

Hickey Freeman

E. Oak St. Chicago, IL

DESIGN

JGA, Southfield, MI

CHAIRMAN

Ken Nisch

CREATIVE DIRECTOR

Mike Curtis

PROJECT MANAGER

Alvin Stephenson

FOR HARTMARX CORP.

GROUP PRESIDENT, HICKEY FREEMAN

Paulette Garafolo

VP MERCHANDISING

John Morales

DIRECTOR OF RETAIL

Phil Kornblatt

DIRECTOR OF VISUAL MERCHANDISING

Robert Greco

PHOTOGRAPHY

Laszlo Regos Photography, Berkley, MI

SPACE

3,897 sq. ft.





When JGA was commissioned to design the new Hickey Freeman menswear store on East Oak Street — a major fashion venue in Chicago — the objective was to create “an American place for an American classic.” Being around — fashion-wise — for more than 135 years does mean something! Surrounded on all sides by fashion icons like Hermès, Prada and the new, glowing Barneys store, the designers at JGA found their inspiration in classic American interiors and brought together heroically scaled columns, translucent glass block and limed oak casework accented with an assortment of antiques and comfortable, man-size lounge seating. “A series of levels, a legacy of the location’s former residential heritage, provide segmentation and intimacy for the various product segments ranging from sportswear, furnishings, accessories and suitings.”

The store’s façade creates a “tailor-made”

destination in its blend of classic materials such as limestone, painted brick and the architecturally scaled moldings that accentuate doors and windows. The effectiveness of this first impression is enhanced by the 14 ft. ceiling that “adds a sense of lightness and airiness to the entry.” A limestone floor adds to that impression.

The monumental stairway — just inside the entry — leads to the upper level and also serves as a stage for a cluster of dressed forms showing off some of the store’s collections. These forms — in varying outfits — appear and reappear as constant companions to the shopper as he moves from “room” to “room.”





According to the JGA design team, the materials used, “have the refinement, elegance and scale to complement the practical yet luxurious products.” The lighting brings the neutral palette to life, highlighting the subtle textures, patterns and warmth of the fabrics.

The dark wood of the stair’s risers contrast with the white woodwork and the rails. Photographs from the Hickey Freeman archives are placed on the wall along the staircase and they “celebrate the brand’s American roots and unique relationship with presidents, moguls and literary luminaries.”

A secondary staircase, at the rear of the ground floor, leads up to the boy’s department. Here, an arched, glass block display area becomes the store’s most intimate space in terms of size and height and its smaller scale complements the smaller scaled garments.





On the second level is a large suiting department with a focal circular accessory table over which hangs custom lighting fixtures. On this floor there is a lounge and custom suit area with leather club chairs and a custom Parson's style wood and leather work table, as well as a great view onto East Oak Street through the floor to ceiling windows. In other areas exposed brick walls are accented with more heritage photography.

For those who can't, or won't, walk the staircase, there is a custom designed elevator finished in bronze and wood. Since customer comfort is of prime concern at Hickey Freeman, there are richly appointed dressing rooms finished in dark mocha grass cloth and furnished with overscaled mirrors, custom light fixtures and decorative accessories. The "cultivated, affluent male who likes to dress well" will find a fitting and suit-able home at Hickey Freeman on East Oak Street.