

"AN IDEA SO  
ELEGANTLY  
SIMPLE, IT'S  
BRILLIANT"



Incorporated in September 2005, WC1 has identified the need for an exclusive 'ladies only' facility which caters for both toileting and beauty needs.

A place to refresh, relax and re-energise.

WC1 has been created to offer women the exclusive alternative to the stressful experience most feel when choosing between an accessible, but poor quality (unhygienic, smelly, dirty, badly equipped) public loo, and a better quality but still not great convenience that is inaccessible (department stores 4th floor is an example).

Strategically positioned (high-end shopping locations in central London, major cities and spa towns, on the high street, piazzas, shopping centres, train stations, airports,) WC1 aims to cater for women who are prepared to pay a price for a premium, safe, clean, hygienic service.

WC1's target market is females aged between 16 – 80, in the A, B, C1 socio-economic range with C2 to E aspirational clients. Over 20 million in the UK alone.

Market research supports an entry fee of £2.00 (children and family concessionary rates, loyalty rates available). Additional revenue will be provided from products in a sales area known as The Powder Room.



A watercolor illustration of several pink flowers in various stages of bloom, with green stems and leaves. The flowers are rendered with soft, blended colors and visible brushstrokes, creating a delicate and artistic feel. The text is overlaid on this background.

“ REDISCOVERING  
THE JOY OF THE  
ULTIMATE  
CONVENIENCE ”

Ask any woman about public conveniences and she will tell you they're dirty, smelly, wet, badly equipped, cramped and inaccessible. It all adds up to a miserable, stressful experience.

But it doesn't have to be that way.

In Victorian times, public toilets were spacious, grand and beautiful, lavishly decorated with gorgeous tiles, and equipped with separate powder rooms. And today the Japanese have raised the public convenience to an art form, creating high tech shrines that are practically a religious experience.

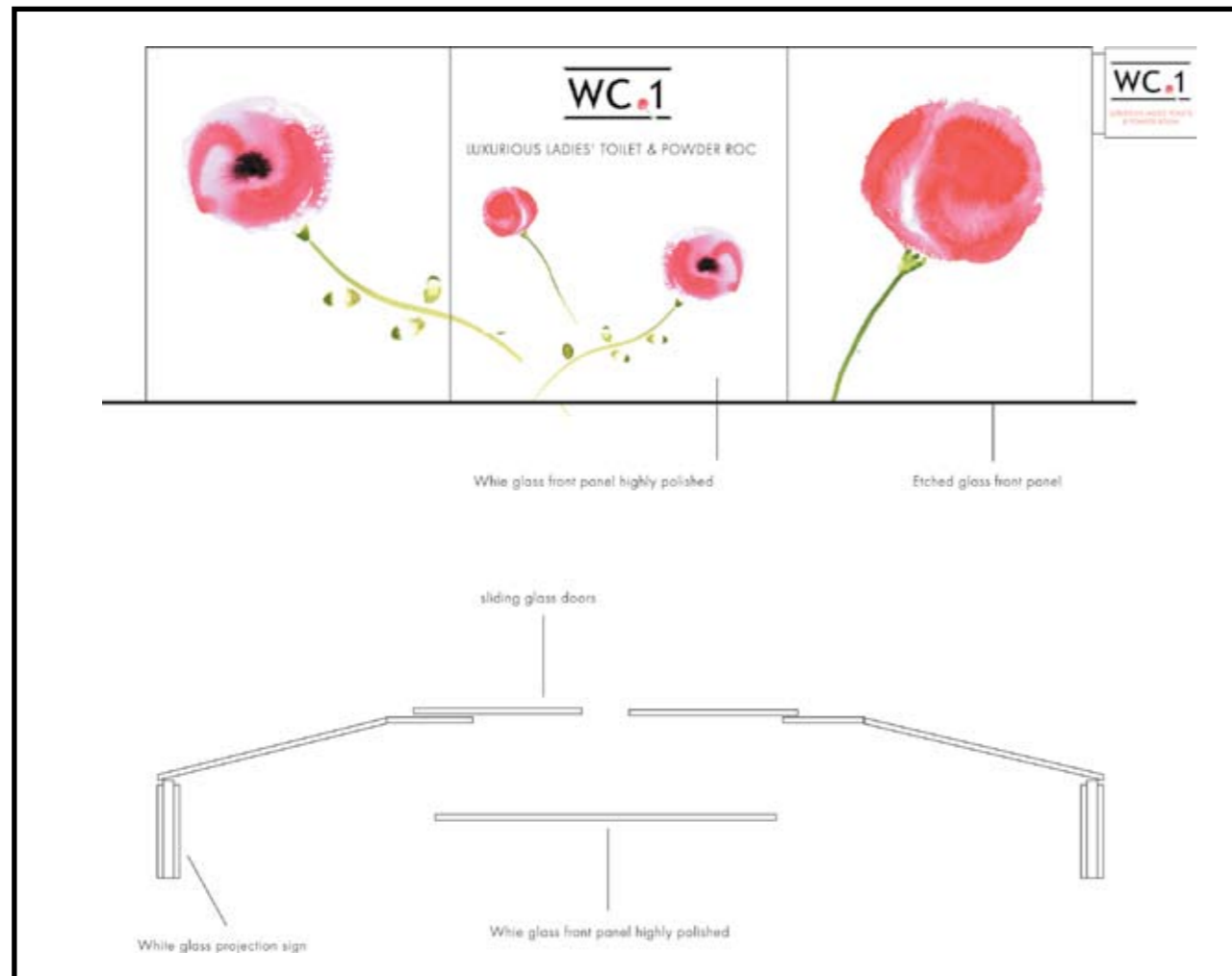
We are offering women the chance to experience the ultimate ladies convenience – *a luxurious, safe and clean environment in prime locations on the high street*. A place where they can refresh themselves, relax and leave feeling re-energised.

