



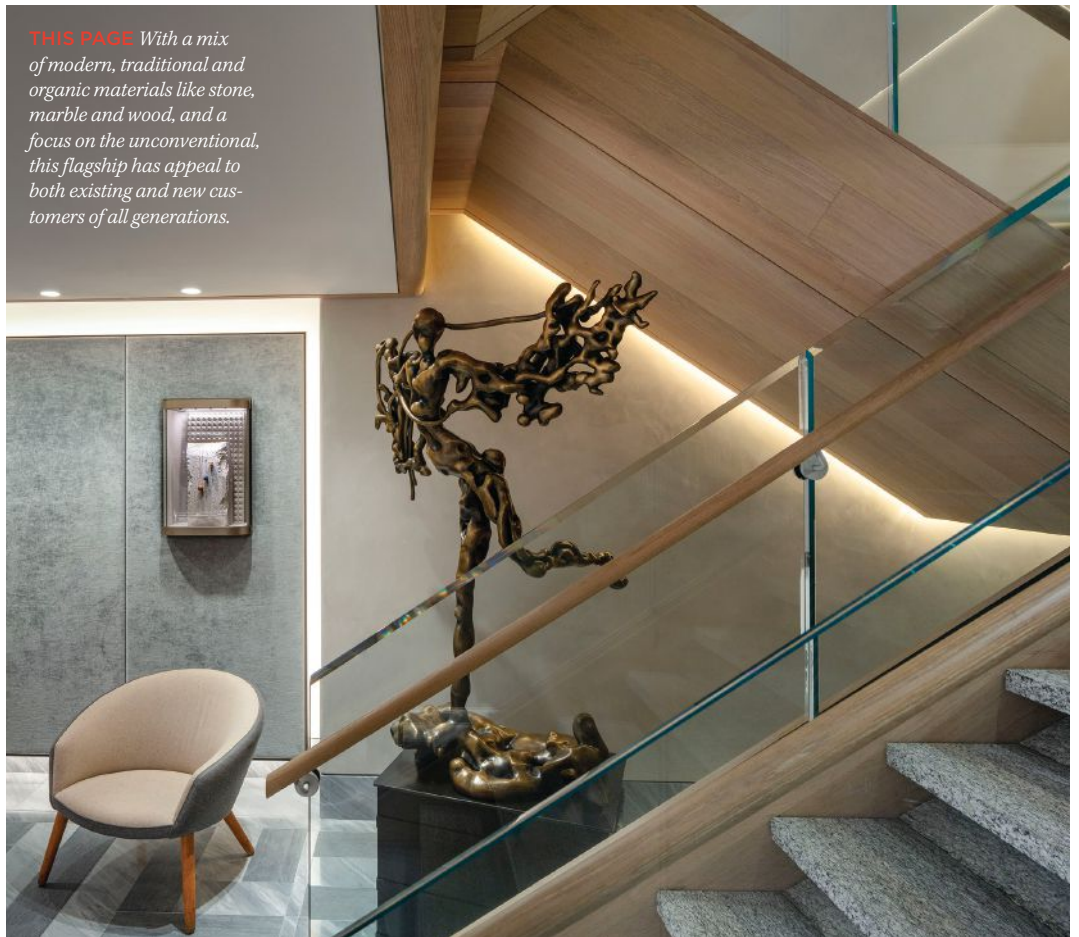
# HOMECOMING

This David Yurman New York flagship is bringing its jewelry “home” with an intimate, residential-inspired design.

BY EMMA SEGREST | CONTRIBUTING WRITER



**THIS PAGE** With a mix of modern, traditional and organic materials like stone, marble and wood, and a focus on the unconventional, this flagship has appeal to both existing and new customers of all generations.





**ABOVE** *Display cases are spaced strategically to encourage browsing.*

going from light to dark, creating a sense of movement. Hung fabric tapestries draw the shopper's gaze upward, encouraging them to explore the other two floors. The tapestries can be changed out as often as needed, and nearby, the main staircase features a design heavily influenced by Evan Yurman that includes a thick glass paneling encasing the stairs paired with a solid wooden rail. Other tactile materials include granite and marble, curved wood and stone.

To stay relevant, the store itself will evolve with its clientele: Floating upholstered wall panels and combed plaster screens can be adjusted as needed for new promotions, and shoppers can expect the space to feel a little different with each visit. "They want to have the store embedded in the nature of 'story,' to change the store, create a new look and be able to transform that with a collection," says Maffei.

Intimacy is at the heart of this new concept, striving to strengthen the relationship between brand and customer. "We wanted to create that feeling so that the clients feel extremely at home, they can browse around, take their time," says Maffei. ▀

**David Yurman** has long been redefining jewelry design. With the emergence of its iconic cable bracelet in 1982, the then two-year-old retailer cemented its place in the jewelry industry.

For the retailer's latest New York flagship's design, Gabellini Sheppard Associates LP (New York) worked closely with Evan Yurman, David Yurman's son and the recently appointed Creative Director for the New York-based jewelry brand. Like the jewelry being sold, the 5000-plus-square-foot interior focuses on unconventional details and a blending of natural, modern and traditional materials.

Silvia Maffei, Senior Associate at Gabellini Sheppard, explains the concept surrounding "modern and traditional" was more than just a design prompt, it extends to the customer's in-store experience as well. "On

**ABOVE** *The main staircase's glass-paneled design was influenced by the brand's new Creative Director, Evan Yurman.*

one hand, David Yurman has recurring clients that are considered family, so the space and the store is really a home for them," says Maffei. "At the same time, we wanted to look into a new generation of clients that are younger and international."

Visitors are greeted by the façade supporting a rose-gold cross with a fluted granite frame and limestone proscenium, and the store's triple-height atrium right beyond the front doors. Inspired by the intimacy of a theater setting, the various floors are staggered, like the mezzanines of a theater. Similarly, the team created VIP viewing rooms offering customers a chance to sit and relax in oversized, modern seating; isolated, illuminated jewelry display cases allow shoppers to view collections at their own pace.

Throughout the main area, jewelry cases are strategically spaced with finishes

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