



MIAMI DESIGN DISTRICT FLAGSHIP

CLIENT

David Yurman

ROLE

Design Development
& Program Leadership

SCOPE

Fixtures · Environments
· Brand Standards

YEAR

2018 – Present

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**FOUR KEY CHALLENGES****01 NEW FLAGSHIP ENVIRONMENT**

Miami Design District set a new architectural benchmark. The existing retail language was misaligned with the space's modern scale and volume.

02 LUXURY PRESENTATION STANDARDS

Jewelry at this scale demands precise lighting hierarchy, material restraint, and vitrine systems that amplify product without competing with it.

03 MANUFACTURING CONSTRAINTS

Complex curved forms, high-finish material specs, and tight tolerances required close coordination with fabricators from day one.

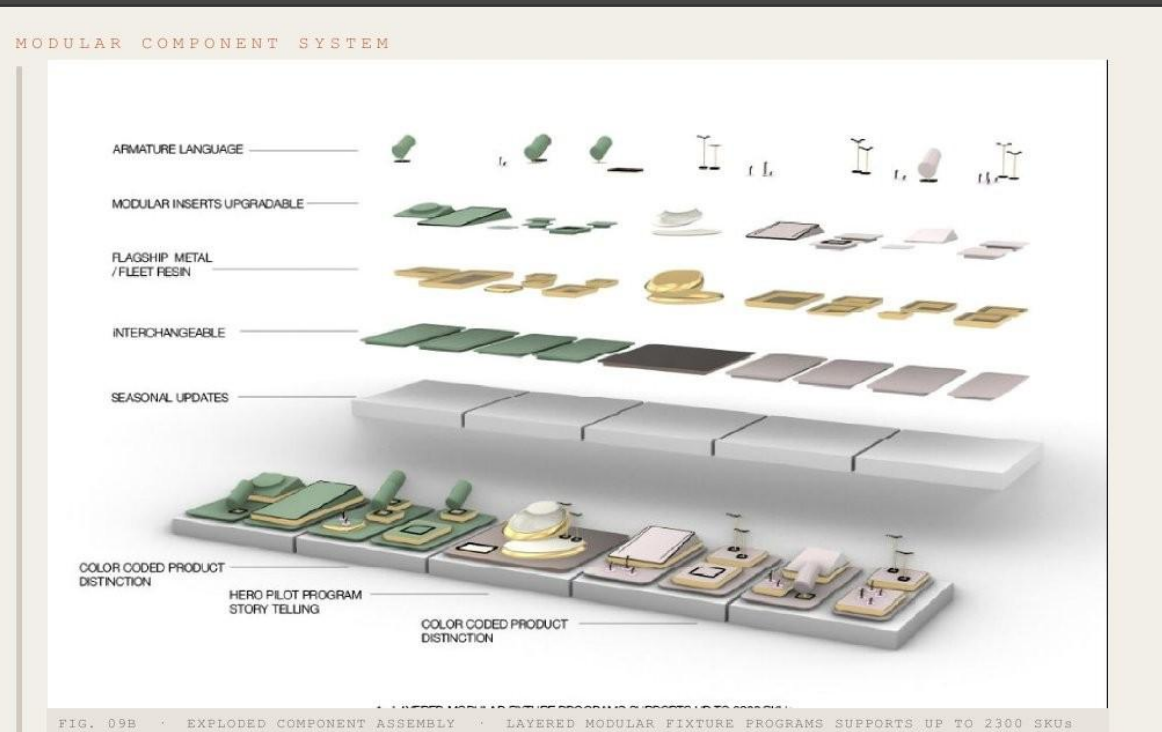
04 SCALABILITY FOR FUTURE LOCATIONS

Every decision made in Miami had to function as a repeatable standard — not a one-off solution for a single flagship.

