

Program Summary:

This project modernized this clothier's layout while preserving its historic character.

Program Statement:

This clothier has been a New Orleans staple for over 80 years. When they asked us to renovate their Magazine Street flagship, we faced a challenge: change too much, and it loses its identity; change too little, and it stays the same. We completed a full renovation in 12 carefully planned phases and kept the store open throughout. We set out to elevate the space's functionality, flow, and clarity. We replaced the original staircase to strengthen sightlines and ease movement between floors. New openings on the second floor introduced additional light and visibility. We removed window displays and reconfigured back-of-house spaces, creating a more open, welcoming environment. Custom wallpaper, featuring the original clothier's logo and early storefront imagery, serves as a tactile reminder of the company's roots and evolution. Downstairs, a grid layout and wrapped columns add rhythm and warmth. The men's department now flows intuitively, while upstairs, women's and boys' areas reflect the line's elegance. Updated lighting and HVAC, using daylight and LED, define zones and unify the space. Most furnishings and fixtures were repurposed or refinished to balance sustainability and cost. Early space planning let the client visualize layouts, yielding a flexible, discovery-oriented configuration. Exterior improvements included roof repairs, new mechanical units, enhanced waterproofing and drainage, upgraded lighting, fresh paint, and the removal of bay windows to reveal original windows and introduce more daylight.

IA-90.01

Building Area: (sf)
15,170

Cost per Square Foot:
\$154.09

Construction Cost
\$2,337,575.00

Date of Completion:
2024



IA-90.02

Exterior Improvements

Exterior improvements included roof repairs, new mechanical units, enhanced waterproofing and drainage, upgraded lighting, fresh paint, and the removal of bay windows to reveal original windows and introduce more daylight.



IA-90.03

Exterior Improvements

Custom murals by local artist Rachel Loyacano showcase the clothier's vast history.

IA-90.04

Entry Staircase
(Before & After)

A transformed entry experience and stair enhances wayfinding and physical and visual links between floors.





IA-90.05

Entry Staircase
(Before & After)

A transformed entry experience and stair enhances wayfinding and physical and visual links between floors.



IA-90.06

Entry Staircase

A transformed entry experience and stair enhances wayfinding and physical and visual links between floors.



IA-90.07

Wallpaper

Custom wallpaper wraps select interior walls with historic references—featuring the original clothier's logo and imagery from its earliest storefronts. It serves as a tactile reminder of the company's roots while celebrating its evolution.



IA-90.08

Refined Retail Experience

Refreshed lighting, custom millwork, and new floors enhance the overall customer experience.





IA-90.09

Refined Retail Experience

Refreshed lighting, custom millwork, and new floors enhance the overall customer experience.



IA-90.10

Point of Sale

The point of sale features the iconic retailer's Crawfish icon in brass, enhancing the retailers longstanding brand identity.



