

The Littlewoods building

Edge lane, Liverpool

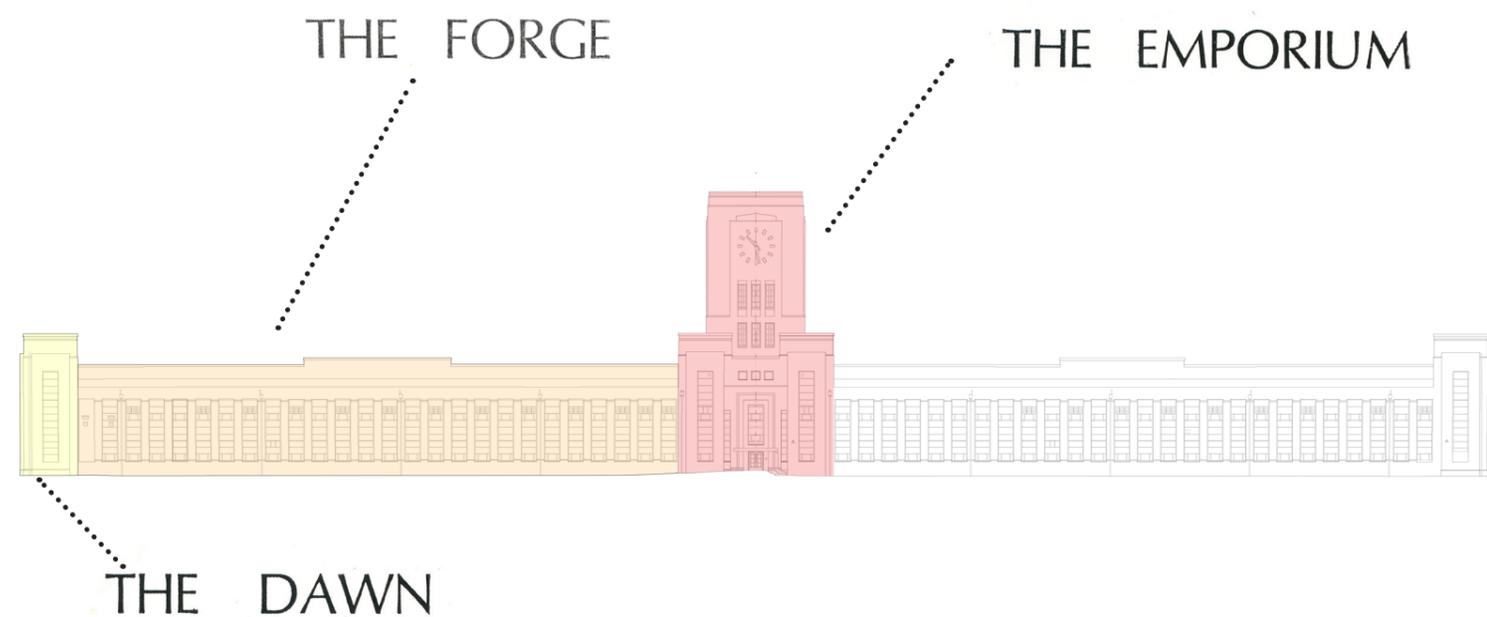
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Being in the approach this buildings offers the opportunity for it to become a destination point within the city. It is large enough to house all the different sections of the idea, with the front of the building being able to house the design space.

The factory has previously been a factory meaning that it is large enough to house manufacturing facilities within the space. The clock tower presents itself as the perfect space for a store in which customers can go and be able to understand more about Burberry and its British history.

This is an iconic building within Liverpool, a growing city meaning that it gives the opportunity for the building to have a new lease of life as the home of Burberry.



The Brief and Concept



BURBERRY
ESTABLISHED 1856

“At Burberry, great British manufacturing is the foundation, the passion and the essence of everything we are today.”

A central point for Burberry to sell their garments. Giving them a location that they can design, manufacture and sell all within one space. Bringing back the foundation of what they are, A British brand in which great British manufacturing is the foundation, the passion and the essence of everything they are today.

BURBERRY

LONDON ENGLAND

What:

A central design house for British fashion house Burberry, to encourage and promote all things British. From design to manufacture, right the way through to sale, the space will help to increase the rise in British produced goods.

The space will house a research and development department, a design studio, manufacturing factory along with a space to model and photo-shoot the designs. Finally the space will also house an on-site store, in which customers can see the full process of where their clothes have come from and how they have been manufactured.

Who:

Burberry is a luxury British fashion house that prides themselves on their British heritage.

Founded by Thomas Burberry in 1856. Burberry was established in Basingstoke when Thomas Burberry was just 21 years old.

The brand's main focus is on producing trench coats, fashion accessories, ready-to-wear accessories, sunglasses, fragrances, and cosmetics.

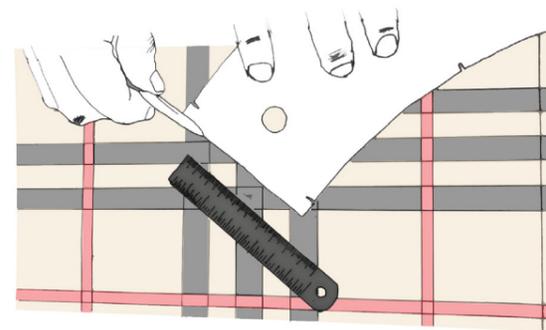
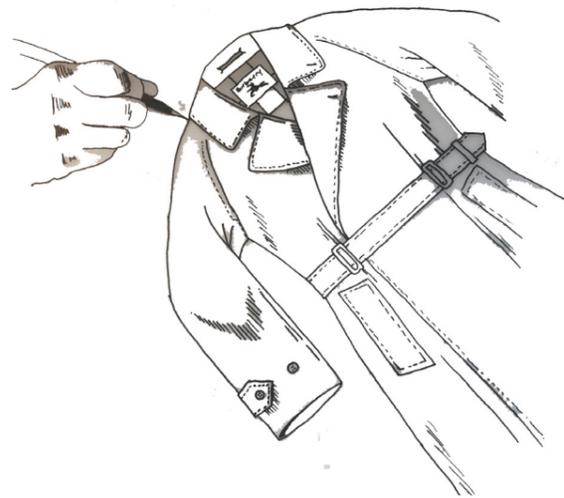
Why:

Burberry is a brand that prides themselves and trades on their British heritage, yet the only item that they manufacture within the UK is their much loved trench coat, which is made in their own factory in Castleford, Yorkshire.

Burberry manufactures its clothing in:

- China*
- Poland*
- Romania*
- India*
- Spain*
- Italy*
- America*
- United Kingdom*

The idea behind this design is to reintroduce the 'British' element back into the design but have a location in which it can design, produce and sell its products all within the same space, highlighting the companies British heritage.



The Designer:

They need a space to research and develop potential new ideas and designs. A studio space to allow collaboration.
An area to draw up new designs and make rough samples, a small workshop to cut and sew materials before putting the design into production.
The designer will also need space to be able to present their ideas and show their initial designs. A meeting space or viewing area.

The Manufacturer:

The manufacture will need a space to be able to create the garments. Production facilities.
They will need to be sewing machines as well as specialist equipment such as about 100 presses to be able to make the garments.
They will also need long benches to cut long pieces of material, a space that doesn't have all the machines.
An open space so that the workers are able to access different areas of the production processes.

The Seller:

The store within the building will need space to house the new collections. As well as highlighting the history of the brand.
They will also need a fitting room to be able to accommodate clients trying clothing on.
They must have a central area to take payment, and serve clients.
An area they can take their more elite clients to show new or exclusive products.

The stylist:

A space for clients to sit and have a consultation, as well as whilst they find pieces for them.
Changing rooms to allow clients to be able to try pieces on.
A potential space to allow stylists to show certain clients limited pieces and upcoming collections.



The intrigued/ first time shopper:

A visual representation of what the brand is and sells instantly. (Drawing the customer into the store.)
An area in which they can see how the products are made. Showing the honesty of the brand.
A space for clients to see the new collections as well as trying them on.
A place in which they can learn about the history of the brand.

The collector:

A space in which they can inspect limited or collection pieces.
A waiting area in case staff are getting out collectors pieces from a storage facility.
An area in which they can see the new and old collections.

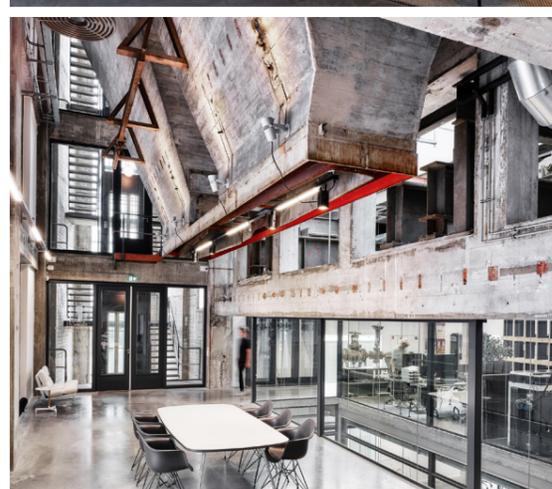
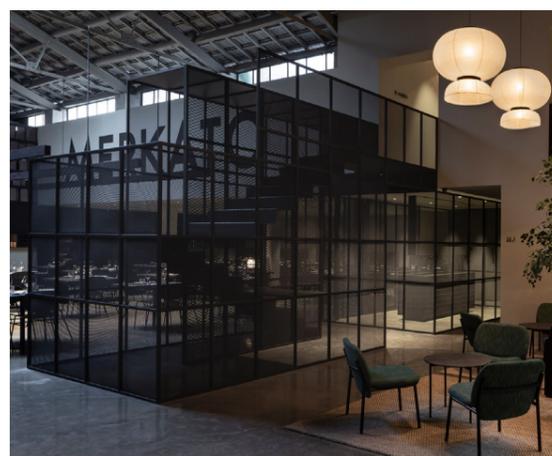
The loyal customer:

A place in which they feel welcomed as a valued customer of the brand - welcome zone.
Somewhere in which they can try on clothes.
An area that they can go with any problems with pieces or questions they may have.
A space in which they can wait for any orders or pieces they may be waiting for.

The fashion graduate:

A viewing area of the new collections each season.
Somewhere to be able to try on new collections.
Somewhere in which they can see and educate themselves on the history of Burberry.





Synergy

The interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.

Visibility

*How clearly objects can be seen, or how far you can clearly see.
The degree to which something is seen by the public*

Heritage

Features belonging to the culture of a particular society, such as traditions, languages, or buildings, that were created in the past and still have historical importance.

Key Precedent Studies

*Derelict Mexico City
house transformed into
mixed-use venue*

*-
Case study
1*



AT103 overhauled the building to accommodate a restaurant called Havre 77, and added private and shared workspaces.

Whilst I think that the concept of having it as a multi-use space is something that I can take forward into the design of my space, I feel that the use of this space hasn't reach the full potential of trying to encourage interaction between people and businesses. Having the different types of working spaces on separate levels this creates a barrier between the different types of workers, meaning that it isn't a space that encourages collaboration and interaction.

A positive of the space is that it is an open design that allows freedom of movement easily within the building, meaning that where is can seem segregated in the type of workstations it still allows people to move through the space.



*Innovation
powerhouse is a
creative hub in a
former Eindhoven
Power station*

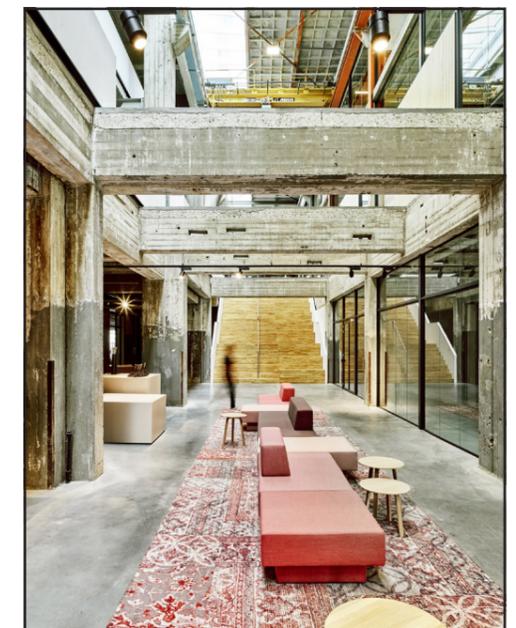
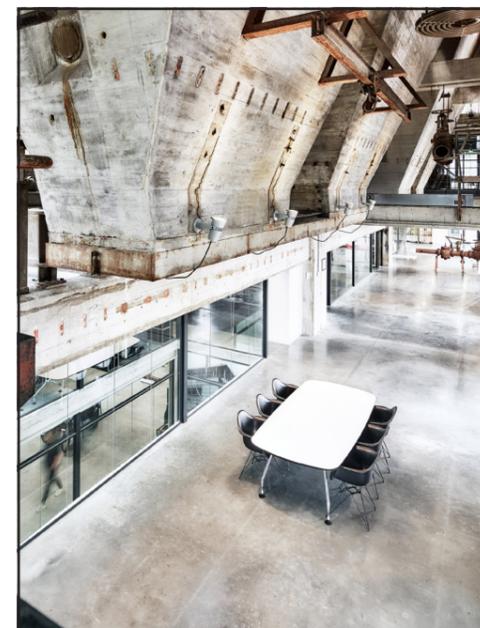
*Case study
2*

The former Philips power plant in Eindhoven has been transformed into an innovation hub by young architect Janne van Berlo, in a renovation that celebrates the building's industrial features

This is a concept that highlights how keeping the original aspects of the design is something that can have a positive effect on its use. It is important that the history of the building is not lost when redesigning the space. The space is focused on collaborative working which is something that is an important design feature within the design of my concept.

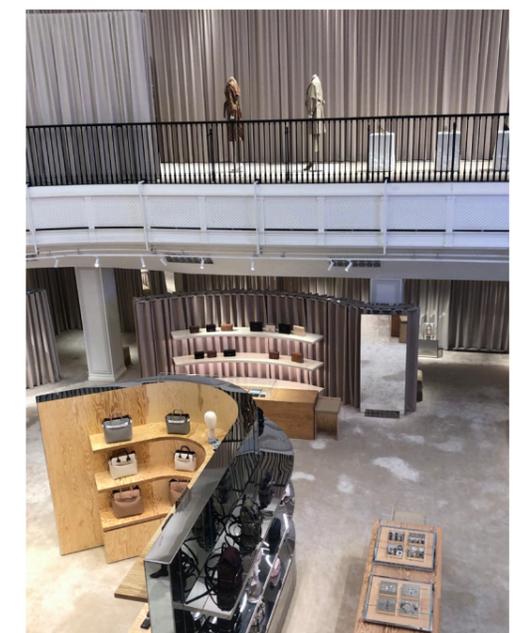
The building was just as important as the concept and design in this project, with architect Van Berlo saying, "It's the jewel of the building so we wanted to keep it visible as much as possible." Something that is also important with the Littlewoods building. The new design should incorporate the heritage within the building.

Whilst as a whole the overall design has pleasing effect and they have made one of the key elements collaboration, I feel that they could have gone further with this by having more areas open plan. Whilst "It was very important to create a building with a very open atmosphere that encourages people to collaborate and run into each other regularly," The bridge that goes from one end of the building to another is a good way of encouraging interaction between the different businesses it still leaves people separated whilst they are working. To have encourage collaboration further there could have been more share working spaces within the building.



