

# design:retail

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Introducing the 2020 class of retail's talented next generation

COVER PHOTO COURTESY OF ADOBE STOCK



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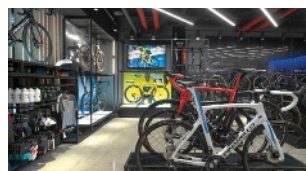


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PHOTO BY VERONICA BEAN

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# 40 UNDER 40

By JENNY S. REBHOLZ

## Introducing the 2020 class of *design:retail's* 40 Under 40

Nominated by their industry peers and selected by our editors, this year's impressive group of rising leaders is defining and reimagining the future of retail design. Get to know them here...



**MY HAPPY PLACE:**  
ON MY YOGA MAT.



**ZOHRA AKBARI**  
Associate  
WZMH Architects  
AGE 30

Akbari has been a rising star since early in her career at WZMH Architects. Now one of eight female associates in a firm of more than 150 employees, she leads a dedicated team of more than 20 designers, technicians and contract administrators for the firm's largest national retail rollout program. Her leadership and managerial proficiency have supported the development of efficiencies critical in the delivery of 100-plus retail branches a year in every Canadian province and territory, helping grow the firm's retail sector to a healthy line of business in 2019. She has played a key role in the Royal Bank of Canada (RBC) National Retail and Canadian Imperial Bank of Commerce (CIBC) National Retail rollouts, as well as supporting the design and technical team for the TR2 Equinix Data Centre. Akbari spearheads some of the firm's research and development projects, including a project called PV2E focused on harvesting green energy from building interiors. She recently presented the integration of solar panels in furniture systems at the 2020 Toronto Interior Design Show. Merging her expertise in both retail and green technologies, she is challenging the future of retail with her ideas on the "Bank of the Future."

**Pet peeve:** Reply-all emails.  
**Dream job:** Secret agent.



**DANIEL BLACK**  
CEO & Founder  
Glass-Media Inc.  
AGE 31

Black has challenged the status quo of legacy digital signage and transformed how the retail industry infuses digital into the offline retail experience. A Silicon Valley native, respected entrepreneur and retail industry innovator, he has been an integral part of the startup community of Dallas since launching his retail technology company—Glass-Media. He has provided digital storefront activations; unique in-store pop-up experiences; impactful digital wallscapes; digital directories and wayfinding for clients such as Fossil Group Inc., Estée Lauder Cos., Levi Strauss & Co.,

**BIGGEST FEAR:** CROSSING TRAIN TRACKS.



**HYESOOK AUH**  
Senior Associate  
Gensler  
AGE 38

With more than 15 years of experience in retail and hospitality environments, Auh embodies what it means to be a well-rounded designer and versatile leader. She actively seeks new design solutions, maintains a pulse on industry trends and nurtures rising design talent. She is a trusted advisor to colleagues and clients who creates innovative design solutions that provide unique and memorable experiences. She has worked on global and local projects,

both large and small, with clients such as Saks Fifth Avenue, Cadillac, Nakheel and CMX. Her list of notable and award-winning projects includes Saks Fifth Avenue, New York; Cadillac House in Shanghai; and The View at the Palm in Jumeirah, Dubai. Auh brings a fresh perspective to each project with a focus on a user experience that provides a sequential emotional journey.

**Biggest fear:** Running out of ice cream.

**Proudest moment:** When my daughters said, "I want to be just like you one day."

**The best advice I ever received:** Yesterday is history, tomorrow is a mystery, today is a gift. Be present in the moment.

### JAMES BACON

Associate Design Director  
ChangeUp  
AGE 34

Bacon is described as the Swiss Army Knife of design. He has the ability to design large-scale graphics, craft the details of a logo, write inspiring copy, challenge and reinvent a brand's strategy and contribute to the holistic vision of a space. Considered a master of his trade, he weaves amazing stories into the physical environment. A leader and a mentor who always stays in tune with the latest design applications and trends, Bacon is respected by both clients and co-workers. A few of his notable clients include Duquesne University Athletics, Wawa, Sonic, Buffalo Wild Wings and Häagen-Dazs. He is particularly proud of his work on the launch of the Duquesne University Athletics rebrand, which received multiple design awards. Known for his incredible thoughtfulness, Bacon expertly crafts compelling, relevant and iconic brand identity systems that offer a new perspective to a brand while keeping it true to its core.

**My first job was:** Golf caddie.

**Latest obsession:** Nashville hot chicken.

**I'm inspired by:** The pursuit of truth.



DSW Designer Shoe Warehouse, HALL Group and AT&T Inc. In December 2019, Black was awarded the Innovation and Technology RevAward by RevTech Ventures—a leading venture accelerator focused on retail technology. A firm believer in giving back to the community, he is a mentor at both RevTech Ventures and WeWork Labs, and mentors a number of startup founders in his free time. He is actively involved with the Dallas Entrepreneurial Center, as well as other Dallas-Fort Worth entrepreneurial organizations, and frequently guest lectures at colleges and universities. Black was recently named to the Apparel Advisory Board at Auburn University.

**COVID-19 guilty pleasure:** Pajamas all day.

**Latest obsession:** My little nephews.





### DANIEL P. CASEY

Project Executive

Shawmut Design and Construction

AGE 36

Described as hard-working, smart, fearless and relentless, Casey brings a unique, analytical perspective to his role as project executive for Shawmut Design and Construction. He started his career as a union laborer before pursuing a degree in civil engineering. With nearly 15 years of experience in the AEC industry, his ability to see a project through design, construction and engineering lenses has allowed him to lead some of Shawmut's most logistically challenging projects. Casey has partnered with design firms—such as Foster and Partners, Peter Marino Architect, CallisonRTKL, Ennead Architects, Winick Architects and Gruen Associates—to work with national clients like Apple, Yves Saint Laurent, Louis Vuitton, UNIQLO and Primark. His list of notable projects includes: Apple Scottsdale Fashion Square, Yves Saint Laurent 57th Street flagship in New York and the Louis Vuitton Michigan Avenue flagship in Chicago. He is 10-Hour OSHA certified, a registered professional engineer and a USGBC LEED Accredited Professional. Casey digs into the details, accepts challenges with ease and rallies the team to collaborate and devise a solution, plan and schedule, ensuring that the end result is the best possible product.