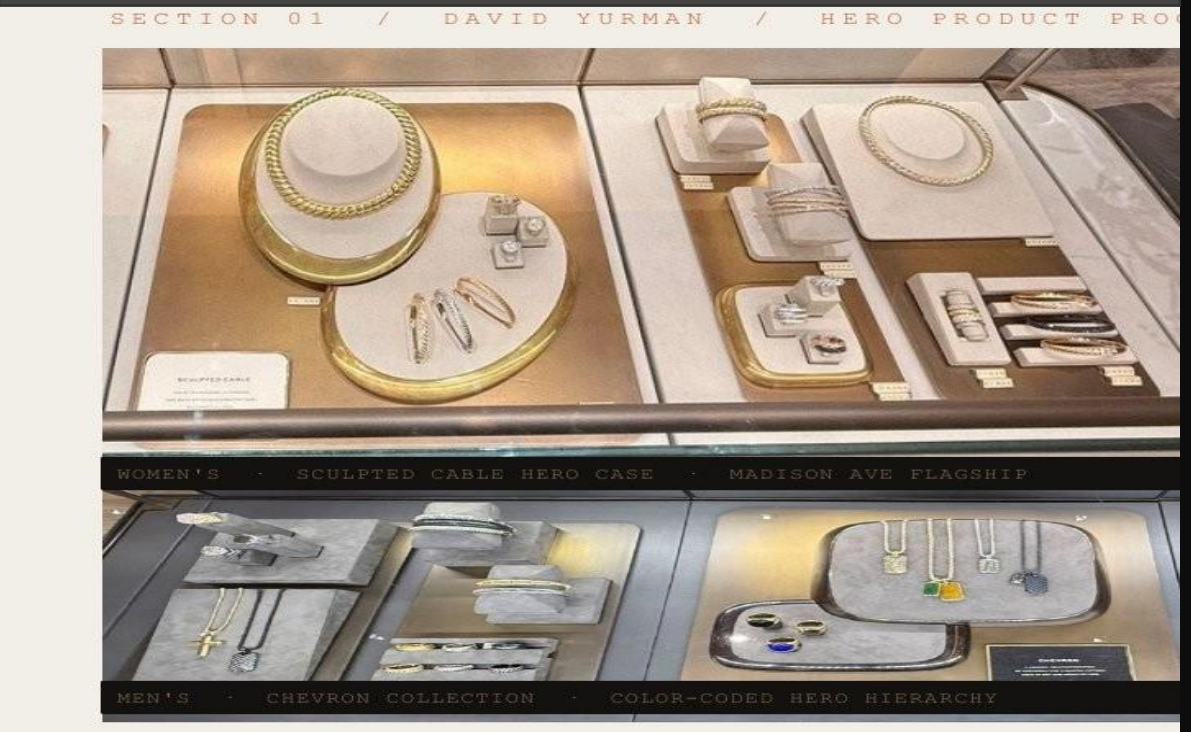




MODULAR COMPONENT SYSTEM · EXPLODED VIEW



HERO PRODUCT DEVELOPMENT · IN-CASE EXECUTION



CAD DEVELOPMENT

SolidWorks & Rhino fixture assemblies

PROTOTYPING

3D print & fabrication iteration cycles

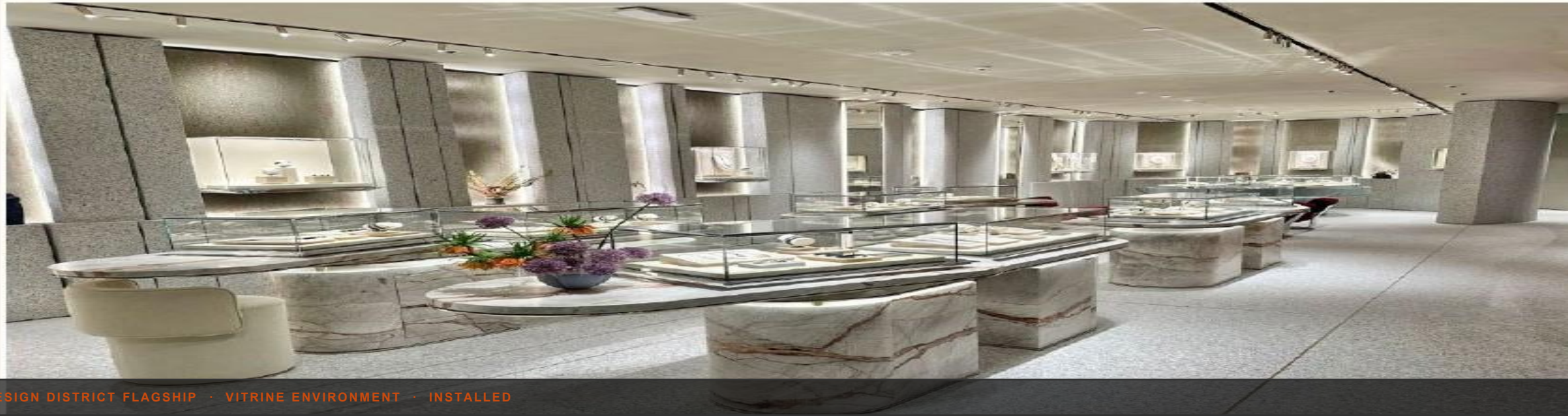
MFG DOCUMENTATION

Production drawings, material specs, QC

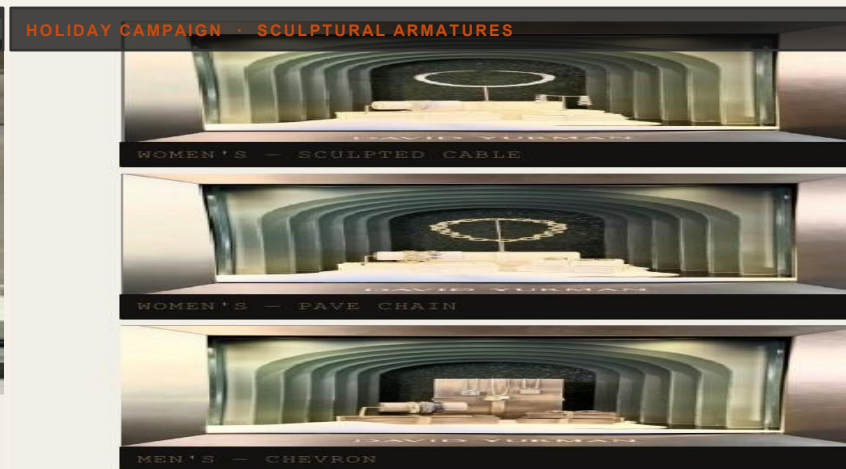
VENDOR MANAGEMENT

Multi-vendor coordination, 4+ fabricators

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MIAMI DESIGN DISTRICT FLAGSHIP · VITRINE ENVIRONMENT · INSTALLED



"Retail environments perform best when storytelling is built into the infrastructure, not layered on top of it."

— Paul Choate, Design Development Leadership

RESULTS + IMPACT

WHAT THIS

PROJECT BUILT.

57

Retail Locations

30+

Global Campaigns

4

Intl. Markets

● FLAGSHIP STANDARDS

Miami vitrine and hero product frameworks adopted as the global visual language standard for all David Yurman retail environments.

● FUTURE ROLLOUT INFLUENCE

Systems developed for Miami directly informed fixture programs at additional flagship locations — reducing design iteration time on future openings.

● CROSS-FUNCTIONAL COORDINATION

Led alignment across design, VM, construction, and brand teams through brief to final installation sign-off.

● VENDOR & MANUFACTURING

Multi-vendor fabrication coordination across high-tolerance fixture systems: material specs, prototyping cycles, and production documentation.

● MODULAR SYSTEM ARCHITECTURE

Component system supporting 2,300+ SKUs with seasonal swap capability — eliminating one-off builds and establishing a reusable infrastructure platform.

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