

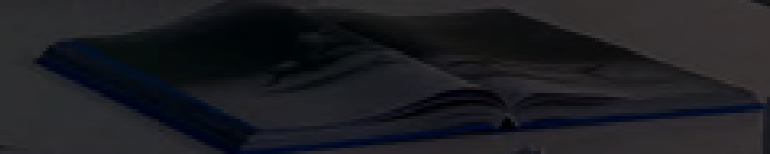
Responsible Retail

A visual review of sustainability and social responsibility



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Responsible Experiences



Corporate social responsibility, sustainability, energy efficiency and environmental awareness have increasingly come together into one overarching banner that we call 'Responsible Retail'. Across every retail sector, from food to fashion, beauty to home, customers increasingly demand transparency from retail brands to prove their ethical credentials. There is almost no limit to the stories that responsible retailers can tell, with instore corporate communications featuring detail about their supply chains, community and charity strategies. Environmental credentials are equally important; from zero carbon store construction and energy efficiency, to plastic and packaging free shopping. Responsible Retail is also moving beyond communication into eco-responsible products and services; recycled, upcycled and resold. Responsible Retail is here to stay.

Part 1: Responsible Food Retail

Albert Ceska Republick, Prague

Albert Heijn, Netherlands

Aldi Corner Store, Australia

Aldi Local, London, UK

Aldi, China & Italy

Amazon Fresh, London

Asda Sustainability Store, Leeds, UK

Billa Pflanzilla, Vienna, Austria

Carrefour City, Paris, France

Carrefour, Belgium & France

Coles Moonee Ponds, Australia

Coop Eco Community Store, UK

Coop Hagastanden, Stockholm, Sweden

Coop, Milan, Italy

Daylesford Organic Farmshop, UK

Delhaize, Nivelles, Brussels

Eataly, London & Paris

Food Central Foodcourt, Dubai

Garvey's SuperValu of Cobh, Ireland

Gloucester Services Farmshop, UK

Harris Farms Supermarket, Brisbane, Australia

Jumbo Eco Store, Netherlands

Kavanagh's Budgens, London, UK

Landmarkt, Amsterdam, Netherlands

Marks & Spencer, UK

Natoora, London, UK

Naturally, London

Nisa Evolution Format, , UK

Planet Organic, London

Plus Duin Almere, Netherlands

Potager City by Carrefour, Paris

Sainsburys, UK

SuperValu, Dublin, Ireland

Tesco, UK

The Source Bulk Foods, Dublin, Ireland

