

## Furniture retailer EQ3 continues U.S. expansion

By Marianne Wilson – 11/04/2020



EQ3 is expanding its footprint in the U.S.

The Canadian-based retailer and manufacturer of modern furniture and home décor has opened a store at Brookfield Property's SoNo Collection Mall, in Norwalk, Conn. In addition to stores in Canada, EQ3 operates two stores in Northern California, and one each in Chicago and New York City.

The 9,500-sq.-ft. EQ3 at SoNo is on the second floor of the mall directly across from Bloomingdale's. Working in collaboration with EQ3's design team and their former creative director, Thom Fougere, **Kenne Shepherd Interior Design Architecture** developed a 112-ft.-long storefront that is both elegantly minimal and welcoming.

The store layout is subdivided into three distinct areas and allows for a variety of furniture vignettes and accessory areas. The open layout benefits from a carefully calibrated lighting design that illuminates the interior walls wrapping the retail space in a soft glow.

"We are thrilled to expand EQ3's presence in the tri-state area, following the successful opening of our New York City flagship store in Manhattan's Chelsea neighborhood in 2019," said *Mark Letain, president, EQ3*.

As EQ3's New York interior architectural firm, KSI collaborated with the retailer on developing its concept for both SoNo and the New York City store, coordinating the many aspects of bringing the projects to life, sourcing unique architectural materials, navigating complex regulations, and selecting qualified vendors to ultimately realize EQ3's vision.

"We enjoyed the entire process of working with EQ3 on their SoNo Collection and New York City stores," says *Kenne Shepherd, Principal of KSI*. "It has been very much of a collaborative process. EQ3's design aesthetic is very similar to our own, making it easy for us to bring their retail vision to life. They have a beautiful contemporary product line, and we know that shoppers will be drawn into this open inviting space that beautifully showcases their product."