*Burberry London Regent
Street Flagship Store*

*-
In Depth
Case Study*



Burberry: Bring the Digital Experience into a Physical Space

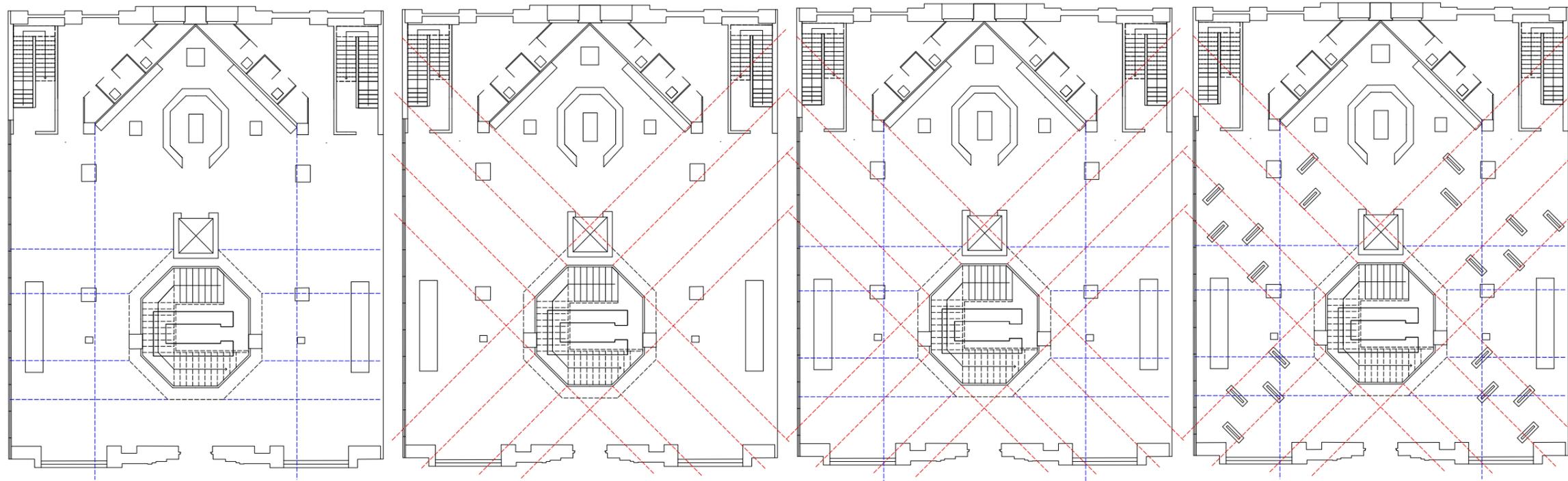
The way in which people shop is constantly changing and becoming more of a digital process. The ease of being able to order online is causing physical stores to constantly have to improve the customer experience. People are no longer wanting to just go into a store, there is no appeal anymore when ordering online has become so easily accessible.

Burberry are now leading the way in bringing the digital into the physical. The aims of their new London Regent Street Flagship store, under the creative direction of Riccardo Tisco and designed by chief creative officer Christopher Bailey were clear. "To bring the burberry.com digital experience into a physical space, future-proof, to stay ahead of, and allow for, the continuous evolution of the brand." This highlights how they have understood the change in then environment of the modern shopping experience. The former cinema has been restored taking some visual cues from its former heritage. Burberry is one of the first brands to embrace the digital aspect of retail in this way, from digital rain showers within the store to a 38-square-metre video display unit, to having magic mirrors within the changing rooms allowing you to see the clothing item you are trying on, on the catwalk runway.

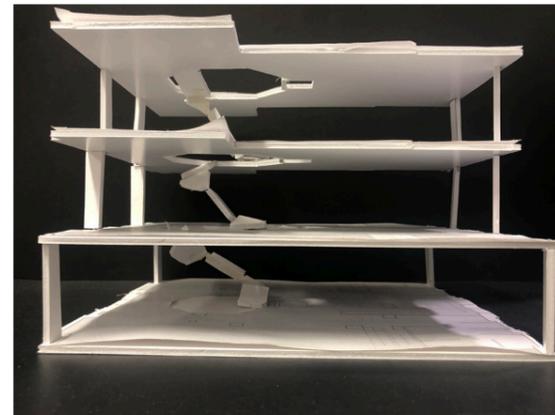
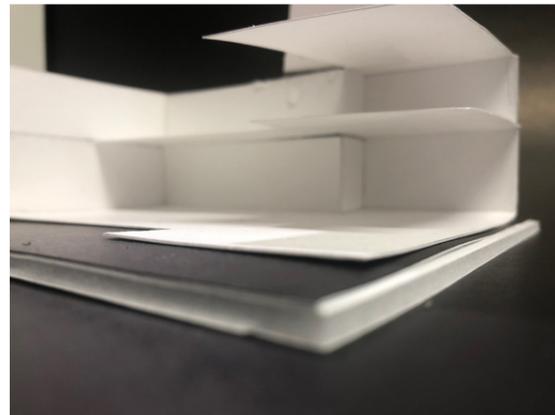
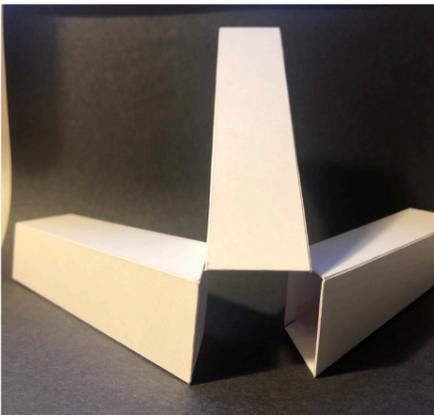
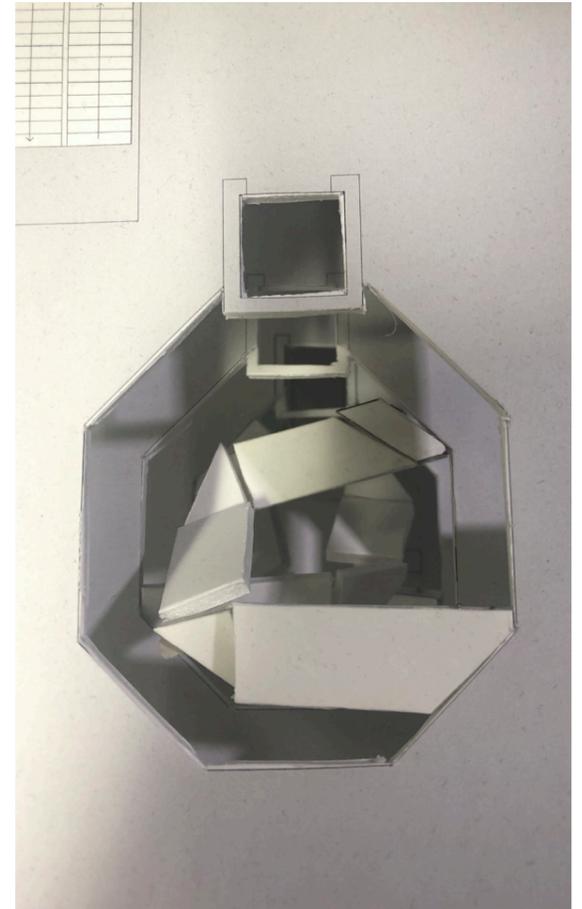
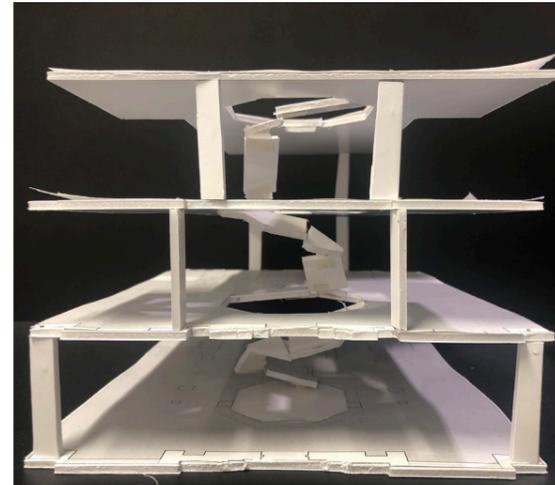
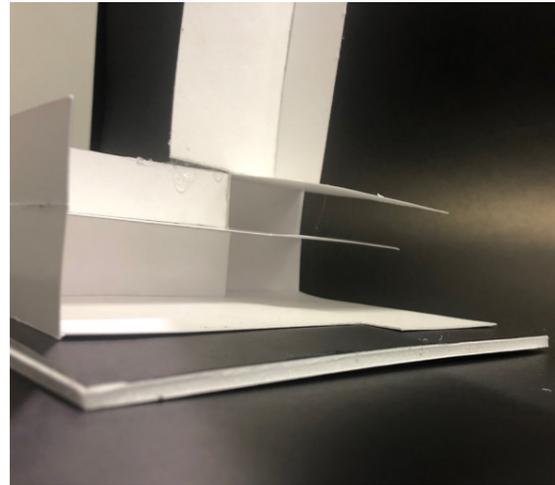
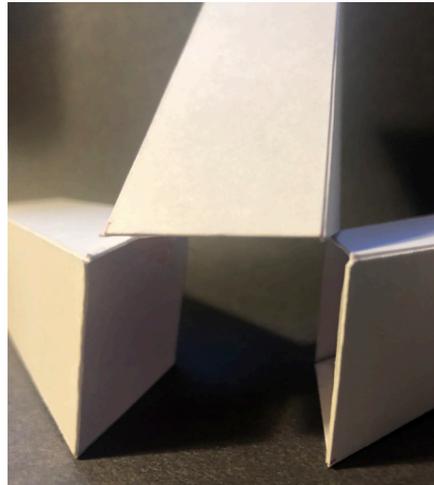
This demonstrates how Burberry have understood that to keep retention within it's stores then it must be more than a store, it must almost be a showcase of the brand rather than merely just a store. It is more than a shopping experience, it has been designed to not only be a place to shop but be a place to understand the values and vision Burberry have. It's the modern day equivalent to a museum exhibition of the brand. It is not only a space to shop but a place to hold events and exhibitions that represent Burberry in the modern day, such as the Graham Hudson installation in which a robot produces a polystyrene sculptures in the centre of the store, making the brand a destination point for intrigued potential customer's. Once again focusing on the idea that it is more than just a store, its a experience for all, making the store a destination point within the city.

Bailey has thought about every aspect of the store when designing the final details, from the way you sink into the carpet making you feel comfortable, to the accessibility of all the items being able to be picked up. Allowing the shopper to have a tactile experience with the produce, and not making them feel as though it is a product that is off limits. Everything within the store has been make by British craftsman, once again paying homage to their own heritage of being a British brand. Highlighting how "At Burberry, Great British manufacturing is the foundation, the passion and the essence of everything we are today." Whist they still bring their heritage and past into everything the do, they are making new designs that will be part of the heritage going forward.

Design Development



These diagrams explain the understanding of the placement of the gondolas within the store. The placement follows the natural geometry of the building whilst still ensuring that there is a clear pathway through the store to make it as easy as possible for the customer.



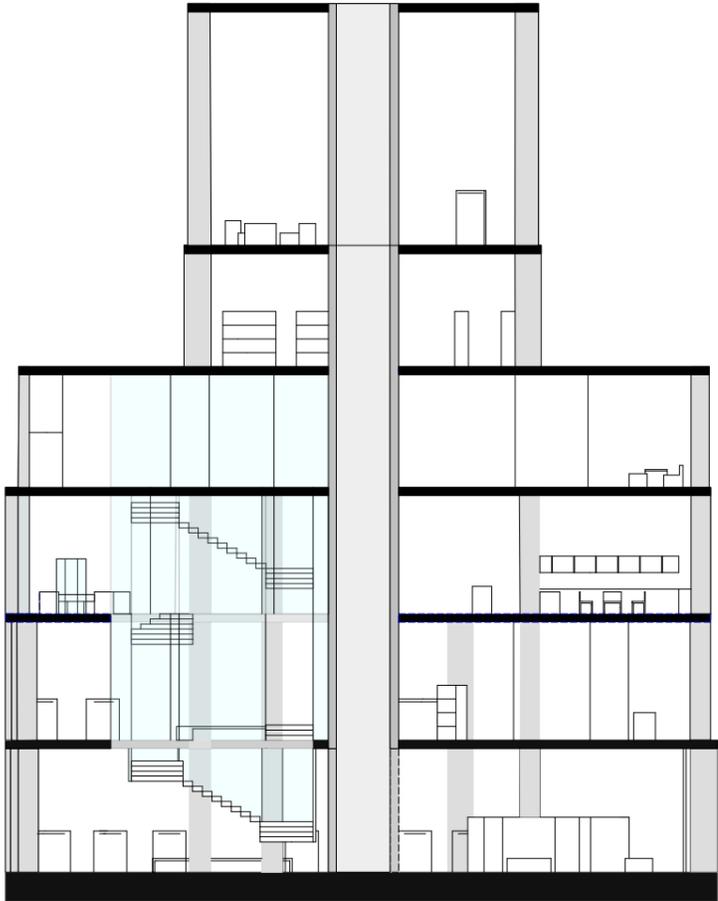
Synergy

Visibility

It was important that within the design of the space the concept strategy strongly comes across. Being honest about the entire process and being able to have visibility to see what is going on is a key part of the design. As well as this it is highlighting how the three main facilities can come together within one building and how the design should represent this synergy between the different steps of the process from designs to point of sale.

From the beginning of the process the central staircase has been a focal point of the design and is designed to be the centre piece of the space. By making the model it allowed for more understanding of how the stairs would sit within the space and how big of an impact they would have by having a large void at either side.

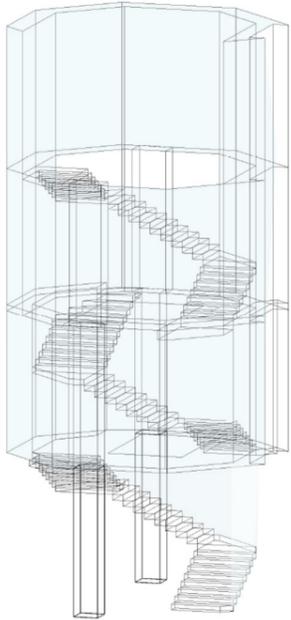
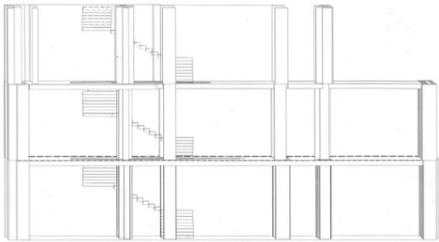
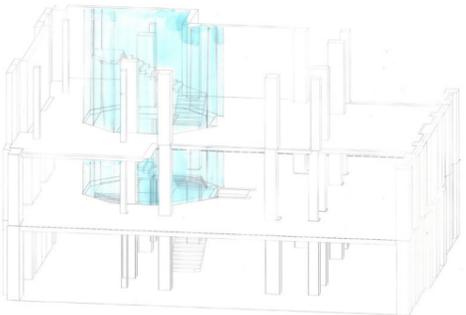
Understanding The Stairs

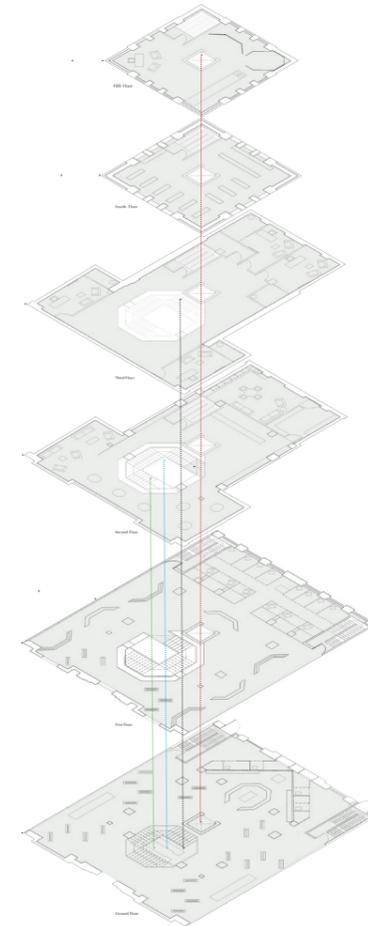
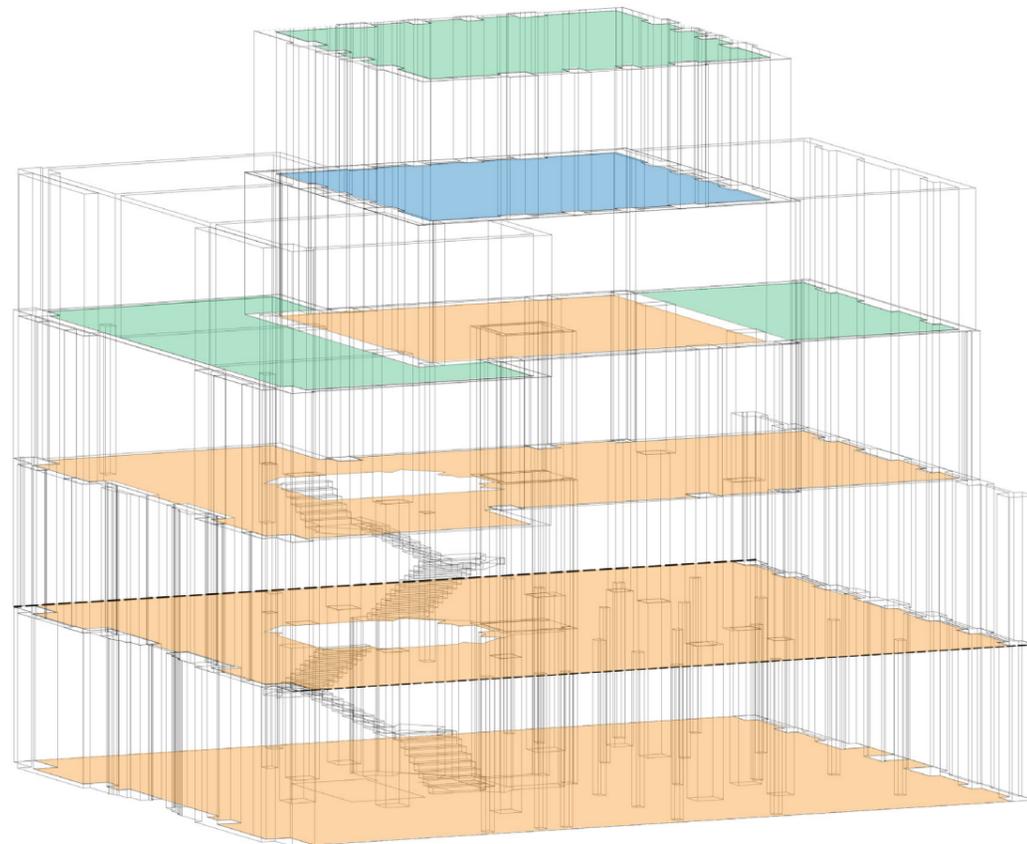


The Emporium Section (Not to scale)

With the stairs being a main design innervation within the space it was important to develop the way in which they would work and to be able to understand how it would work to have it as not only a staircase but also as a gallery space to show off the history of Burberry.