Waitrose, UK

Whole Foods Market, UK & USA

Woolworths, Melbourne, Australia

Woolworths, Cape Town, South Africa



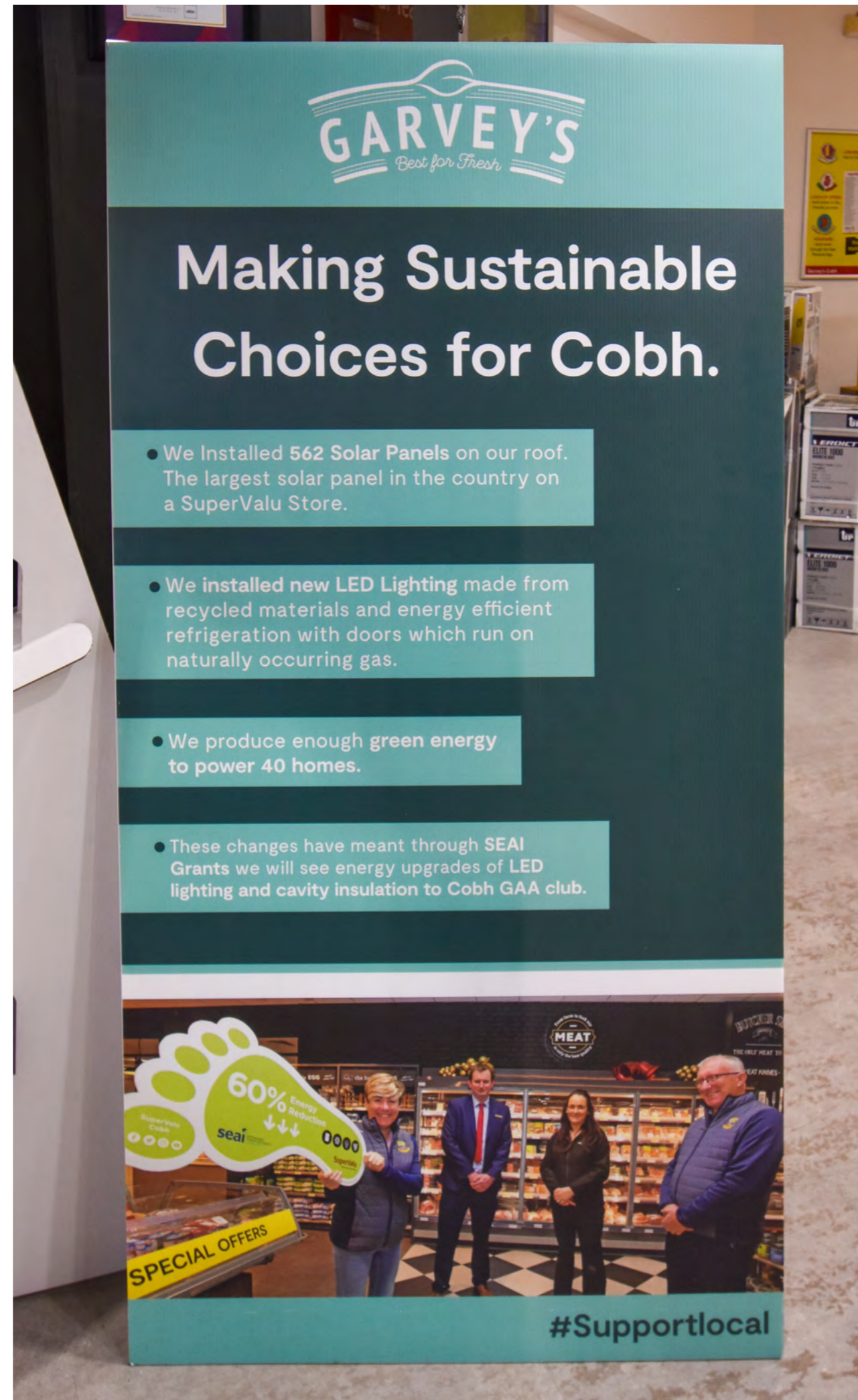
Aldi Corner Store is a new local format from Aldi Australia, designed again by Landini Associates, and first launched in July 2021 at 99 Mount Street, North Sydney. Responsible messaging features throughout the store; from environmental messaging around renewable electricity and zero waste, to local supplier and 'Buy Aussie', as well as 'One Juice Sold, One Meal Donated' from Oz Harvest.





Opened in October 2020, UK supermarket ASDA launched this sustainable trial concept in Middleton, close to the retailer's Leeds HQ. The store is designed to help shoppers reduce, reuse and recycle with ease and the supermarket chain estimates the numerous initiatives being trialled in this store will save one million pieces of plastic per year. To encourage customers to shop sustainably, the supermarket has launched 'Greener at Asda Price' a national price promise that loose and unwrapped will not cost more than wrapped equivalents. There are twelve areas dedicated to ASDA's sustainability offer, spread across the store, helping embed the 'sustainability' message as customers shop the whole store.





Marks and Spencer's sustainability approach, known as Plan A, was launched in 2007 and has been an ongoing commitment to reducing their environmental impact. Plan A focuses on becoming a net zero business by 2039/40, engaging stakeholders such as customers, colleagues, and partners in their sustainability journey. One of their notable initiatives is the "Look Behind the Label" campaign, which encourages customers to explore the sustainability stories behind M&S products. Through initiatives like these and collaborations with organizations like Reboot the Future, Marks and Spencer aims to lead in sustainable business practices and drive positive change for the environment.





M&S have always been strong and proactive communicators, using graphics instore to highlight sustainability, CSR and supply chain transparency.

