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Vantage Builders completes 1,100 s/f renov. for J.McLaughlin

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Vantage Builders, Inc., a general contracting and construction firm based in Waltham, Mass., completed a high-end retail renovation for J.McLaughlin's new location at 14 Walden St. The store is the brand's 10th location in Mass.

J.McLaughlin, the classic American clothing and accessories brand for women and men, wanted to establish a brick-and-mortar presence in the metrowest area, as part of its expansion plans in the Northeast. The Walden Street site met the retailer's location needs but required renovations from its previous use as a home design store.

"The Vantage Builders team understood the unique aesthetic requirements of J.McLaughlin and helped us achieve the look we wanted in Concord," said Kevin McLaughlin, co-founder and creative director of J.McLaughlin.

Vantage followed plans by Larson and Paul Architects, which works with J.McLaughlin nationally, creating a store that is one-of-a-kind yet highlights the brand's distinctive style. The store has updated fixtures, lighting, shelving and finishes.

First, the company needed to gut much of the existing store, including removing shelving, fitting rooms and lighting that did not fit in with the new plans. Key to the new design was to ensure that the lighting properly displayed the clothing and accessories.

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