



Mojo Stumer Associates celebrates completion of NYC headquarters for LABEL

August 23, 2022 - Design / Build



Manhattan, NY Mojo Stumer Associates celebrated the opening of a completed project, the NYC headquarters for LABEL, makers of bespoke suits and custom-tailored men's clothing.

The project was designed as a multi-faceted and dynamic commercial space, intending to cater to both the company's staff and its clientele, while visually expressing its brand through a carefully refined architectural aesthetic. With a private showroom, men's lounge, sales rooms, tailoring facilities, and staff workspace, the new facility combines executive and client-facing functions into a singular program, in a cohesively designed interior space representative of the company's style and brand identity.

Overlooking Spring St. Park on the corner of 6th Ave. and Dominick St. in the SoHo neighborhood, the headquarters is in a converted loft apartment-turned commercial space, in one of the area's few remaining mixed-use condominiums. The apartment's oversized windows, high ceilings, antique wood floors, and exposed painted brick provide a backdrop of SoHo-styled industrial character, and a contrast to the medium-toned walnut and black metal veneer of the newly introduced interior design palette.

Throughout the space, the architecture is representative of the culture and values of the company's brand identity, where quality, craftsmanship, and articulation of detail speak to the quality behind the LABEL name.

Project Team:

Principal: Mark Stumer, AIA;

Lead designer: Joe Yacobellis, AIA; and

Interior design: Jessica Licalzi.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540