Shop till you Shwop

Through Oxfam,
you've given new life
to 35 million skirts,
shirts and shoes

*Look
behind
the label*



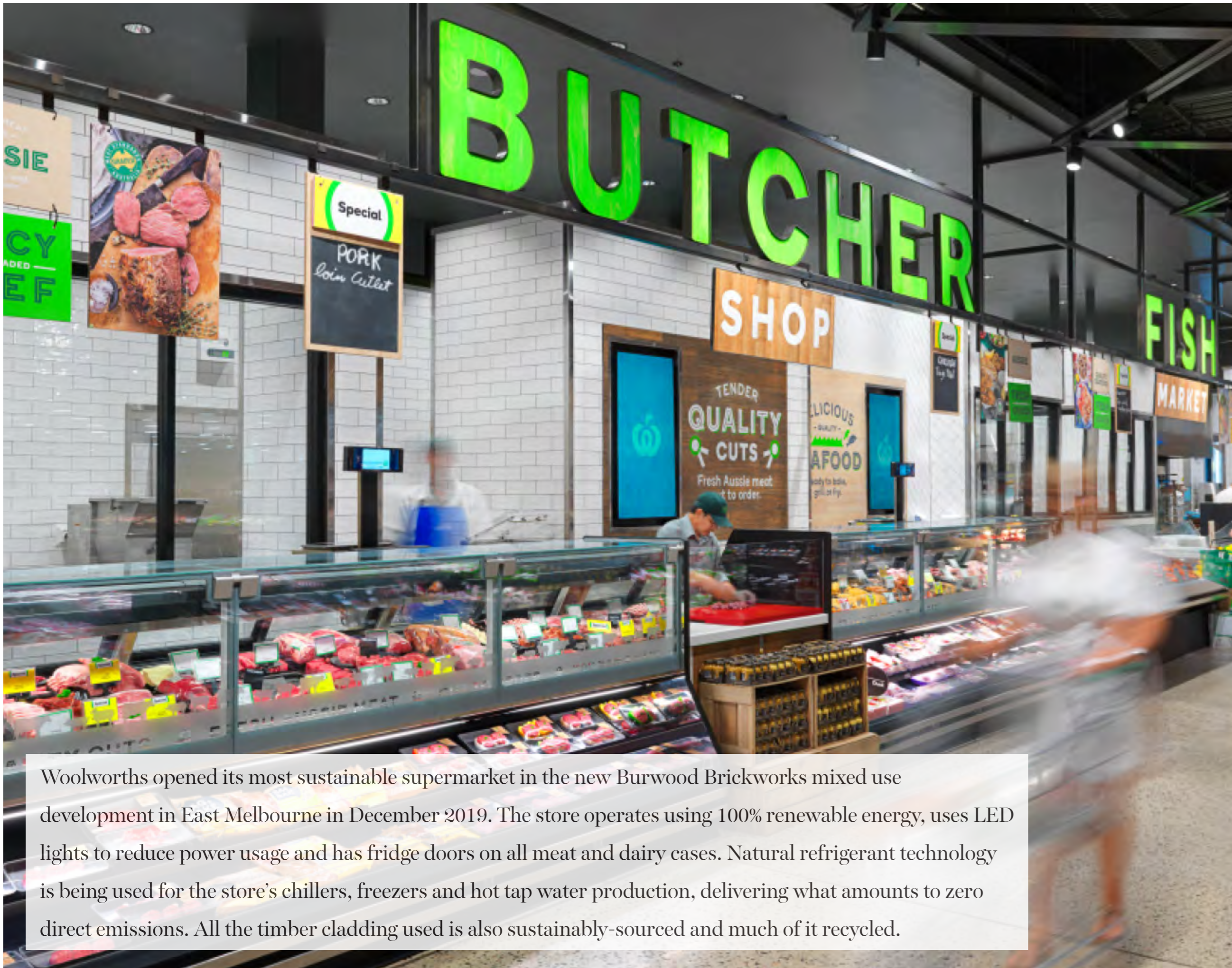
The M&S Shwop initiative is a unique clothing recycling program introduced by M&S. It encourages customers to donate their unwanted clothing, regardless of the brand, at M&S stores in exchange for a £5 M&S voucher. The collected clothes are then either resold, reused, or recycled. The ethical basis of the Shwop initiative lies in promoting circular fashion and reducing textile waste. The initiative also supports various charitable causes, as the resale of donated clothes generates funds for M&S's charity partners, such as Oxfam.





