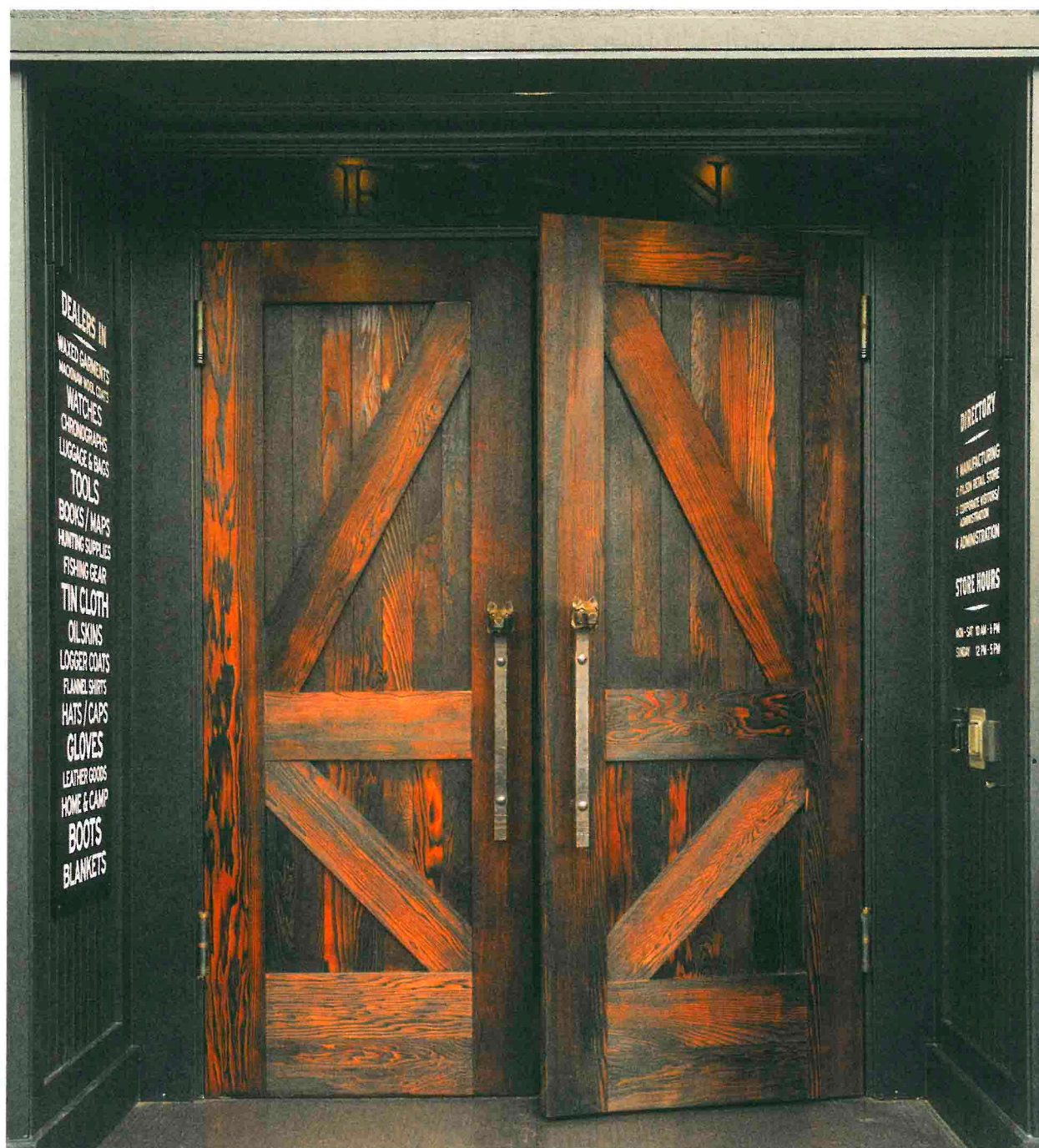


Paul Bunyan Shops Here



Founded in 1897, Filson makes the lumberjack's apparel of choice. In November, the brand moved into its new digs (above), which feature plenty of well-crafted wood details, such as the aged and oiled barn doors marking the entrance (left).

THIS PAGE AND OPPOSITE: COURTESY LAURA SWIMMER



The legendary outfitter's new headquarters is a temple to flannel.

