



Out of the Box

Lot-Ek

A takeaway window supplying shoppers with Momofuku Milk Bar cookies is just one of the sweet spots at the new Band of Outsiders store in SoHo, NYC. Others are the soft button-down shirts and crisply tailored blazers that first put Scott Sternberg's brand on the map. But cookies and shirts aside, the New York flagship is a welcome addition not only to SoHo but also to the ten-year-old Los Angeles brand's book of milestones. The focal point of the space, created by local design studio Lot-Ek, is a photographic mural depicting a still from Jean-Luc Godard's *Pierrot le Fou*. Large white steamer trunks function as pendant lighting, display units and storage space. They can be rearranged to accommodate seasonal merchandising. Currently, the trunks provide a backdrop for the brand's classic polo shirts, saddle shoes and sweatshirts – not to mention lighters, hackey sacks and cookie-scented car fresheners. Faux-fur biker jackets hang on rails along the perimeter. Amusing door plates bear the names of alternate worlds – Middle Earth, Xanadu, Druidia – as if Middle Earth really were a fitting-room door away. — GT

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