



## JRM Construction Management completes new flagship store for HOKA

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Manhattan, NY JRM Construction Management has completed the new flagship store for HOKA, a leader in performance footwear. This innovative retail project, located in a shopping district, has been constructed in accordance with LEED standards, emphasizing sustainability and modern design. The project was carried out in collaboration with Decker's Retail, with Lynette Sonne Consulting acting as the client representative, designs by Chipman Design, and structural expertise provided by Dickerson Engineering.

The store introduces several high-end architectural elements to enhance the shopping experience. It features a DualGrid Atena ceiling and Troweled Applied concrete wall finishes. The sales area is laid with large 48" X 48" Florim tiles. Further enhancing the store's appeal is a new glass door entrance to the cellar, designed to improve accessibility and customer flow. A standout design

feature is the fake rock wall, an installation by the owner's vendor that adds a unique touch to the store's aesthetic.

Joseph Schimenti, director of Retail at JRM, said, "We are immensely proud to have developed this flagship store for HOKA. This endeavor highlights JRM's steadfast dedication to sustainable construction methods. Our work alongside Decker's Retail and our design partners has culminated in a space that adheres to rigorous environmental benchmarks and provides a vibrant and inviting atmosphere for all who enter."

This flagship store demonstrates JRM's expertise in handling complex retail construction and marks a significant step towards sustainable development in the retail sector. JRM continues to push the boundaries of eco-friendly construction, delivering

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