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Kenne Shepherd Interior Design Arch. completes store for EQ3

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Norwalk, CT Kenne Shepherd Interior Design Architecture, PLLC (KSI) has opened their second store for Canadian furniture retailer EQ3 in Brookfield Property Retail's SoNo Collection Mall, EQ3 continues their U.S. expansion.

EQ3's 9,500 s/f store is located on the second floor of the mall across from Bloomingdale's and is strategically positioned to capture shoppers as they arrive on the floor. Working in collaboration with EQ3's design team and their former creative director, Thom Fougere, KSI developed a custom designed 112-foot-long storefront with a solution that is both elegantly minimal and welcoming. Subdivided into three distinct areas, the store layout allows for a variety of furniture vignettes and accessory areas. The open and airy layout benefits from a carefully calibrated lighting design that illuminates the interior walls wrapping the retail space in a soft glow.

"We are thrilled to expand EQ3's presence in the tri-state area, following the successful opening of our New York City flagship store in Manhattan's Chelsea neighborhood in 2019," said EQ3's president, Mark Letain.

As EQ3's New York interior architectural firm, KSI collaborated with the retailer on developing its concept for both SoNo and the New York City store, efficiently coordinating the many aspects of bringing the projects to life, sourcing unique architectural materials, navigating complex regulations, and selecting qualified vendors to ultimately realize EQ3's vision. KSI drew upon its 30 years of retail and residential design and planning experience to guide EQ3 through a demanding process.

"We enjoyed the entire process of working with EQ3 on their SoNo Collection and New York City stores," said Kenne Shepherd, principal of KSI. "It has been very much of a collaborative process. EQ3's design aesthetic is very similar to our own, making it easy for us to bring their retail vision to life. They have a beautiful contemporary product line, and we know that shoppers will be drawn into this open inviting space that beautifully showcases their product."

"KSI served as our feet on the ground, meticulously overseeing every aspect of the project. KSI's familiarity with the nuances of the retail market, high-level design execution and project

management skills have been invaluable,"said Nils Vik, former senior director of product development.

KSI created a strong team of consultants experienced in retail design for the project, including:

Cooley Monato Studios, Lighting Design

Gabor Szakal Consulting Engineers, MEP Engineering

Architechnology Designs, AV/Data, Security and Sound

Quesited Consulting, SoNo Expediting

Connecticut Code Consultants, SoNo Code Consultant

Pustola Associates, SoNo General Contractor

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