

HOUSE & HOME

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INTERIORS

A New Retail Store That's a Puzzle of Mirrors and Spotlights



Paul Warchol

The new two-story Max Mara store in SoHo, left, is eager to fool the eye. Upstairs, there are concrete walls that look like felt stitched with semicircles of steel cable resembling loose loops of thread. "Max Mara is known for its pontino stitch, an exaggerated hand stitch on the seams, or edges of the sleeves," said Fernando Correa Granados, an assistant to Ducciomaria Grassi, of Studio Grassi in Italy, an architect who designed the store with flexibility in mind. On the lower floor, chunky angular pull-out shelves use magnets for handles and contain spotlights for the shelves below. Mirrored panels reverse to leather. The store, which cost \$5 million to build on a former parking lot, is at 450 West Broadway (near Prince Street). *ELAINE LOUIE*