**Notable personality trait:** Relentless.

**Biggest fear:** Any surface in a public bathroom.

**My happy place:** Waste-deep in a secluded river in Oregon.



### MATT COX

Head of Retail Fixture Development

Samsung Electronics America

AGE 39

Cox is an innovation leader at Samsung recognized for his creative intelligence, collaborative leadership and design application. His unique and vast industry experience was fostered in positions at client-centric firms, such as FRCH Design Worldwide (now FRCH NELSON) and RYA Design Consultancy (now CallisonRTKL), as well as with in-house roles with Fossil Group and now Samsung Electronics America. He is a thought leader who aligns branding and marketing strategies to deliver new retail experiences that engage consumers in authentic and relevant ways. In addition to his work with Samsung and Fossil, his design talent has supported high-profile projects with global leaders, such as Bloomingdale's and Shinsegae. His award-winning and notable project accomplishments include: Bloomingdale's Dubai, the Fossil Outlet concept and various Samsung retail environments. In addition to his passion for the always new and ever-changing retail world, Cox believes in engaging with and supporting the community through involvement with charitable programs, such as the Dallas Resource Center, Solve for Tomorrow, Samsung Gives and Samsung Equality Alliance.

**My happy place:** Visiting my mental vision board while meditating.

**Pet peeve:** When great designs are poorly executed.

**Latest obsession:** Crafting my own aromatic candles.



### CARLO CAMILLO CHIULLI

Creative Director & Retail Design Consultant

Carlo Camillo Design Consultancy

AGE 34

Chiulli's design and visual work is described as blending feelings of desire, surprise and satisfaction. His award-winning projects drive brand awareness, viewer engagement and revenue. His comprehensive design background spans experiential design, store design, visual merchandising, industrial design, concept design and rapid proto-

typing through AR and 3-D printing. Chiulli has served in leadership roles with MAC Cosmetics, Christian Louboutin Beauté and Christian Dior Parfums. His noteworthy projects include: "The Light and Beauty" press event for Lutron/Ketra lighting; Rothy's "Magnetic Visual Merchandising Wall Perimeter Fixture Concepts"; Christian Louboutin Beauté Saks Fifth Avenue shop-in-shop and the Met Gala's "Temple of Dendur" in 2012. From prototype development, wholesale counter design, pop-up and new market event design to graphic design, product tester displays and luxury packaging, Chiulli is a performance-driven leader. He guides teams in creating and enhancing brand visions with a sustainable mindset and aesthetic skill directed toward brand integrity and recognition.

**Most amazing place I've traveled:** Khao Sok National Park, Thailand.

**I'm inspired by:** My sister and mother currently treating COVID-19 ER patients.

**If I were an animal, I would be:** The Vogelkop superb bird-of-paradise.

### DREAM JOB: ICE CREAM TASTER.



### MEGAN D'ALBORA

Senior Project Manager & Senior Associate

Little Diversified Architectural Consulting

AGE 35

Amazing. A leader. A retail animal. That is how people describe D'Albora. She is a highly valued senior associate and well-respected project manager who is recognized as "one of those rare individuals who mixes relentless curiosity and keen intelligence with rigorous discipline." D'Albora is constantly thinking about ways that retail can be more relevant in today's world. This is evidenced by her white paper, "Placemaking in Retail, From the Perspective of a Dual-Income Family." Exploring what the modern parent wants from their retail providers, her writings provide a unique perspective of what draws the busy working family and the opportunity for placemaking to add inherent value to retail settings. In addition to writing about how to create engaging environments and memorable customer experiences, she has spent more than 13 years successfully exceeding client expectations and delivering innovative ideas that provide them with a competitive edge. She has been involved with everything from site and store audits through design and construction implementation for clients, such as The Fresh Market, Sprouts Farmers Market, Dick's Sporting Goods-Golf Galaxy, Wells Fargo, The Home Depot and Starbucks. In addition, D'Albora is a dedicated ACE Mentoring volunteer, working with high school students interested in careers within the architectural, engineering and construction industry.

**What motivates me:** The opportunity to learn something new.

**Biggest fear:** Heights, which is tricky when visiting a construction site.



### DREAM JOB: NAIL POLISH NAMER.



### TRACY FLYNN DOWNING

Director of Inspiration

Ace Designs

AGE 37

Downing believes in the Coco Chanel quote, "In order to be irreplaceable, one must always be different." As director of inspira-

tion for Ace Designs, she is always trying to find ways to make the company stand out. Her colleagues describe her as one of the most talented humans they have ever worked with. She also is considered humble, organized and on top of her game. Downing has a passion for visual merchandising and has honed her skills over the last 15 years. Her resume includes positions with American Eagle Outfitters, Christine Taylor Collection and JCPenney. She credits these experiences for helping push for exciting, creative, and useful products and designs. In her current role, she highlights the latest trends and materials through sales and marketing, working on the marketing, product development and social presence of Ace Designs. She has also been involved with tradeshow collaborations with Manex USA for Market Week.

**Proudest moment:** Getting the email about this!

**Currently binge-watching:** "Gossip Girl."

### TOM EDINGTON

Creative Director, Experiential

YourStudio

AGE 37

Edington approaches design with passion, energy and a can-do attitude, and his colleagues recognize him as a visionary and creative professional who truly gets brand and retail. He is driven to be a dynamic leader who challenges the norm to deliver a creative spark. In his role as creative director, he is a driving force behind the creative team at the YourStudio London office. Innovation and creativity are inherent in everything he does, supporting the YourStudio mission of creating pioneering brand experiences for global clients. This is exemplified in his work with Nike, Facebook, Virgin Holidays, Virgin Atlantic, Ralph Lauren, Razer, Westfield, PANDORA, Topshop and Galleries Lafayette. Edington is also committed to nurturing talent through teaching and lecturing, as well as leading his team to create transformative experiences that will genuinely connect brands to people.