The idea behind this design was to have a glass void between the stairs and the floor plate so that it was possible to hang collection pieces or parts of the new collection almost as a vertical catwalk displaying key Burberry pieces. It allows for a more interactive experience for customers when moving between floors.





The collector would be taken here for a private viewing of collection pieces or to purchase a bespoke collection piece. They would not need to go through the store and would be invited to take a lift to The Vault.



The intrigued/ First time shopper could browse the store and go up to the second floor to access the The Gallery of Burberry's history.



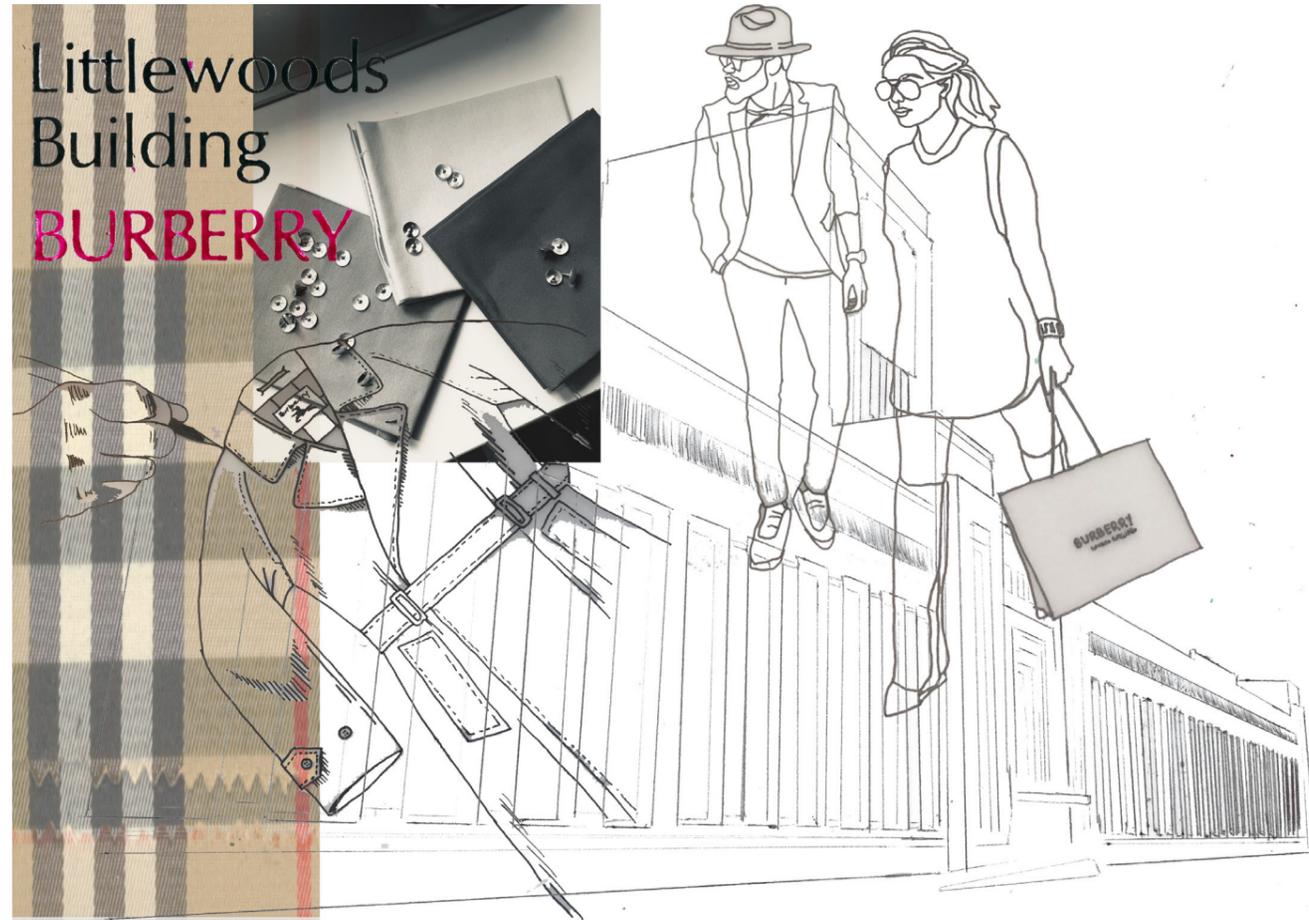
The loyal customer may go to client service to pick up a parcel they have ordered or to discuss the potential of having a private styling appointment or even going to The Vault.

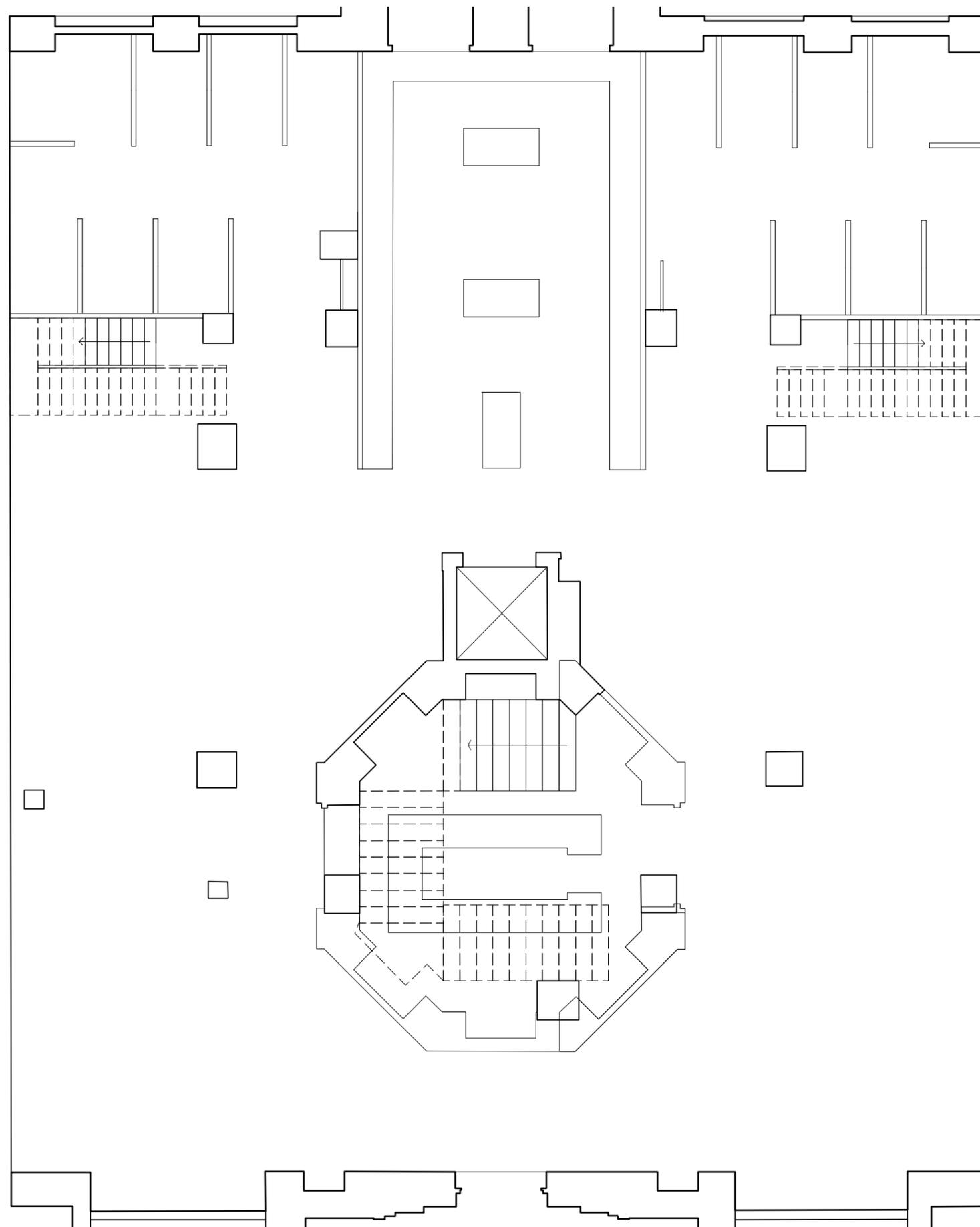


The stylist will go to the third floor either by the vertical catwalk staircase or by the lift. In the private styling suites they will have a place to discuss possible options as well as a space to try on the clothing choices.

With there being different types of customers using the space it was important to understand the circulation of how these different people would move through the space and where would be best suited to have the different facilities within the building.

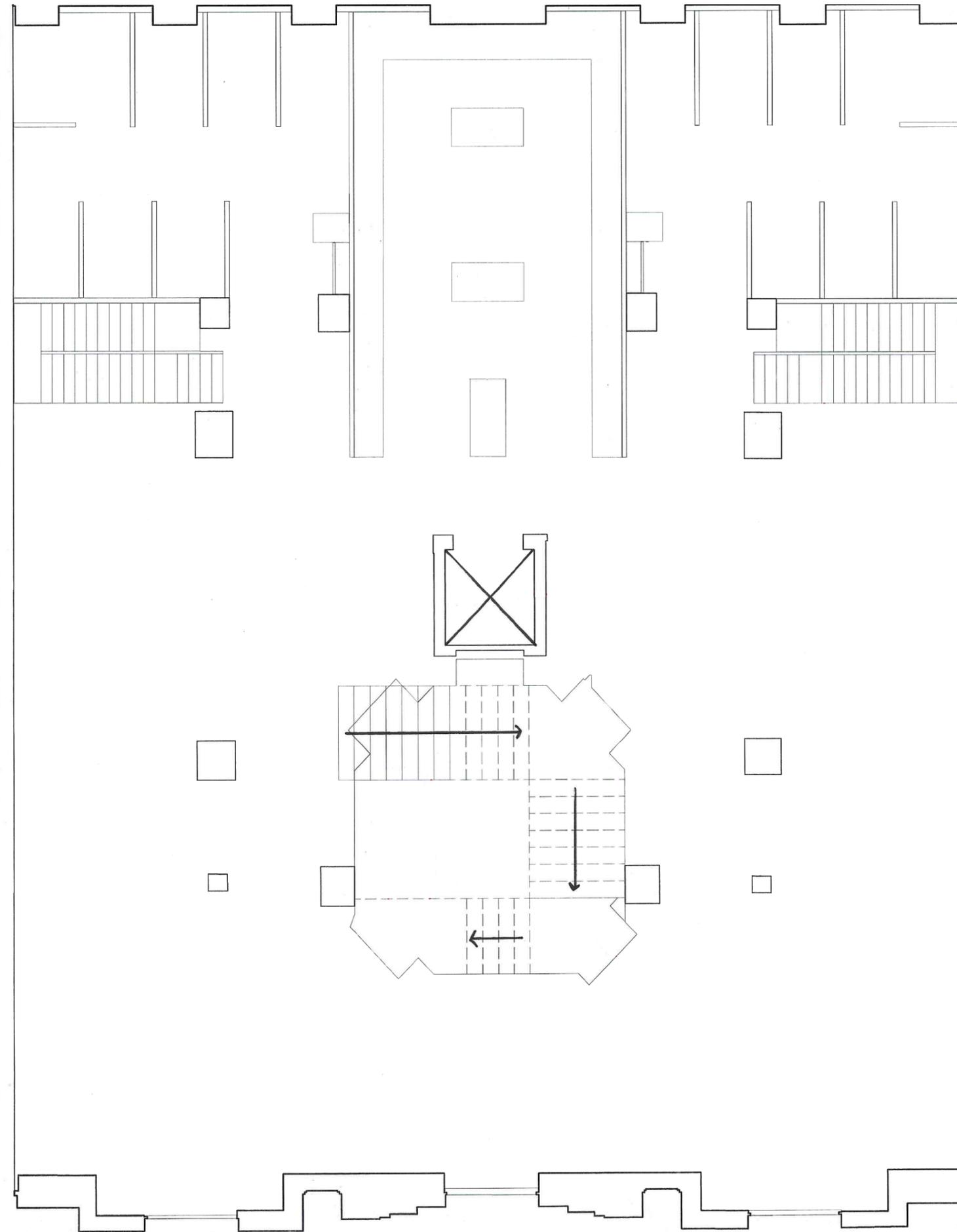
Whilst the different customers would want to have a different experience the design also needed to allow intrigue so that some could aspire to have a different experience such a private styling experience. It was key that they could see slight aspects of this.





