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# WE (HEART) NEW YORK

Holiday enchantment in the big city

- + Moschino, Stuart Weitzman, American Apparel, True Religion
- + 2008: highs and lows, bests and worsts



## Moscot Eyewear

A rejuvenating redesign celebrates history.

The Moscot brand of eyeglasses was launched in 1915 from a pushcart on Manhattan's Lower East Side. Today, brothers Kenny and Dr. Harvey Moscot, the great-grandsons of founder Hyman Moscot, are taking the family business in a more fashion-forward direction. At the same time, though, they're boosting their eyecare services to include equipment that detects eye disease.

To underscore this more sophisticated, updated vision, Stephan Jaklitsch Architects (New York) repositioned the retail, exam areas and laboratory at Moscot's 14<sup>th</sup> Street store so customers from each wouldn't cross paths as they had in the previous layout. No longer will customers ascending the stairs be greeted by the side of a display counter, little daylight and a random assortment of display cases.

"Service is what sets Moscot apart and that counter was the critical point of interaction," says Jaklitsch. "So we turned the counter to face the arriving customer, making it a centerpiece of the design. We also brightened the area by removing walls that were blocking windows."

To highlight the company's long history, designers incorporated family photographs and Harvey Moscot's collection of antique optical equipment. ▀



### Project Suppliers

CLIENT  
Moscot Eyewear, New York

DESIGN/ARCHITECT  
Stephan Jaklitsch Architects  
PC, New York

OUTSIDE DESIGN  
CONSULTANT  
Cooley Monato Studio,  
New York (lighting)

AUDIO/VISUAL  
Sound Response, New York

FIXTURES  
UM Project, Brooklyn, N.Y.

FLOORING/GENERAL  
CONTRACTOR  
Lee Hardwood Floor  
Construction Corp.,  
Brooklyn, N.Y.

LIGHTING  
Bartco Lighting, Huntington  
Beach, Calif.

Con-Tech Lighting,  
Northbrook, Ill.

Hera Lighting L.P., Norcross,  
Ga.

International Lights Inc.,  
New York

Legion Lighting Co. Inc.,  
Brooklyn, N.Y.

Selux Corp., Highland, N.Y.

SIGNAGE/GRAPHICS  
Wook Kim, New York

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