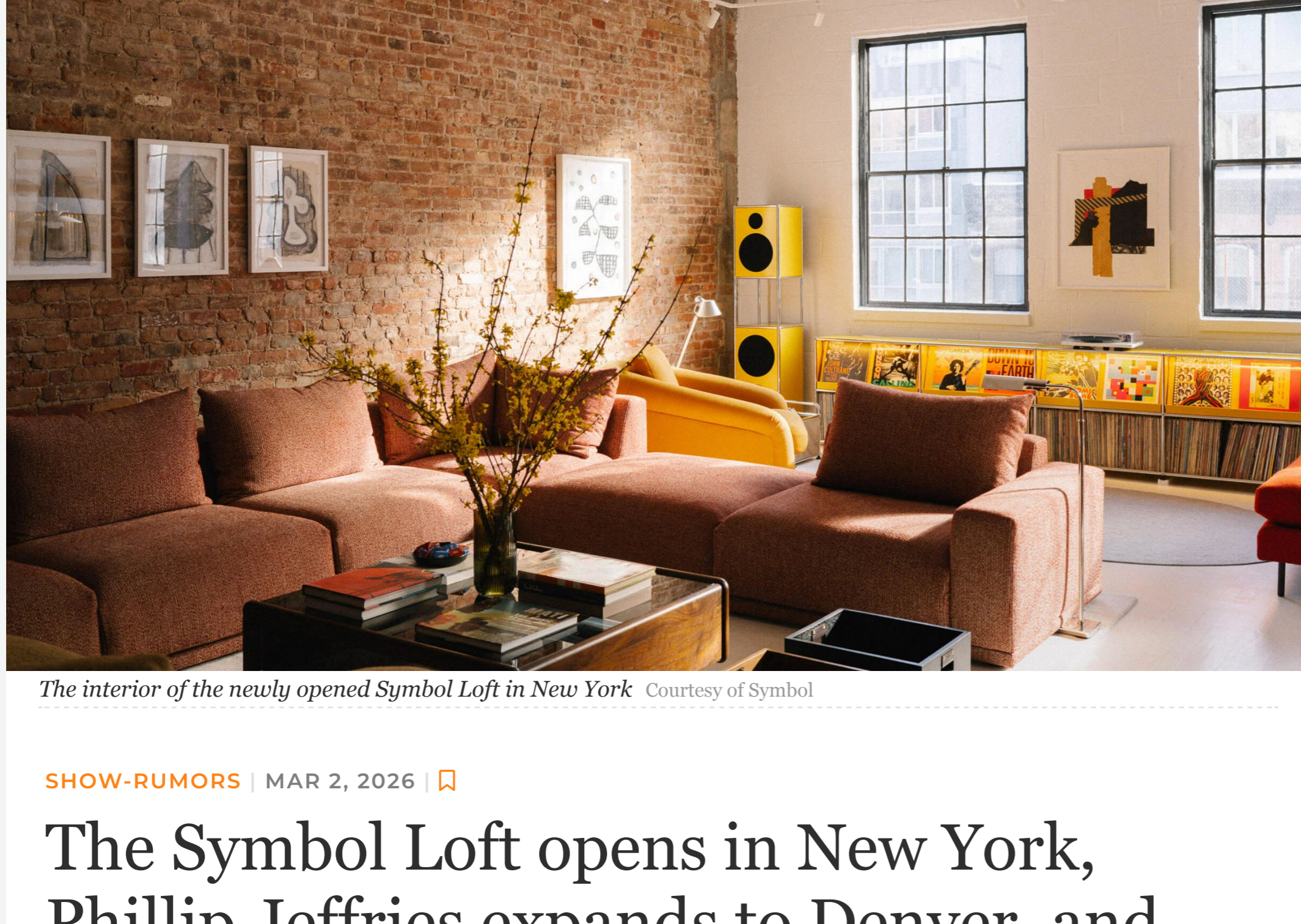


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The interior of the newly opened Symbol Loft in New York. Courtesy of Symbol.