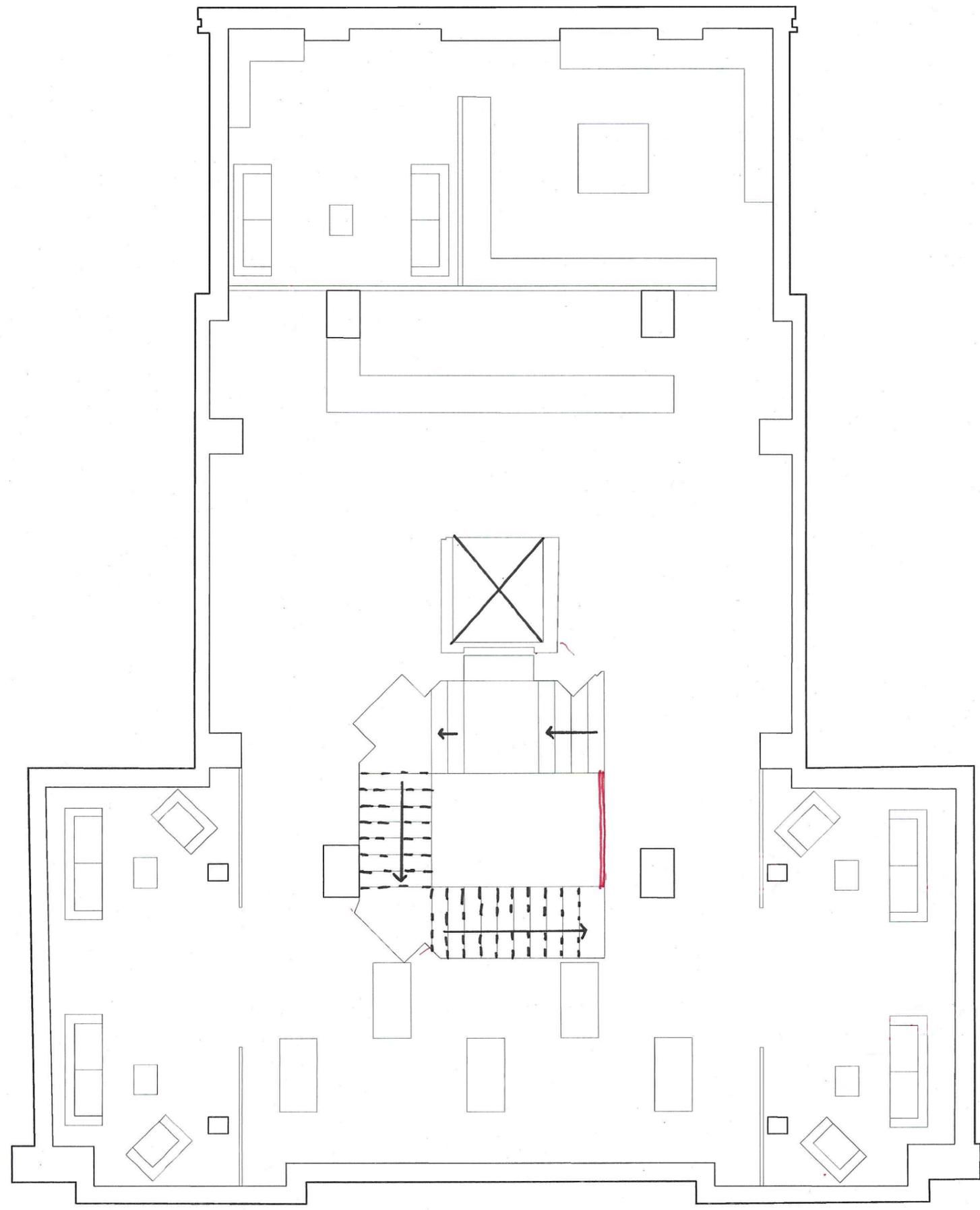
The initial plans demonstrated the idea of having two sets of stairs that could allow visitors movement between the floors of the changing rooms rather than only having the option of the main staircase.

However the need for the two was not necessary and could be altered to allow better use of the space.

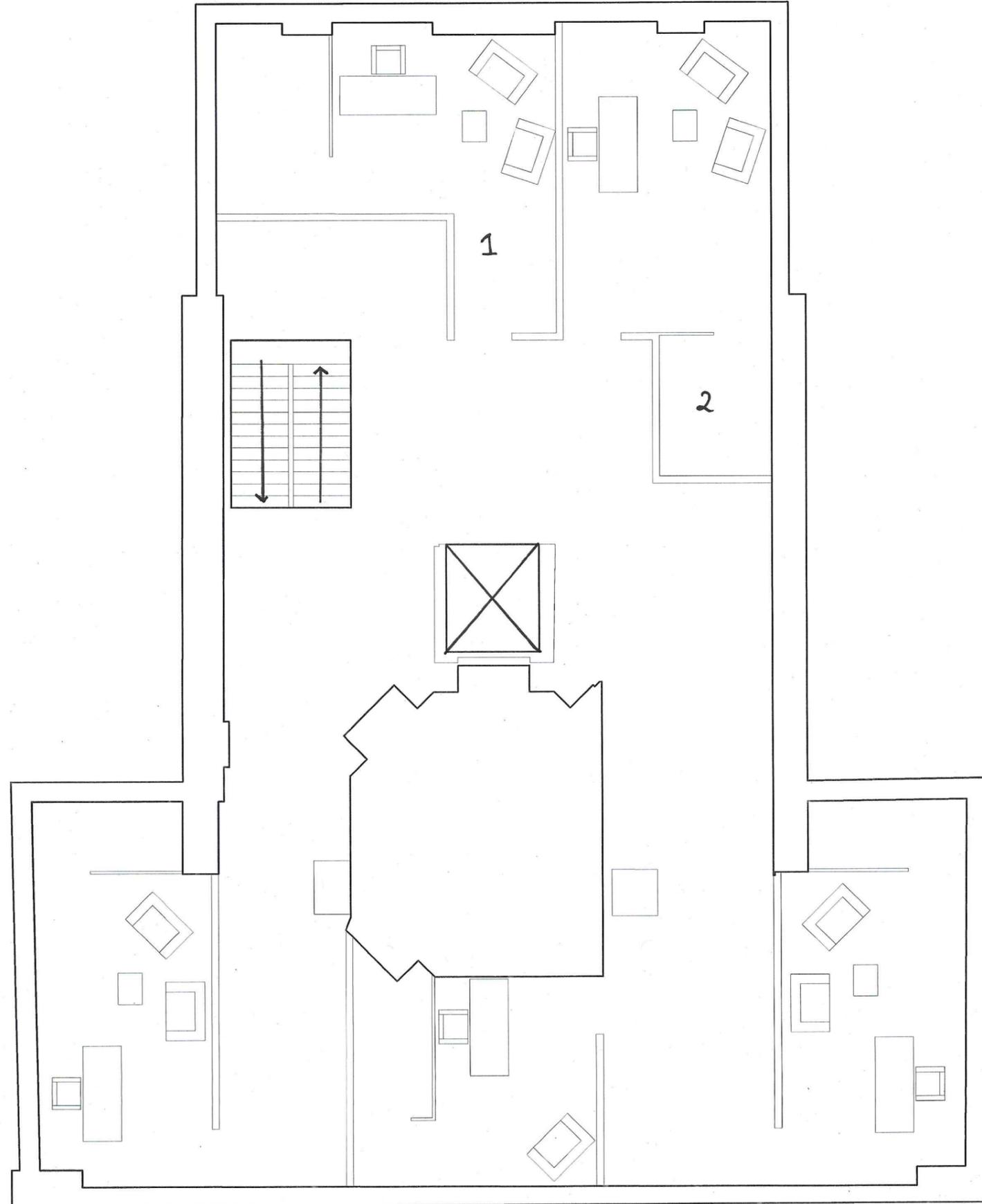


The second floor mirrored the ground as it will be used for the same purpose.

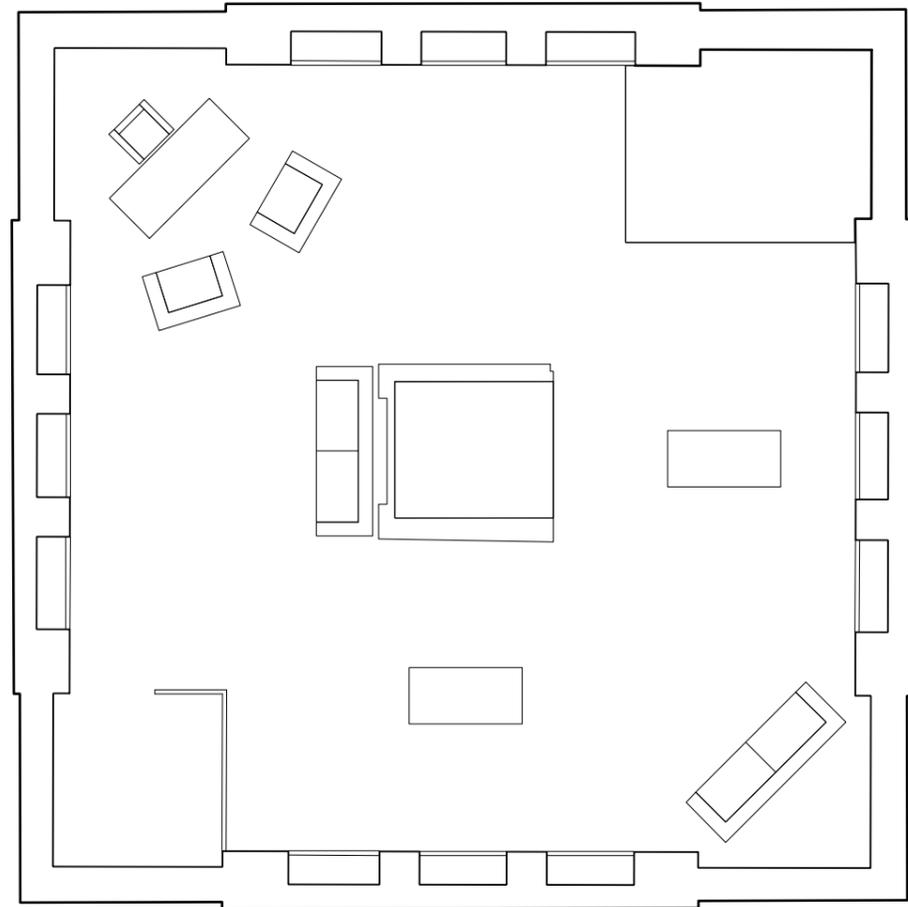
However this can leave people feeling lost within the space by not having anything in which they can differentiate from each of the floors.



Using one floor to house Client Services, The Gallery and The Lounge which took up both sides of the floor made the space too tight. There was also no need to have two waiting spaces.

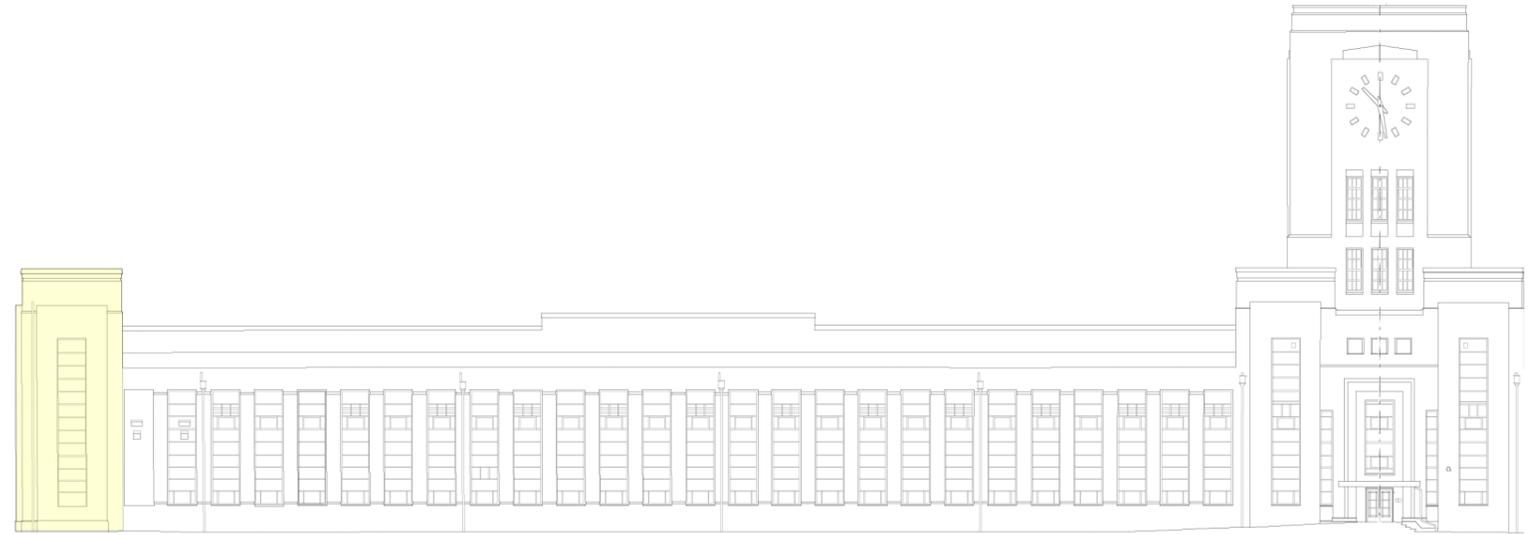


This floor became too compact with 5 Private styling suites as well as having fire escape stairs. For the purpose of this design the fire escape stairs on the higher floors can be on the outside of the building to allow for more space inside.

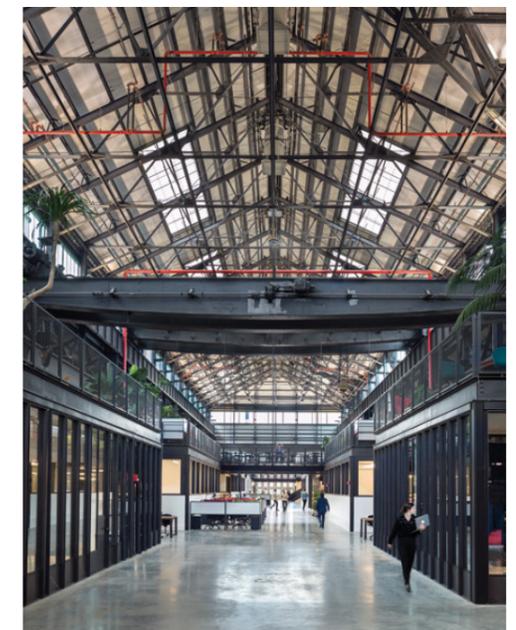
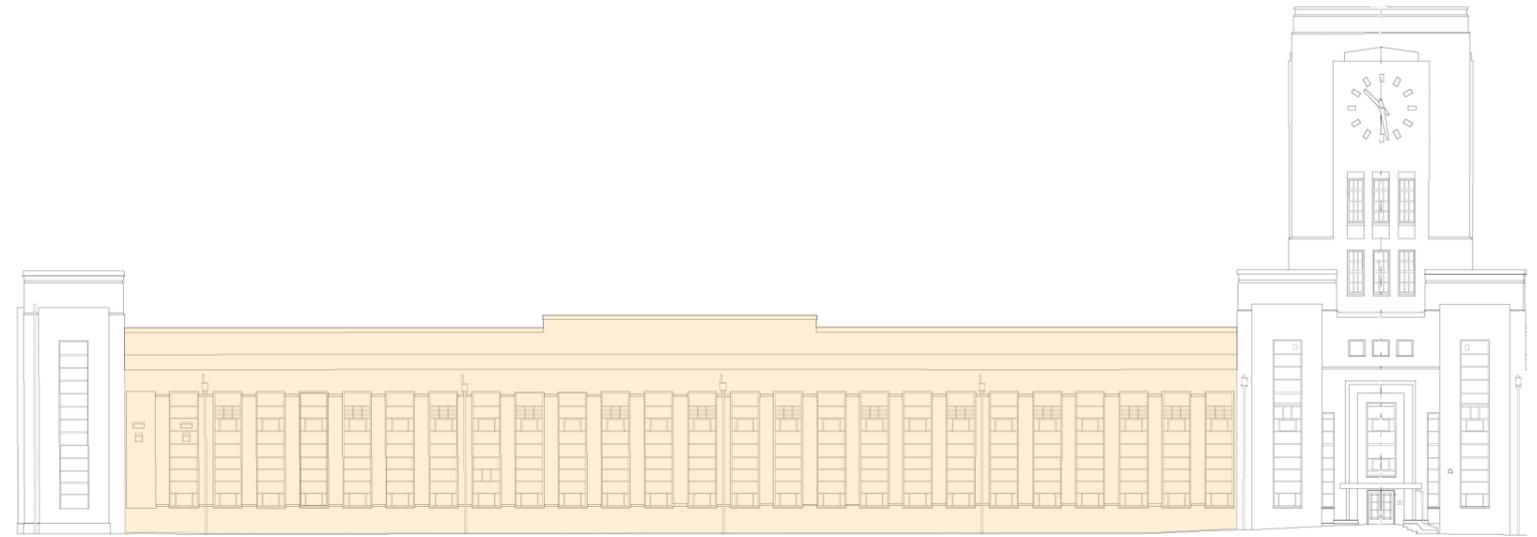