**Currently binge-watching:** "Ozark."

**Most amazing place I've traveled:** Patagonia.

**The best advice I ever received:** Be honest and human.







### HANNAH FRISKEY

Associate/Senior Brand & Environmental Designer

**Bergmeyer**

AGE 33

Friskey is a multidisciplinary designer and brand innovator who brings a broad perspective and collaborative design thinking approach to every project. She honed her creative talents and expertise building and supporting thriving brands while working in-house for NIC+ZOE and Purple Carrot. She now applies this retail client experience to her work with Bergmeyer, where this insight, combined with her strategic thinking, is taking the firm's graphics and brand strategy expertise to a whole new level. Friskey is recognized for her creative dexterity—her ability to easily shift between designing in two and three dimensions. She is also adept at making the connection between branding and marketing, synthesizing a company's values and objectives into strategies for business growth. Her portfolio of work has enhanced the customer experience for clients across retail, restaurant and transportation markets, including Columbia Care, Wrangler, MOMBOX, Staples, Carpet One and Circle K. From pop-up and brick-and-mortar locations to branding, package design and marketing collateral, Friskey leads and manages design projects with attention to detail and hyper-personalization while delivering impressive results.

**Currently binge-watching:** Is there anyone not watching "Tiger King"?

**Dream job:** Anything that would give me access to power tools and the knowledge and space to use them. I have a lot of plans!  
**If I were an animal, I would be:** My French Bulldog, Pepe. She lives a fabulous life.



### AYA FUJIMORI

Associate Creative Director

**Verizon**

AGE 33

Fujimori is an amazing team player who brings fresh ideas and a positive attitude to every project. She honed her creative talents working as a global store designer at Jo Malone London (an Estée Lauder brand), as well as an experience innovation designer at Lippincott. These roles provided opportunities to work worldwide on a variety of retail environments, including airports and pop-ups, as well as to focus on customer experiences and environmental designs for some of the world's leading brands. In her current role as associate creative director on the retail design team within Verizon's in-house creative marketing group, Fujimori has been working to integrate new innovations and technologies into the most customer-forward and engaging environments. She has played a pivotal role in new store concept work, including Verizon's new Express Store, as well as Verizon's high-profile retail locations, including Boston's The Hub on Causeway and New York's Hudson Yards. Her work has also reached beyond retail at Verizon, as she has spread her influence into Verizon's corporate identity as well as the Verizon Innovative Learning Lab in Charlotte, N.C. Fujimori is proud to work every day with an incredibly multifaceted team of architects, industrial designers, graphic designers and strategists to deliver a lasting impression for Verizon's customers.

**Favorite hobby:** Traveling and eating/cooking. I recently made home-made miso. It's fermenting right now!

**My happy place:** With my family and dog in Japan.

**Latest obsession:** My Nintendo Switch and playing with friends online.

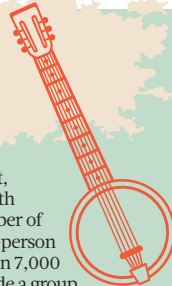
### KIMBERLY HUGHES

Chief Client Officer

**5 HUNDRED<sup>®</sup> DESIGN STUDIO**

AGE 32

### FAVORITE HOBBY: LEARNING THE BANJO.



It has been said that "There is nothing Kim cannot do." Case in point, Hughes and two partners started 5 HUNDRED<sup>®</sup> DESIGN STUDIO with one small project for Burger King and no office. As a founding member of the agency, she played a critical role in growing the business to a 60-person retail design agency that handles visual merchandising for more than 7,000 global locations for Burger King, Tim Hortons and Popeyes. Alongside a group of exceptional visualization experts, she has led the retailization of interiors, pre-order kiosks and drive-thru locations, as well as organized the technology transition from traditional print merchandising to digital POP on more than 30,000 screens across the system globally. Hughes is known for driving innovation with customer journeys, contributing to year-over-year sales gains and driving breakthrough results for restaurant, retail and CPG businesses. An inspiring leader admired for her positive attitude, Hughes has a reputation for ensuring every client's needs are met, and far exceeded.

**Notable personality trait:** I express myself in noises. The team has gotten used to interpreting what "meh" or "meow" mean.

**Pet peeve:** Their vs. there vs. they're—makes my eyes bleed!



### BRIDGETTE HYDE

Associate Vice President

**CallisonRTKL**

AGE 34

Hyde is said to expertly navigate the path between creative inspiration and commercial relevancy with an ease and passion not readily seen in the retail industry. She has an inherent ability to connect with clients, weave compelling narratives and create tangible, engaging customer moments. Her clients describe her as a magician. From concept to construction, Hyde has created award-winning environments that captivate and inspire for notable clients, such as Nordstrom, Nike, Westfield and Liverpool. Colleagues consider her the "go-to" for inspiration thanks to her interests

and expertise far beyond retail design and architecture, on everything from particle physics and vintage car restoration to global socioeconomic policy. This inspiration and information bring an unexpected perspective to the project process. She is always on the hunt for what's next, pushing the envelope on what retail experiences could be while fostering innovation and supporting interdisciplinary collaboration. Hyde leads by example and makes difficult problems look easy as she designs retail environments informed by a rich understanding of space, brand and consumer.

**Latest obsession:** Learning to fly a 1967 Piper 180.

**Most amazing place I've traveled:** Morocco.



### KARI JUDE

Senior Manager Store Design, Guest Experience

**Target Corp.**

AGE 32

Jude is a strategic thinker and skilled collaborator known for her authenticity, collaboration and ability to drive results through the creation of outstanding retail experiences. Her diverse experience in retail merchandising, business and store design allows her to think holistically and effectively lead multidisciplinary teams through complex in-store experience innovations. Jude has worked with Target Corp. since graduating from college in 2009 and spent the first eight years of her career in merchandise presentation. This strong foundation in merchandising continues to influence her work. Now focused on store design, Jude has supported

the Essentials & Beauty and Food & Beverage merchandising pyramids. A few of her noteworthy projects include the revamp of the Men's Grooming Experience and the Beauty 2.0 reinvention. Jude is constantly curious in her approach to creative problem-solving and effectively brings teams together to work collaboratively and cohesively to deliver highly valuable outcomes.

