

Inside The First U.S. Josefinas Store

By Kristen Henning / July 22, 2016



Josefinas' NYC store.

Courtesy Image.

[Josefinas](#) Portugal has hit the States. The brand opened its first U.S. store in New York City's Nolita neighborhood this week. Here, owner and designer Sofia Oliveira gives FN the inside scoop on the space.

Why was Nolita the right neighborhood for your first store?

"Actually, it's a funny story. This was the first space we saw. We knew that it would be the perfect place for Josefinas' first worldwide flagship. We felt that the street was very special. It's hard to put into words what we felt. I think it's a true neighborhood feeling with a laid-back and welcoming vibe. You just feel good there."



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Courtesy Image.

2. How would you describe the overall vibe and store atmosphere?

"Every time I enter the store, I stop for two seconds and just smile. That's how good it makes me feel. It looks

3. What was the experience like working with [retail](#) designer Christian Lahoude?

"To sum it up, amazing. Christian and his team are extraordinary professionals and human beings. They took the project as if it was their own and made our dream come true."



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4. What do you think consumers will like most about the space?

"The opportunity to feel the shoes, we only sold online until now, and to be a part of Josefinas' world. All our shoes are handmade with love, and I know our customers will feel that."



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5. What are some of the biggest trends for the brands spring '17 line?

"I can't reveal too much, but you'll be seeing some lovely flowers blooming."