Materiality and Precedents

The Dawn



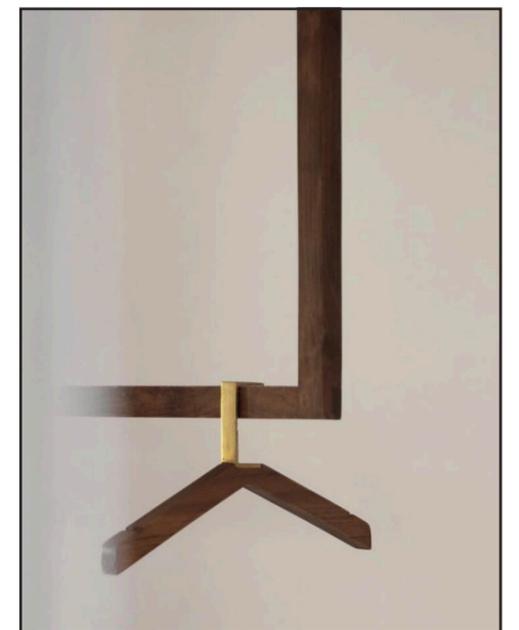
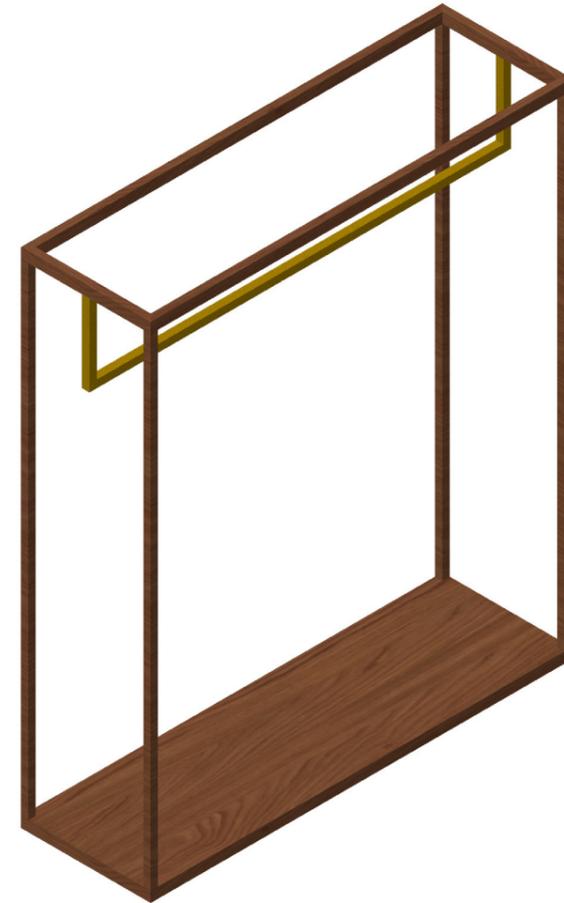
The Forge

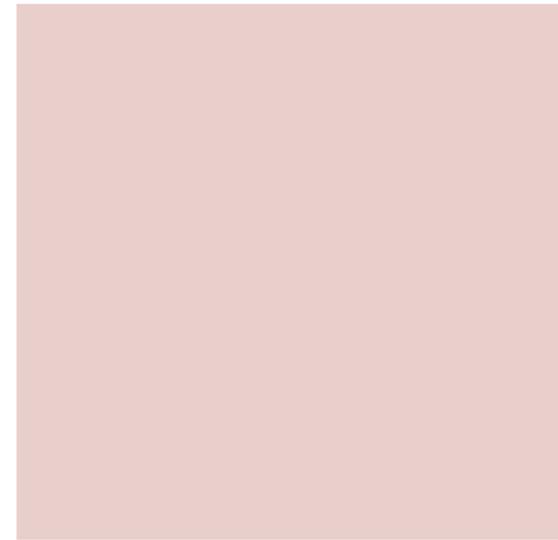
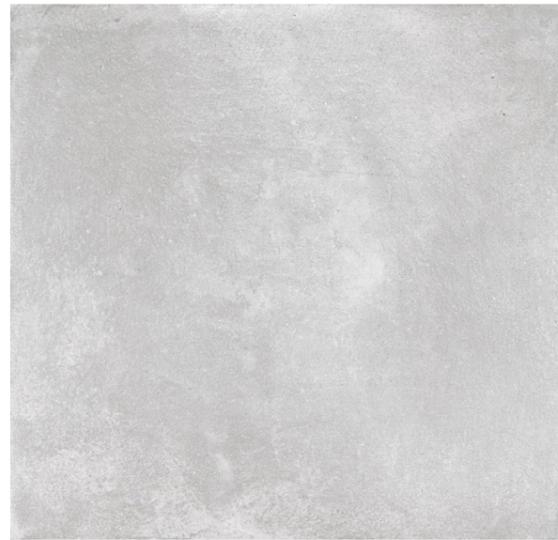


The Emporium



Store Gondola





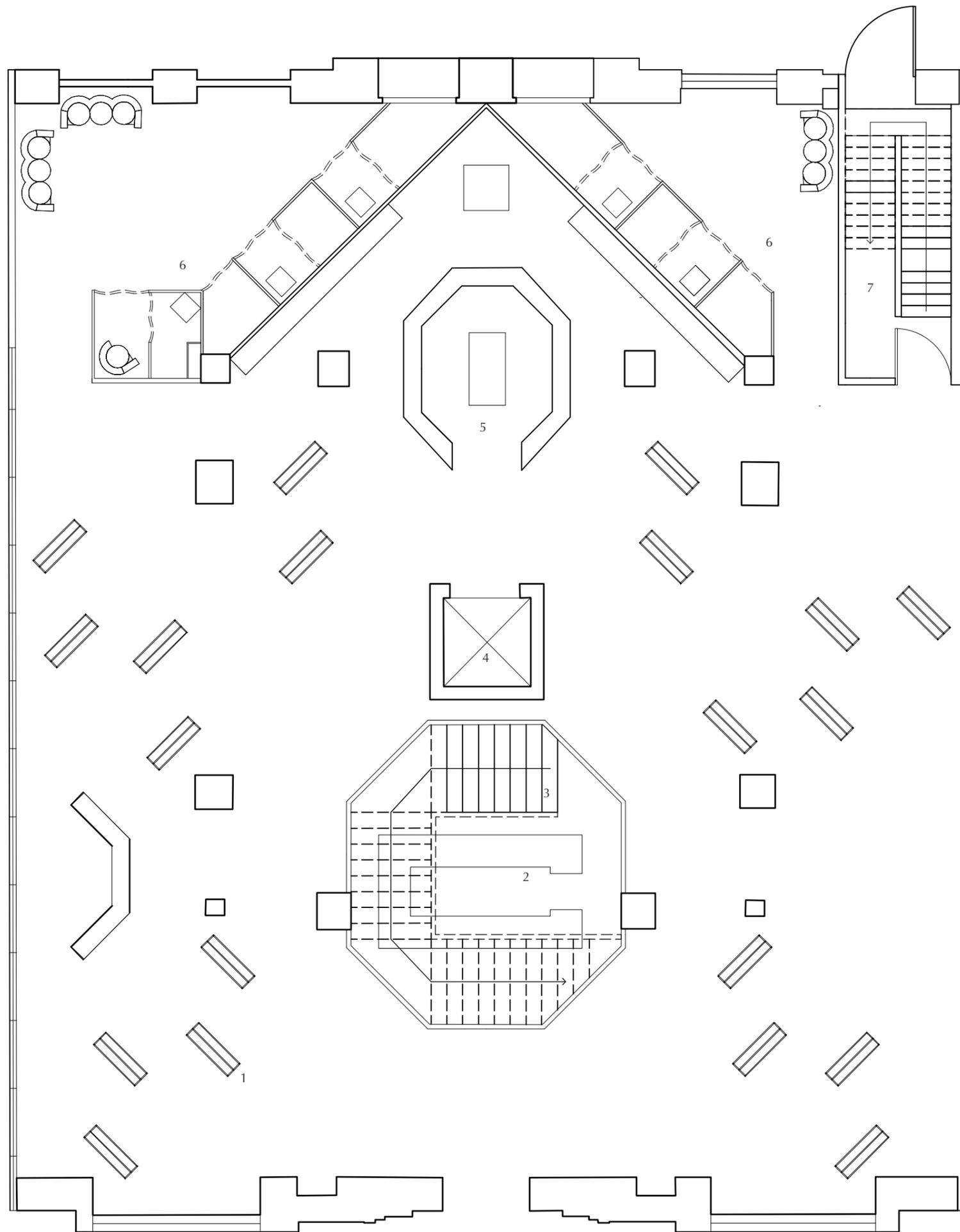
Parquet Wooden Flooring to run through the building.

Raw concrete will be the finish to all of the pillars within the space.

Glass is used through the scheme to allow visibility and show off the honest process of Burberry's manufacture.

Neutral/ dusty pink will coat the walls to match up with the Burberry style in their flagship London store

Final Design



- Key:
- 1. Store Gondola
 - 2. The Register
 - 3. Vertical catwalk staircase
 - 4. Lift
 - 5. Shoe Emporium
 - 6. The Closet
 - 7. Fire Escape stairs

Project
Burberry at Littlewoods

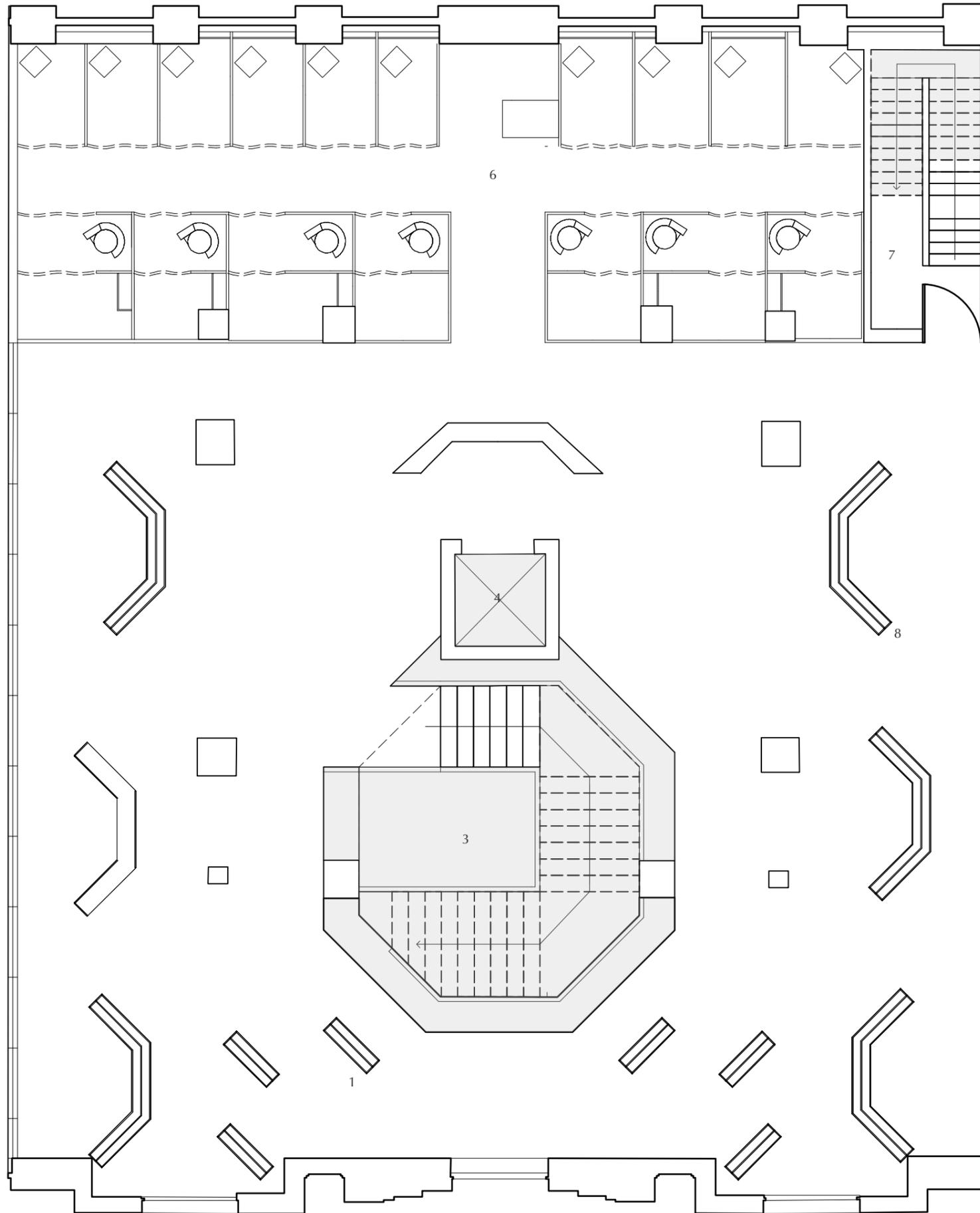
Drawing Title
Ground Floor Plan

Scale
1:100

Date Created
15th May 2019

Drawing Number
Plan 01

Drawn By
Georgina Lever



Key:
 1. Store Gondola
 3. Vertical catwalk staircase
 4. Lift
 6. The Closet
 7. Fire Escape stairs
 8. Three Way Gondola Stand

Project
Burberry at Littlewoods

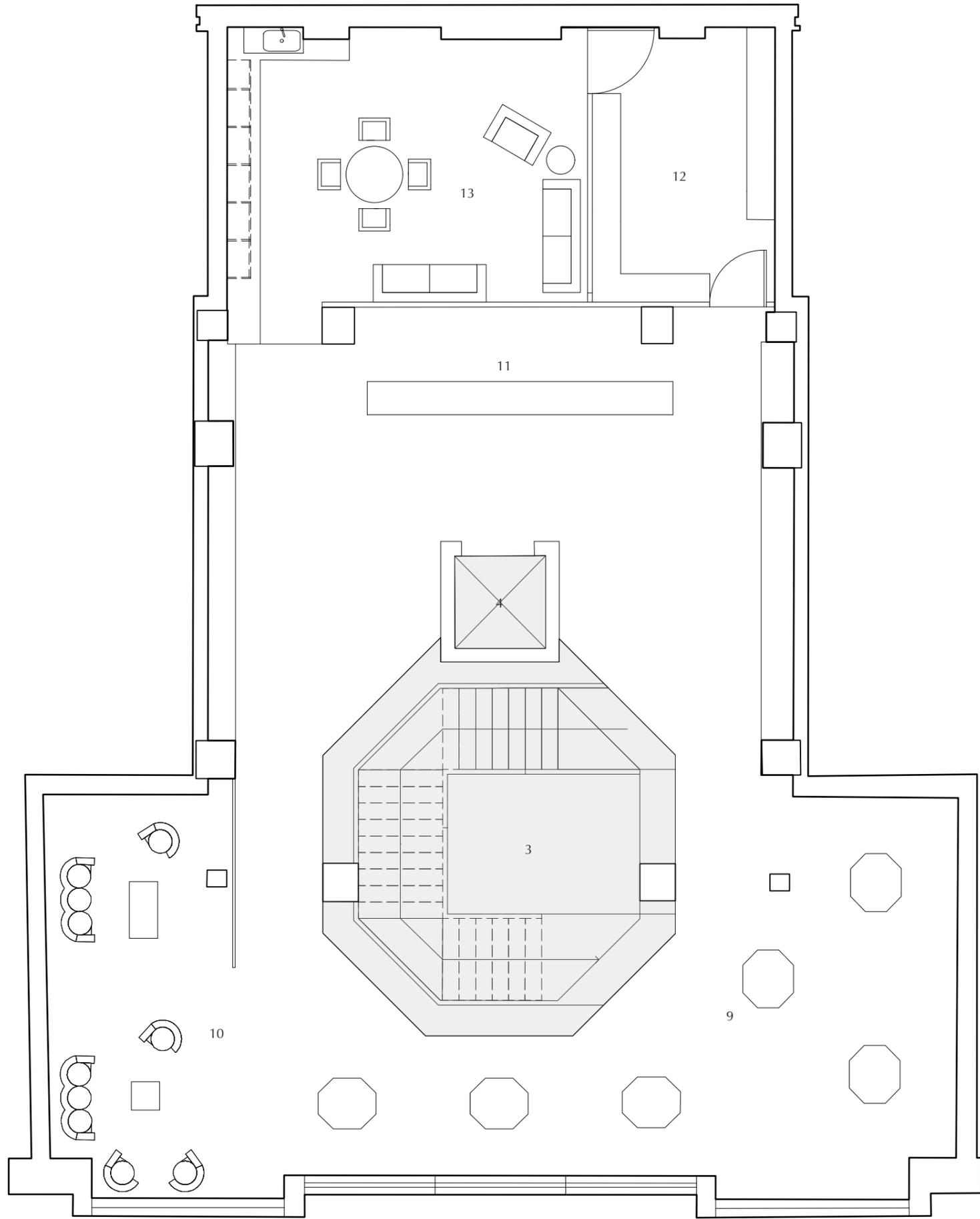
Drawing Title
First Floor

Scale
1:100

Date Created
15th May 2019

Drawing Number
Plan 02

Drawn By
Georgina Lever



Key:
 3. Vertical catwalk staircase
 4. Lift
 9. The Gallery
 10. The Lounge
 11. Client services
 12. Store space
 13. Staff Room

