

# EQ3 Selects Kenne Shepherd Interior Design as its Architectural Firm for its Manhattan Flagship

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EQ3 Opens as a Beacon of Light in Chelsea's Design District

New York, N.Y. – January 2020– **Kenne Shepherd Interior Design Architecture, PLLC** (KSI) was selected by successful Canadian furniture retailer EQ3 to collaborate with their design team to bring its unique retail brand to life inside of its new Manhattan flagship building.

EQ3's 11,800-square-foot flagship store is located at 116 Seventh Avenue in the Chelsea Design District of Manhattan. Designed by EQ3's former Creative Director Thom Fougere, the unique metal and glass building and store interior include three floors of open-flowing retail space that allows for flexibility in both furniture and product layout. The space is infused with natural daylight and benefits from a carefully calibrated lighting design that illuminates the interior walls to balance the natural lighting.

In collaboration with EQ3's design team, KSI is also working on a second store at Brookfield Property Retail's SoNo Collection Mall in Norwalk, Connecticut. The 10,000-square-foot store, which will open in early 2020, has a prime corner location on the second floor of the mall with a 112-foot-long storefront directly opposite Bloomingdales. Ceiling heights vary from 14 feet at the entry to a welcoming 12 feet throughout most of the store. The layout of the store is open, allowing for a variety of furniture vignettes and accessory layouts throughout.

As EQ3's New York interior architectural firm, KSI collaborated with the retailer on developing its concept for both stores, efficiently managing the many complex aspects of bringing these projects to life, sourcing unique architectural materials, navigating complex regulations, and selecting qualified vendors and contractors to ultimately realize EQ3's vision. The firm drew upon its 30 years of retail and residential design and planning experience to guide EQ3 through a demanding process that was taking place simultaneously at both stores.

"It has been extremely rewarding to collaborate with EQ3 on these projects," says **Kenne Shepherd, Principal of KSI**. "EQ3's design aesthetic is very much in alignment with our own and made it a pleasure to work with them to bring their retail vision to life. We know shoppers will be drawn to Thom Fougere's uniquely designed 'jewel box' building housing carefully crafted spaces that beautifully showcase EQ3's product."

"KSI served as our feet on the ground in New York and Norwalk, meticulously overseeing every aspect of both projects. KSI's familiarity with the nuances of the retail market, high-level design execution and project management skills have been invaluable," says Nils Vik, Senior Director of Product Development at EQ3.

For both projects KSI created a strong team of consultants experienced in retail design, including:

- Cooley Monato Studios, Lighting Design
- Gabor Szakal Consulting Engineers, MEP Engineering
- Architechnology Designs, AV/Data, Security and Sound
- Jam Consultants, New York Code Consulting/Expediting
- Michilli Inc., New York General Contractor.
- Quesited Consulting, SoNo Expediting
- Connecticut Code Consultants, SoNo Code Consultant
- Pustola Associates, SoNo General Contractor

## About Kenne Shepherd Interior Design Architecture PLLC

Founded in 1993, Kenne Shepherd Interior Design Architecture PLLC (KSI) is a New York-based woman-owned Interior Architectural design firm and a certified Woman Business Enterprise (WBE). KSI is known for creating customized retail, residential and lifestyle interiors that refine and express the client's unique vision, values, and mission into sophisticated, contemporary environments. The firm has collaborated with many notable retail brands, including Salvatore Ferragamo, Calvin Klein, Lancôme, and Wolford America, to name a few. [www.kenneshepherd.com](http://www.kenneshepherd.com)

## About EQ3

Founded in 2001, EQ3 is a Canada-based retailer and manufacturer committed to quality craftsmanship and design. EQ3 champions original design and domestic manufacturing and promotes a unique Canadian perspective on home furnishings and products suitable for any home. Alongside its exclusive product line, EQ3 has expanded its retail offering by partnering with iconic brands including Human Scale, Herman Miller, Marimekko, Vitra, Casper, and more. With eleven stores across Canada, five U.S. retail locations, and a robust wholesale and e-commerce presence, EQ3 is continuing to develop and grow as a leader in the modern furniture landscape. [www.eq3.com](http://www.eq3.com).

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