SHOW-RUMORS | MAR 2, 2026

The Symbol Loft opens in New York, Phillip Jeffries expands to Denver, and more

By Aidan Tauler

From Colorado to Texas, BOH has all the showroom news to have on your radar this month.

SHOWROOM SPOTLIGHT

A step into the **Symbol Loft** is a step back in time. The new Manhattan outpost of the Nyaack, New York-based audio and furniture brand blends a showroom and listening lounge all under one vintage aesthetic. Located in the Bowery—a downtown art and cultural hub—the 3,000-square-foot showroom boasts high ceilings, exposed brick, and factory windows—preexisting bones the brand leaned into. “We really wanted it to feel like an old-school New York artist loft,” says Walker Tovinn, Symbol’s managing director and brand director. “A lot of the color choices came from that world of influences, the 1970s New York City lost party vibe.”



The space spans 3,000 square feet and features high ceilings, exposed brick and factory windows. Courtesy of Symbol.

Symbol was founded in 2012 by Walker’s father, Blake Tovinn, a furniture designer by trade and the company’s creative director. In 2011, just as vinyl records were beginning to have a resurgence, Blake was getting back into his personal collection of LPs and designing pieces to display them. For a decade, the company focused on crafting items that centered around vinyl storage and display, and then in the early 2020s, started expanding into other categories with the release of living room and workspace furniture. “We felt that we could put this collection together that didn’t feel out of left field to this audio business, but really was complementary to the lifestyle that we were establishing,” says Walker. “All of these pieces [are] very low, very deep, very soft, and really intended for listening and relaxing.” But while vinyl storage was relatively easy to sell online, sofas required a showroom.

Guests can experience those collections through a series of vignettes inside the new headquarters, each assembled with upholstered seating, coffee tables and speakers to encourage relaxed engagement. “The different spaces are all configured around actions,” says Walker. “You can flip through a bin, pick out a record, and then sit back and really experience the Symbol lifestyle.” In addition to the cabinets, loveseats, sectionals and media consoles on display (including collaborations with the Swiss brand USM Modular Furniture), there’s also a Kvadrat fabric wall with hundreds of options for customization.



Each of the vignettes have speakers to fully immerse guests in the brand’s offerings. Courtesy of Symbol.

On March 11, digital marketing strategist and Ultraviolet Agency CEO Jennifer Smiga breaks down what it takes to be discoverable in the age of AI. [Click here](#) to learn more and remember, workshops are free for [BOH Insiders](#).

Besides being a location to display the brand’s collections, the space will play host to listening sessions and events to bring together creatives across various disciplines. “The brand is inspired by so many different things. We draw from music, obviously, but we also draw from design, art, food and film. Having a physical space gives us the opportunity to reach out and interact with these other areas of inspiration,” says Walker. It also transitions the brand from being mainly direct-to-consumer, to now owing about 60 percent of its business to the trade. “It’s really a stepping stone into becoming a larger company with a larger offering,” he adds. “We’ve benefited from being online for over a decade. But this location, and the scale of it, is a statement about where the company is headed into the future.” *262 Bowery, New York*

COLORADO

Phillip Jeffries opened up shop in the Denver Design District. The showroom boasts an array of the company’s natural, textured and specialty wallcoverings, with designated areas for murals and prints and a collaborative workspace. *595 S. Broadway, Suite 102E, Denver*

FLORIDA

The Ukrainian architect and designer **Victoria Yakusha** opened her first U.S. outpost, a design studio and gallery in Miami. Joining locations in Kyiv and Antwerp, the space—whose walls are swathed in a Ukrainian clay—features a curated selection of works by contemporary artists as well as Yakusha’s own modern furniture, lighting and decor. *4200 NW 2nd Ave., Miami*



Phillip Jeffries opened up shop in the Denver Design District. Courtesy of Phillip Jeffries.