Project
Burberry at Littlewoods

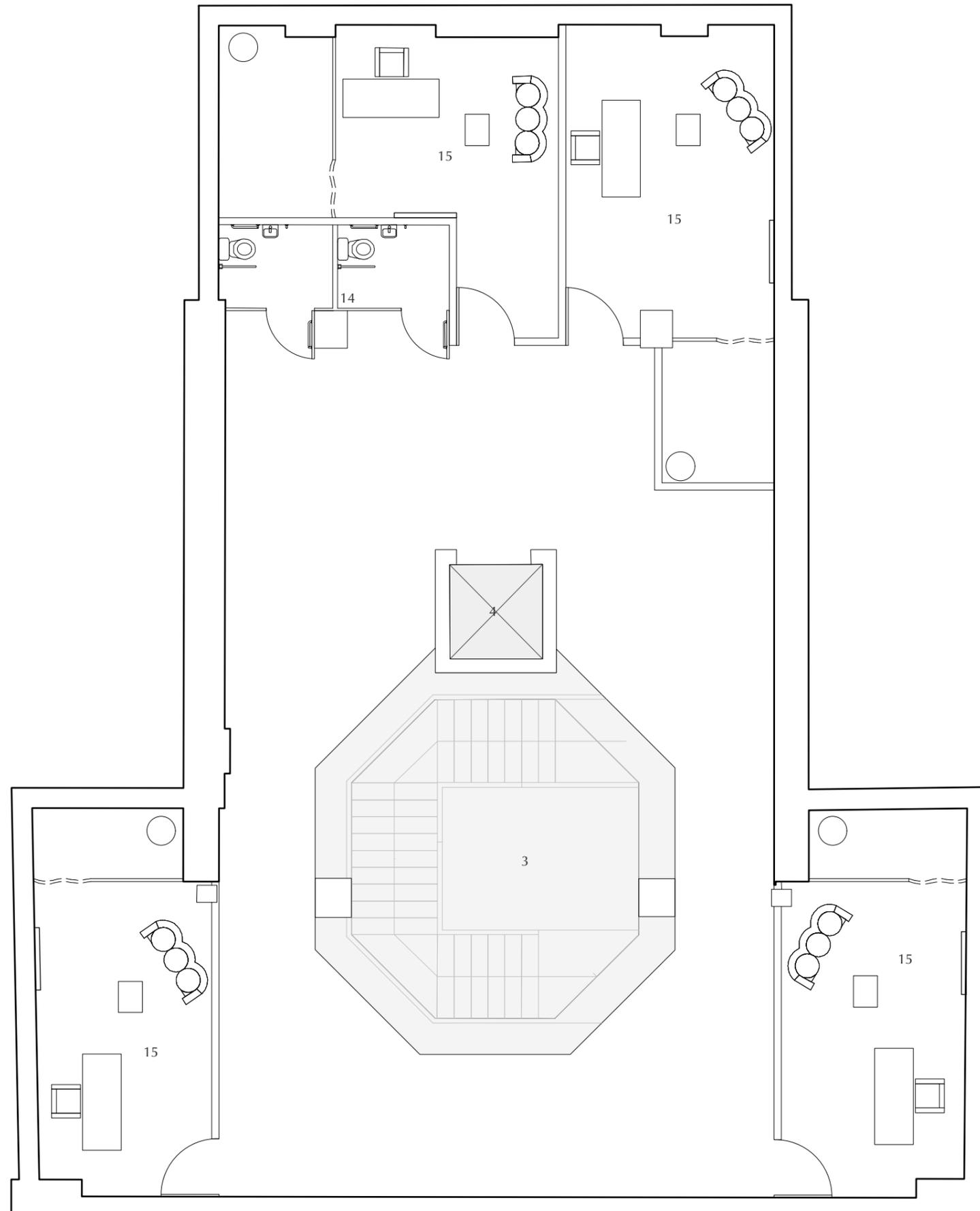
Drawing Title
Second Floor

Scale
1:100

Date Created
15th May 2019

Drawing Number
Plan 03

Drawn By
Georgina Lever



Key:
 3. Vertical catwalk staircase
 4. Lift
 8. Three way Gondola
 14. Toilets
 15. Private styling suites

Project
Burberry at Littlewoods

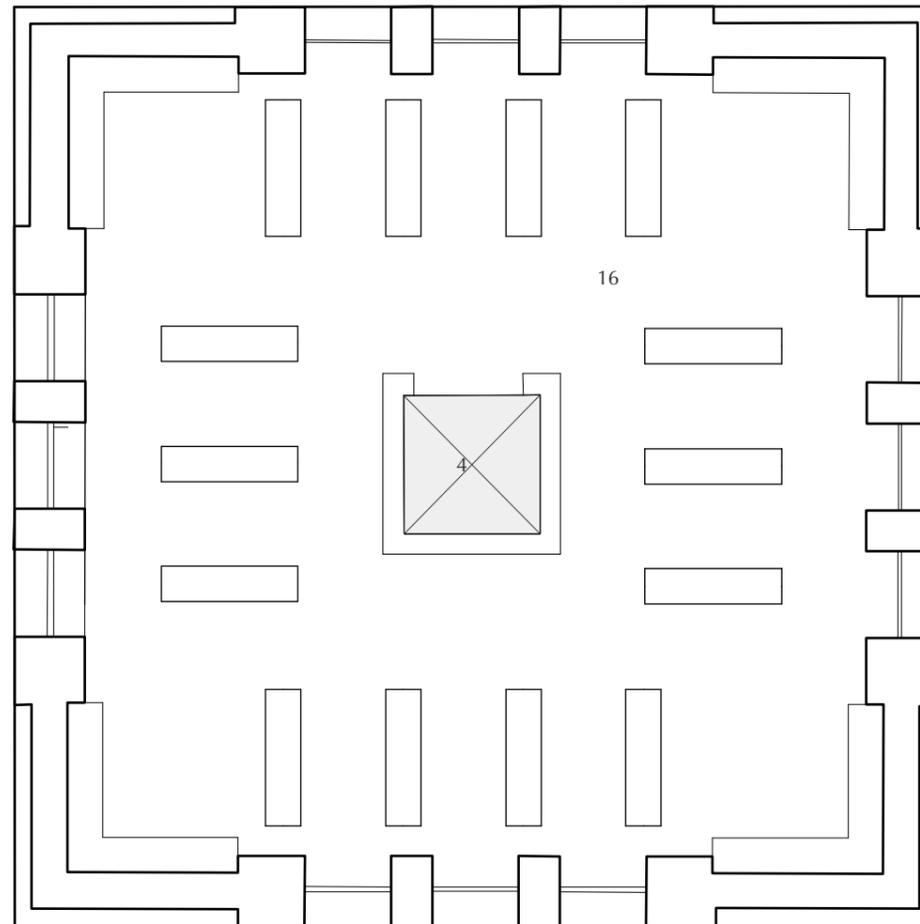
Drawing Title
Third Floor

Scale
1:100

Date Created
15th May 2019

Drawing Number
Plan 04

Drawn By
Georgina Lever



Key:
4. Lift
16. The Repository

Project
Burberry at Littlewoods

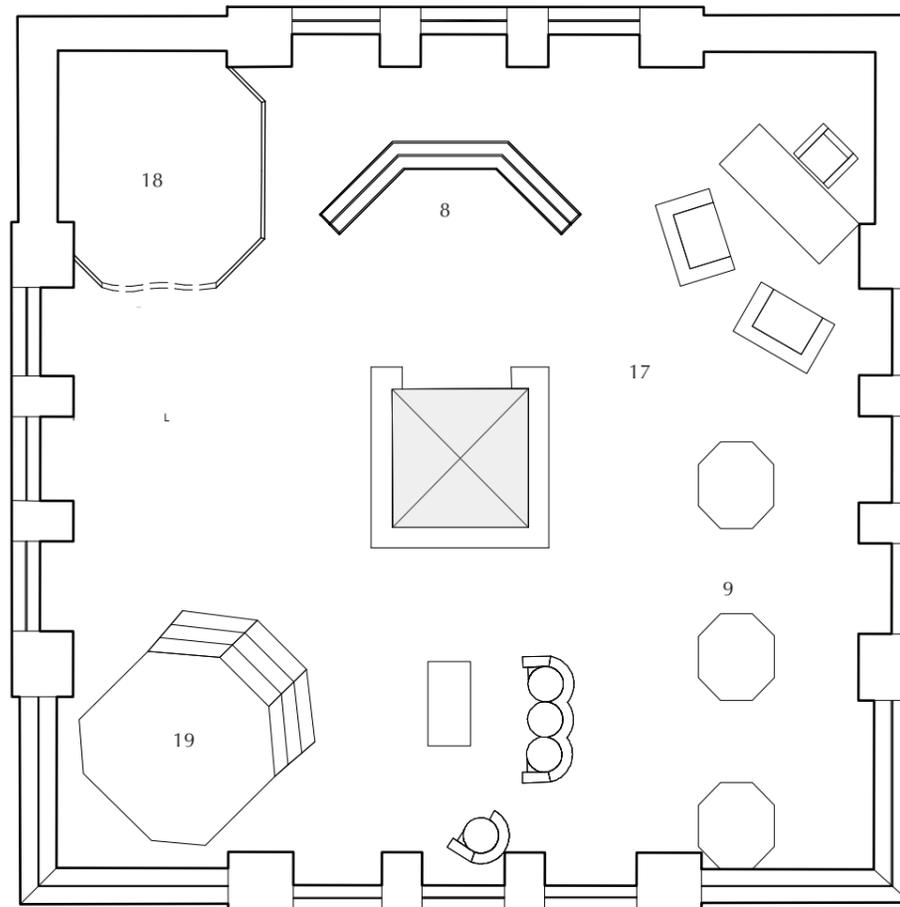
Drawing Title
Fourth Floor

Scale
1:100

Date Created
15th May 2019

Drawing Number
Plan 05

Drawn By
Georgina Lever



Key:
 4. Lift
 8. Three Way Gondola Stand
 9. The Gallery
 17. The Vault
 18. Private Closet
 19. The stage

Project
Burberry at Littlewoods

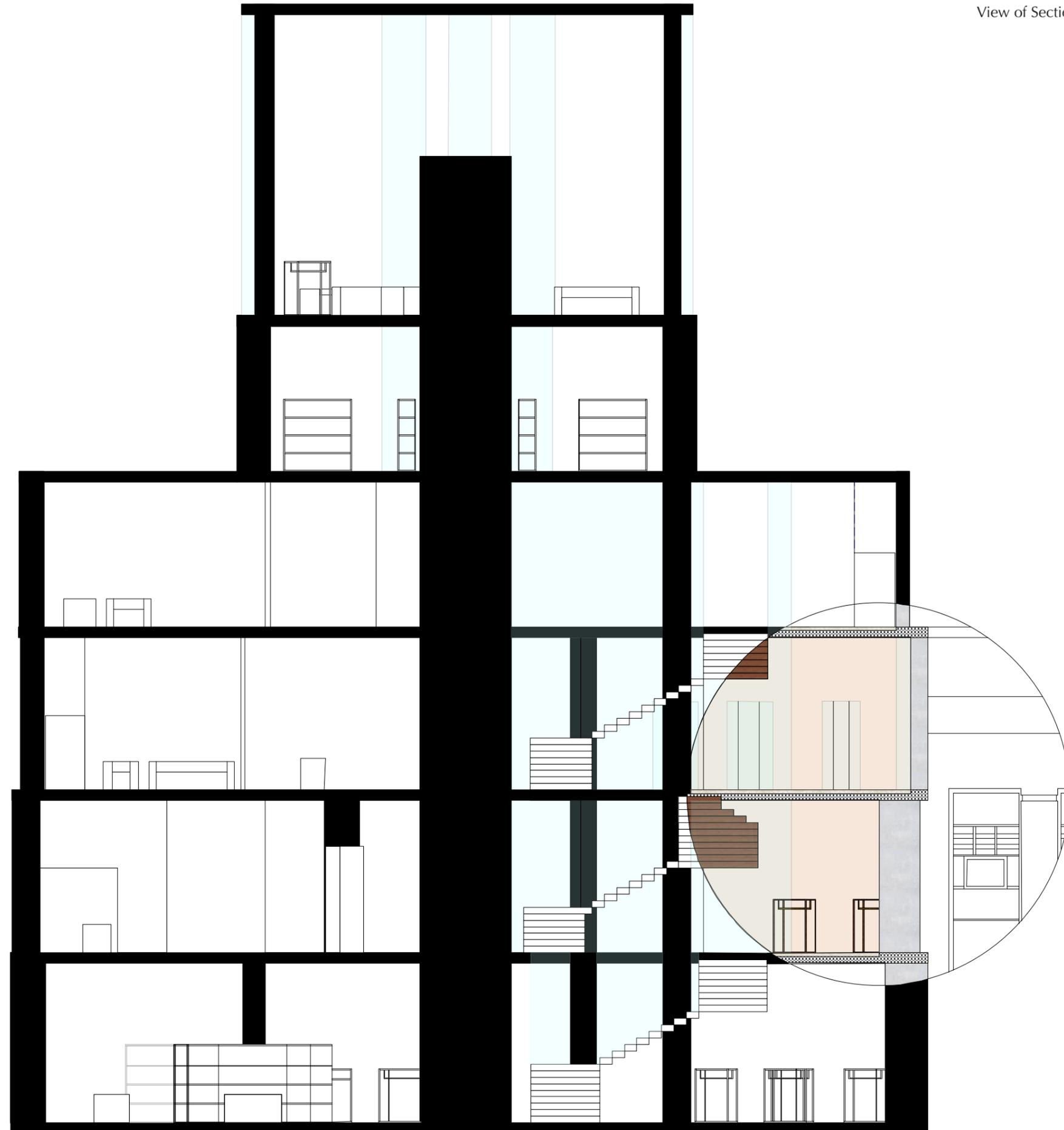
Drawing Title
Fifth Floor

Scale
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Date Created
15th May 2019

Drawing Number
Plan 06

Drawn By
Georgina Lever

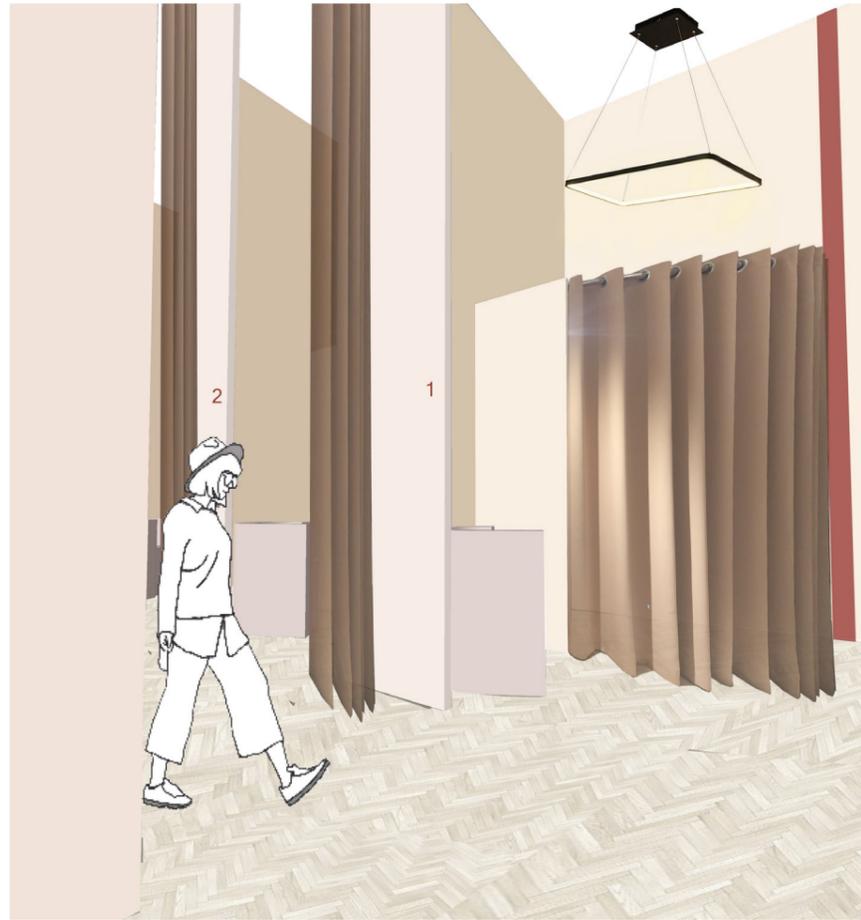


View of ground floor Emporium



View showing the virtual catwalk staircase



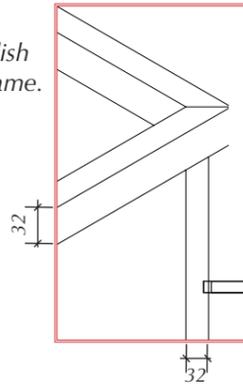




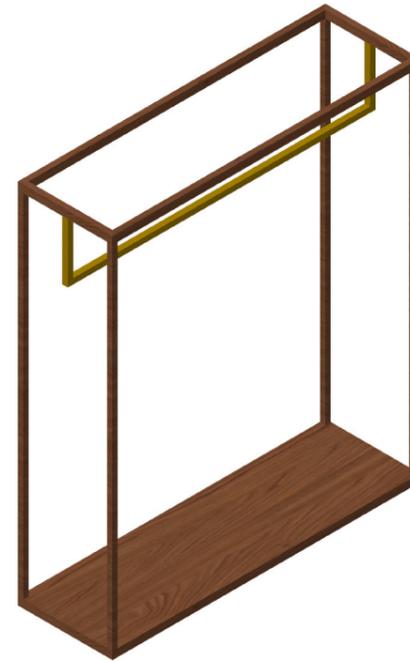
Detailed Drawings

32 x 32mm English Oak Wooden frame.