**Pet peeve:** The sound of windshield wipers on a dry windshield.

**I'm inspired by:** Creating connections with people.

**Most amazing place I've traveled:** Italy, where I got engaged to my husband.

### MY HAPPY PLACE: AUTHENTIC TACO TRUCKS.







## DHRUVA KALRA

Senior Partner

RMDK

AGE 35

Kalra believes that design is one of the most powerful forces that can inspire and empower people. He has designed meticulously detailed, modern and functional experiential spaces across the world and received international accolades and recognition along the way. Kalra is an environmental enthusiast who has contributed to various influencing thoughts, discussions, and debates on sustainability and the future of Indian design and construction. He intends to experiment with new technological developments in construction to create and augment original and enhanced microdetails with highly customized surface finishing and put India on the global design map. As Kalra continues to create and innovate, he hopes to see a world with a built environment that is in harmony with nature and rich in culture, encouraging new social bonds and growth.

**What I love most about retail:** Its dynamism and opportunity for playfulness.

**The best advice I ever received:** A person should be fluid like water, shape-shifting as per the circumstance, and formless and limitless in perception.

**Favorite hobby:** Travel, cooking, farming and drone photography.



## MIKAEL KATTAN

Co-Founder

PopUp Masters

AGE 31

Kattan's investment background has supported his successful entrepreneurial endeavor in the retail industry. As co-founder of PopUp Masters, he has introduced an innovative agency that is redefining pop-ups and the

realm of possibilities for bringing brand visions to life. He is also director at Opus Interior, a joint venture between PopUp Masters and the interior design and architecture studio Prestige Group. This collaboration supports Kattan's deep impact on the retail landscape. As a progress-driven planner adept at building and retaining high-performing teams, he leverages both these offices to deliver compelling turnkey experiential marketing campaigns, retail activations and pop-up solutions. An example of his experiential genius is "Arcadia Earth," the first immersive augmented reality journey through Planet Earth. PopUp Masters is currently working on opening a chain of VR locations aimed at corporate retreat and role gaming. When it comes to taking his place in the retail world, Kattan is an astute investor and real estate professional who creates strategic alliances with organizational leaders internationally.

**My first job was:** Banker.

**Most amazing place I've traveled:** Burning Man.

**Proudest moment:** When my parents visited the studio.



## ADAM KAVETT

Director of Environmental Strategy

Envirosell

AGE 31

Kavett is a Cornell University-trained environmental researcher who has a passion for his craft. As director of environmental strategy for Envirosell, he leads the firm's exploration into non-traditional retail and unique space types. He draws on a background in human-centered design and cognitive ergonomics to deliver powerful guidance to refine and reimagine retail experiences. Since 2011, he has led more than 100 custom research and consulting projects in 17 countries across four continents with some of the biggest names in retail and consumer packaged goods, such as Nike, Sprint, Moët Hennessy, Constellation Brands, Dyson and PANDORA. His skill at using multiple methodologies to deconstruct behavioral issues stretches from physical to digital spaces, and across global environments. A few of his notable projects include the Jordan brand flagship research for Nike; small footprint prototype research for Sprint; the branch renovation assessment and strategy for Douglas County Libraries; and the global store prototype testing and development for PANDORA.

**My first job was:** Managing the tasting room at a winery.

**I'm inspired by:** Passionate people with uncompromising vision.

**Currently binge-watching:** "Ugly Delicious," Season 2.



## JONATHAN KNODELL

Design Director

GH+A Design Studios

AGE 37

Knodell is a maverick of retail design who takes a comprehensive approach to seamlessly blend the brand and the environment, building a unique multisensory experience for the customer. He is admired for balancing his creative right brain and analytical left brain to think holistically about each retail project. Knodell's ability to build genuine and long-lasting relationships with clients makes him an effective design director. These trusted connections keep clients coming back, allowing his team to work on future projects as brands evolve to keep

up with the ever-changing retail landscape. Knodell's list of long-standing clients includes: Aeropostale, Triple Five Group, International Currency Exchange, Sleep Country, Mars Inc., Timberland and Wolverine Worldwide. And his notable project work includes: Aeropostale in Times Square; HealthOne in Toronto; M&M'S World in Orlando, Fla., and Times Square, New York; and Hamley's Dubai Mall and Regent Street in London. In addition to his inspired project work and passion for retail design, Knodell invests time and energy into mentorship and teaching other designers and design students. He has held various professional teaching positions, as well as conducted in-office workshops and one-on-one mentoring.

**My happy place:** At my drawing table with a fresh roll of tracing paper and a felt-tipped pen.

**COVID-19 guilty pleasure:** Hoarding Twinkies and Swiss Rolls.



LATEST  
OBSESSION:

CREATING A HOME GARDEN.



## ANNA KISSELL

Founder/Design Principal

Summit Architecture and Design LLC

AGE 32

Kissell is a leader, mentor and collaborator recognized for being a rare practitioner who has the ability to think strategically, creatively and functionally throughout every phase of a project. Versatile and talented, she has exceptional design and client relationship skills complemented by equally impressive architectural and execution skills. Her retail mindset was honed designing and managing global projects for Reebok Intl. and The Rockport Co. She also gained valuable experience working with Bergmeyer, where one of her project highlights was supporting the California Closets program, developing the prototype and merchandising standards, pop-up shop prototype and mobile showroom, as well as their corporate offices. In 2019, she launched Summit Architecture + Design, a boutique firm that merges regional design with international influence to meet the needs of ambitious clients with challenging goals.

**I'm inspired by:** Nature, its variation and balance of textures and color.

**Proudest moment:** Taking the leap of faith to start my own design studio.



BIGGEST FEAR:

BEING BORING. AND BIG BUGS.



## MOST AMAZING PLACE I'VE TRAVELED: MUMBAI DURING DIWALI.



**KENDALL LATHAM**  
Senior Environments Designer  
**Glossier Inc.**  
AGE 29

Latham is a multidisciplinary designer who has worked on retail spaces, large civic projects, interactive installations and events, including fashion shows for legendary brands like Calvin Klein, Dior and Raf Simons. As senior environments designer for Glossier, he shapes the digital brand's real-world experience. His notable projects include Glossier's permanent retail destination in Los Angeles, as well as retail spaces in Seattle and London. As Latham continues to conceptualize and develop stores throughout the world, he does so with a dedication to shifting the paradigm of traditional retail to new, uncharted territory.

