

JJFD completes 40,000 s/f Aeropostale expansion

JJFD, a boutique architecture and interior design firm, recently completed a 40,000 s/f expansion project to accommodate mall-based fashion retailer Aeropostale's need for additional space.

The new space features 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 the Marketing corporate operations.

Creatively sandwiched in between are a number of co-habitated spaces, including work rooms, lounges, and conference and war rooms.

This new addition floor — after many successful corroborations with the client team on the six completed floors by JJFD — is true to Aeropostale's globally branded image in both reception and retail spaces; however the design is especially unique in how it enjoins

the branded environment with a new vernacular for a corporate identity.

In a stark contrast to more conventional corporate settings, Aeropostale's new environment uses several elements, such as tensile fabrics, specialty lighting and a number of sleek new wall treatments to redefine the traditional workplace and make the transition from workplace to retail store a success.