Joined together with miter joints reinforced with dowels.



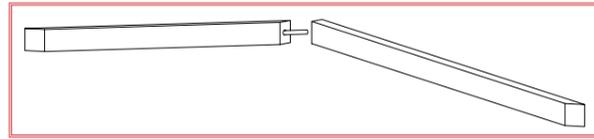
5 Detail A
1:5 @ A4



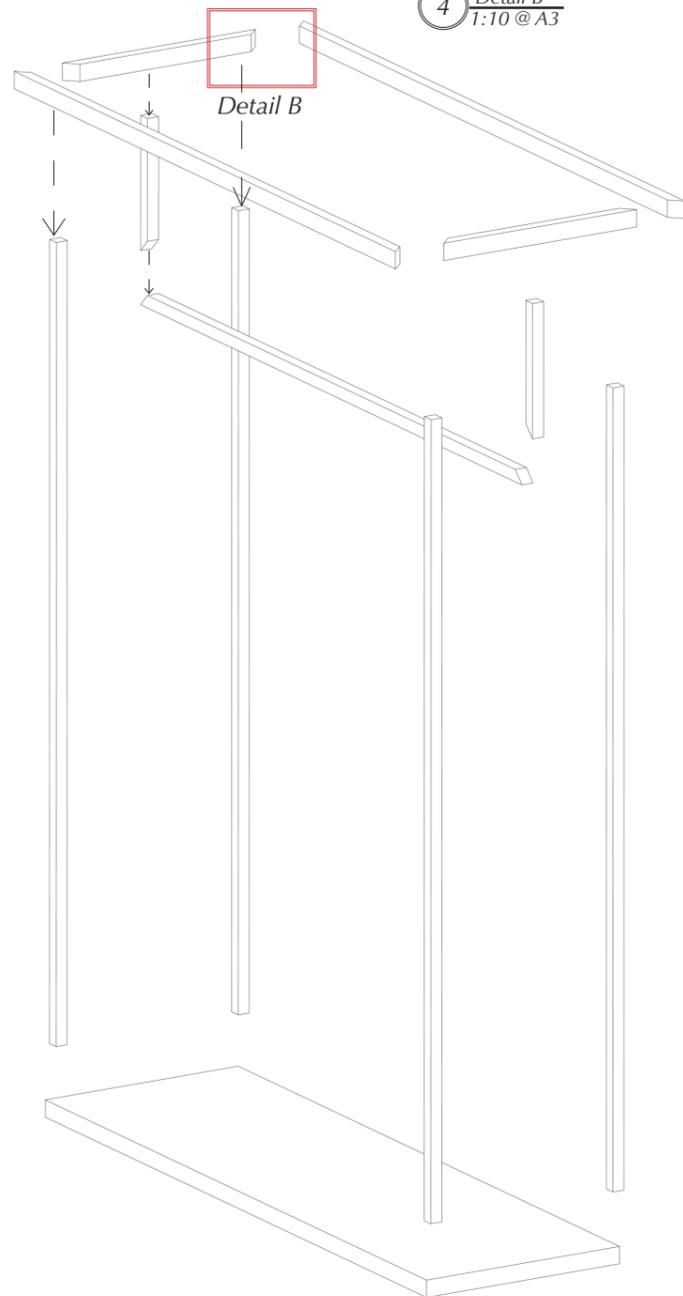
Dark English Oak



Brushed Brass

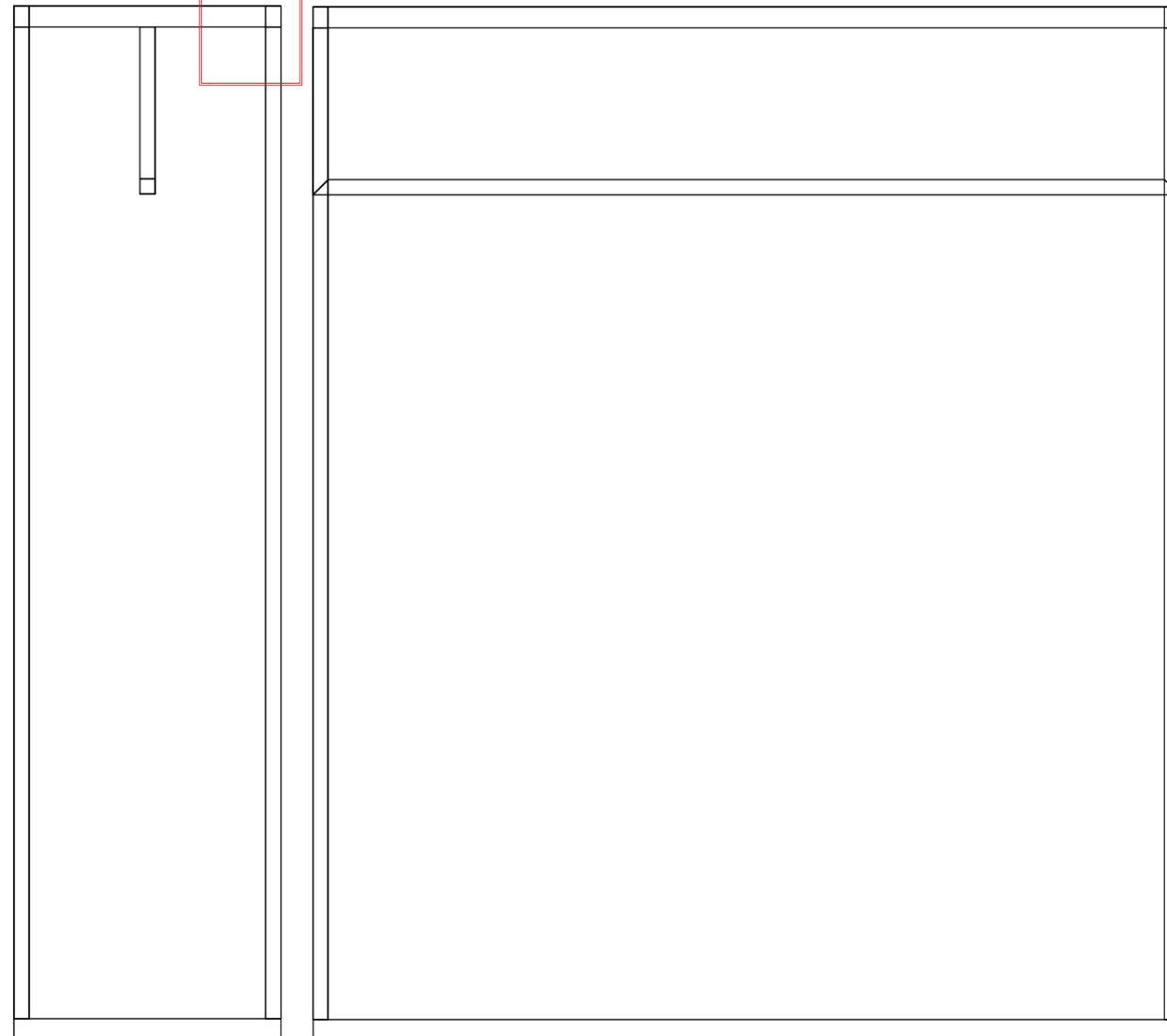


4 Detail B
1:10 @ A3



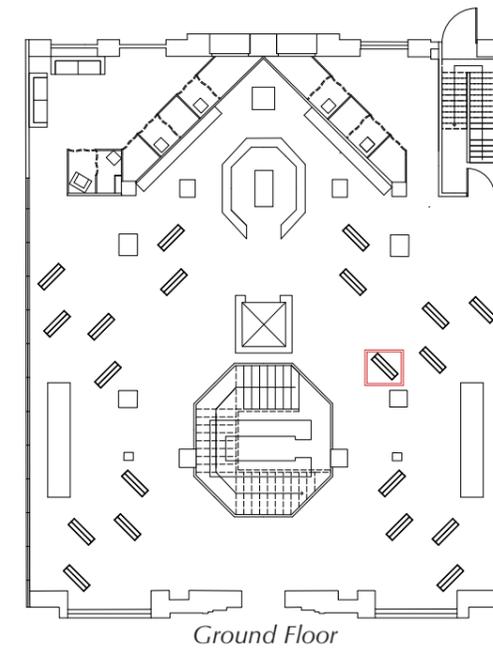
1 Exploded Axo
Scale 1:10

Detail A



2 Left Side
Scale 1:10

3 Front View
Scale 1:10



Ground Floor

Project
Burberry at Littlewoods

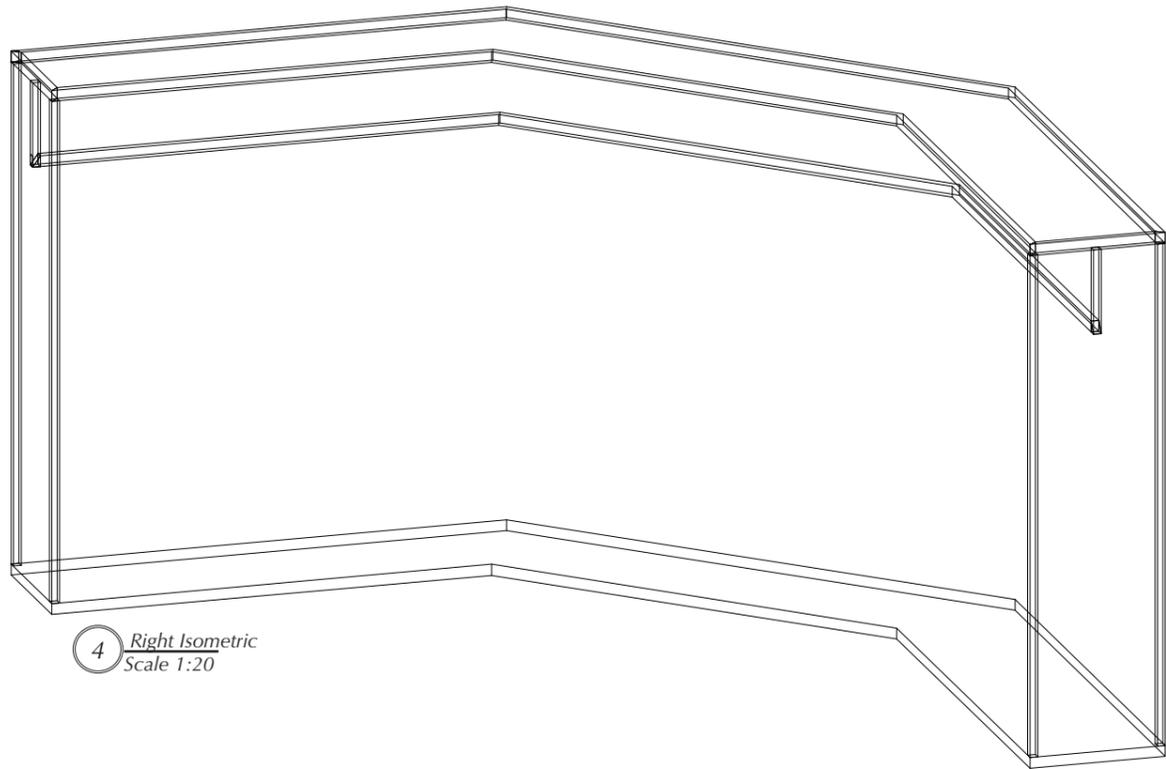
Drawing Title
Single Sided Shop Gondola

Scale
Multiple Scales

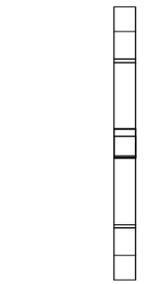
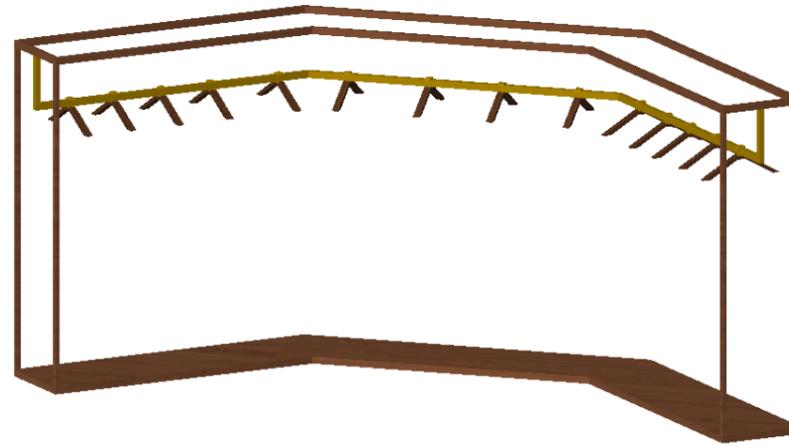
Date Created
5th May 2019

