



JRS Architect completes Swarovski Crystals Boutique at Kings Plaza; Providing start to finish construction management

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JRS Architect, P.C. was asked by the franchise owner of Swarovski to help the international crystal company expand its boutique business to the borough. The opening is part of Swarovski's plans to target casinos, airports and shopping centers for new licensed boutique locations.

Situated at the Kings Plaza Shopping Center, the boutique also has Swarovski's new "Crystal Forest" retail design concept that accentuates the craftsmanship of their product offering. The new design creates a consumer experience that embodies Swarovski's brand values of innovation and modernity and serves as an engaging setting for the company's full range of fashion jewelry and watches as well as home accessories and décor objects.

The JRS team worked directly with Swarovski's internal design group to produce construction documents according to their exacting standards and layouts. JRS handled all critical project filing initiatives, provided start to finish construction management services and coordinated all phases of the project with both the shopping center operators and Swarovski's boutique licensee partner. JRS was instrumental in delivering the project in time for the store's successful pre-holiday shopping season debut.

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