Today’s Trash
Tomorrow Treasure

A sustainable pop-up concept for Weekday
Welcome to Weekday’s latest sustainable initiative: The Plastic Pavilion. This conceptbook has been made as an exciting and uplifting advice for Weekday. Entering this guide leads you through a bunch of cool stuff and visual directions that are part of this new pop-up concept. All dedicated to reveal Weekday’s sustainable vision to the Dutch crowd. This inspiring, entertaining and educational pop-up experience will support the brand to reach their goal: to become the top sustainable shopping destination of the upcoming future.

But let’s stop bragging about it... it’s time to show it!
## 1. Concept

<table>
<thead>
<tr>
<th>Brand Identity</th>
<th>08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target group</td>
<td>10</td>
</tr>
<tr>
<td>The Problem</td>
<td>16</td>
</tr>
<tr>
<td>Concept</td>
<td>22</td>
</tr>
</tbody>
</table>

## 2. Strategy

<table>
<thead>
<tr>
<th>Activities &amp; events</th>
<th>26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products</td>
<td>32</td>
</tr>
<tr>
<td>Sustainable note</td>
<td>45</td>
</tr>
<tr>
<td>Location</td>
<td>47</td>
</tr>
<tr>
<td>Promotion</td>
<td>48</td>
</tr>
<tr>
<td>Short and long term strategy</td>
<td>49</td>
</tr>
</tbody>
</table>

## 3. Pop-up

| The Plastic Pavilion     | 53 |
| Visual inspiration        | 55 |
| Shapes                    | 57 |
| Colours                   | 63 |
| Materials                 | 65 |
| Furniture & fixtures      | 67 |
| Signage                   | 69 |
| The pop-up impressions    | 71 |
“Weekday is brave and dares to try out new things.”

IRENE HAGLUND - Head of Sustainability at Weekday
BRAND IDENTITY

Modern
Minimal
Mindful
Weekday is the everyday pioneer. A modern and mindful brand with a strong vision on the future of fashion and the future of society. Their passion for denim is completed with an urban casual look, influenced by Scandinavian style. Balancing between masculinity and femininity. Besides their own in-house brands, Weekday carries selected brands from external designers as well.

Weekday’s appearance might be minimal, but driven by their progressive and daring attitude, they’re never afraid to push the boundaries. Weekday is a platform that questions today’s conventions and encourages consideration by integrating fashion, people and social responsibilities.

Committed to re-think nowadays fashion and society, Weekday is always looking to work in a sustainable way. Weekday strives to be 100% circular and become the top sustainable shopping destination of the upcoming future.
The Creative Urbanite

Based in the heart of metropolitan cities

18-28

Music, Art & Fashion

Self expressive

Not just a target group... but a group of awesome friends!
EAGER TO TRY OUT NEW THINGS

- They like shopping
- They go on coffee dates with friends
- They love to go to parties and festivals
- They watch plenty of series on Netflix
- They visit museums or art exhibitions

TECH-SAVVY

Individual & youthful mindset

Highly Social
Weekday goes beyond ‘just selling clothes’. But uses fashion to turn cultural behaviour into conversation.
Inspired by the everyday, the use of plastic is our ongoing habit that represents the age we live in. Plastic is known to be the most commonly used material in the world, processed in our day-to-day products. But the ease with how we use it equals the ease with which we throw it away. Forgetting that plastic is actually a precious material that lasts for over a 1000 years.
Plastic Age

12 Million Tonnes of Plastic

85% of all plastic is not recycled

33% is thrown away after single usage

200 Million Tonnes of Plastic that is produced in one year
“Our aim is to add our voice to an important and popular topic.”
Trash

Treasure
The Plastic Pavilion, Weekday's new pop-up experience, is built up from the concept of ‘Today’s Trash, Tomorrow’s Treasure.’ A commitment in which the highly disposable material plastic is embraced and receives a new message by changing its context. Aiming to change our attitude towards plastic recycling.

The Plastic Pavilion is located at a festival ground, providing an interactive and curated customization experience. To support the process of re-imagination, several innovative artists are invited to recycle plastic waste on-site, creating valuable new items within minutes. Visitors are encouraged to bring their own trash and as a co-creation activity the process of recycling becomes a fascinating attraction. Besides this, it’s also a social hub. A place to hang out and to get inspired by the possibilities of plastic within fashion and music.