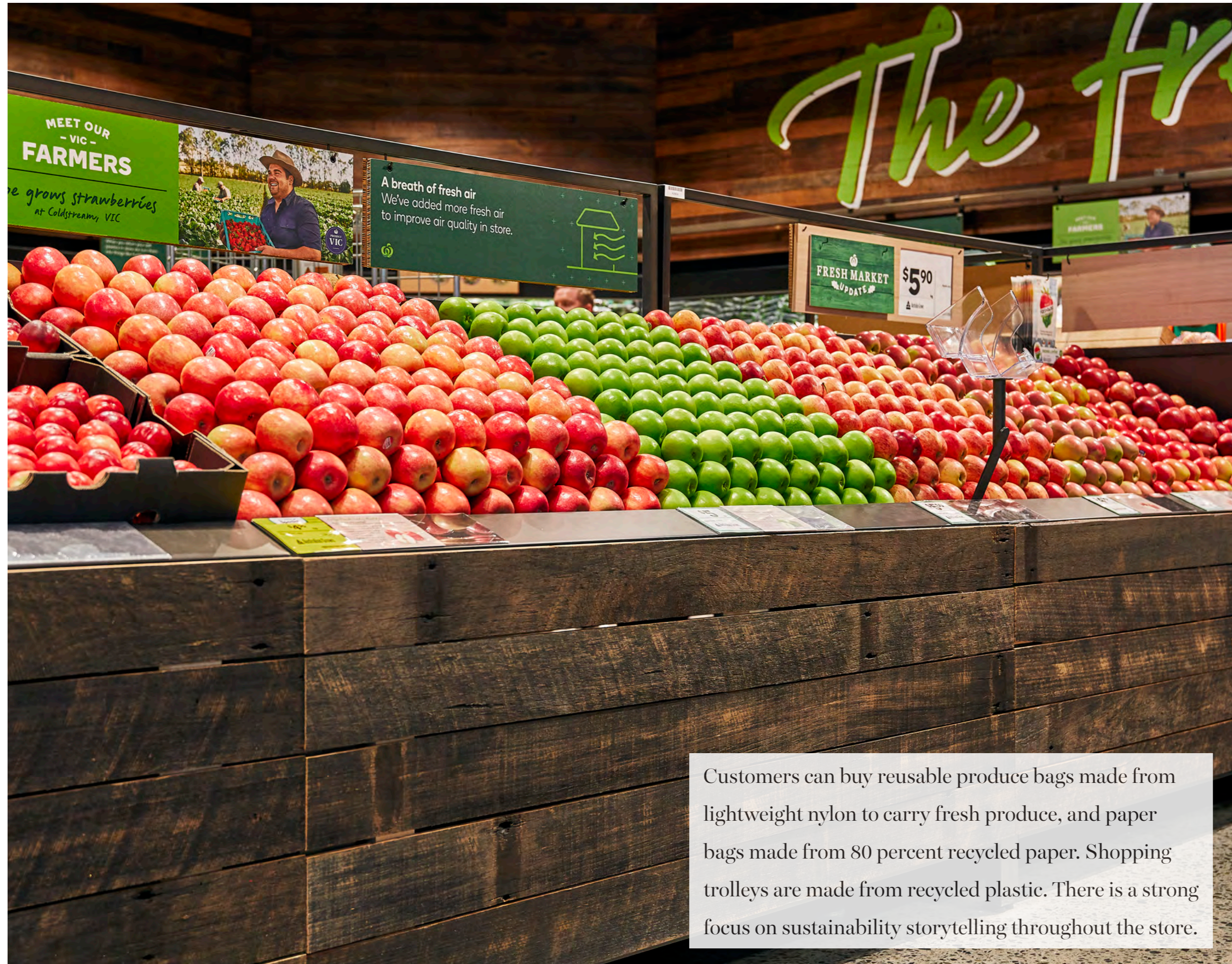


Waitrose has four key pillars in its sustainability mission: Plastic Reduction, Food Waste, Animal Welfare and Responsible Sourcing. 'First for Animal Welfare' is a new 2023 campaign that highlights the initiatives they have used that have earned them more compassion in World Farming awards than any other supermarket. This includes apps for farmers that measure the emotional wellbeing of their animals. You can find out more at <https://www.waitrose.com/ecom/content/sustainability>



Woolworths opened its most sustainable supermarket in the new Burwood Brickworks mixed use development in East Melbourne in December 2019. The store operates using 100% renewable energy, uses LED lights to reduce power usage and has fridge doors on all meat and dairy cases. Natural refrigerant technology is being used for the store's chillers, freezers and hot tap water production, delivering what amounts to zero direct emissions. All the timber cladding used is also sustainably-sourced and much of it recycled.





Customers can buy reusable produce bags made from lightweight nylon to carry fresh produce, and paper bags made from 80 percent recycled paper. Shopping trolleys are made from recycled plastic. There is a strong focus on sustainability storytelling throughout the store.



Part 2: Responsible Retail (Non Food)

