

wire

women in real estate '05

Shepherd of Kenne Shepherd Interior Design Architecture: A passion for design

ks Kenne Shepherd



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Interior Design
Architecture

Making a name for yourself in architecture and design is no easy task.

I learned this firsthand in 1993 when I started my own interior design and architectural firm from the ground up. My decision to start my own practice was a risky one - I had no backing and no contingency plan to fall back on if the venture failed. In fact, I spent my first years working out of my home to minimize

overhead costs. But for what I lacked in financial backing, I more than made up for in determination, vision, and above all, passion.

Looking back on my early years in business, I realize that these qualities were the driving force behind my early success as a designer. My perseverance and enthusiasm quickly earned me a series of projects with Bergdorf Goodman, which in turn led to a collaboration with John Pawson on the now-famous Calvin Klein flagship store on Madison Avenue. Before long at all, I found myself at the helm of a design firm with a growing international reputation for excellence in retail and commercial design.

Since then, I have been fortunate to work with a number of presti-

gious brands, including Salvatore Ferragamo, Wolford America, and Lancôme, among others. For many

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of these brands in the fashion industry, what differentiates their luxury products from the competition is often something as detail-oriented as the quality of the stitching, a particular fabric used, or a unique cut of the garment - something that goes beyond the norm of expectation. By the same token, my work as a designer is guided by a belief in an excellence that always surpasses the accepted notion of "what can be done." In my

practice, each job is an opportunity to provide something new and different for the client. One look at

my firm's architectural drawings should reveal the same level of detail that one expects to find in our client's products, and vice versa. The end result of our hard work is a series of highly refined retail spaces, modern in style and concept, quickly produced on aggressive schedules.

Twelve years later, my firm is still going strong and my passion for design has never burned brighter. Of course, none of this

would be possible if I did not genuinely enjoy my work as much as I do and have the support of a terrific staff. I have found that the long hours and challenging deadlines are more than manageable when one has a true appreciation and enthusiasm for the project at hand. For me, this passion extends to areas beyond design - my love of the retail industry and branding is reflected in the thoroughness and ultimate success of my work.

This last aspect, branding, provides one of my favorite challenges in retail design, and also represents one of the focuses of my firm's work today. Over the years, my firm has succeeded in creating stores that serve as an extension and an expression of the client's established brand image and vision. Most recently, though, I have had the pleasure of working with young designers and entrepreneurs to help them develop their brand image from the very beginnings of their company. In addition to developing prototype retail environments for these young brands, my firm has diversified its services to offer website and graphic design services as well. From my point of view, I see these areas as a natural extension of retail design as they are integral to the expression of our client's identity. In today's high-tech world, virtual environments are quickly proving to be as critical to brand identity as physical ones.

Beyond the realm of retail design, I have been involved in the real estate community at large, where women are making an impact now more than ever. I have been a proud member of AREW for several years, recently serving on their board of directors as communication co-chair for three years. I am also an active member of the AIA New York chapter and The Fashion Group International. In addition to participating at several recent speaking engagements, I am currently serving on the Eighth Ave. Advisory Committee for the Time Sq. Alliance, a group that will make recommendations on the improvement of the Eighth Ave. corridor.

My love for design is as strong as when I first started my career. I am constantly looking for new ways to build on our retail and branding expertise by helping new and established designers and retailers grow. In the world of retail, nothing seems to stand still for very long, and each passing season brings with it new challenges that can be addressed in any number of creative ways. For me, rising to the challenge is the best part; *this* is my passion.

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WHO WE ARE

A full service design firm specializing in high-end retail interiors.

WHAT WE DO

Site Analysis & Evaluation
Programming & Space Planning
Interior/Architectural Design
Furniture & Fixture Design
Construction Related Services
Website & Graphic Design

CONTACT US

When you start planning your next project, get the help you need when you need it.

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