The Plastic Pavillion is filled with treasures: a carefully selected collection of meaningful designs and festive activities. Dedicated to turn plastic recycling and its education into a joyful and enlightening event where personal stories bring impressive products and experiences to life.
Bring your bottles, cups or whatever that is made of plastic to Weekday’s Plastic Pavilion.

2. Throw all your trash in the machine and shred it all into little pieces.

3. Heat it up and put the melted plastic in the press.

4. Take your flip-flops out of the press and wear them with joy!
Plastic recycling dull and difficult? Not with ‘Plastival’ and the ‘Perpetual Plastic Project’. These inventive initiatives designed by Wesley Nieuwenhuizen and the team behind ‘PPP’ turn the process of plastic recycling into an on-site spectacle. By making use of moulding techniques and 3D printing new fashion items are created. Within only a few minutes your plastic cup could be transformed into a flip-flop or a cap, whereas your bottle is turned into jewellery. These mobile installations encourage visitors to bring their own plastic waste and asks for their participation. Together with the artist they create meaningful accessories that illustrate that plastic recycling is not only functional but works with your style.
Hear the sound of plastic when percussion bands ‘Alibombo’ and ‘Thaalavattam’ hit their bottles and pipes. Swinging rhythms and experimental tones with an undeniable dance vibe makes it hard to just sit down and listen. These two bands from Colombia and India support the idea of ‘reduce, reuse and recycle’ by creating new music sounds, using innovative instruments made from plastic waste. Get inspired and entertained by their creative usage of trash.

Besides these two special acts, Weekday’s known DJ-booth will be present as well. Playing live records all day. Providing a festive and careless atmosphere.
PET TOGETHER

Mass produced materials deserve mass attention. The design team behind ‘We Make Carpets’ reconsider everyday objects by creating carpets. These are not normal carpets to walk on, but wall-carpets in which easily discarded items form dynamic and graphic patterns. During the pop-up event a special carpet will be created that includes the Weekday logo. A time-consuming activity that requires multiple hands to fulfil the project. Led by the ‘We Make Carpets’ team, visitors can join in this collaborative installation process by bringing their trash and placing it in the format. A positive contribution to an exciting artwork.
The collection sold at the Plastic Pavilion contains a carefully selected range of treasures made of trash. Every item fits Weekday’s sustainable vision, their future focussed thinking and minimal design style. With this collection Weekday aims to illustrate that clothing, made of waste, does not only have environmental benefits but also works with personal style. Weekday’s friends can still feel like they can buy the latest fashion without compromising their values.
Weekday’s screen-printing station is part of the pop-up concept as well. Various limited edition Storemade prints are designed to be printed on T-shirts and totes. Within funny, clever and ironic statements or illustrations the idea of reduce, reuse and recycle are promoted. These Storemade T-shirts and totes can be bought at the festival and in Weekday’s physical stores during the pop-up event. Let the movement be spread by Weekday’s brand ambassadors; their friends.
Denim is the field where fashion and eco-innovation meet. As a modern jeans brand, Weekday is devoted to upgrade their denim production and work in a more sustainable way. To support the idea of upcycling, an exclusive jeans collection has been designed that will be sold during the pop-up event. The denim textiles used, contain plastic fibres, extracted from hard plastics. By processing plastic in denim Weekday respects the resources around them instead of wasting them.
As a progressive multibrand store, Weekday believes personal style and individuality is conceived by mixing different brands. Therefore, the brand’s own collection is enhanced with cool and relevant brands Weekday is inspired by and believes in.
For a long time, Timberland is part of the selected brands Weekday sells. They might be known for their iconic footwear, but Timberland goes far beyond just being a fashion favourite. Committed to continuously improve what they’ve established, Timberland works hard to protect the outdoors and make their products more responsible. Therefore, the brand teamed up with sustainable fabric manufacturer Thread, to create an exciting and exclusive collection footwear and bags made of recycled plastic. This cool collection with a relaxed outdoor vibe can’t be missed during this pop-up event.
Quirky by design but eco-friendly by nature. Meet new upcoming brand Crafting Plastics! This truly innovative company creates handcrafted sunglasses made out of plastic. Not only their distinctive design and sense of imperfection make these glasses unique, but their lifespan is particularly ingenious. These plastic sunglasses are designed to biodegrade once no longer in regular use! Since Weekday supports young designers and stimulates innovation, a partnership with Crafting Plastics! seems to be the perfect match. Put on these sunglasses and get a glimpse into the future of biodegradable plastics.
Plastic waste finds a new live in the collections of Spanish label Ecoalf. But no trashy looks up here. This revolutionary thinking brand is on a mission to create the first generation of recycled products with the same attention to quality and design as non-recycled products. Ecoalf provides essential outdoor garments in which style and function are combined with minimalistic details.
“We strive to use resources as efficiently as possible and to minimize the waste.”
Weekday feels responsible for the life of a product after purchase. Since most of the items in the Plastic Pavilion are made of synthetic plastic fibres, these products can literally last forever. Not only in our closets, but also in the environment. These items might be sustainable but not fully biodegradable and should not end up in landfills or the oceans. Therefore, Weekday should prevent their friends from carelessly throwing these items away or treat them incorrectly.