Ace & Tate, Antwerp, Belgium

Adidas Flagship, Dubai, Paris & Berlin

Adidas Terrex, Munich, Germany

Allbirds, Chicago, USA

Censuum, Copenhagen, Denmark

Coachtopia Pop Up, London

Eco Alf, Berlin, Paris & Spain

Galleries Lafayette (Re)Store, Paris

H&M Loop, Stockholm, Sweden

IKEA Circular Hub, London & Paris

L'Occitane 'Mega' Store, Hong Kong

Levi's Haus, London, UK

Lush Naked Store, Berlin

Nike House of Innovation, Paris

Nike Lab & Grind Pop Up, Chicago, USA

On Running Flagship, London

Pangaia Concept 016 at Nordstrom, USA

Primark Cares Pop Up, London, UK

Selfridges Project Earth, London

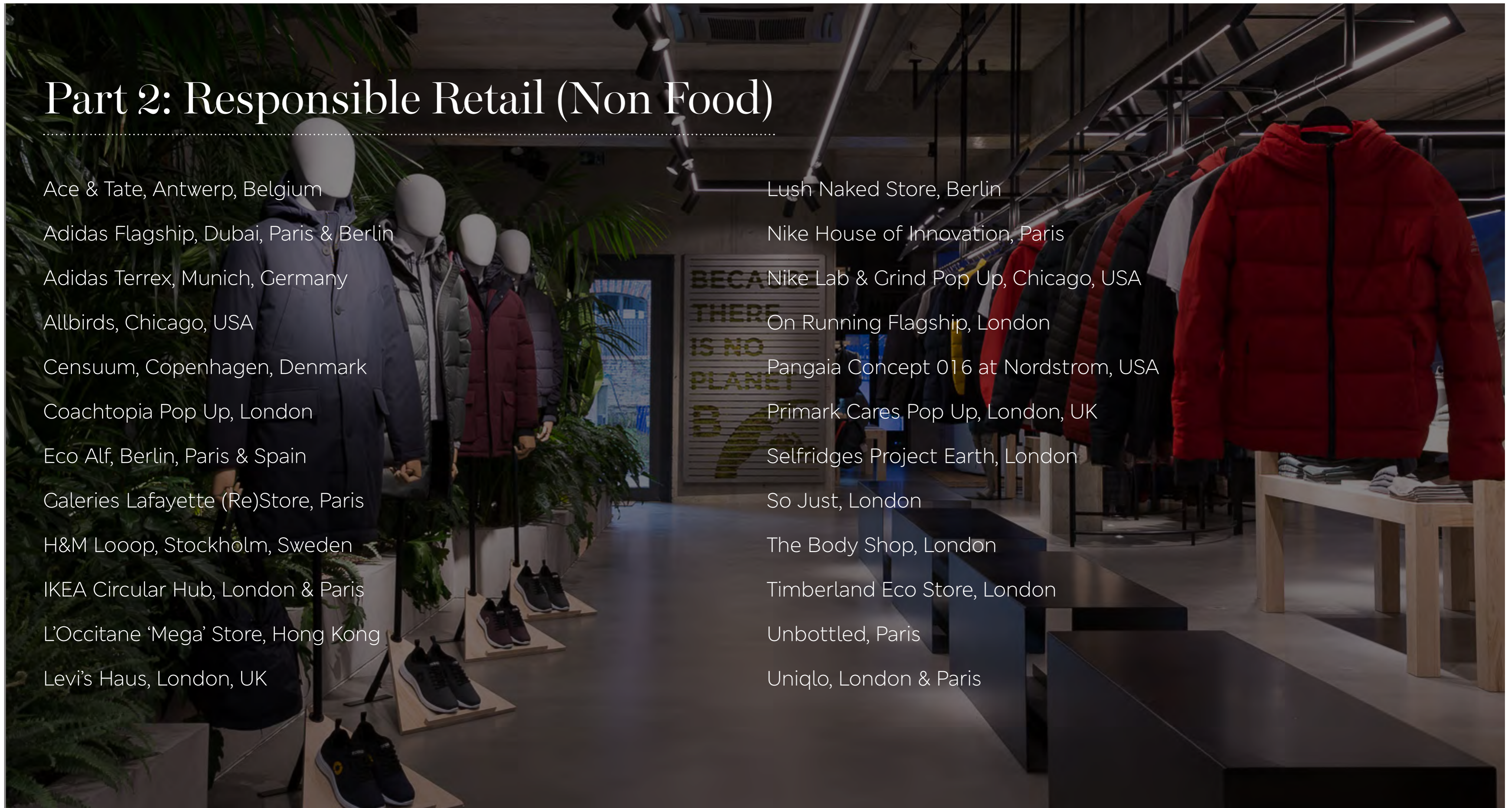
So Just, London

The Body Shop, London

Timberland Eco Store, London

Unbottled, Paris

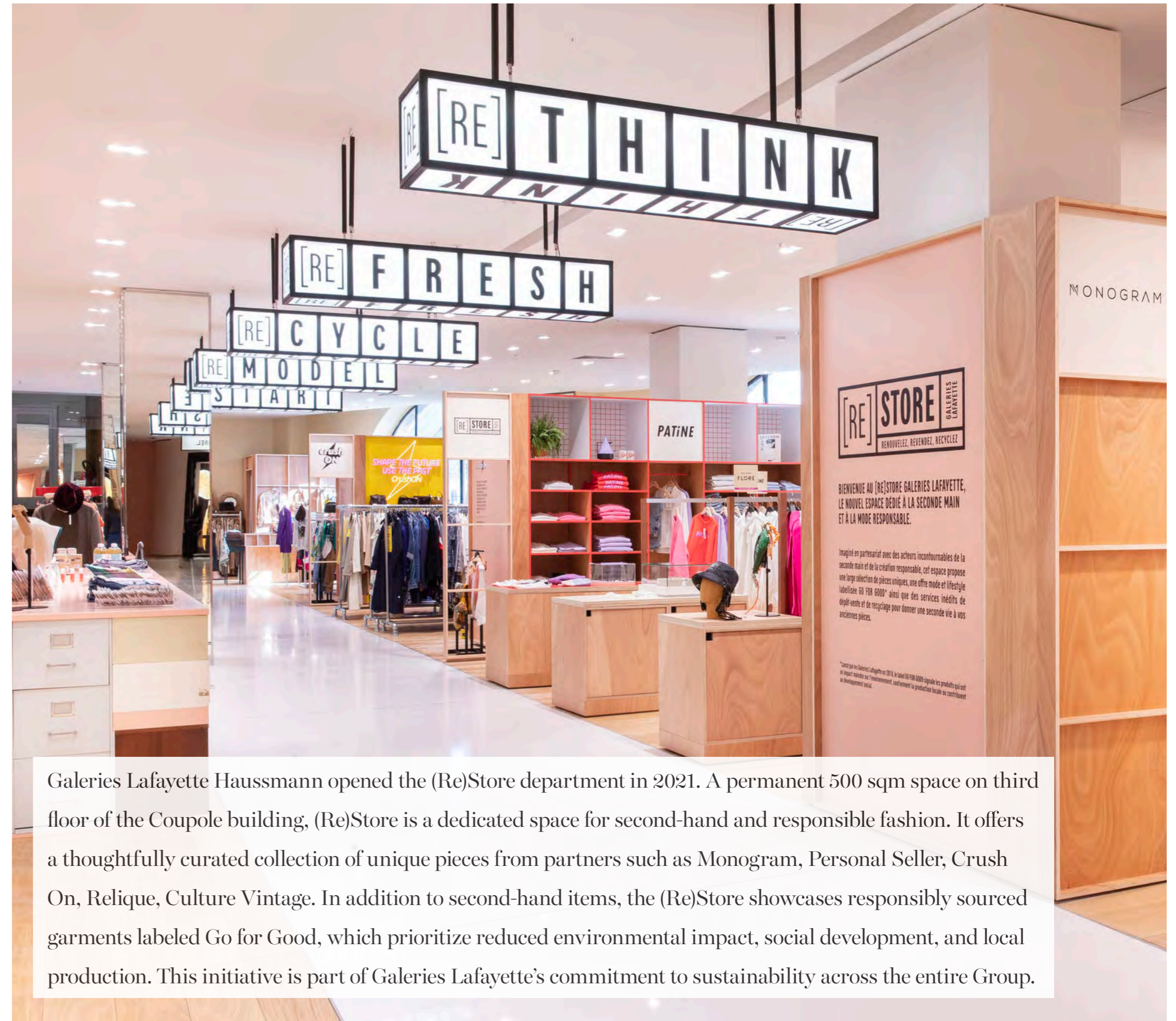
Uniqlo, London & Paris





Spanish design studio Nagami created this innovative concept for Ecoalf in 2023. Located in Las Rozas Village near Madrid, the interior is almost entirely 3D printed from 3.3 tonnes of repurposed plastic waste. The plastic used in the walls, shelves, and display tables was sourced mainly from hospitals. Nagami used a custom-built extruder and advanced 3D printing technology to create the plastic panels. The design is supposed to represent melting glaciers and raise awareness about the climate crisis. This project, completed in just three months, is believed to be the world's first fully 3D-printed interior using recycled plastic. Nagami works with recycled plastic to create furniture and architecture as part of a closed-loop production process.

