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At Reed Krakoff's New SoHo Boutique, the Art and Design Are as Compelling as the Fashion

DESIGN, WOMEN'S FASHION | BY EVIANA HARTMAN | JANUARY 29, 2015 12:02 PM



Reed Krakoff's new SoHo store features a site-specific "Clouds" installation by Ronan and Erwan Bouroullec.

Hartman, Eviana. "At Reed Krakoff's New SoHo Boutique, the Art and Design Are as Compelling as the Fashion," *The New York Times*. January 29, 2015.

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From the moment a customer enters Reed Krakoff's new SoHo boutique to find lamps that appear to have burst in right through the sheetrock, it's clear that the store is no ordinary luxury flagship. "It's surprising," Krakoff says, referring to both the site-specific lighting installation by Nick Allman and the 2,700-square-foot storefront, his second in New York, which opens Sunday. "The idea was to have a space that combines art and fashion and design in a way that is sort of un-self-conscious and natural." Krakoff's well-documented affinity for art and design informed many other elements of the marble-floored interior: Also present are an opalescent table by Mattia Bonetti, which Krakoff says "reads almost like a sculpture"; a custom Ronan and Erwan Bouroullec "Clouds" installation rendered in felt, one of Krakoff's favorite materials; and a wall installation of chairs created by Krakoff and his wife Delphine that was originally exhibited at Salon 94 and will double as shelving for merchandise. Steven Sebring's 360-degree photographs of Krakoff's designs — the same signature technique utilized in the photographer's recent book featuring Coco Rocha, "Study of Pose" — will also be on prominent display. "The juxtaposition of these things tells a story," Krakoff says. "It's different than the typical shopping experience."



In a lighting installation by Nick Allman, lamps appear to have torn through the walls into the space.

Opening Sunday at 93 Greene St., SoHo, reedkrakoff.com.

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