Jeans look so much better when you don’t wash them! However, Weekday Jeans processed with recycled plastic fibres should be provided with special carelabels. Excessive washing results in the release of the plastic fibres that will be transported via the washing water into the oceans. Also fun, clear and visual in-store and online communication should make Weekday’s friends more aware of sustainable clothing care.

Done with your plastic products? Weekday encourages their friends to bring back these items by giving them a special discount in return. In every flagship store a recycling box is located, aiming to give a new valuable life to products that are no longer used. This recycling box does not only serve for the special collection pieces that are part of the plastic pop-up event, but also for Weekday’s regular collections and items from other brands.
Plastics are where the people at! Therefore, the Plastic Pavilion is based at ‘Lowlands’ a dynamic festival ground in the Netherlands. A place where Weekday’s dutch friends can be found during the summer season. At the festival massive amounts of plastic dance around and end up everywhere, but mostly not in the right place. This pollution problem is what festivals have to deal with nowadays. But surrounded by the vibrant atmosphere of bouncing music and outgoing people, visitors are encouraged to participate in what the Plastic Pavilion has to offer. Not only will they learn about plastic recycling in a fun way, but they will also deliver an exciting contribution to the environment.
A pop-up event like the Plastic Pavilion deserves some appropriate promotion. So no true Weekday friend will miss it. The event will be announced via Weekday’s existing social media channels: Facebook, Instagram and Snapchat. **Short, snappy and visual messages** invite all Weekday’s followers to join. More inspirational background information about the plastic waste problem, creative solutions and the happenings during the event will be published at Weekday’s own newsblog, found on the website.

In-store Weekday’s friends will be updated while shopping. Digital screens, that are part of Weekday’s flagship stores, show popping visuals and messages about the upcoming event.

Also Lowlands and selected brand Crafting Plastics! will promote Weekday’s festival pop-up on their social media channels and website. And of course, every new friend is welcome as well!
# SHORT AND LONG TERM STRATEGY

## Small

<table>
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<tr>
<th>Temporarily</th>
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<tbody>
<tr>
<td><strong>Place</strong></td>
<td>In-store shop corner</td>
</tr>
<tr>
<td><strong>Activities &amp; events</strong></td>
<td>Only the ‘Plastival’ recycling machine and Weekday’s own DJ-booth at the opening day.</td>
</tr>
<tr>
<td><strong>Products</strong></td>
<td>Small selected range of Weekday Storemade, Weekday Jeans, Timberland, Ecoalf and Crafting Plastics!</td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td>Announcement of the event via social media channels (Facebook, Instagram and Snapchat). An article on Weekday’s newsblog, found on the website. In-store communication via digital screens.</td>
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<tr>
<td><strong>Price level</strong></td>
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## Permanent

The concept of ‘Today’s Trash, Tomorrow’s Treasure will remain in-store, but vary in sustainable subjects. Introducing new materials that have been recycled in fashion items. This special Waste-to-Wear line will take part in between Weekday’s regular collection cycle.
This strategy shows the possibilities of how the sustainable pop-up concept for Weekday can be applied to three different scales in a temporarily and permanent setting. Also aiming to give an indication of the price level per scale.