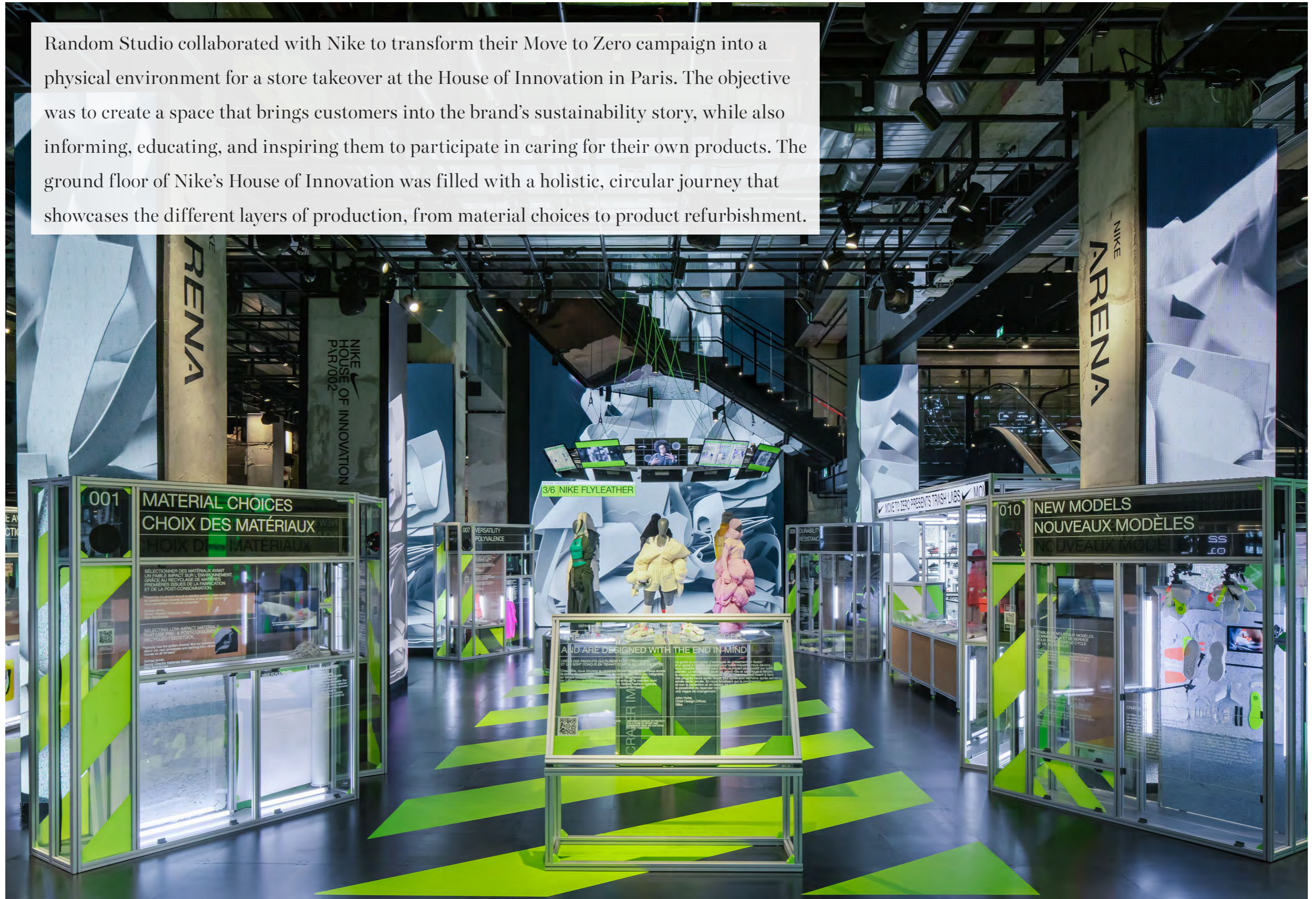




Galleries Lafayette Haussmann opened the (Re)Store department in 2021. A permanent 500 sqm space on third floor of the Coupole building, (Re)Store is a dedicated space for second-hand and responsible fashion. It offers a thoughtfully curated collection of unique pieces from partners such as Monogram, Personal Seller, Crush On, Relique, Culture Vintage. In addition to second-hand items, the (Re)Store showcases responsibly sourced garments labeled Go for Good, which prioritize reduced environmental impact, social development, and local production. This initiative is part of Galeries Lafayette's commitment to sustainability across the entire Group.



Random Studio collaborated with Nike to transform their Move to Zero campaign into a physical environment for a store takeover at the House of Innovation in Paris. The objective was to create a space that brings customers into the brand's sustainability story, while also informing, educating, and inspiring them to participate in caring for their own products. The ground floor of Nike's House of Innovation was filled with a holistic, circular journey that showcases the different layers of production, from material choices to product refurbishment.





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Let's remake
First Steps, our fabric care program
Turns your old garments into new ones. We'll
copy all your clothes' colors, textures and
patterns from now on, they're a breeze.

- 1. Cleaning
- 2. Shredding
- 3. Filtering
- 4. Carding
- 5. Dyeing
- 6. Spinning
- 7. Weaving
- 8. Finishing

Step 02
Shredding
The garments are shredded into small pieces
of fabric fibers.
The color pigments are preserved and used for
dyeing the new fabric.

Step 04
Cleaning
The new fabric is cleaned and finished
with a soft touch and a subtle sheen.
All ready for you to wear. The same color
and texture as your old clothes.