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The Oscar de la Renta space has a primarily white, modern palate.

Aragon Construction's clothes call

Celebrated international fashion house Oscar de la Renta has tapped New York City contracting and construction management firm, Aragon Construction, to complete a 37,000 s/f build-out at 11 West 42nd Street.

The project, which will unite the firm's fashion operations under one roof, is expected to be completed in early 2012.

Aragon is constructing the 24th and 25th floor space in partnership with Meyer Davis Studio Inc, a design firm that has worked closely with Oscar de la Renta on

past projects. The 25th floor features a 4,800 s/f design showroom and large space for full-scale runway fashion shows, which will be presented with theatrical lighting that has been custom-wired for the space.

All aspects of the company are represented between both floors, which house all fashion and beauty divisions in a showroom setting as well as corporate offices, conference rooms, and customer service.

"The high-end quality of our workmanship fits perfectly with a luxury brand like Oscar de la Renta," said Alex Getelman, president of Aragon Construction. "We're proud of the work we have completed up to this point and look forward to delivering the final product in this exquisite space."

The primarily white, modern palate is designed to showcase both high-end fashion and architecture, through the use of custom millwork and creative lighting. Wide architectural poured concrete floors and high, beamed ceilings set the stage for style showcases and a customized shopping experience, and a steel and glass staircase will connect the two floors and is designed to join with the aesthetic of the space.

Some design decisions in the project, such as the need for a large, open ceiling, were

overcome by creative solutions by both the design and construction teams.

"By creating an aesthetically pleasing boxed beam look to conceal the mechanics and wiring of the space, we were able to maintain the clear and open look that Oscar de la Renta requires," said Jamie Corcoran, project manager at Aragon Construction.

Alex Bolen, chief executive of Oscar de la Renta said, "We are happy to be partnering with Aragon on the construction of our new offices, and have been impressed with the quality of their work so far. Staying on a tight schedule while executing control over all aspects of the product, Aragon is going above and beyond to ensure everything is of the utmost quality. We look forward to the completion of the project, and an exceptional end result."

11 West 42nd Street, the 32-story building formerly known as Salmon Tower, was completed in 1927 by York & Sawyer. Located on the North side of West 42nd Street between Fifth Avenue and Avenue of the Americas, the 932,101 s/f office tower, owned by Tishman Speyer, also plays host to many other fashionable tenants, including Michael Kors and Valentino.

Oscar de la Renta is relocating from their current offices at 550 Seventh Avenue.