Drawing Number
01

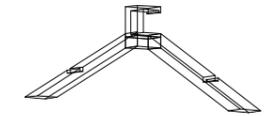
Drawn By
Georgina Lever



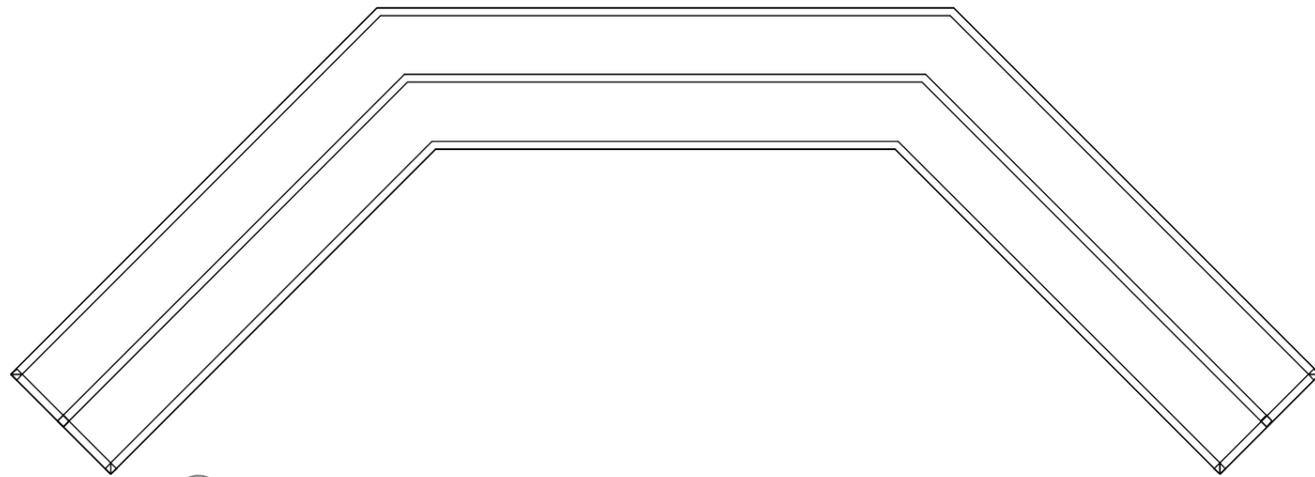
4 Right Isometric
Scale 1:20



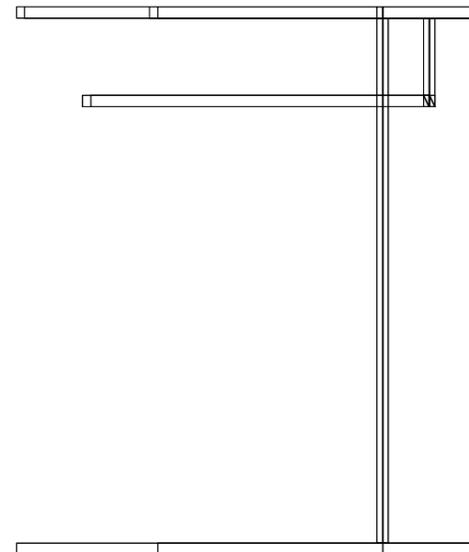
5 Top View
Scale 1:10



6 3D View
Scale 1:10



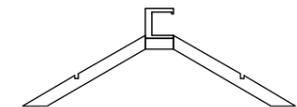
2 Top View
Scale 1:20



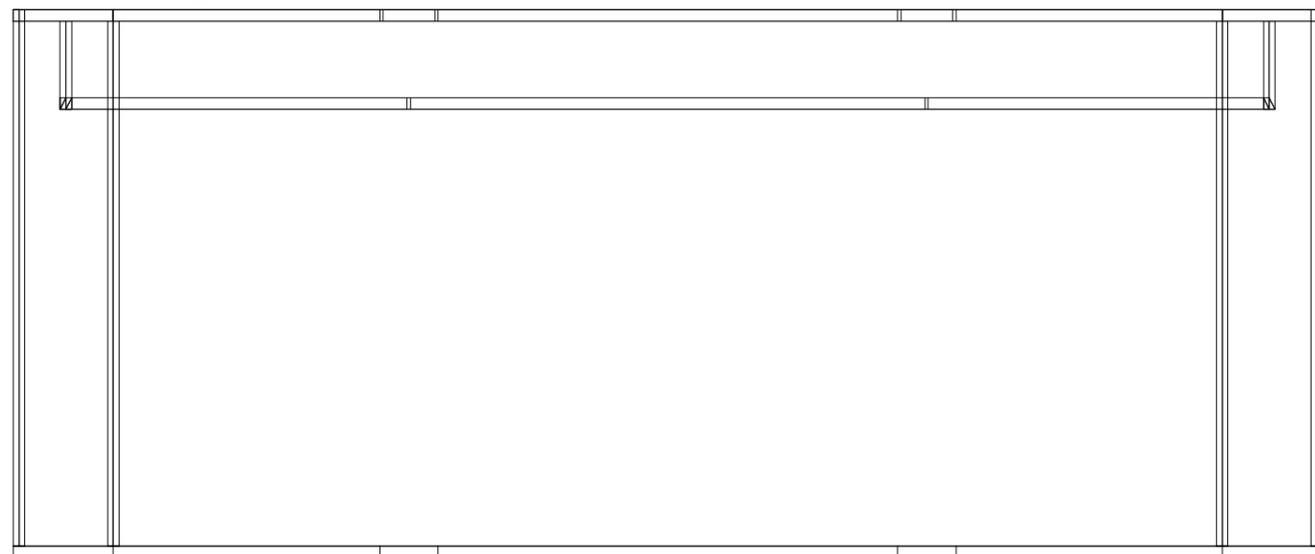
3 Left Side View
Scale 1:20



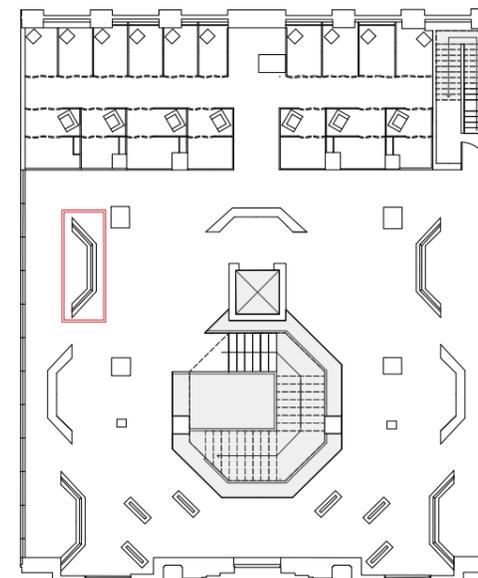
7 Side View
Scale 1:10



8 Front View
Scale 1:10



1 Front View
Scale 1:20



First Floor

Project
Burberry at Littlewoods

Drawing Title
Hanger With 3 Sided Gondola

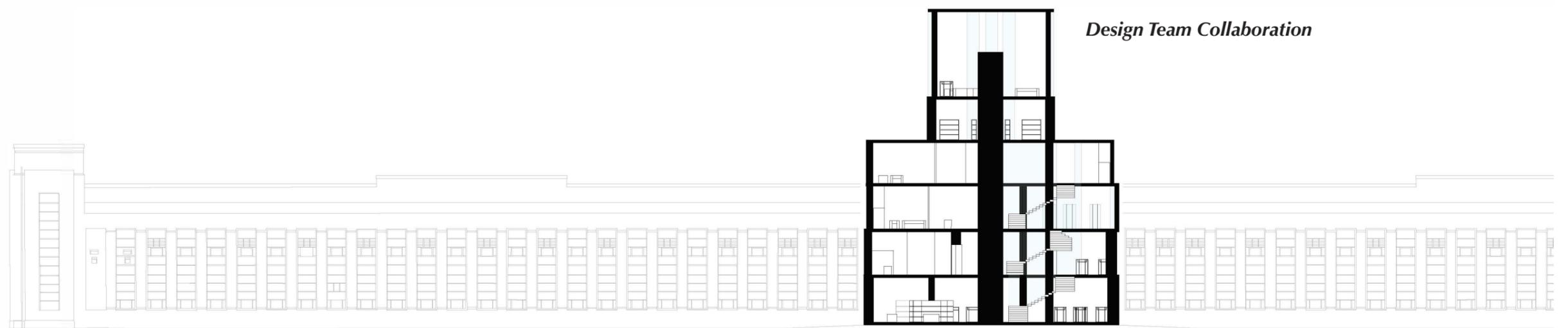
Scale
Multiple Scales

Date Created
5th May 2019

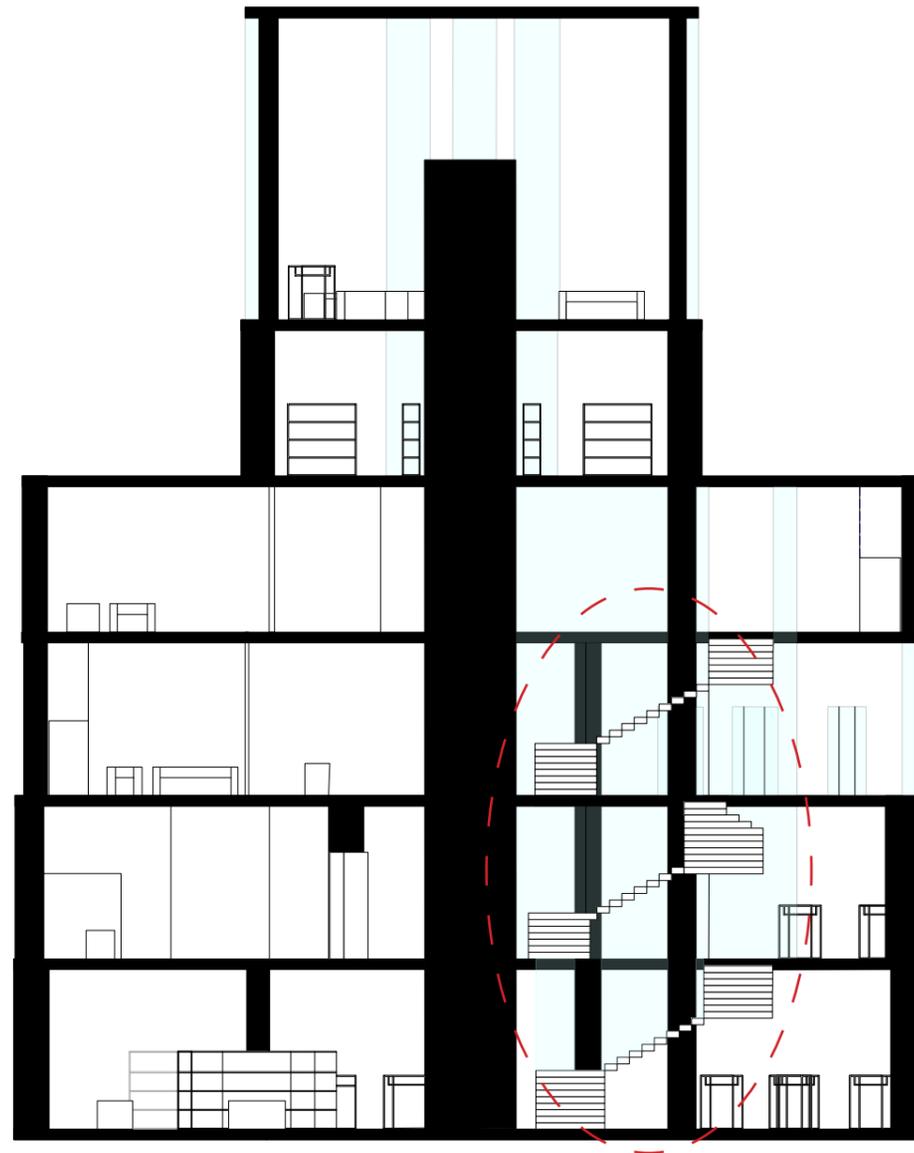
Drawing Number
02

Drawn By
Georgina Lever

Design Team Collaboration



Design Team Collaboration



Design Team collaboration/ Structural Engineer

- There would need to be advice from a structural engineer during the planning of the new design, to ensure that the plans comply with building regulation making the planning application more solid.
- They would also need to be on site for construction to ensure contractors are installing the correct detailing as well as to deal with any unforeseen problems.
- A structural engineer will also be needed for the alterations to the existing structure of the building, such as;
 - New central staircase through the Emporium from the ground to 3rd floor.
 - New openings in the ceilings (To allow for the new vertical catwalk staircase)
 - New glass walls on the ground and first floor to allow visibility into The Forge.
 - Evacuation route for the building.

Design Team collaboration/ Quantity Surveyor

- The person whose job is to calculate the cost of the materials and work needed for a particular building project to make it feasible. This will be challenging due to the age of the building and the changes that have been proposed for the new use of the space.
- They will be able to minimise the costs of the project, whilst still delivering the design specification and ensuring that it meets statutory building regulations.
- As a quantity surveyor they can designate subcontractors for more specific jobs, such as;
 - Shop-fitters
 - Lighting consultant
 - Carpenter
 - Glazier
- Quantity surveyors will write detailed progress reports and value the completed work.

Design Team collaboration/ Shop-fitter, Main Contractor

- Works closely with the architect/ designers to realise the proposed designs for the space.
- Can provide the construction drawings for the bespoke pieces.
- They will be responsible for the overall coordination of the project, as well as supplying all the materials and equipment necessary to complete the project.
- Installation of all the fixtures and fittings within the space.
- The shop-fitters will be responsible for all the internal installations construction and such as the store gondolas, changing rooms and the Vertical Catwalk.
- Appoint specialist subcontractors such as a lighting consultant, Glazier and fire strategy consultant.
- Responsible for disposing and correct recycling of construction waste.

Health and Safety

	Design Hazard	Hazardous Risk to Whom	Actions Taken to Minimise Risk
1	Glass Walls	Visitors to The Emporium Maintenance and instillation teams	<ul style="list-style-type: none"> - Correct use of manifestation (Burberry red strip across panels) - Clear instillation instructions - Make contractors aware of the weight and number of people needed to install the glass panels. - Ensure that the correct equipment (ladders or glass vacuum lifters) is used for instillation and maintenance.
2	Hanging lighting	Maintenance and instillation teams	<ul style="list-style-type: none"> - Ensure correct equipment is used for installation and maintenance (ladders or platform lift) - Make instillation team aware of correct ceiling fixings.
3	Vertical Catwalk	Visitors to The Emporium Maintenance and instillation teams	<ul style="list-style-type: none"> - Clear instillation instructions - Make contractors aware of the weight and number of people needed to install the glass panels encasing the stairs. - Ensure that the correct equipment (ladders or glass vacuum lifters) is used for instillation and maintenance. - The use of manifestation of the glass to make visitors aware of the glass.

Sustainability

“At Burberry, great British manufacturing is the foundation, the passion and the essence of everything we are today.”

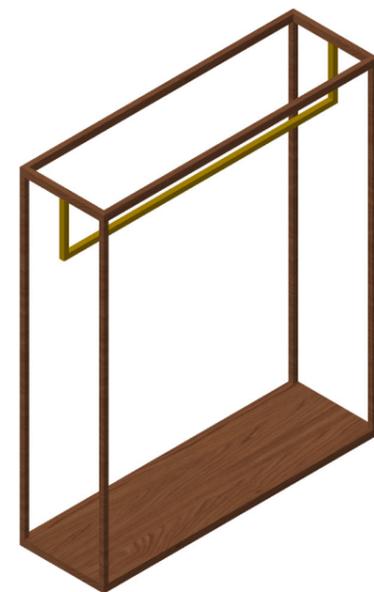
BURBERRY

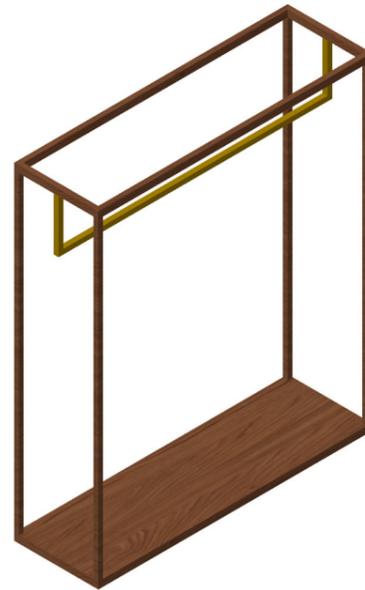
LONDON ENGLAND

Burberry at Littlewoods has been designed to bring back the British element to the brand right from the designs, manufacture to purchase . An integral element of this design is to ensure that the designs represents all things British from the brand to the construction and craftsmanship behind the design.

It is important that all the materials and craftsmanship is British. Bringing back the British feel to the globally recognised ‘British brand.’

Everything from the flooring to the bespoke gondolas and lighting and have been thought about with sustainability in mind.





Sustainability/ FSC approved woods

- To be used for all the interior details including flooring and shop gondolas.
- Store gondolas to be made from dark English oak.
- All carpentry to be made by British craftsmen, rather than importing from overseas.
- Ensuring all wood is FSC approved so that it can be replaced if damaged or broken.

Sustainability/ LED Lights

- To be used for all the interior lighting within the store.
- Last longer and are more durable than any other type of lighting.
- Use at least 75% less energy, and last 25 times longer than incandescent lighting.
- Creates a brighter whiter light

Conclusion

Throughout this project I have been able to experiment with design and create something that brings back the meaning of the brand whilst using an iconic building that is currently being unused.

It has given me the opportunity to expand my skillset in different softwares and communications methods to be able to deliver a project that has a considered design and has been shown using multiple techniques.

Given more time I would have liked to also have been able to design The Dawn, so that there would have been more information around the design of the whole concept. Being able to have had a completely finished building to fully showcase the brief. It would have also given me the opportunity to be able to not only design retail but also a more commercial concept.