



Movado Herald Square - 2013.

This concept is the epitome of simplicity. The walls of the shop become the store. They are the light, merchandising, the advertising, and the interactive architecture that engage, retain, and speak to the consumer. There are no boundaries between product and consumer. There are no displays, cases, or accessories. No inhibitions; only the ability to observe, experience, and shop. Simply put, all that exists is the brand and the consumer.

