



Movado Herald Square - 2013.

This design eliminates the barrier between consumer and retailer. The envelope of the shop is a container, housing an interactive media wall, where the consumer is encouraged to touch and experience the secured watches. Product research, availability, or even the history of Movado is easily accessed by scrolling through the touch screens imbedded into the cantilevered case at the front. Back of house functions are hidden at the edge of the store.