<table>
<thead>
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<th>Medium</th>
<th>Large</th>
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<tr>
<td><strong>Place</strong> - Stand at a festival ground</td>
<td><strong>Place</strong> - Brick and mortar at an A-location</td>
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<td><strong>Activities &amp; events</strong> - PET-form machines 'Plastival' and the 'Perpetual Plastic Project' are present as long as the festival lasts. Weekday’s own DJ’s play records all day. Special acts ‘Alibombo’ and ‘Thaalavattam’ perform once. During the festival visitors can work on the collaborative art project led by ‘We Make Carpets’</td>
<td><strong>Activities &amp; events</strong> - During the pop-up event, both the PET-form machines will be present. Special acts ‘Alibombo’ and/or ‘Thaalavattam will perform during the opening party, while the rest of the pop-up event music will be provided by Weekday’s own DJ’s.</td>
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<td><strong>Products</strong> - Weekday Storemade t-shirts and totes including screenprinting stations. Sunglasses by Crafting Plastics!</td>
<td><strong>Products</strong> - Wide range of the Waste-to-Wear collection including: Weekday Jeans, Timberland, Ecoalf and Crafting Plastics! Weekday Storemade and screenprinting stations are present.</td>
</tr>
<tr>
<td><strong>Promotion</strong> - Announcement of the event via social media channels (Facebook, Instagram and Snapchat) and Weekday’s website. Thereby Weekday makes use of in-store communication via digital screens. Also the event will be promoted via online channels of Crafting Plastics! and the festival.</td>
<td><strong>Promotion</strong> - Weekday’s friends will be notified through the brand’s social media channels (Facebook, Instagram and Snapchat). On Weekday’s newsblog a special article about the pop-up event is featured. In-store communication via digital screens. The event also will be promoted via the online channels of the selected brands.</td>
</tr>
<tr>
<td><strong>Price level</strong> - ● ● ○</td>
<td><strong>Price level</strong> - ● ● ●</td>
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Different recycling issues will take place in an in-store event once a year for one week. A special launch party will be organised, inviting new artist to show the recycling process and invite Weekday’s friends to interact. Next to this in-store event, a limited edition Waste-to-Wear collection will be sold, containing Weekday Storemade T-shirts and other selected brands that enhance the chosen subject.
THE PLASTIC PAVILION
Weekday’s Plastic Pavilion celebrates the cool possibilities of plastic recycling by exciting their friends to explore the process on their own. No dull sustainable talks here, but appealing and enlightening experiences. The Plastic Pavilion stimulates interaction in an upbeat environment, divided into three areas: the recycling experience, the social hub and the retail area.
The Plastic Pavilion is the place where Weekday’s Scandinavian minimalism meets bold sixties pop-art. Weekday and pop-art find its connection in the shared vision of ‘Today’ Trash, Tomorrow’s Treasure’. Using highly disposable goods and turn it into something valuable, in an accessible and exciting way. The festival environment shows a contemporary translation in materials, colour and interior. Graphic patterns are inspired by traditional pop-art comic paintings, providing a dynamic atmosphere.
What’s a circular system, without a circle..?
...Nothing without a square to built on.
Dynamic panneling moves you
If ‘festive’ was a shape, it looked like this!
Pop-art dots pop up everywhere
The colour palette in the Plastic Pavilion draws hues from Weekday's modern and minimal identity and collections. The base is characterised by soft and muted tones, while bold plastic colour pops, dominated by Weekday’s signature colour green in combination with electric blue shows that Weekday *dares to stand out* at the festival ground.
It wouldn’t be the Plastic Pavilion, without the creative usage of plastic in the interior and exterior! Walls are built up with an **infinite repetition of transparent plastic balls**. Transforming the characteristic dotted pop-art pattern into an engaging **three dimensional installation**. In the pavilion various plastic textures are mixed with natural and industrial materials, like OSB and slick lacquered steel. These are derived from Weekday’s existing flagship stores in combination with festival proof materials.
Furniture and fixtures in the Plastic Pavilion show a contemporary take on sixties design mixed with Weekday’s known chipwood displays. Plastic furniture can’t be missed in the pavilion. What’s more cool than a plastic inflatable sofa? These items are the symbol of sixties pop-art design. The main goal of the inflatable furniture is to give the space a lounge-like atmosphere with a fun twist.
The neon and well-lit signage in the pop-up environment aims to navigate through the three different areas of the Plastic Pavilion. Weekday’s friends can not only clearly see what’s going on there but triggers to actively interact with the space.
Pop-up Sessions
Always thought plastic recycling is dull? Create your own plastic treasures or participate in the art project and see for yourself.
Let’s shake things up and dance all day or hang out and relax at Weekday’s Plastic Party!
Have a moment to browse through all the treasures and discover how it works with your own style.
Thank you!