

Kenne Shepherd designs men's and women's shops in New York for Ferragamo's extensive collections.

## Made In Italy

AUDREY HEPBURN WORE THEM. So did Marilyn Monroe, Sophia Loren and the Duke and Duchess of Windsor. These are among the glamorous figures who wore Ferragamo shoes, and their images--in black and white photographic blow-ups--lend tacit product endorsement to merchandise that needs none in Ferragamo's year-old women's shop at 663 Fifth Avenue. At the nearby men's store on the ground floor of Trump Tower, the famous faces are replaced by that of Salvatore Ferragamo--less famous, of course, but the man responsible for the international operation consisting of 35 stores plus 374 points of sale. Kenne Shepherd, on the strength of her work as the New York architect in collaboration with John Pawson for the Calvin Klein shop, was hired for the Manhattan jobs.

The projects, completed consecutively, relate visually not only to each other but also to Ferragamo shops worldwide in keeping with standards and imagery developed in Italy by the Ferragamo family and Florentine architect Roberto Monsani. Varying site conditions and merchandise requirements, however, differentiate each project and constitute the main scope of

programs for individual shops. Generally, Ferragamo stores approach their retail areas as a series of suggested rooms, the largest of which is always the shoe salon. Other semi-enclosures accommodate the labels' growing product mix--briefcases and luggage, ready-to-wear, accessories, handbags and ties.



*Top: Vitrines in the limestone and granite facade have framed vignettes to filter views from the street through the women's store at 666 Fifth Avenue.*

*Above: The long rectangular configuration is articulated with partition-like display fixtures, a secondary ceiling plane plus wool carpeting on Kinawa granite flooring. Customs seating comes from Italy.*

*Left: While display fixtures adhere to standards developed in Italy, their dimensions are altered to fit American site conditions. Custom rug is imported.*



DISPLAY FIXTURES: RICHTER+RATNER. LIGHT FIXTURES: MODULAR; RAMBUSCH; A+L LIGHTING; ARTEMUS LIGHTING; LSI; HERA LIGHTING; KIM LIGHTING; GARCY LIGHTING; LINEAR LIGHTING; LIGHTOLIER. LAMPS: PHILIPS; GE. HARDWARE: MODRIC. CARPET: PATTERSON, FLYNN, MARTIN & MANGES.

PHOTOGRAPHY: TOSHI YOSHIMI

In both men's and women's shops, the same custom fixtures double-function as articulating devices and display vehicles. Made of beige lacquered panels and fabric wrapped shelves within black lacquered frames, the units, which contain integral fluorescent and halogen lighting, form the principal intervention. Supplementing these new freestanding cases, tables, tie and pillow fixtures. Other pre-determined conditions call for a cool neutral envelope, custom leather-upholstered lounge seating (cream in women's store, black in men's), plus floor coverings with linear graphics that help to define space. Shepherd's task focused on developing floor plans and schematic designs plus working with Ferragamo's New York headquarters to accommodate specific display and stock requirements. In short, she made the pieces of the puzzle fit

Apart from the Ferragamo brief, Shepherd opted to make lighting a strong design component. Collaborating with Johnson Schwinghammer, she created what she terms "light boats" to be suspended two feet below the primary ceiling height. "They add a level of complexity" to the interior, she says, while providing both uplighting and spotlighting for for display below. They also serve to reinforce the architectural conditions of each site--whether it be the long gallery-like configuration of the women's shop or the L-shaped selling space of the men's store.

Ferragamo's women's store comprises roughly 5,500 sq. ft. of ground-floor retail space with 7,000 sq. ft. of stock and support areas located on basement and mezzanine levels. The men's operation, site of the former women's shop, has 2,500 sq. ft. of selling space, with an additional 2,100 sq. ft. devoted to stock and support areas.

The design team of Teresa Planes, Ben Teran, Alex Mal, and Joanna Ceglarska shares credit with Shepherd.

-Edie Cohen

*Above: Ground-floor selling space in the men's store is of L-configuration wrapping around a stairway leading to the upper-level stock and support areas. The tie fixture was developed to create a colorful wall of silk.*

*Right: An imported sisal rug on existing Pietra Serena flooring helps to break up the floor expanse.*

