



Shawmut Design and Construction wins top honors in VMSD's retail competition

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Shawmut Design and Construction, located at 560 Harrison Ave. in Boston, has won top honors in Visual Merchandizing and Store Design's (VMSD) 2011 Retail Renovation Competition for two high-end retail projects.

Shawmut was awarded first place in the category "Renovation - Specialty Store, Sales Area Under 10,000 s/f" for the construction of the Christian Dior flagship store, located on 57th St. Shawmut was also awarded honorable mention in the same category for its work on Chanel, located on Spring Street in Soho.

"Shawmut is the nation's trusted leader in luxury retail construction for the most exclusive brands in the world," said William Pisani, vice president of retail. "We are honored to be recognized for our work."

The completion of the Christian Dior project was the culmination of three years of planning. The design for the flagship location combined French-inspired details with modern elements, Swarovski crystal lighting, custom millwork, Venetian plaster, limestone flooring and custom art pieces. The most challenging aspect of the project was the grand staircase. The construction of a custom barricade which mimicked a larger-than-life Dior handbag also won critical acclaim.

The Chanel project was completed on a fast track schedule for Fashion Week 2010. The store design was inspired by a fashion runway, and the installation of fully functional theatrical lighting allows for Chanel to host its own fashion shows inside the store. Other design elements include custom stretch fabric ceilings, flooring from Australia, and millwork from Italy.

The VMSD 2011 Retail Renovation Competition honors industry-leading renovations from around the globe that demonstrate new ideas for making a connection with consumers.

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