

# New York Report

## January ,2024

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\* Project 1: Crate and Barrel NYC Flagship

## 1. Crate & Barrel NYC Flagship

### Project Overview

Crate & Barrel, originating in Chicago in the 1960s as a general merchandise and furniture store, has evolved into a lifestyle destination that infuses European flair into everyday living at an affordable price. Currently achieving sales of \$1.3 billion, Crate & Barrel is ambitiously expanding its global footprint beyond the United States. Going beyond offering products, Crate & Barrel embodies a lifestyle and has recently inaugurated a new flagship store in the Flatiron area of New York City.

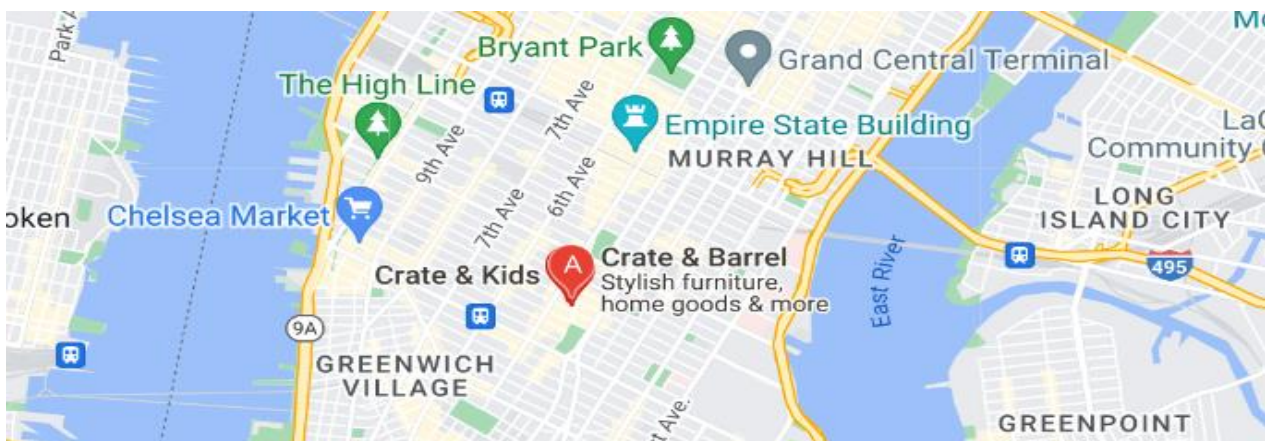
CEO Janet Hayes expressed, "This flagship store fully embodies our commitment to providing inspiration and support to our customers." The expansive 23,000 square foot, two-story space encompasses both Crate & Barrel and Crate & Kids departments. The well-designed sales floor cleverly utilizes the original structure of the historic building, featuring high ceilings and columns, and includes an archival selection of all the company's best-selling products along with crafts. Additionally, a flower and plant store is present, offering DIY arrangements and expertly crafted options. The store provides a full monogramming service for household items, a gift registry, and a popular delivery service ensuring items reach customers within 24 hours in the city. Exclusive limited items available only at the store are also noteworthy.

In tandem with the flagship store's opening, Crate & Barrel has introduced its first immersive virtual store, allowing customers to virtually experience and purchase over 450 products through the replica store on the website.

### Project Details

1. Crate and Barrel
2. Amusement Lounge
3. Open Date: November, 2023
3. Location: 881 Broadway, New York, NY 10003
4. Target Customer: All
6. Website: <https://www.crateandbarrel.com/stores/flatiron/str650>

### Location Map





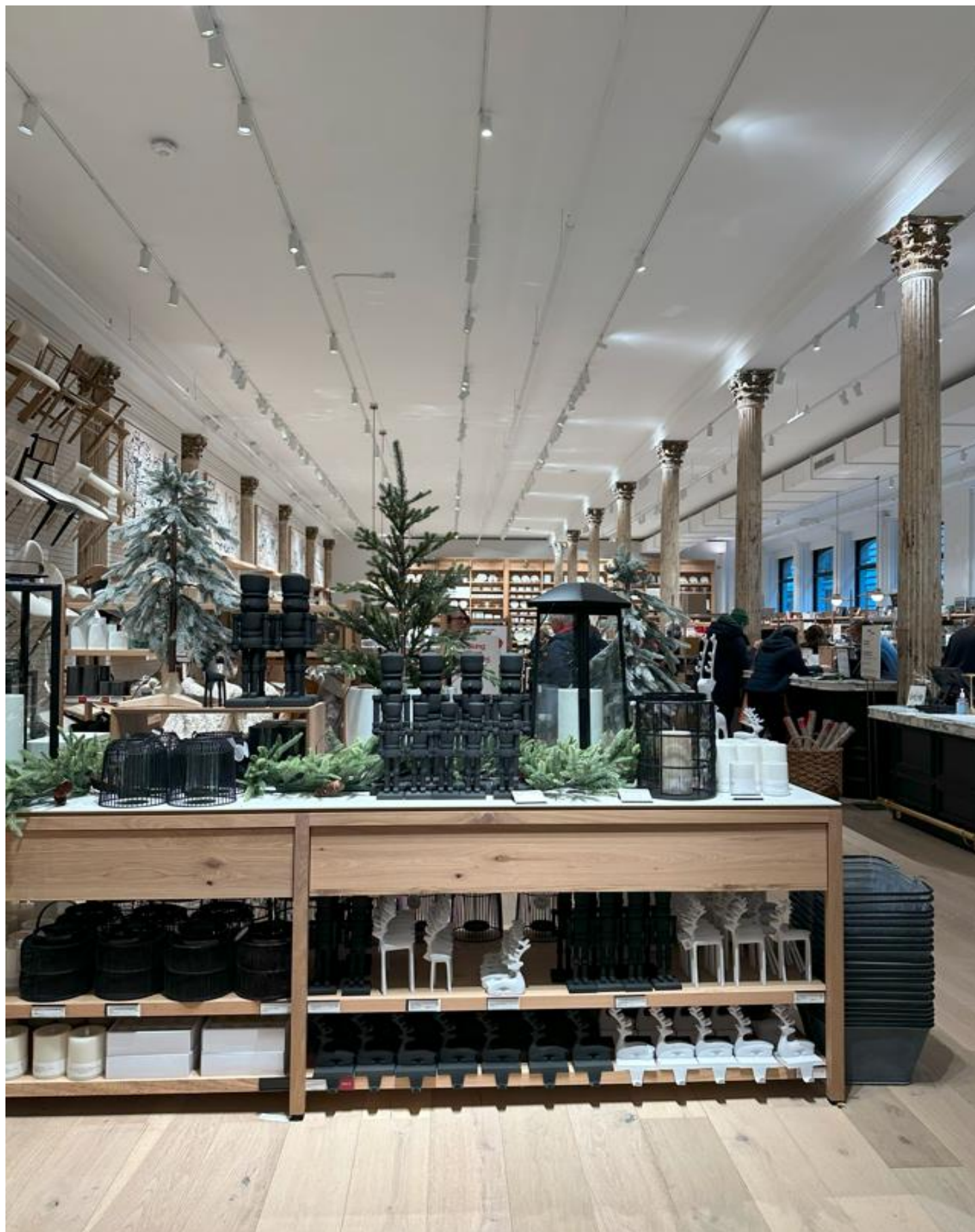


Facade



Interior design with original columns





Proposal-based concept : Sales floor to inspire daily life





Best-selling, simple, and reasonably priced tableware



Seasonal Displays





Kids and large furniture sections are located on the basement level.





Professional advice is available at the Flower Corner.



New York-style simple modern theme.





Monogramming service on blankets and linens