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## OPEN> SHOWROOM

EDUN Americas by Spacesmith.



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**EDUN Americas**  
107 Grand Street, 3rd Floor  
New York  
Tel: 212.274.1521  
Designer: Spacesmith

Ali Hewson and her superstar half, Bono, launched the eco-friendly fashion label EDUN in 2005. The company was created to support the development of the fashion business in Africa and encourage "trade for aid" — the alleviation of poverty through local job creation. The luxury fashion conglomerate LVMH acquired a large stake in EDUN in 2009, raising the brand's profile even further, and now the growing company has opened its first US

showroom in Soho.


Fashion buyers and editors can browse racks of organic Tunisian cotton t-shirts and more in the 8,600-square-foot space on the third floor of a landmarked loft building at the corner of Grand and Mercer Streets. The showroom also includes a sample room, offices, and studio space for the design, production, and marketing teams. A sustainably-designed space was top priority for EDUN, and to that end a team from Spacesmith limited new construction and maximized ample natural light with glass interior walls. "It's pure and minimal, like the EDUN products themselves," said Jane Smith, a Spacesmith partner. Keeping things simple also helped with staying on a tight construction schedule, but to give a bit of warmth and texture to the interior, the designers strategically used reclaimed materials like white barn siding sourced from Pioneer Millworks in Farmington, NY.

**Molly Heintz**

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