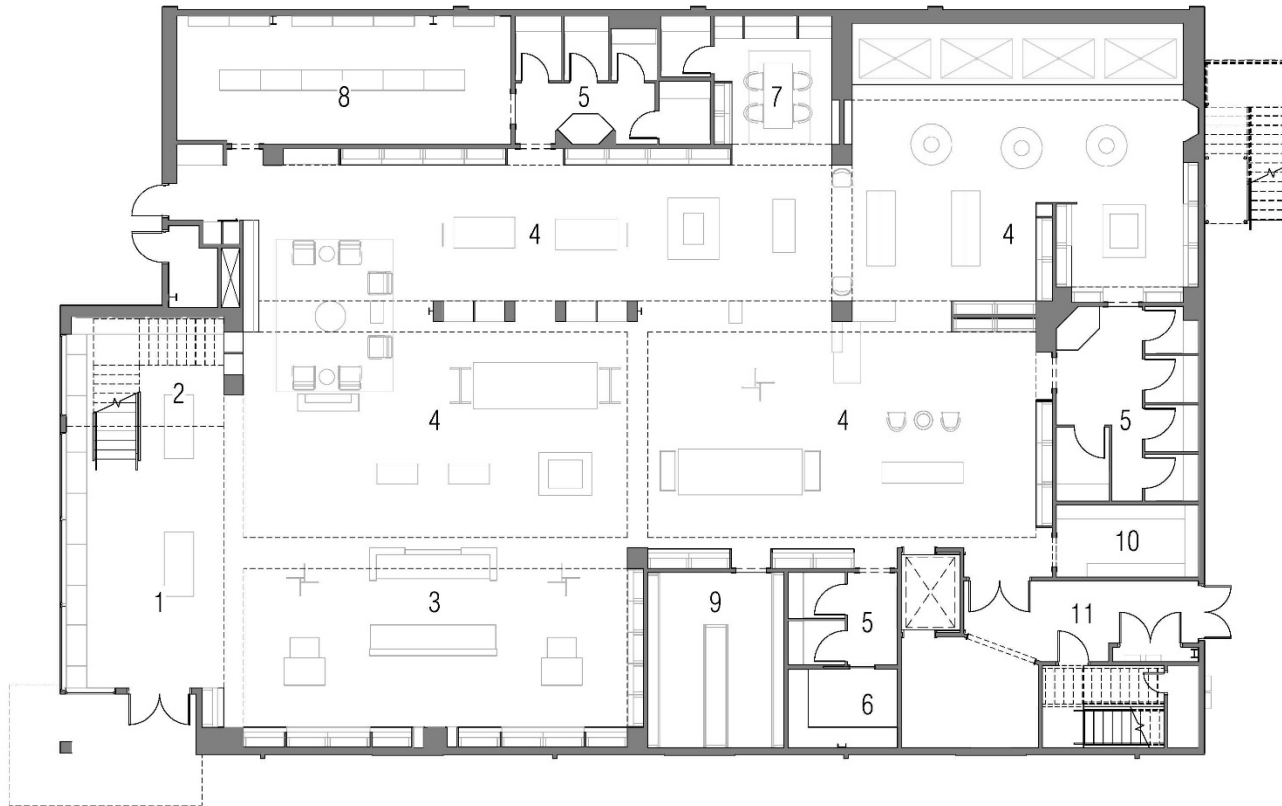
IA-90.11

Point of Sale, Upstairs

Upstairs, the point of sale makes use of brass to reflect the elegance of the women's line. The crawfish icon is etched on the lower right to match the cash wrap down stairs.

IA-90.12

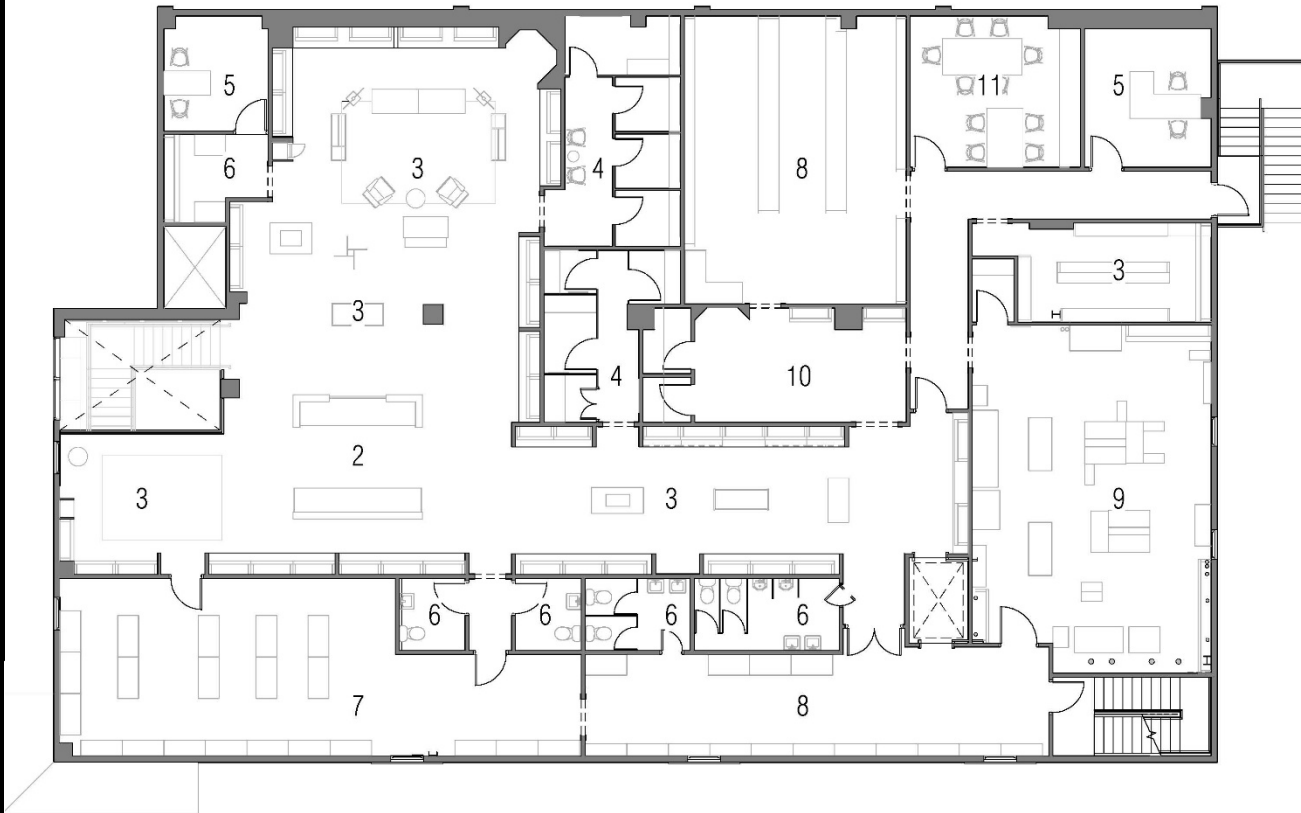
Floor Plan (Level 1)



1. ENTRY 2. FOCAL STAIR 3. POINT OF SALE 4. SALES FLOOR 5. DRESSING ROOM 6. OFFICE 7. CUSTOMS 8. SHOE STOCK 9. WILL CALL 10. TUXEDO STORAGE 11. FOYER

IA-90.13

Floor Plan (Level 2)



1. FOCAL STAIR 2. POINT OF SALE 3. SALES FLOOR 4. DRESSING ROOM 5. OFFICE 6. RESTROOM 7. STORAGE 8. RECEIVING 9. ALTERATIONS 10. TUXEDO RENTAL 11. BREAK ROOM