



2018 Women in Real Estate and Construction Services: Kenne Shepherd, Kenne Shepherd Interior Design Architecture PLLC

March 20, 2018 - Spotlights

Name: Kenne Shepherd

Title: Principal

Company Name: Kenne Shepherd Interior Design Architecture PLLC

Years in your current field: 35

What professional organizations or associations are you a member of? AIA, CREW New York, USGBC

What was your greatest professional accomplishment in 2017?

Speaking on “Clicks to Bricks – The New Retail” at CREW Network’s National Convention in Houston gave me a great deal of satisfaction. My presentation explored the changes we are seeing in the world of retail today as internet retailers build more brick and mortar stores and traditional retailers are embracing internet retail. Both are creating a new platform – omnichannel retail – which will be key to the future success of retail and retailers. My presentation was well received and considered one of the most informative presentations at the Convention.

What trends are you seeing so far this year in your field?

Retail as we know it continues to undergo a major transition. How we shop, and want to shop, has been forever changed by the Internet. Customers expect more from retail stores than ever before, they want a memorable and unique experience. Retailers are responding with new retail platforms and omnichannel retailing that marries the e-store to the brick and mortar store. Existing brands must connect with and engage customers on social media to compete and thrive. Pop ups will continue to be important in transitioning from online to physical stores and we will see more niche stores. Authenticity is important as is branding with social conscience and environmental responsibility in manufacturing and design of store.

When I am not working I am...

Reading, researching, exploring, and traveling. Learning on all levels feeds me as a designer and a

person. And makes life interesting!

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