

DOORS NYC · 43 MERCER STREET, SOHO

Through the Doors

*A concept store, a PR showroom
and a gallery wall in SoHo,
built around one conviction:
independent design deserves a
front door.*





The DOORS NYC storefront window, SoHo

INDEPENDENT FASHION · NEW YORK

A door on Mercer Street

DOORS NYC calls itself New York's destination for exceptional independent fashion, jewelry and beauty. In practice it is two businesses under one roof: a retail concept store and an independent fashion PR showroom.

The address is 43 Mercer Street, in the heart of SoHo, where the neighbours include Gucci, Chanel, Prada, Tiffany & Co. and Jacquemus. DOORS does not try to be one of them. It stocks more than 100 independent designers and brands from around the world, many of them represented exclusively in the United States.

Every designer is handpicked — from leading fashion weeks, international showrooms and emerging-talent competitions. The edit runs from global names such as Yohji Yamamoto, TOGA and Juun.J to

a next generation that includes RUIbuilt, Clara Son and Private Policy.

Fashion is only part of it. Work by independent artists, found through galleries, exhibitions and international art fairs, hangs alongside the clothes. And the shop floor doubles as a stage for launches, presentations and conversations about the future of fashion, technology and AI.

HOW IT WORKS

Store, showroom, platform

The concept store is the public face. Behind it, the PR showroom introduces its brands to editors, celebrity stylists and influencers, with *Vogue*, *Elle*, *Harper's Bazaar* and *WWD* named as the targets.

Designers join through a membership. The basic tier is e-commerce only, from \$250 a month. The standard tier adds six months of SoHo retail placement and showroom representation; premium adds monthly street-style shoots made in SoHo.

The company was founded in New York by a Parsons professor and fashion insider. Its female-led team, with offices in New York and Paris, brings more than fifteen years of experience across PR, serviced retail, e-commerce and smart tech.

“Our mission is to discover and champion exceptional independent designers, connecting them with customers who value originality, craftsmanship and independent design.”

DOORS NYC, ABOUT US

DOORS NYC, SoHo



DOORS NYC · A PORTFOLIO FEATURE



TOGA Pulla, lookbook



Discord Yohji Yamamoto



Juun.J, lookbook

THE ESTABLISHED NAMES

Cult labels, carefully chosen

TOGA PULLA

Founded in 1997 by Tokyo-based designer Yasuko Furuta, a graduate of ESMOD in Paris, TOGA takes its name from the ancient Roman garment. TOGA Pulla is its footwear line for women: metal cowboy-inspired hardware, oversized silver buckles, studs and sculptural forms that, in the store's words, "blur the line between costume and couture."

DISCORD YOHJI YAMAMOTO

The Japanese designer's dark palette, architectural forms and unconventional proportions, translated into bags and accessories.

JUUN.J

The Korean designer debuted his namesake label at Paris Men's Fashion Week in 2007. He calls his method "Street Tailoring": classic tailoring broken open by youth and street culture. Collaborations have included Canada Goose, Reebok, Ambush and Adidas. Jacquemus eyewear, made with Linda Farrow, completes the established end of the roster.



THE NEXT GENERATION

Clothes that argue

Parsons alumni Haoran Li and Siying Qu founded Private Policy, a genderless streetwear label that uses its runway narratives to raise awareness of social and human rights issues. In 2019 they were finalists for the CFDA/Vogue Fashion Fund.

For Fall/Winter 2026, *DOORS NYC Magazine* reported, Li looked to the Chinese immigrants who helped build the American railroad: cowboy-inspired shirts and utilitarian cuts, finished with Chinese knot closures.

RUIBUILT, the genderless label founded in 2019 by Shanghai-based Parsons graduate Zhou Rui, treats a garment as a “second skin” — delicate and intimate, yet resilient. Its sculptural bodysuits count Dua Lipa and Hyuna among their admirers.

Guvanch staged “Dowzah” in February 2025: more than forty looks moving through Hell, Purgatory and Heaven in a Chelsea storefront turned dystopian Eden.

“When the right people connect with the work, they help carry the story further than we ever could alone.”

JENNIFER “J.J.” LEE, ESQUE/BY

Private Policy, lookbook



Farah Seif, lookbook



Qipology, lookbook



Silk & Bears, lookbook

A WORLD EDIT

Ten countries, one rail

The shop sorts its designers by country — ten in the menu, from the United States, Japan and South Korea to Egypt, Moldova, Turkey and Ukraine.

