

Guided tour of loc to highlight Shop!X

BY BETH FEINSTEIN-BARTL

Shop!X is taking members off the ranch with a guided tour of Kierland Commons. The offsite activity provides an up-close view of new retail. Participants will receive the ultimate take-home goodie: a dose of inspiration.

This pack-and-go creativity is the best kind of baggage; no airport check-in is required.

To spark the imagination, representatives from Kierland Commons will lead a behind-the-scenes look at the complex. The “Main Street lifestyle center” comprises over 70 high-end specialty stores. The walk-through will feature store design, buildout, and in-mall media assets.

Highlighting the tour will be three JGA-designed stores:

Soft Surroundings, Sundance, and Allen Edmonds.

Miho Koshido-Downey, creative director at JGA, will answer questions. As an added bonus, Allen Edmonds and Soft Surroundings will be offering special discounts to tour participants.



Miho Koshido-Downey

Here's a brief peek at each retailer.



Soft Surroundings

Soft Surroundings brings to life the sensibility of “my time, my place, my self” with its collection of women’s apparel, jewelry, accessories, shoes, bedding and home, beauty, and fragrance. A two-story storefront, graced by Juliet iron balconies, infuses the interior with generous amounts of natural lighting. Walls of soft robin’s-egg blue and aquamarine serve as a backdrop, evoking a home setting. Other noteworthy elements are:

- Weathered, reclaimed woods.
- Handmade, decorative copper light fixtures.
- Backlit French doors.
- Overscaled fitting-room mirrors, coupled with crafted chandeliers.



Soft Surroundings Photos: Colortek- Studio C

al retail



Sundance

Sundance, founded by Robert Redford, is a collaborative effort among merchants, designers, artisans, and independent fabricators. The store projects a curated, casual vibe. The feel is intentional, creating a “walk-in moment” for guests who just “happened on Sundance.” Features include:

- Rustic wood floors with handmade tiles.
- Woven twine walls.
- Movie posters celebrating Redford’s career.
- Sloped, timbered, and beamed ceiling.

Allen Edmonds

Since 1922, Allen Edmonds has delivered innovation, handmade craftsmanship, and unique American style and sensibility in its leather shoes, bags, belts, and accessories. The new environment at Kierland Commons is inspired by mid-century modern design. Shopping zones focus on each component of the brand’s style offering, reinforcing the role that the brand has played in providing furnishings for successful leaders, from the workplace to the White House.



Sundance Photos: Troy Thies Photography



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