

INTERIORS



JJFD has just completed its latest collaboration with Polo Ralph Lauren, this time a menswear showroom at 650 Madison Avenue.

JJFD ties up newest Polo Ralph Lauren showroom

In the ongoing collaboration of the in-house design team of Polo Ralph Lauren and JJFD, a boutique New York City based architecture and interior design firm, the companies have announced the completion of a Menswear Showroom at 650 Madison Avenue, the fourth such project for Polo Ralph Lauren JJFD has completed.

The approximately 20,000 s.f. space, a double-height full floor at a prime Midtown Madison Avenue location, features high ceilings throughout, hardwood floors and classic millwork design details that create a warm, comfortable and welcoming ambience. The space was designed to house all of the top American fashion house's high-end casual and semi-formal wear for men in one contiguous, cohesive, efficient space.

JJ Falk, managing and design principal of JJFD, worked closely with Polo Ralph Lauren's in-house design team, in both administrative and design capacities, to develop interior designs solutions suited to the unique character of each of the clothing lines for individual showrooms, as well as sales rooms where wholesale buyer presentations are held.

Included are showrooms for Polo Ralph Lauren, the original brand for men also known as Blue Label; Purple Label, the Ralph Lauren signature, highest end men's line with classic British styling; Black Label, which features a modern, Italian cut to suits and sportswear; Haberdashery; RRL, "vintage" American sportswear; and RLX (Ralph Lauren Extreme), a technical sports apparel line.

The project also included a formal mahogany-clad waiting room, a touchdown space for visitors, catering kitchen for events and offices for in-house staff.

"JJFD's design goal is to foster the excitement and energy necessary to make our clients' businesses grow and prosper," said JJ Falk. "After years of collaboration, our team can create design solutions that impeccably represent the unique aesthetic that has made Polo Ralph Lauren one of the world's most recognizable and successful fashion and lifestyle firms, and follow through with seamless production. Our passion for the fashion showroom business allows us to deliver outstanding design solutions as well as value through knowl-

edge and insight."

Previous projects undertaken by JJFD for Polo Ralph Lauren include the Women's Dress Showroom in 2007 that launched a new division of Polo Ralph Lauren and was designed to exude the sophistication of a fine residence or classic gallery. JJFD continued on to design two adjacent floors for sales, design, production and facilities staff the following year.

The American Living showroom, also a new business line for Polo Ralph Lauren, completed simultaneously with the Women's Dress Showroom, was designed to have the feel of a Flatiron loft. It is comprised of three central, open display wings to house the brand's classic, all-American collections for men, women, children and home.

The Women's Accessories Showroom, which features clean, cream-colored display cases and neutral finishes with contemporary furnishings, has become one of their most successful showrooms to date.

JJFD is currently involved in showroom and sales space for the extensive, multi-brand Women's Accessories group.