



# Kenne Shepherd Interior Design Architecture

EQ3 FLAGSHIP, NEW YORK

Founded in 1993, New York–based firm Kenne Shepherd Interior Design Architecture has extensive experience working with established brands looking to move into the U.S. market or expand their presence there. The woman-owned studio, a certified Woman Business Enterprise, has collaborated with notable luxury and lifestyle labels including Salvatore Ferragamo, Calvin Klein, and Wolford. And most recently, EQ3, a young Canadian furniture retailer. “EQ3’s design aesthetic is very much in alignment with our own,” firm principal Kenne Shepherd notes. “They design and manufacture much of their furniture, and their product line is curated with a consistent modern aesthetic.”

The gridded facade of the brand’s Manhattan flagship store is echoed in the straightforward simplicity of the white-oak display fixtures inside, arrayed in a linear grid. As shoppers progress through the store, vignettes unfold seamlessly. The oak displays can be rearranged seasonally to create new stories. Although all three levels are connected by an elevator, special attention was given to the design of the stairwell in order to entice customers to move from floor to floor. The stair stringers are backlit, casting a soft glow on the adjacent wall that draws the eye upwards, encouraging and inviting customers to explore.



*Clockwise from opposite top:* With its ample glazing, EQ3’s Seventh Avenue storefront provides a full view of the extensive furniture line—and warmly minimalist interior architecture—within. Flooring throughout is prefinished wide planks of plain-sawn white oak. The high-efficiency LED linear track lighting offers complete flexibility with respect to illuminating the merchandise. Back-lighting of the metal and concrete stair leads the eye up to the second floor and down to the lower level. Second-floor vignettes showcase bedroom furniture, lounge seating, and accessories.



11,800 square feet  
Completed 2019

**PROJECT TEAM** KENNE SHEPHERD, AIA, LEED AP ID+C, WELL AP; AHN TO: KENNE SHEPHERD, THOM FOUGERE; ALEXANDRA ALLEN: EQ3.

**KEY CONSULTANTS** ARC ARCHITECTURE + DESIGN STUDIO; COOLEY MONATO STUDIO; GABOR M. SZAKAL CONSULTING ENGINEERS; ARCHITECHNOLOGY DESIGNS

**PHOTOGRAPHY** PAUL JOHNSON; THOM FOUGERE

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