Kravit unveiled a new showroom in West Palm. The space spans 2,900 square feet and boasts more than 16,000 fabric, wallcovering, trim and carpet samples. The location highlights the company’s **Workspace model**, an interactive studio with a color library and organized SKUs for easy access. *5224 Georgia Ave., West Palm Beach*

ILLINOIS

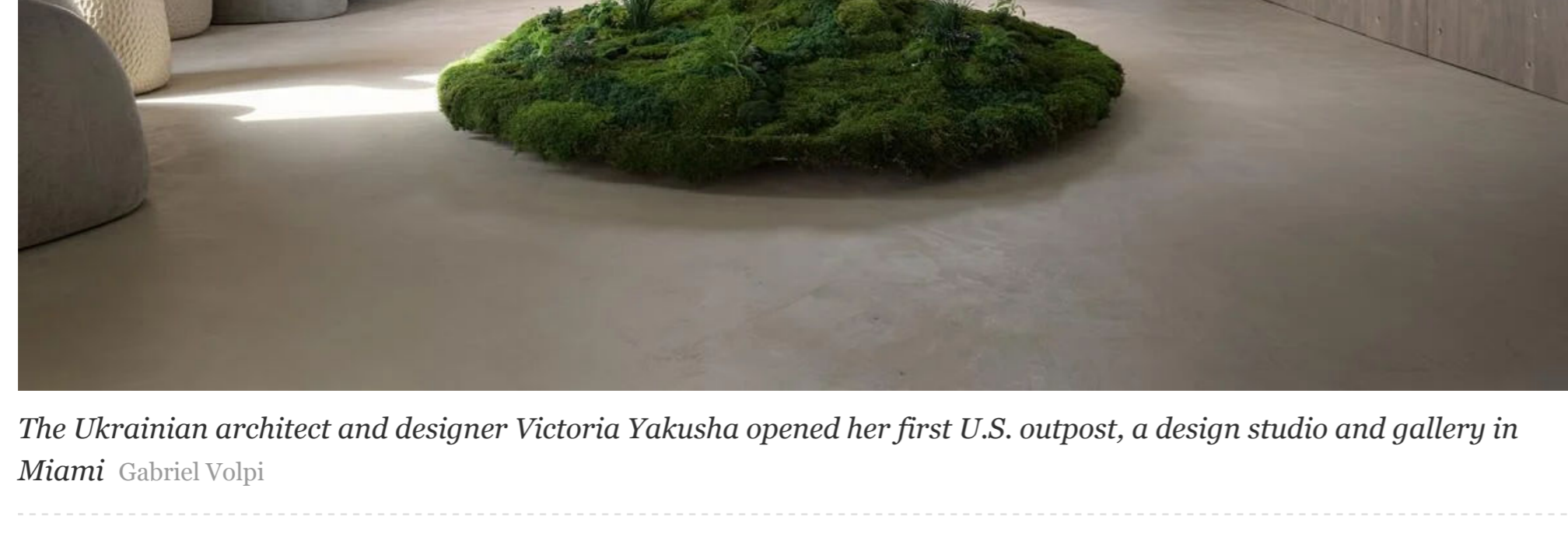
Precision Stone Design, an Illinois-based fabricator, opened a 20,000 square foot experience center in the Chicago area. Located in Elk Grove Village, the expansive space boasts a sculptural reception desk and displays a range of stone options as well as finished product collections like sinks, bathtubs, trays, games, candleholders and pedestals. *1000 N. Nicholas Blvd., Elk Grove Village*



The Ukrainian architect and designer Victoria Yakusha opened her first U.S. outpost, a design studio and gallery in Miami. Gabriel Volpi

NEW YORK

Celebrated interior designer **Robert Stillein** has opened a gallery space in Manhattan’s Flatiron District. The shop features vintage furniture, lighting and decorative objects that he sources from around the world, as well as a selection of custom-designed furnishings. *1133 Broadway, Suite 614, New York*



Precision Stone Design, an Illinois-based fabricator, opened a 20,000 square foot experience center in the Chicago area. Courtesy of Precision Stone Design.

