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NOV./DEC. 2016 VOLUME 28 NO.10

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How to use this directory:

The 2016 *design:retail* Buyers' Guide issue includes product and manufacturer information divided into three sections: Company Listing, Product Category Index and Product Category Listing.

Looking for a company?

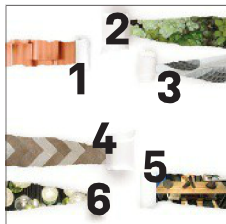
Go straight to the Company Listing, where you'll find manufacturers, suppliers and design firms listed alphabetically. Listings include locations, telephone numbers, email addresses and websites.

Looking for a specific product or service?

The Product Category Listing features product and service categories with a listing of the manufacturers, suppliers and design firms that make these available.

Not sure what category to look under?

Then the Product Category Index is where you want to turn. Categories and sub-categories for products and services are listed with page numbers.



← On the cover:

- [1] Insiderland, Trees Wall Lamp, insiderland.com
- [2] Blondie's Treehouse Inc., Custom-made plant portraits, blondiestreehouse.com
- [3] Baresque Zintra, Zintra Acoustic Clouds, baresque.us
- [4] Impronta Ceramic & Italgraniti, Beige Experience, italgranitigroup.com
- [5] Stylmark, Étagère, stylmark.com
- [6] 'A'a Hawaii Lighting, Globe Chandelier, aa-hawaii.com

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Ballet Flats Gone Physical



FROM INSTAGRAM sensation to bricks-and-mortar beauty, Portuguese footwear brand Josefina has already stepped up the design of the classic ballet flat and now joins the ranks of e-tailors stepping into physical stores.

With luxury materials (leather, suede, crocodile and lace) plus handmade construction, Josefina has remade a fashion basic into a wardrobe must-have. There's fur-lined and velvet slipper styles to loafers and high-top sneakers. Then there's the

"Twiggy" over-the-knee boots, an over-the-top design that definitely helped Josefina's attract 43,000 Instagram followers, not to mention Josefina's-shod celebs—from activist Gloria Steinem to Victoria's Secret model Sara Sampaio.

Since its 2013 debut, Josefina's popularity enabled the leap from online-only sales to a luxurious New York flagship opened last July. Founder and one-time architect Filipa Júlio, who named the company after her grandmother (Júlio's grandfather was a shoemaker), handed New York-based architect Christian Lahoude the job of translating her brand vision.

Josefina takes its material and aesthetic cues from Portugal's rich artisan history, hand crafting each pair in Sao João da Madeira, a small town famous for producing luxury wares. Its 540-sq.-ft. new digs on Elizabeth Street channel a certain femininity and strength in step with the product. "We started with a blank slate, because this is a new brand," Lahoude explains. "We took our inspiration from the refined nature of the materials, plus the handcrafted nature of the shoes, but kept it simple."

Concrete flooring covered with carpet grounds the shop's warm materials palette featuring pearl-encrusted wallcoverings and copper accents. Custom-made velvet sofas and benches create a comfortable lounge space and serve as product displays, and curved bench seating—inspired by Josefina's asymmetrical bow logo—is similarly hand crafted and, therefore, not "perfect."

Prior to entering the inviting back garden, shoppers pass through the "VIP room" housing Josefina's most exclusive styles. At the heart of the store is a dramatic life-size tree, hand crafted from copper by local Portuguese artisan Jorge Direito. "The space symbolizes the path from dream to reality," Júlio notes. "It's like a walk in a magical garden, where you can dream wide awake, and walk right into the real thing."

—Janet Groeber