FARAH SEIF · ALEXANDRIA

Founded in 2019 by a designer raised in a family of architects, who studied Haute Couture Fashion Design at the Paris American Academy and launched her label at twenty-four. The reference is 1980s power dressing; everything is made in-house in Alexandria.

QIPOLOGY · HONG KONG

Julie Liu founded the label in 2018 to reimagine the qipao: mandarin collars and frog fastenings, cut for everyday wear.

SOEUR & FRÈRES · MOROCCO

Moroccan denim from siblings led creatively by Zineb Anwar, whose family began with one of Mo-

rocco's first denim laundries. The motto: "Timeless. Tailored. Together."

SILK & BEARS · ENGLAND AND VIETNAM

Hand-dyed mulberry silk, made with master artisans in Nha Xa, one of Vietnam's last surviving silk villages, where weaving traditions date back more than 500 years.

"Working with DOORS feels like real partnership."

JULIA ALLERT



Patricia Tudosa, *In the Beginning*



Kristina Okan, *My Secret Garden No. 1*

WHERE FASHION MEETS ART

A gallery between the rails

At DOORS, the site says, fashion and contemporary art are intrinsically connected. The art edit spans paintings, prints, photography, digital art, sculptures and design objects.

Kristina Okan, a Berlin-based visual artist, makes porcelain from withering fruits and vegetables; her work for the Moon Gallery Foundation reached the International Space Station in 2022. Marilyn Henri- on, born in 1932 and a life-long New Yorker, is represented in the Smithsonian Institution's Archives of American Art and has had more than twenty solo exhibitions since 1999; her work is rooted in the urban geometry of her city.

So Ye Oh, born in Seoul in 1993 and based in New York, paints on found fabrics to make soft sculp-

tures that resemble shabby dolls. Hannah Shillito, in Brighton, works in bold, fluorescent colour.

“Art in a home is a declaration that beauty matters, inner life matters, feeling matters.”

DOORS NYC, EXCEPTIONAL ARTISTS AT DOORS NYC

EVENTS

Seven days in Times Square

From September 9 to 15, 2025, DOORS ran an immersive pop-up inside the W Hotel's Style Lab in Times Square: seven days, more than twenty designers from New York, Seoul, Paris, Porto and beyond.

The week opened with a cocktail night and the debut collection of Songs of Siren, the label of former McQueen stylist and backstage photographer Tinka Weener. Nearly thirty DOORS-affiliated designers came, with stylists, photographers and tastemakers.

The company presented it as a proof of concept: e-commerce, serviced retail and PR strategy, run on its own AI operating system, BrandOS.

“You can’t scale culture through code unless you build community first.”

ALISE TRAUTMANE-UZUNER, FOUNDER AND CEO, IN DOORS NYC MAGAZINE

W Hotel Style Lab, Times Square, September 2025





Guests at a DOORS NYC in-store event

THE SHOP FLOOR AS STAGE

A calendar, not a window

In SoHo the programme runs all year: in-store presentations, panel discussions, hands-on workshops from fashion styling to jewelry making and textile printing, and sip-and-shop evenings.

Brands can book the room — a meet-the-designer night, a collection presentation, a press and influencer event. DOORS has produced them for Temperley London, Private Policy x White Claw, SHALAJ, Emma Altman and FACE Stockholm x Derek Warburton.

POP-UPS

New York pop-ups run for one full month inside the flagship. The 2026 calendar: September, NYFW; October, Nordic Designers; November and December, Holiday. February 2027 brings NYFW again. In Paris, a pop-up runs twice a year during Paris Fashion Week.

“Rare finds, runway pieces, and one-of-a-kind fashion you won’t see everywhere else.”

DOORS NYC



READ, LEARN, VISIT

Beyond the shop

DOORS NYC Magazine runs trend reports and edits — “NYFW Runway Trends: Fashion With Teeth” among them — and features on designers such as MAHAUD PARIS, which turns unsold socks and tights into garments made in France.

DOORS NYC Academy is a free educational platform of webinars, tutorials and essays for independent brands, trusted, it says, by more than 2,000 brands across five continents. Recent essays include “SoHo, New York: Location Is Power” by Vlada Bulatnikova and “Beyond the Big Four” by Rawan Haq.

VISIT

DOORS NYC

43 Mercer Street, New York, NY 10013

Monday to Saturday, 11 am — 7 pm

Sunday, 12 — 6 pm

doors.nyc

PHOTOGRAPHS COURTESY OF DOORS NYC.
FACTS FROM DOORS.NYC.

RUIBUILT, lookbook