He believes in creating destinations informed by place and inspired by people; experiences that are unique to their location and community. He draws inspiration from the city itself, such as putting a life-like canyon in the L.A. location and bringing the Seattle pop-up to life with a living meadow inside. Glossier stores have become travel destinations, and Latham has played a key role in these original and innovative experiences.

**Latest obsession:** TikTok.

**Notable personality trait:** I'm good at impersonating people.

## CHRISTOPHER MASSARO

Vice President, Executive Creative Director

**IDL Worldwide**

AGE 39

Massaro is a visionary leader who keeps his eyes firmly fixated on the future of the brand marketing space to shape retail design. He creates impactful consumer experiences, brings brands to life through richly layered storytelling and ultimately helps brands be successful in today's rapidly evolving marketplace. Massaro has more than 15 years of experience as a creative and design leader in the consumer experience marketplace. He served as a global creative director at Under Armour before joining IDL. As vice president, executive creative director for IDL, he partners with leading lifestyle brands in the sportswear, consumer electronics, and food and beverage industries to activate experience strategies that drive brand affinity and deliver business results. Massaro is a thought leader with a strategist mentality and intimate understanding of the brand design landscape. He has effectively empowered IDL to expand its East Coast footprint, while dramatically enhancing the agency's capabilities beyond traditional retail to modernized models, such as experiential events, hyper-personalized pop-up activations, brand collaborations, tech-powered interactions and content-driven retail marketing campaigns.

**Biggest fear:** Heights. Period.

**The best advice I ever received:** Think big. Work small. Go really f\*\*\*ing fast!

**Favorite hobby:** Golf, when I can fit in a round.



## JONATHAN LOPEZ

Associate Principal/Design Director  
**RDC**

AGE 39

Lopez is a driving force and industry leader in architecture, brand strategy, interiors and design. As founder of the Interiors Architecture Studio at RDC, his passion and commitment expanded RDC's design portfolio with profound impact. He effortlessly navigates complex projects and teams, leading design innovation and the development of creative

programming that blends specialty retail, creative workplace, health and wellness, and community-rooted projects. He applies his diverse multidisciplinary design background to create hybrid retail typologies and has spearheaded new prototype design innovations for several premier brands, including Equinox, Dosit, Cinopolis and SoulCycle. Lopez has led numerous award-winning, published projects culminating in more than 40 national and international design awards. Some notable projects include: RDC Studio111 Urban Office Headquarters, Equinox Culver City, Equinox La Costa, Dosit Los Angeles and Bay Theater Pacific Palisades. In addition to his direct project contributions, he selflessly inspires and mentors young and seasoned professionals in their career growth. He has served as an adjunct faculty member at Orange Coast College, as well as a design critic at Cal Poly San Luis Obispo, California State University Long Beach and OCC.

**Currently binge-watching:** "Chef's Table."

**Most amazing place I've traveled:** Maldives.

**Dream job:** "MICHELIN Guide" critic.



## ERIN MORRIS

President

**Erin Morris Architect Inc.**

AGE 39

Morris tells client stories through architecture. She creates unique brand destinations that can't be replaced by an online experience—remarkable and memorable spaces that enhance the brick-and-mortar shopping experience. Morris founded her firm on the belief that the architecture industry could better serve clients by re-creating the standard architectural workplace. She provides progressive family-friendly policies and abbreviated work weeks all while meeting the swift demands of the tenant improvement marketplace. The firm has supported the success of brands in the retail and service industry, such as Aesop, Dosit, Honey Birdette, Rip Curl, RVCA, Rodd and Gunn, Skin Laundry and Urban Decay. Morris is an architect who combines relevant, scalable design with excellent service to help build the brands of tomorrow. She wholeheartedly believes in the next generation of businesses that are using a clear voice (mixed with some grit) to stand out and connect to their market.

**Currently binge-watching:** My kids love "Lego Masters" (and maybe I have secret crush on Will Arnett).

**Latest obsession:** Justin's Dark Chocolate Peanut Butter Cups.

**Most amazing place I've traveled:** Conguillio National Park in Chile. Spectacular!

## MY HAPPY PLACE: PAINTING IN MY STUDIO.



**DAVID MCBRIDE**  
Managing Director  
**Set + Stage Creative**  
AGE 39

Whether making a carousel horse out of jelly beans or a dress out of flowers, McBride is a retail world visionary who brings visual props to life. With a fine art background and more than 10 years of experience producing special events in Los Angeles, he possesses the skills and talent to work hands-on using a wide variety of art mediums and applications. His artistic talents are paired with an astute business sensibility that has supported his success in designing outstanding displays for national and international brands, such as American Eagle, Aerie, Bloomingdale's, Nordstrom, Guess, Marciano, Timberland, Lucky, IT'SUGAR and UGG. A few of his noteworthy projects include the IT'SUGAR flagship in the American Dream Mall (the first candy department store in the world) and displays for the Aerie flagship stores. From working hands-on building over-the-top visual installations to figuring out how to sample and manufacture incredible displays to be rolled out and installed by any store manager, McBride has a true understanding

and passion for this business. He shares that passion by teaching staff how to create magical displays, as well as by mentoring young students and graduates as they make their place in the visual community.

**If I were an animal, I'd be:** Octopus.

**I'm inspired by:** The first responders protecting us throughout the COVID-19 crisis.



LATEST OBSESSION:  
ADOPTING A KITTEN.



**PATRICK JOSEPH MULVEY**

Manager, Creative Presentation

**Ralph Lauren**

AGE 33

Mulvey is an accomplished bilingual creative. He developed a solid design foundation at the Fashion Institute of Technology earning an AAS in visual presentation and exhibition design, as well as a BFA in surface and textile design. His extensive resume is fashion-focused and includes fashion consultant advice copywriting for LookLab and article contributions to *Useless Magazine*. He has worked with notable brands, such

Urban Outfitters, Anthropologie, Bergdorf Goodman, Lord & Taylor, PVH Corp. and Sabon. From design work on visual displays and merchandising, holiday-themed interiors, window displays and showrooms to serving as a wardrobe assistant at ABC Studios and a stylist assistant for Mercedes-Benz New York Fashion Week, Mulvey's long list of accomplishments shows he is a creative chameleon. He can tackle any visual challenge, delivering innovative solutions that perfectly suit the setting and inspire the intended audience. In his current role as manager of creative presentation at Ralph Lauren, he is a contributor in the development of the interiors and styling of the women's and children's stores.