Branded as *WC1*, our *gorgeous powder rooms and water closets present everyday luxury in everyday locations*. We believe in celebrating the joy of the ultimate convenience, making them destinations that women will be proud to visit and enjoy.

2 THE CONCEPT

IMAGINE THE EXPERIENCE

People will first notice signs for WC1 ultimate conveniences when they are out in smart high street locations. Clear signage will draw the eye to an elegant frontage using etched and glazed entrances, clearly marked with large WC1 flower prints. The entrance will be discreet, and visitors will feel comfortable as they walk in.



It's like walking into a spa, curved glass screens, dramatic large scale painted flowers, and high quality materials.

When you enter a WC1 ultimate convenience, it's like walking into a spa. The atmosphere is fresh and clean, the space is flooded with natural daylight, there's a discreet, refreshing scent, and low level relaxing ambient sound plays in the background.



In the reception area, visitors notice the curved glass screens, dramatic large scale painted flowers, and the high quality of the materials – rich woods, stone tiles and Italian style plaster walls. They are greeted by a manager who takes their payment and offers a refreshing towel. Payment is by cash or credit card, and this takes place quickly and simply. The ambience immediately encourages people to relax.

BEAUTIFULLY DESIGNED

Luxuriously fitted private cubicles, all of which have ample space for coats, bags and shopping.

Moving into the bathroom area, branded the Water Closet, visitors see a chandelier suspended over an elegant table, vases filled with fresh flowers or an elegant water sculpture and more natural light filtering through from the ceiling.



There is a semi-circle of luxuriously fitted private cubicles, all of which have ample space for coats, bags and shopping. The toilets are cleaned and sterilised for every visit, and covered with a branded WC1 seal, ensuring they are absolutely spotless. Individual air extractors also keep the air fresh and clean.

The cubicles are beautifully designed with high quality fittings, and feature natural lighting, an elegant handbasin, and a glazed backdrop where a single fresh flower is illuminated. Visitors will enjoy using the free WC1 branded cleansing wipes, and exclusive skin cleansing and beauty products.



Meanwhile, the solid wooden door ensures privacy and a sense of personal space.

There are two additional cubicles at either end. One is specially adapted for visitors with disabilities, while the other is a family bathroom complete with an adult loo, a child size loo and extra space for children, bags and buggies.

There are no mirrors inside the cubicles, to encourage people to move through reasonably quickly and to minimise the risk of queues.

## REFRESH, RELAX AND RE-ENERGISE

Afterwards, women have the chance to visit the luxurious area branded as the Powder Room, where they can relax, refresh their make up, sort out their bags and shopping, and catch up on mobile messages.



Here, comfortable stools are positioned around a semi-circle of mirrors, and specially designed lighting makes this the perfect place to touch up make up. There are exclusive skin and beauty products available, as well as 'rescue' purchases such as toothpaste, tights and sewing kits. In this space, additional seating provides a place where women can relax and wait for friends.

This area offers space and tranquillity, enabling women to leave feeling refreshed and re-energised.

**There are exclusive skin and beauty products available, as well as 'rescue' purchases.**

## FORM FOLLOWS FUNCTION

**A modular pod system, ensuring maximum efficiency and ease of installation.**

### AN EFFICIENT MODULAR SYSTEM

WC1 is designed as a modular pod system, ensuring maximum efficiency and ease of installation. The elements combine to form a kit of parts, from the WC1 frontage to the curved Powder Room mirrored wall and the individual cubicles. These different elements can be put together in different configurations to suit each individual location.

Key elements will be manufactured externally, then delivered to the site as a finished product and 'plugged in'. Signs will be manufactured in multiples, and each cubicle will be completely finished off site, arriving complete with tiling, lighting, electrics and furniture.

This type of modular manufacture and installation has three main benefits:

- Rapid installation
- Guaranteed quality control
- Cost savings through volume contracts

