

REAL ESTATE WEEKLY

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Designing retail is about 'Total lifestyle'

By Kenne Shepherd

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Today's new retail environments are the most powerful display of identity that the fashion retailers have at their disposal. By offering their customers a total lifestyle experience, stores go above and beyond simply showcasing a designer's collection. In many ways, the luxury fashion store in today's increasingly competitive marketplace has become as important an identity statement for the fashion designer to make as the collection itself.

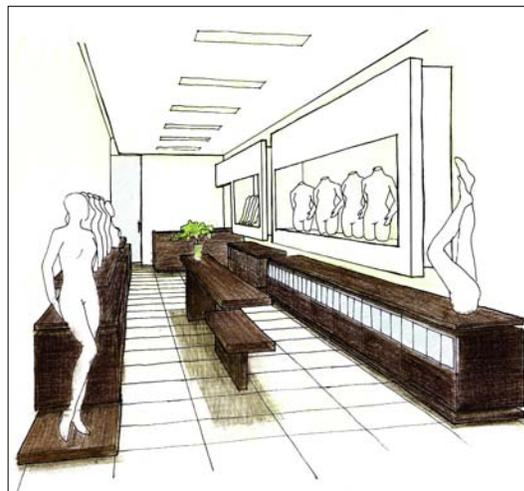
The challenge of today's retail architect is to create a retail environment that seamlessly integrates the aesthetic of the fashion house into the three-dimensional experience of the store yet remains flexible enough to respond to the changing styles, trends, display and selling strategies that emerge on almost a daily basis.

An experienced retail architect uses concepts of spatial flow, color, materials, lighting, and design to create a singular environment that speaks to one image and one ideal. Successful retail design reflects, reinforces and expands the fashion designer's aesthetic and is a statement about whom he or she is in relationship to the public. Staying contemporary in today's rapidly changing popular retail culture,



CALVIN KLEIN
Madison Avenue, New York City

Famous for his clean, elegant lines and tailored approach to fashion, the Calvin Klein store provides an equally clean, elegant and tailored architecture in which each garment can be appreciated as the beautiful design object that it is. Like the essence of Calvin's approach to style, the essence of his store offers shoppers a type of timelessness and purity as a retreat from the chaos and confusion of daily life.



WOLFORD
Madison Avenue, New York City

Asked to develop a new retail image for Wolford, the exclusive Austrian maker of fine women's hosiery and lingerie, our concept was to create their store in the image of a gallery housing "The Unmistakable Art of Wolford". Like Wolford's captivating ad campaign photographed by such legends as Helmut Newton, our new store design celebrates the female body and the Wolford product as dynamic expressions of women's sensuous beauty and energy.

means constantly reinventing oneself to be relevant and desirable to the newest target consumer.

As retail architects, my firm's mission is to get our minds and vision around all aspects of the problem - structure, space, program and image - to create an integrated system of form and expression. We think holistically to embrace our client's image and embody it in a built environment that is both distinct in its character and of the highest integrity and quality.

Our keen awareness of market trends, expert understanding of merchandising and unwavering passion for detail has produced several award-winning retail design projects for such noted clients as Calvin Klein, Bergdorf Goodman, Lancôme and Salvatore Ferragamo.

Kenne Shepherd, AIA, is founding principal of Kenne Shepherd Interior Design Architecture PLLC in New York City. Ms. Shepherd has completed retail projects nationwide for a broad range of clients including Salvatore Ferragamo, Lancôme, Calvin Klein, Wolford, and Bergdorf Goodman.



SALVATORE FERRAGAMO
Fifth Avenue, New York City

Designed in a clean, modern style consistent with the tradition of the House of Ferragamo, the exterior of the Women's Store in New York City is entirely consistent with the streamlined retail image created inside the luxury store. Clad in the traditional building materials of limestone and granite, the store's facades are distinctly urban yet measured in their restrained use of geometry and ornament.



SALVATORE FERRAGAMO
Union Square, San Francisco

For a new retail image to launch a pivotal new design direction for the House of Ferragamo, we created an interior architecture and system of display that offers an updated yet classic look synonymous with the family's definition of modern style. The use of simple lines, expansive selling spaces and sweeping interior views, creates a new retail environment that brings a fresh minimalist style and soft modern appeal to the time-honored tradition of the family name. Subtle colors, soft textures, double height spaces, and display cases that seemingly "float" in space creating an atmosphere that invites the buyer to partake in the unique brand of luxury that the House of Ferragamo has to offer them.