IMPRESSION

August 22, 2018

Making Space, the new Eileen Fisher concept store in Brooklyn, NY, is more than a new retail location. The 4,929-square-foot experiential space that was an old carriage house and later a factory for invisible dog leashes is a community space that embodies many of the Eileen Fisher philosophies of circular design and collaboration.

The new Boerum Hill concept shop 47 Bergen Street is designed to integrate with the Boerum Hill neighborhood and give back to the local community. The brand called on its own community of collaborators to produce furniture and products for the store, including furniture design Kim Markel, who produced chairs made from reclaimed eyewear frames for the store, designer Chad Wentzel, who made denim sock puppets for kids and chairs from reclaimed Eileen Fisher clothes, and textile designer Cara Marie Piazza, a frequent collaborator of the brand that is *Making Space's* first Artist in Residence. Each collaborator is significant for creating works that champion circular design.

Shoppers may stop in to buy pieces from the Eileen Fisher mainline or Renew collections, the 111 exclusive samples or they could drop off clothes to be repaired or reclaim, learn how to repair their own clothing, or take part in workshops and events with guest lectures and panels. These amenities are what make *Making Space* more than a retail store.

"We are a company built on a sense of community – from our employees to our supply chains," said Fisher. "In this new store environment, we combine that essential quality of community with our work in design innovation to deliver a unique in-store experience. This is not a radical reinvention of Eileen Fisher, but simply the fullest expression of who we are: A space for experimentation and creation. For making and remaking. For finding inspiration. Because in creating this space, we're making space for something new."

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Making Space has a seating area at the entrance for those looking to rest after a run or yoga or just wants to sip coffee and relax, the downstairs area has a coffee machine, a small lounge seating section, and open floor space for workshops, and digital displays hang throughout the store to inform visitors of the brand's production methods and the creation of the art displayed in store, such as a clothing sculpture by Derick Melander that is made of reclaimed Eileen Fisher clothing.

Everything in store hints at collaboration, community and circular design, especially the clothing sculpture, which took thousands of hours to produce if you consider how many years the clothing have been worn, and the DesignWorks art pieces, clothing, and pillows that were made from reclaimed garments. Not to mention, many vintage interior design details from past renters remain.

"We were drawn to Brooklyn, and specifically Bergen Street, because it is a neighborhood unto itself. The residents in the neighborhood are committed to supporting each other," said Avery Casper Filbin, Director of Stores. "The opening of this concept store comes at a point in our company's lifecycle where we feel ready to experiment and enhance what we already have. In an industry that is experiencing so much disruption, this new concept once again proves that through innovation, we will learn how best to grow our company to be healthy for the long run."

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