**My happy place:** Any place with water to swim in.

**Proudest moment:** Sending my father a cell phone picture of the first window display I worked on.

**CANDON MICHELLE MURPHY**

Design Lab Manager

**MG2**

AGE 37



Murphy applies her background in industrial design and interior architecture with her passion for sustainability to advocate for the specification and use of architectural materials that positively impact human health, the climate, the environment and society. For the past two-and-a-half years, she has been working tirelessly to create a materials rating system that favors both sustainability and ethics, incorporating both large manufacturers capable of showing certifications, as well as smaller companies working toward what is right for the environment and their community. Murphy is helping retailers create spaces that are effortlessly sustainable, which provides a marketing opportunity to highlight their brand commitment to the planet. She supports the MG2 team by translating concepts into materiality, allowing brands to embody their sustainability missions through the built environment. Murphy, along with her team of spirited interns, is also developing a toolkit for other environmentally conscious industry parties. The resource will help people ask the right questions of manufacturers in order to achieve a more transparent supply chain, maintain relationships and create an ethos of accountability throughout the industry.

**Dream job:** Flower farmer (see @floretoflower on Instagram, second career goal).

**Pet peeve:** Rudeness to any person in a service industry. I will absolutely stand up for my bus driver or barista any day.

**COVID-19 guilty pleasure:** Puzzles and Haribo gummy bears. I bought 5 lbs. of Haribo before we went on shelter-in-place orders.



**SYLWIA OLEWICZ**

Senior Project Manager, Senior Design Manager, Global Store Design and Project Management

**Tory Burch LLC**

AGE 39

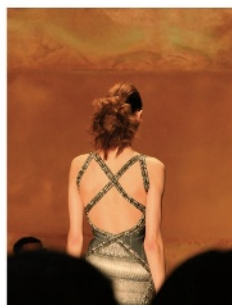
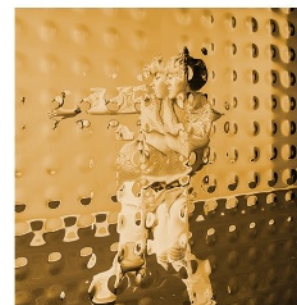
Imaginative. Creative. Innovative. Driven. Olewicz is a highly regarded professional recognized as a spectacular designer and retail expert. Her career experience has taken her from the firm side to in-house roles spanning across several countries, domestic regions, clients and demographics. She has effectively translated brand identity into the built environment all over the globe for L Brands, Tiffany & Co. and now Tory Burch. She is said to have a true gift for expressing brand psychology into physical space, whether implementing a store rollout or developing a new aesthetic for developing market segments. In addition to her architectural work, she has designed a number of fixtures and industrial-scale products. Her remarkable design sensibility and talent are inspired by her continuous curiosity and exploration of new visual art forms. This brings a layered, textural materiality to her work, allowing the spaces and objects she creates to always feel lush and timeless yet modern and current. Her creations are said to be some of the most exciting places to shop. Olewicz's passion for the industry inspires others to push boundaries. She conscientiously recruits colleagues with unique skill sets to pursue retail design and to think outside the box to create beautiful environments and design elements that inspire.

**Latest obsession:** Parsnip and wine delivery.

**Biggest fear:** Making the wrong choice.

**I'm inspired by:** The transforming power of love.

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## JALPA PATEL

Interior Architect

ZenGenius Inc.

AGE 33

Patel is a leader with a vision and a voice, the determination needed to accomplish anything and a true team collaborator who strives for design excellence. Her more than 10 years of experience as a multidisciplinary designer includes a diverse portfolio of visual merchandising, fixture design and point-of-purchase displays in grocery stores, as well as store design, pop-up shops, airport retail and experiential spaces. She has created award-winning and notable immersive retail experiences working with brands such as Fujifilm, Aramark, Nutella, Pringles, Scotts and Aquatalia, as well as cannabis dispensaries Trulieve and Maitri Medicinals. Her retail design work has included projects across the globe in North America, India, Singapore, Dubai and Italy. Patel is passionate about retail, design, craft, cultural influences and sustainable design solutions. She is a creative thinker, innovator and leader who shines in the retail world due to her keen sense of design, ability to listen and interpret client feedback, attention to detail, unmatched creativity and dedication to simply doing great work.

**Biggest fear:** Losing my memory.

**Pet peeve:** People who use redundant hashtags on Instagram, like #me #human #girl #selfie.

**Dream job:** A celebrity judge in a dance competition reality show. I love dancing!



## MEGAN POLITO

Architecture Coordinator

Crate & Barrel, CB2, Hudson|Grace

AGE 31

Polito is described as a transformative force within store design. She honed her skills early in her career in store planning positions with Sears and Kmart. Now as architecture coordinator for Crate & Barrel, CB2, Hudson|Grace, she supports the concept design, design development, design coordination and construction administration phases of the built environment for any of the company's brand locations. She brings a fresh perspective and future-forward attitude to every project, such as her work on the CB2 headquarters and Crate & Barrel Photo Studio. Her exceptional coordination and execution abilities have led to her involvement with furniture and fixture development. Polito's vision has been invaluable to the maturation of the brand's current direction. Her work is considered to be a cornerstone for evolutionary projects, such as The Table at Crate. In addition to the design and furniture development for this new in-store restaurant and bar concept, she worked with a wide range of internal influencers and external manufacturers to craft what has become a new sub-brand for the company. Polito has been part of bringing a whole new lexicon of design to the company.

**What motivates me:** The vision—being able to see past what something is today for what it could be in the future.

**Biggest hurdle I've overcome:** Learning to ask for help.

**Latest obsession:** Spotify quarantined playlists.

## JOY PORCELLI

Associate Director, Visual Merchandising & Store Communications

Ashley Stewart Inc.

