

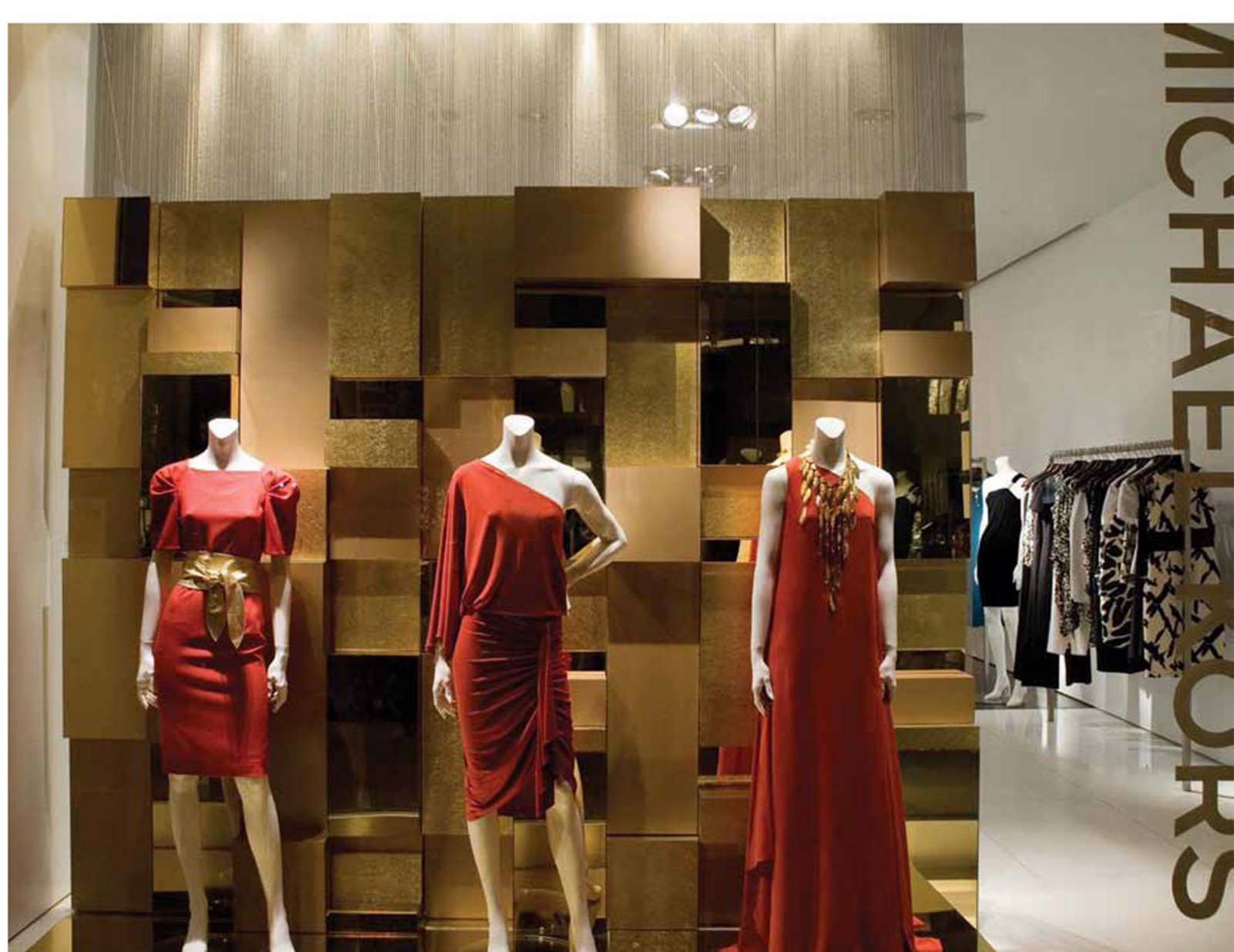


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THE FOOD ISSUE



golden opportunity

edward sajovic, display and exhibit design '05, creates a holiday window, step by step

by alex joseph

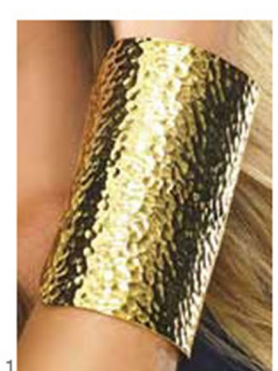


What does it take to craft a holiday window for Michael Kors? For Edward Sajovic, president of his own five-year-old display company, it was a complicated seven-month process.