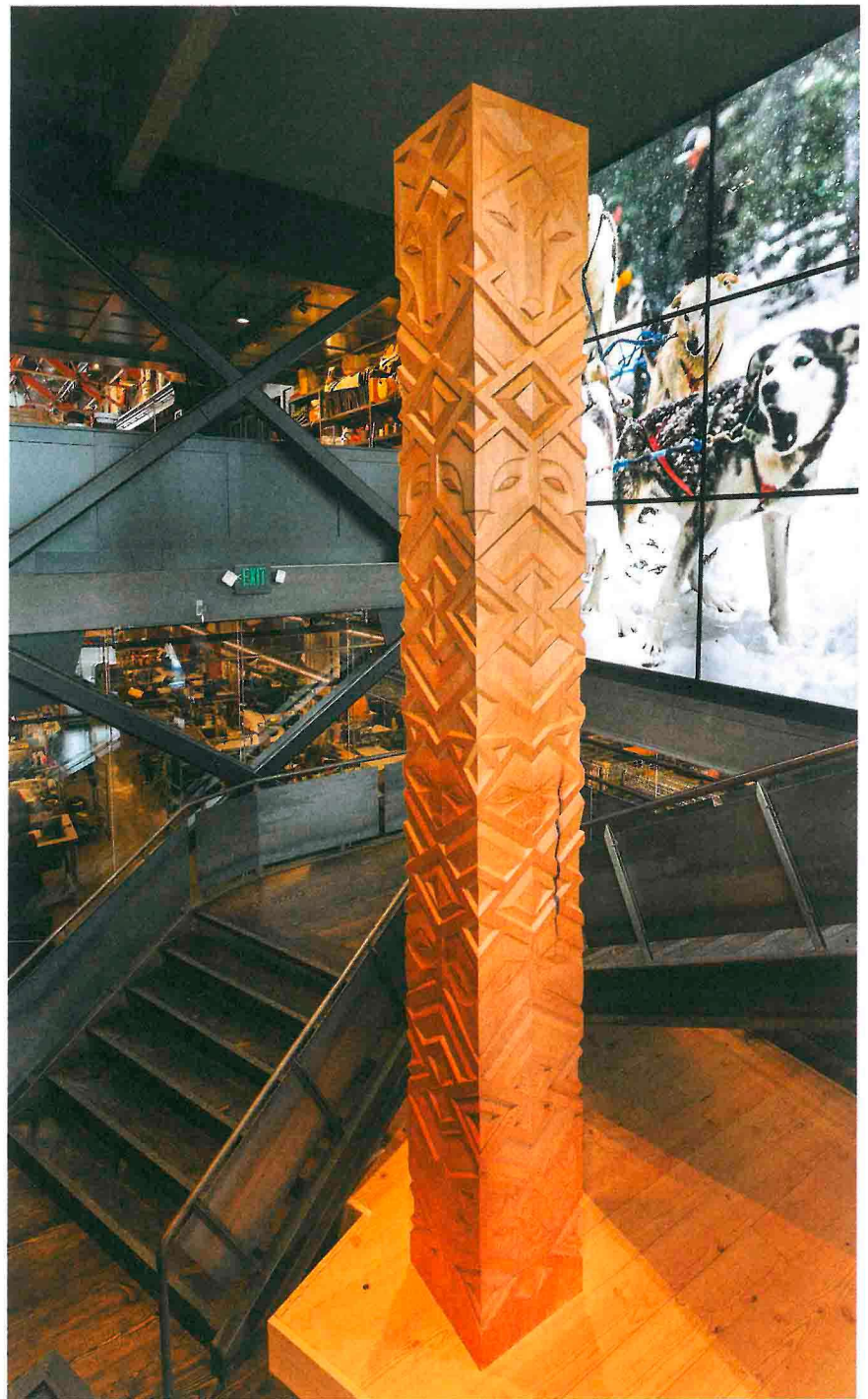
Set against Seattle's vibrant tech scene, Filson's 6,500-square-foot Sodo flagship store is a total anachronism—exactly the tone its designers had aimed to achieve.

Two local architecture firms, Dovetail and Heliotrope—along with a team of artisan cabinetmakers and carpenters, metalworkers, and a blacksmith—transformed a century-old former saw blade factory into the new retail space, which emphasizes the brand's history as a clothier of prospectors on their way to the Klondike Gold Rush.

"It's upstairs and out of sight, on a street with very few adjacent shops," says Mike Mora of Heliotrope. "We tried to turn that to our advantage and make visiting the store an experience of discovery—a sense of transportation to another place and time."

To achieve this passage back in history, the architects looked to various points along the Pacific Northwest's cultural trajectory: Jack London's *The Call of the Wild*, Victorian-era museums, the photographs of Darius Kinsey. They also studied Filson's emphasis

Local architecture firms Dovetail and Heliotrope enlisted the expertise of cabinetmakers, carpenters, metalworkers, and a blacksmith to achieve the cabin-esque feeling of the interiors (below). Right: A 19-foot wood totem adds a dramatic vertical element to the retail floor. Opposite: Filson's manufacturing operations are located in an adjacent workshop, viewable from the store through large windows.



on craftsmanship, as is evident in the structural and aesthetic details. Barn doors made of hand-oiled reclaimed wine vats, with custom bronze handles, lead the way inside, where the design team retained the original metal-truss roof and styled the walls with a palette of burnt woods and heavy black wainscoting. A 19-foot hand-carved totem greets visitors in the foyer, while a wood-burning fireplace adds to the cabin-like ambience.

The former factory also houses Filson's corporate headquarters and manufacturing facilities; the latter, thanks to the expansive glass windows that look into the sewing room, are in full view. Given Seattle's place as the tech industry's second city, these homespun, rustic flourishes provide a convincing counterpoint to the trappings of the digital world. —Janelle Zara