AGE 38



Porcelli fell in love with visual merchandising at age 16 while working in retail at the Limited Too. Her passion led her to the Fashion Institute of Technology where she studied fashion merchandising management—a solid educational foundation that has supported her more than 15-year career in visual merchandising. Porcelli has facilitated new store openings and the production of floorset directives for Liz Claiborne Inc.'s outlet division and held corporate visual roles with The Children's Place and Walmart. She is a tenacious self-starter who adapts quickly to the brand she is working for by looking through the lens of the customer, finding innovative solutions to improve sales and customer experience. This is evidenced in her work over the last seven years with Ashley Stewart, where she serves as associate director, visual merchandising and store communications. Porcelli has played a key role in supporting the company's re-emergence from a bankrupt retailer into a vivacious lifestyle and fashion brand for women. She led the charge in designing a new prototype store, fixture package and mannequins, along with training in the field. The prototype has been successfully rolled out to three locations and is anticipated to continue growing in 2020.

**The best advice I ever received:** "Don't focus on the pretty leaves; focus on the roots."

**Latest obsession:** Babe Rosé with bubbles.

**My happy place:** Behind the piano.



## ASHLEY RANDOLPH

Senior 3-D Designer

FITCH

AGE 31

Randolph is an accomplished environments designer with a reputation for excellence and vision. She has a propensity for big ideas and thrives where the rational meets the irrational—in the gray area where function sparks emotion. She has been an integral part of the FITCH creative studio, and the clients and teams she works with hold her in high esteem for her creative problem-solving, positive attitude and absolute commitment to getting projects done well. Randolph challenges convention and questions everything, resulting in unexpected and delightful solutions. Her creative genius has benefitted clients such as Mars, T-Mobile, Ford, Lego, 7-Eleven, Lowe's, Denny's, Tim Hortons, Walgreens and Cub Foods. Her portfolio includes award-winning work, such as the T-Mobile Signature Store in Las Vegas. She currently is co-leading the creative work on the firm's growing M&M'S account. Randolph understands the complexities and nuances of retail design and is ambitious to learn. She crafts enduring brand experiences with an emphasis on simplicity and purpose in storytelling—incredible, experiential environments that change people's way of thinking.

**My first job was:** Ice cream cone wizard at the local Dairy Hut.

**What motivates me:** My family.

**COVID-19 guilty pleasure:** Evening walks (with or without wine).



## JONNY RIGBY

Senior Creative Director

Fusion

AGE 36

Rigby has more than 20 years of extensive experience in the retail environment and has offered best-in-class experiences to multiple brands in more than 35 countries around the world. He has been part of more than 250 in-person global store openings, often introducing brands into new and emerging markets. Rigby's retail career started as a sales associate for French Connection in the United Kingdom, and the years that followed included roles with Ted Baker, Tommy Hilfiger, HALSTON and Puma. He has sourced props, designed in-store elements, created visual merchandising guidelines, spearheaded global new store openings, trained teams, reinvented brands, designed windows and developed

entire visual merchandising strategies. Now, Rigby is the senior creative director for Fusion, a leading provider of custom mannequin and visual merchandising solutions. This year, he has played a key role in the design and launch of the EMPOWER Collection, a collection of inclusive-sized mannequins for the athletic fashion space. He is extremely excited to be a part of bringing the "Gen We" movement to life through gender-neutral, adaptive and diverse body mannequins. Rigby believes every single person should feel represented when they walk into their favorite store.

**My happy place:** On my surfboard at sunset, looking out to the horizon.

**Pet peeve:** Industries failing to make sustainable and regenerative choices.

**FAVORITE HOBBY:**  
**FORMATION SKYDIVING.**







### STEVEN ROBERTS

Senior Project Manager  
Harlequin Design New York Inc.

AGE 30

Roberts is an award-winning and experienced project manager who has spent the last 18 months establishing the U.S. presence of the British retail design agency Harlequin. With a background in graphic design, he quickly found a propensity for project management and has grown in his roles and responsibilities with Harlequin over the last seven years. Clients such as Macy's, Tory Burch, Harrods, John Lewis, Michael Kors, Hackett London, Mattel and Mulberry have experienced smooth-running projects under his leadership. Roberts is recognized for his excellent sense of taste, highest design standards and an outstanding work ethic. He has managed noteworthy projects, such as the Tory Burch holiday global rollout and the Hackett London Christmas global rollout, as well as The Art of Virtuoso window scheme for Harrods. As the 25-year-old agency looked to open a New York office, Roberts was a natural choice to lead the process, and he has left a distinct mark on the U.S. retail landscape since he arrived.

**The best advice I ever received:** Tidy desk = tidy head.

**Dream job:** Pro cyclist or "Deadliest Catch" fisherman.

**Biggest fear:** Boredom.

### JEFF SCIURBA

Senior Manager, Visual Marketing  
Ulta Beauty

AGE 35

Sciurba is a business-savvy retail professional who gained a diverse background working for Kohl's Department Stores for the first nine years of his career. From completing purchase orders, analyzing reports and managing cross-channel marketing efforts to working as an in-store marketing strategy coordinator and then print buyer, he grew within the organization culminating in a role as manager of in-store marketing and graphic production. Now serving as senior manager, visual marketing for Ulta Beauty, he oversees the development of all in-store marketing and visual merchandising programs and is currently part of the team working on the store of the future, as well as a flagship launch in Canada. His focus and vision have been instrumental in the growth of the in-store experience at Ulta Beauty. His noteworthy projects since joining the company include the visual presentation for the Michigan Avenue in Chicago and Manhattan 86th Street stores, the development and launch of Ulta Beauty's Credit Card and Buy Online Pickup In-Store programs, as well as the launch of the Kylie Cosmetics Brand. Sciurba further supports the retail industry by serving on the advisory board of GlobalShop at RetailX.

