



Cutler & Gross

SoHo

Cutler and Gross have relocated their New York store from 110 to 71 Mercer Street, embracing a larger 2,400 sq ft space housed in a historic pre-war building dating back to the 1920s. Designed by New York-based architects Leong Leong, the new store draws inspiration from archival libraries and social clubs of the past, reflecting a blend of intellectual gathering places and artistic sanctuaries. Engineering design challenges included working with the existing infrastructure to modernize the existing amenities.

LOCATION

71 Mercer Street
New York, NY

BUILDING SIZE

2,400 SF

ACHIEVEMENTS

- The HVAC system was updated from a single-zone, naturally ventilated system to a multi-zone system with individual temperature control and full-coverage fresh air supply.
- To ensure the warm, subtle lighting would enhance the display of eye wear throughout the store, extensive coordination was performed with the lighting consultant (TM Light) and electricians.

