

Putting the Client First: Kenne Shepherd Interior Design Architecture



Kenne Shepherd
Founder,
Kenne Shepherd Interior Design
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New York, NY When it comes to creating inviting spaces that capture one's attention and excite all five senses, it takes not only a sophisticated design aesthetic, a discerning eye, imagination and passion, but a true understanding of the clients' goals, a hands-on approach and mastery of the design process. Kenne Shepherd, founder and director of Kenne Shepherd Interior Design Architecture PPLC (KSI), has these traits in abundance and more.

An architect and LEED-accredited professional, Ms. Shepherd, who has worked in a variety of disciplines from architecture, interior design, and construction to land use planning and sustainability, brings a depth of knowledge to each assignment. Whether it's a luxury flagship store, a trendy new art gallery or a personal residence, she and her team take a holistic, innovative approach to design.

The key to KSI's success is that the design strategy starts and ends with the client. "Our clients and their goals are our top priority, so our design strategy starts there," says Ms. Shepherd. "We begin with a clean slate and then listen attentively, immersing ourselves in our clients' worlds, so that we fully understand their wants and needs."

By way of illustration, Ms. Shepherd references the design of two retail luxury spaces for EQ3, a Canadian furniture designer and seller, where KSI took the time to understand the brand, the company's clientele and its perception in the marketplace. This made it possible for KSI to create EQ3's three-story flagship store on Manhattan's West Side and a store in the new SoNo Collection mall in South Norwalk, Connecticut, with a clear design aesthetic and identity that enhances the brand.

Stores designed by KSI are recognized for their crisp, clean



New York Real Estate Journal
CREW NY holds Annual Members Luncheon
Barbara Champoux, Champoux Law Group, CREWNY Network and member recognition chair (left), announced the winner of the 2018 Career Advancement for Women Impact Award, Kenne Shepherd, principal and founder of Kenne Shepherd Interior Design Architecture (center). Serving in the position that Barbara now holds, Kenne created CREW Connections, small-scale networking events for members only, and initiated annual awards that acknowledge members and sponsors. At right: CREWNY president Jaimee Nardiello, Zetlin & De Chiara.

Above article was published July 3rd, 2018

looks that enable shoppers to experience products firsthand and embrace the brand experience, something that can't be done with a click of a mouse. "Customers buy a brand, not simply a product, so it's critical to create a concept that excites and engages every person who walks through the door," says Ms. Shepherd. "Since each store reflects the unique vision of the brand, there is a different approach for each client. We create stories and themes using rich color and texture, carefully chosen materials, smart lighting, and functional layouts, and we incorporate the latest technology, too. These features heighten product visibility to capture

customer interest and ultimately boost sales and profits."

Although designing the interior of a private home requires a different vision than for a luxury retail center, KSI uses the same proactive approach, attention to detail and flawless execution to create provocative private and public living spaces that reflect a luxury lifestyle. From design conception to project completion, KSI works closely with the owner, ensuring that the finished project, delivered on time and on budget, meets their expectations to memorable effect.

In addition to creating striking environments for clients, KSI strives to integrate green principals and products into its projects. "We live on a planet with finite resources, so we must be conscious of the design choices we make," says Ms. Shepherd. "By using eco-friendly materials and sustainable design concepts, we can help protect our planet for future generations while creating something beautiful."

KSI recognizes that each new project offers an exciting opportunity to explore and grow. As it heads into its 26th year, the firm continues in its commitment to never settle for anything less than the best for its clients.