



Avon Products

Location: New York, NY
MEP Engineer: Athwal and Associates
Telecommunications: Constantine Walsh-Lowe
Contractor: JT Magen Construction

Avon's burgeoning global direct-selling beauty business, mark. is the number two trend brand in the world and focuses on the fast-growing market for young women. Sophisticated, modern, fresh... mark. aims to capture the outlook and attitudes of today's young women.

This project involved the conversion of existing office space into a new look for the mark. brand, without a substantial budget or time frame.

Being beautiful inside and out was the idea behind "mark's" branding and a stepping stone for CONANT ARCHITECTS design. A simple, clean, contemporary environment was created that was a reflection of the simplicity and elegance of youth. Instead of clear demolition of the existing space, selective elements were given a face lift and reused. Minimal detailing of the reception and conference areas served both to keep the budget to a minimum as well as underscore the brand's identity.