

Herman Miller, Inc. Opens New York Flagship

251 Park Avenue South to house multiple Herman Miller brands and the company's first North American retail store

Highlights

- New York flagship houses multiple Herman Miller brands including Maharam, Geiger, and Design Within Reach
- Ground-level Herman Miller retail store, the first in North America, is slated to open late 2016
- Flagship is a physical manifestation of Herman Miller's strategic shift to an industry-plus-consumer brand

Global design manufacturer Herman Miller, Inc. announces the opening of its New York flagship, a singular location housing many of the company's brands under one roof. Located in the heart of Gramercy at 251 Park Avenue South, the flagship features textiles and coverings from Maharam, furnishings from Geiger, authentic modern design from Design Within Reach, and a full range of furnishings and tools from Herman Miller. The company's expanded presence will be reinforced at ground-level by the first permanent Herman Miller retail location in North America—slated to open late 2016.

"One of Herman Miller's core strengths has always been our ability to innovate and evolve as the world around us changes," said Chief Executive Officer Brian Walker. "The opening of the flagship marks a purposeful shift in our efforts to connect with consumers in a new and impactful way. Having a branded retail store in a major U.S. market will further cement Herman Miller as a premium lifestyle brand—and reinforce the totality of our efforts as a corporation."

The flagship's retail portion will position Herman Miller to grow revenues across all channels by capturing new market share, driving e-commerce, boosting third-party retail sales, and elevating brand awareness. Through the consolidated presence of Herman Miller, Inc.'s industry-leading brands, it will also offer a revamped platform to serve the existing New York tri-state customer base in new ways.

Company leaders point to the flagship as a physical manifestation of Herman Miller's strategic shift to an industry-plus-consumer brand. "The New York flagship represents the first time in our history that the variety and versatility of our total offering has come together in a single location, giving our customers a truly holistic experience," said Executive Creative Director Ben Watson. "Herman Miller and its family of brands are unique in the strength and breadth of their offer. By bringing to life this singular flagship experience, we hope to inspire all our visitors to imagine better places for working and living."

Visitors to floors two through four will experience Living Office, Herman Miller's human-centered approach to work and workplace. Designed utilizing Living Office's place-making framework, the showrooms serve as working offices to house Herman Miller, Inc.'s full corporate New York operations—including regional sales leadership, global marketing, brand design, and media and communications. The company expects it will be a dynamic global destination for the A&D community, clients, dealers, and consumers of modern design.

Incidentally, the address of 251 Park Avenue South has had prior association with the company. The building was designed by Neville & Bagge in 1909, and served as the home of George Nelson & Co. from 1973 to 1979. It has housed the corporate offices of Maharam since 1992.

Herman Miller, Inc. occupies nearly 60,000 sq.-ft. of the 120,000 sq.-ft. building. The Herman Miller and Geiger Showrooms, located on floors two through five, are open now to customers and the A&D community by appointment. The public-facing ground level retail store will open later this year.

For more information, visit [Herman Miller's New York flagship](#).

About Herman Miller, Inc.

Herman Miller is a globally recognized provider of furnishings and related technologies and services. Headquartered in West Michigan, the global company has relied on innovative design for over 100 years to solve problems for people wherever they work, live, learn, and heal. Herman Miller's designs are part of museum collections worldwide, and the company is a past recipient of the Smithsonian Institution's Cooper

Hewitt National Design Award. Known and respected for its leadership in corporate social responsibility, Herman Miller has been included in the Dow Jones Sustainability World Index for the past 12 years, and has earned the Human Rights Campaign Foundation's top rating in its Corporate Equality Index for the past nine years. In fiscal 2015, the company generated \$2.14 billion in revenue and employed over 7,000 people worldwide. Herman Miller trades on the NASDAQ Global Select Market under the symbol MLHR.

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