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Stamford, CT's Design Within Reach, Inc. to expand into three major U.S. cities by end of year

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Design Within Reach, Inc. (DWR), formed a real estate expansion plan that will increase the company's retail footprint by more than 40,000 s/f by the end of 2013 in three major U.S. cities: Los Angeles, New York and San Francisco. These new locations build upon DWR's recent successful rollout of larger Studios in New York and Miami and a new 20,000 s/f Studio in Costa Mesa, Calif. The larger showrooms feature vignettes, which allow customers to envision how to live with authentic modern design and reflect the company's growing partnerships and product development. Founded in 1998, Design Within Reach made modern design accessible to the U.S. market through its groundbreaking catalog and e-commerce site. DWR has evolved into a destination for its exclusive collection of modern furniture and accessories to complement the iconic midcentury classics it has offered for years.

"We're continually developing new products with designers such as Jeffrey Bennett, Brad Ascalon and Chris Hardy, and these new, larger studios allow us to properly showcase these collections alongside modern classics from Emeco, Fritz Hansen, Knoll and other iconic brands," said DWR president and CEO John Edelman.

The new locations are expected to open by early fall. Construction has commenced in the M&B Building on DWR's new 20,000 s/f 57th St. Studio - which will replace the current Studio on E. 62nd St. in New York - and will also begin at the new DWR San Francisco and Los Angeles Studios in the coming weeks. DWR San Francisco on Potrero Hill will relocate to a brand-new 25,000 s/f showroom in the San Francisco Design District (200 Kansas St.), and the DWR Los Angeles Studio will move from its current location on Beverly Blvd. to a brand-new 10,000 s/f building in the La Cienega Design Quarter (8612 Melrose Ave.). DWR chief operating officer John McPhee said, "Our new concept of substantially larger Studios has been embraced by consumers and interior designers alike. We are exploring options in additional cities in the U.S. and Canada for 2014 openings."

DWR is continuing its partnership with New York-based architecture group Sayigh+Duman to bring these Studios to life and is also collaborating with NYC-based design firm 2x4 to expand its approach to branding through interior and environmental design. James Ritman of Newmark Grubb Knight Frank is representing the company's future retail expansion efforts.

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