

Since founding JJFD in 1998, JJ Falk has emphasized a humanistic design approach that focuses on the responsiveness to the workplace environment's effect on people. Retail and showrooms are among her most prominent client categories; JJFD is noted for creating selling environments that differentiate the world's leading retailers, each distinctively designed and branded through the firm's in-depth understanding of the retail/wholesale industry and customer behavior. JJFD retail/showroom clients include Polo Ralph Lauren, Aeropostale, DSW, Elie Tahari, Kenneth Cole, Filene's Basement, Riffessi Menswear, John Atencio goldsmith, and Zumtobel, among others.

JJ has worked in the industry for nearly 30 years. It's a journey begun in Seoul, the capital and largest city in South Korea, where she attended the University of Hong-ik in Seoul, receiving a BA and an MA in Engineering and Architecture. Making the journey to the U.S., JJ's first stop was Denver. While continuing her education, eventually receiving an MA in Interior Design from the University of Colorado, she was hired by W.C. Muchow, FAIA, as an apprentice. JJ was influenced by Muchow's deep commitment to enhancing environmental quality.

In her next move, to New York City, JJ worked for large, global architecture, design, planning and consulting firms where she had the opportunity to be involved in the design of a multitude of corporate client spaces, many for developers, and worked with numerous other world-class architects and designers to strengthen her design foundation.

With her roots well established at top-tier global architectural firms and having earned a platinum reputation in architecture, interiors and engineering, JJ founded her own firm. In the ensuing 13 years, JJFD built a diverse portfolio of well-known clients including numerous projects for Fortune 500 companies and international clients. JJ provides personalized "hands-on" attention to her clients, a major factor that keeps them as repeat clients with long-term relationships.

Among those long-term relationships is one with Polo Ralph Lauren. In the ongoing collaboration of the in-house design team

of Polo Ralph Lauren and JJFD, the companies recently announced the completion of its Menswear Showroom at 650 Madison Avenue. The approximately 20,000-sf space, a double-height full floor, features high ceilings throughout, rich hardwood floors and clean, classic millwork design details that create a warm, comfortable and welcoming ambiance.

It was the fourth such project for Polo Ralph Lauren that JJFD has completed. Previous projects include the Women's Dress Showroom that launched a new division and was designed to exude the sophistication of a fine residence or classic gallery; the American Living showroom, completed simultaneously with the Women's Dress Showroom, that was designed to have the feel of a Flatiron loft; and the Women's Accessories Showroom, which features clean, cream-colored display cases and neutral finishes with contemporary furnishings and became one of their most successful showrooms to date. JJFD is currently involved in two more showrooms and sales spaces for the extensive, multi-brand Accessories group.

Working with the premier Italian design firm Lissoni Associati, JJFD's New York showroom and headquarters for Elie Tahari featured a minimalist look, which resulted in a unique blend of drama and functionality. The space features alluring sales environments aptly equipped to entice buying reps and retail customers alike.

Other retail/showroom projects include an expansion project for Aeropostale featuring a retail showroom, which doubles as a training area for their outlet locations, and a company store. It is also home to designers of several lines including the well-known Aero label, as well as Visual Merchandising and Marketing corporate operations.

JJFD is a certified M/WBE, a member of the USGBC and is staffed with LEED Accredited Professionals. ■

JJ Falk Design LLC Interiors • Architecture
 315 Fifth Avenue, 11th Floor
 New York, NY 10016
 Tel: 212-685-1913
 jj@jjfalk.com
 www.jjfalk.com

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