

Creative Brief

Event: Future of Retail – Design Competition

Host: Georgian College – Design and Visual Arts

Participants: Visiting High School Students

Challenge: Reimagining the Clothing Store of the Future

Overview:

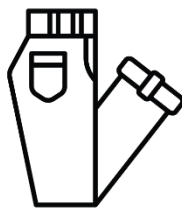
Clothing is more than just fabric—it's identity, expression, sustainability, and connection. However, the fashion industry is at a crossroads. Canadians dispose of nearly **500 million kilograms** of textiles annually, with approximately **85%** ending up in landfills.

On average, each Canadian discards approximately **37 kg (81 lbs)** of textiles each year, which is equal to...



27

T-Shirts



16

Jeans



18

Jackets



18

Dresses



18

Sweaters

Waste Solutions. (2024, August 16). Waste Solutions. <https://waste.solutions/blog/textile-waste-in-canada/>

This not only contributes to environmental degradation but also highlights the challenges in recycling textiles, especially those made from synthetic fibers that can take hundreds of years to decompose.

Your team has been chosen to envision the future of retail by designing a **880 sq. ft. clothing store** that redefines the traditional shopping experience. Is it merely a place to purchase new items, or can it evolve into a hub for reselling, 3D printing, mending, swapping, or weaving garments? Beyond fashion, how can your store promote **self-expression, cultural significance, and care for the planet?** The direction is yours to determine.

The Design Challenge Includes:

1. Space Planning

- **Creative Concept:** What problem is the store trying to solve?
- **Design a Floor Plan:** Collaboratively sketch a layout on the provided large-format template, considering customer flow and experience.
- **Incorporate Flexible Zones:** Think about areas for workshops, quiet reflection, dynamic product displays, and community interactions.
- **Consider Technology** – How does tech enhance or amplify the experience? Do you need it at all?

2. Brand Creation

- **Invent a Store Name:** Craft a name that encapsulates your unique concept and vision.
- **Design a Logo:** Create a logo that visually represents your store's identity and values.
- **Choose a Colour Palette:** Select colours that convey the mood and ethos of your brand.

3. Interior Decorating & Finishes

- **Select Materials and Finishes:** Choose sustainable and aesthetically pleasing materials that align with your store's vision.
- **Sensory Experience:** Consider textures, scents, and sounds that contribute to the overall customer experience.

4. Presentation

- **Tell Your Story:** Articulate the inspiration behind your concept, the rationale for your choices, and the impact you aim to achieve.
 - **Visual Aids:** Present your boards, drawings, and logo in a cohesive and engaging manner.
 - **Engage the Audience:** Deliver your presentation confidently, aiming to captivate and inspire the judges.
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Guiding Trends to Inspire You

As you conceptualize your store, consider integrating at least **two** of the following trends that are shaping the future of retail:

Mega Trends

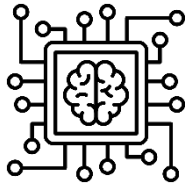
Long-term shifts already shaping society and industry at scale.



1. Climate Change & Resource Scarcity

Headline: *Retailers Confront Escalating Environmental Pressures*

Stat: The retail sector accounts for approximately **25% of global carbon emissions**, with a significant portion stemming from supply chain activities. As climate change intensifies, retailers face mounting pressure to reduce their carbon footprints by adopting sustainable practices, optimizing supply chains, and embracing circular economy models to mitigate environmental impact.



2. Technological Disruption

Headline: *Retail Gets Smarter, Faster, and More Adaptive*

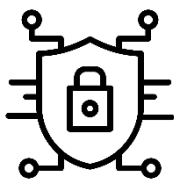
Stat: 40% of business leaders report that AI is already transforming customer experiences (PwC).
AI, robotics, and automation will streamline back-end operations and create more intelligent, responsive retail environments—from smart shelves to predictive inventory management.



3. Hyper-Personalization

Headline: *Mass Customization Becomes the New Norm*

Stat: 80% of consumers are more likely to purchase from **brands that offer personalized experiences** (Epsilon).
Retail will shift from "one-size-fits-all" to micro-targeted experiences—AI-curated fashion, individualized product displays, and mood-based shopping environments.



4. Cybersecurity & Data Protection

Headline: *Trust is the New Luxury*

Stat: Cybercrime is expected to cost the world **\$10.5 trillion annually by 2025** (Cybersecurity Ventures).
Retailers will need to embed strong digital protections into loyalty programs, payment systems, and customer data use—making privacy a cornerstone of brand reputation.

Emerging Trends

Newer shifts gaining traction with increasing impact.



5. The Evolution of Energy Transition

Headline: *Decarbonized Design Goes Mainstream*

Stat: Global investment in green hydrogen reached **\$5 billion in 2023**, with exponential growth predicted.

Retail spaces will be powered by cleaner, more efficient energy systems—impacting lighting, HVAC, and even how textiles are manufactured or recycled in-store.



6. Spatial Computing Integration

Headline: *Retail Spaces Become Reality-Blending Experiences*

Stat: The AR/VR market is expected to surpass **\$500 billion by 2030**.

Expect immersive retail—think virtual try-ons, mixed-reality showrooms, and AI assistants in AR—that blurs the line between digital and physical environments, expanding how and where people shop.

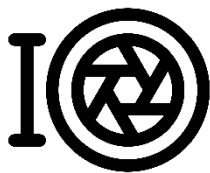


7. The Embodied Mental Wellness Ecosystem

Headline: *Wellness-First Retail is Rising*

Stat: **70%** of Gen Z say **mental health is a top priority** when engaging with brands (McKinsey).

Retail spaces will integrate sensory design, wellness pods, and responsive lighting to create calm, emotionally supportive environments—a new dimension of hospitality in retail.



8. Synthetic Media Ecosystems

Headline: *AI-Generated Worlds Become Retail Marketing Tools*

Stat: By 2026, **90% of online content** may be generated by AI (Gartner).

Virtual influencers, dynamic product rendering, and brand-specific virtual universes will reshape how consumers explore and emotionally connect with products.

Outlier Trends

Speculative, provocative, or just beginning to emerge.



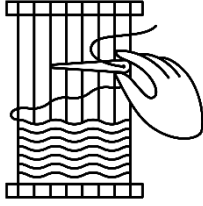
9. The Bio-Digital Symbiosis Cascade

Headline: *The Body Becomes the New Interface*

Stat: Neuralink and other neuro-tech companies raised over **\$600 million** in recent funding rounds.

Radical integration of bio-interfaces may **shift shopping from mobile devices**

to **mind-controlled** experiences, triggering debates on ethics, consent, and access in retail design.



10. The Intergenerational Wisdom Weaving

Headline: *Retail as a Hub for Collective Knowledge*

Stat: Over 60% of Gen Z say they want to learn skills and stories from older generations (Pew Research). Future retail may host **multigenerational co-creation events**, sewing circles, or wisdom exchanges—transforming stores into spaces of mentorship, storytelling, and shared creation.