**I'm inspired by:** Art and nature.

**Dream job:** Being a Disney Imagineer.

**Currently binge-watching:** "The Marvelous Mrs. Maisel" and also rewatching "Stranger Things."



### AMY SJURSEN

Director, Architecture  
Big Red Rooster, a JLL company

AGE 34

Sjursen is a licensed registered architect in New Jersey who has worked on more than 50 projects geographically covering the five boroughs, and in some of New York's most iconic buildings. Driven and smart, she possesses a critical eye for detail and determination for success, working meticulously as an advocate for her clients' visions. Over her career, Sjursen has been part of an expansive portfolio of work, including high-volume retail rollouts covering department, in-line, freestanding and pop-up locations. She has worked with clients such as Equinox, TJX Brands, Ascena Retail Group, Wakefern, Krispy Kreme, Pure Fitness, Pop's Coffee Co. and California Closets. She has helped brands such as Lou & Grey and Pure Fitness open their first U.S. locations. No matter the client, Sjursen immerses herself in the company and culture to fully understand the key components of the brand. She then passionately pursues solutions that remain true to her roots of preserving the legacy of architectural assets. Sjursen and her retail architecture team at Big Red Rooster have built a reputation for strong interpersonal relationships and a keen attention to detail.

**Latest obsession:** Mountain climbing documentaries. I have zero experience in it, but find the underlying resilience associated with conquering a mountain fascinating.

**Most amazing place I've traveled:** Honduras for a Habitat for Humanity Global Village trip.

**COVID-19 guilty pleasure:** Curbside donut pickup down the Jersey Shore.



### MARK SCHERRER

Vice President  
BRR Architecture

AGE 33

Scherrer has been part of the BRR Architecture team for the majority of his career working on remodel, takeover and new construction projects for grocery and retail clients. He played a critical role in growing and managing one of BRR's key grocery client accounts, Whole Foods Market. This strategic relationship development earned him a position within the ownership group of the firm and the title of vice president. Scherrer is admired for being a tenacious client advocate and delivering best-in-class client service. He manages projects throughout multiple regions in the United States and travels from one regional office to the next, leading design meetings, collaborating on layouts and directing drawing packages. He is known for going the extra mile for his clients and communicating with them at every step of the design process to fully understand their vision and help realize their stores. In addition to his deep commitment to client service, he is passionate about the development of his BRR team members and strives to be a role model for up-and-coming architects at the firm.

**My first job was:** Cart boy at the golf course.

**What I love most about retail:** The ability to impact so many people.

**Most amazing place I've traveled:** Sweden. Visiting old relatives and homesteads.

### MORGAN SEYMOUR

Associate Director, Strategy & Insights  
WD Partners

AGE 31



Seymour is a strategist who approaches challenges by developing a deep understanding of consumer, business and brand needs to develop a clear vision to inform experience design. She has a deep understanding of how to tell stories due to her early work as a graphic designer at Abercrombie & Fitch. Morgan strengthened

her creative problem-solving skills by receiving her MBA from Georgetown University's McDonough School of Business. As associate director, strategy and insights at WD Partners, Seymour leads the strategy on several key accounts. Throughout the design process she is highly collaborative, building partnerships with different disciplines in order to provide retail, food service and healthcare clients with go-to-market experience and brand strategies to best meet and exceed the evolving expectations of consumers while delivering on business objectives. Seymour has worked with clients such as Estée Lauder, Dick's Sporting Goods, Dental Care Alliance, Shake Shack and Harvest Table Culinary Group. Some of her noteworthy work includes: brand architecture and customer experience strategy for Dental Care Alliance; digital content strategy for Harvest Table Culinary Group; and the "You Can't Swim in a Plastic Ocean: Sustainable Packaging in 2020" thought leadership POV.

**The best advice I ever received:** Break the rules, responsibly.

**I'm inspired by:** Understanding human motivations and behavior.

**MY HAPPY PLACE:**  
**ANY SAILBOAT, ANYWHERE.**





## LATEST OBSESSION: INSTANT POT.



### LAWRENCE SONG

Interior Designer

**FRCH NELSON**

AGE 36

A perfectionist to his core, Song exhibits an unrivaled passion and dedication to his craft. He earned his degree in architectural design from Parsons the New School for Design in New York, after having also studied fashion design and fine arts at Sungkyunkwan University in Seoul, South Korea. His international background in fashion and time spent at Parsons have given him a refined aesthetic and aptitude for elevated design. He spent four years working with Club Monaco designing flagship stores in multiple international cities, such as Montreal, Seoul, London and New York. This experience gave him the deep understanding of creating inti-

mate spatial relationships between a brand and consumers. As an interior designer at FRCH NELSON, Song focuses on coordination and execution of concept development, planning, design and art direction for clients such as Macy's. He has been part of noteworthy projects such as Macy's Men's Park at Herald Square, as well as Avanti Jawahir in Saudia Arabia. Song is admired for his discerning eye and intimate understanding of complex principles as they relate to technical and construction solutions. He has the ability to work seamlessly through all phases of project development while maintaining the highest level of quality to his work.

**Most amazing place I've traveled:** The Isle of Skye, Scotland.  
**Currently binge-watching:** Wes Anderson.



### KATE WELLS

Director of Interior Design

**Jencen Architecture**

AGE 39

Wells is known for her organizational prowess and efficiency, but most of all her uncanny eye for finding the best solutions, especially solutions for peculiar challenges. She began her notable 16-year career designing tradeshow exhibits, honing her skills wrapping complete brand experiences into one-stop-mini-shops. Since joining Jencen, she has masterfully worn many hats in the studio and eagerly taken on new responsibilities. She has traveled to 70 North American sites, cultivated 100 feasibility studies annually and successfully managed more than 200 projects. Her portfolio of work has included the brand launch and prototype development for Jared Vault and North American Dental Group,

as well as prototype development for CORA Physical Therapy. She was also honored to lead Jencen's effort in the 2019 CLE Product Runway Show, applying her penchant for texture, color and materials in the oversight of design and fabrication for the firm's crowd favorite "Edge of Glory" submission. Wells' success creating branded interiors lies in her open mind and creativity, approaching each project with the mindset that the possibilities are endless.

**Pet peeve:** Everything gray.

**Favorite hobby:** Silversmithing.

**The best advice I ever received:** Live authentically.

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