

REAL ESTATE WEEKLY

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Brand plays on as Aragon completes renovation

Aragon Construction has finished construction on a 200,000 s/f interior renovation for fashion retailer Limited Brands at 1740 Broadway.

The project took place over five floors of the Upper East Side property. Twenty-six offices and four conference rooms – including tele-presence, storage and fitting rooms – were included in the renovations. The additions and changes added a modern, clean aesthetic to the space.

Fabric wall panels and glass partitions with applied films were utilized throughout the project to ensure privacy. Areas

that had originally been painted dark grey were covered in white and combined with white lacquered MDF wood headers that radiate a considerable shine. The brilliant white color scheme noticeably brightened the office and contributed to the impression of additional space.

The project was completed while Limited Brands continued to work out of the space, which offered a unique challenge for the Aragon team. “Our first priority is always the client, so it was important for us to complete the project without disrupting their productivity,” said Alex Getelman, president.