

crosslines

made to measure

David Mann keeps J. Mendel's boutiques as fresh as its evolving collections



Building his portfolio, early on, with avant-garde shops for Christian Dior and Lanvin, David Mann of MR Architecture + Decor simultaneously completed the first of a series of swish boutiques for a smaller French fashion house, furrier J. Mendel. Those boutiques now number 10, all collaborations with creative director Gilles Mendel as he expanded his family brand into accessories, ready-to-wear, wedding dresses, and dramatic gowns worn on the red carpet by the likes of Taylor Swift. Having just completed the latest New York flagship, Mann now has shop-in-shop projects in Russia and South Korea on the boards. Going forward, he envisions J. Mendel's expansion into fragrances as perhaps the impetus for an even greater retail presence. ➤

Clockwise from top: The president of MR Architecture + Decor. Jasper, a dress in lace and crepe cotton-polyamide. Fumed eucalyptus paneling and marble mosaic floor tile at J. Mendel, New York.