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2017 Year in Review: Kenne Shepherd, Kenne Shepherd Interior Design Architecture PLLC

December 19, 2017 - Spotlights



Name & Title: Kenne Shepherd, Principal

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What was your most notable project, deal, transaction, or professional achievement in 2017?

My firm has had roster of great clients and interior design projects this year. We were very pleased with the successful completion of the Edwynn Houk Gallery on the 4th floor of 745 Fifth Ave. The gallery specializes in the masters of 20th Century photography and is a leader in their field. Designing projects for galleries of this caliber is a perfect complement to our specialty of creating luxury retail stores. With both, the focus is designing an environment that enhances the artwork or product by creating an environment that effectively highlights their brand and their product.

What was the best decision you made in 2017 and why?

Speaking at PRISM 2017, an international conference of information management companies, on the recent trend of internet retailers opening brick and mortar stores. My presentation "Clicks to Bricks - The New Retail" led to a second presentation at the CREW National Convention in Houston and was picked up by several publications including NYREJ. I featured six internet retailers who have successfully opened brick and mortar stores and how they did it. While the media may say that traditional stores are dying, people forget that internet retailing is less than 10% of all retail and that people still fundamentally prefer to shop in stores.

Who or what contributed to your success in 2017 and why?

CREW New York and the national organization CREW Network have been a major factor in my firm's success. I am currently serving on the CREW New York Board as CREW Network and Membership Recognition Chair and have been responsible for organizing monthly networking cocktails and coffees and creating an awards program to recognize the accomplishments of our members. The valuable connections and friends that I have made through the organization have greatly contributed to the success of my firm.

What trends will impact your business in 2018?

We will continue to see a rapid transformation of the retail sector as internet retailing and brick and mortar retailing become more integrated. The future success of all major retailers will depend on integrating the two and developing an omni-channel retailing strategy that allows the customer to have a seamless shopping experience on all channels. Shoppers are far more sophisticated today than ever before thanks to the wealth of information on the web and they will continue to demand a more integrated experience from retailers.