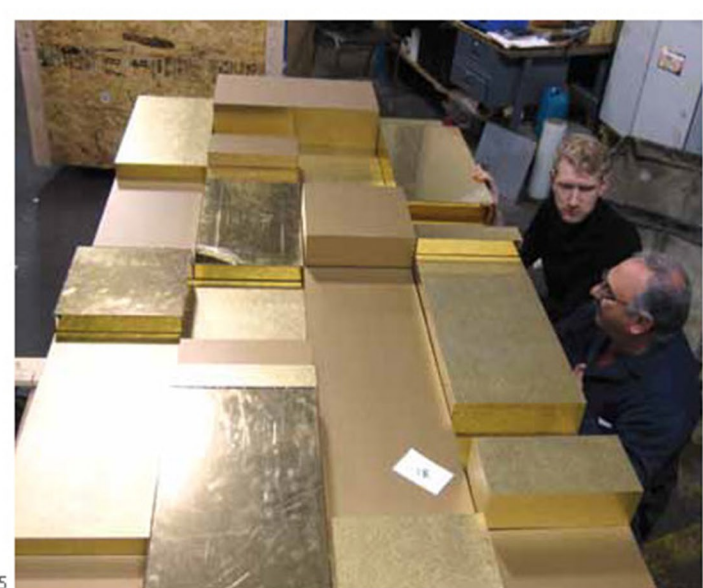
In the spring, Marc Rosenbaum, national sales director for Edward J. Sajovic Design, LLC, submitted a portfolio of work to John Mason, senior visual director for Kors. Sajovic had worked for Henri Bendel and Bergdorf Goodman, among others. Mason noted the company's experience creating lavish window displays, and felt encouraged by their initial talks: "Michael Kors is edgy, but subdued edgy. Ed got that immediately."

The Kors creative team provided

a concept and general direction: Kors's current line and the sculpted furniture of Paul Evans (1931-1987) were touchstones. Using CAD, Sajovic created a draft of what would become the display wall featuring the black, red, and silver that Kors used in his collection, but Mason thought the colors would compete with the clothes. The final version picked up Kors's gold and metallic hues, Sajovic said, "but we took it a step further by mimicking the finishes," including the hammered gold in the heel of a Kors shoe. Sajovic suggested making the wall more three-dimensional, like an Evans line of furniture called Cityscape. He called the result "a combina-



Putting It All Together
Inspiration: Kors accessories and Paul Evans furniture (1, 2). Concept: CAD renderings of the first proposal (3) and final (4). Fabrication in Ed's studio (5), and Installation (6).



tion of the beat of the city and the beat of Michael Kors." Mason gave the ultimate compliment: "It's like something you'd see in Michael's house." (Kors studied Fashion Design at FIT in the '70s.)

One brisk November evening, Sajovic, Mason, and Rosenbaum oversaw the assembly of the wall, by professional installers, in the Madison Avenue store window. Each panel was approximately 140 pieces, made of hammered metal, gold mirror acrylic, and gold laminate, attached to a platform and adhered to a medium-density fiberboard on, Sajovic was very hands-on, securing the wall by attaching microfilament thread to the top. Passersby stopped to

stare, and Rosenbaum proudly noted the display's subtlety: "This doesn't scream, 'Hello Holiday!'" Mason was pleased, too: "With this economy, we definitely were in a certain mindset, and they worked with us on cost and made it very seamless. I couldn't have asked for a smoother process." Walls were sent to all Michael Kors Collection stores—Palm Beach, Beverly Hills, and Costa Mesa, CA; Manhasset, NY; Chicago, London, Milan—where installers followed a step-by-step guide. Joining the group on the sidewalk, Sajovic said the displays had been constructed in his studio. "This wall was made in America—that's an anomaly." (Most displays

are made in Asia.)

This season, in addition to the Kors job, Sajovic created in-store holiday displays and windows for nearly 70 Club Monaco stores, 35 North Face stores, and all 650 Jones Apparel Group stores, as well as some residential holiday work. He plans to hire his seventh full-time employee in 2010, and to develop two specific sales departments—retail and residential. Though based in art, Sajovic's work provides him with a business-like thrill. "It's great working with all the different price points," the Cleveland-born designer says. "It's a constant challenge to meet a certain price with a certain look."