TEXAS

TileBar unveiled a new Dallas showroom, the brand’s largest. Designed by Gensler, the 9,000-square-foot space boasts wall displays and dedicated workshop zones where customers can experiment with surface selections that range from Italian marble and terra cotta to terrazzo porcelain. *4531 McKinney Ave., Dallas*



Precision Stone Design, an Illinois-based fabricator, opened a 20,000 square foot experience center in the Chicago area. Courtesy of Precision Stone Design.

Brazilian custom cabinetry brand **Marel Design Mobili** unveiled a new Houston showroom. Spanning 2,200 square feet, the space is designed to feel like a residence, and showcases cabinetry and custom furniture for kitchens, living areas and offices in more than 2,000 color options and lacquered finishes. *3600 Kirby Drive, Houston*

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- 2 This High Point—famous artist makes motion-activated miniatures
- 3 Bed Bath & Beyond keeps disappointing Wall Street
- 4 This design industry insider is bootstrapping a New Orleans hospitality network
- 5 Passionate subjects and showroom previews share the stage at Women in Design: The 100th Anniversary Edition
- 6 Top takeaways from KBIS 2026
- 7 9 of-the-moment upholstered pieces to sink into
- 8 How do you manage your firm’s finances?
- 9 Haley Pearson’s mood-boosting mix of sculptural furniture, botanical patterns and ambient light

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THE WARREN
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Associate Project Designer
Z DOMUS DESIGNS
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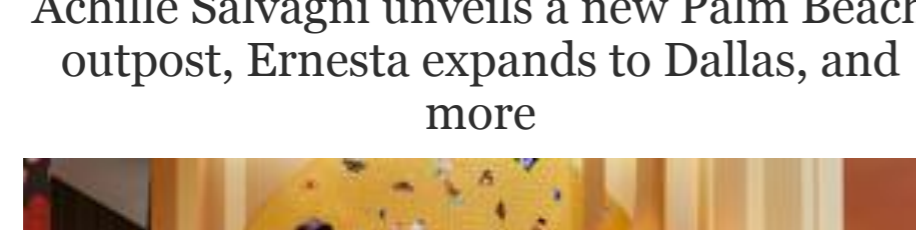
Achille Salvagni unveils a new Palm Beach outpost, Ernesta expands to Dallas, and more



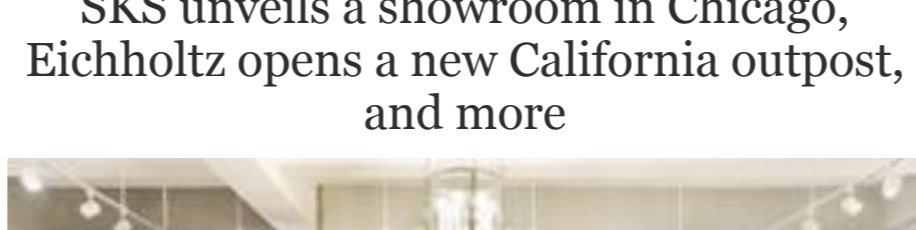
SKS unveils a showroom in Chicago, Eichholtz opens a new California outpost, and more



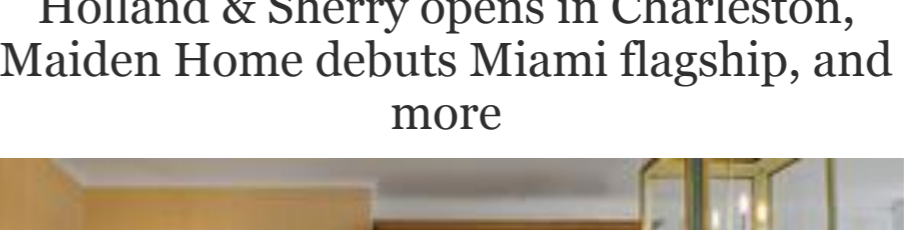
Holland & Sherry opens in Charleston, Maiden Home debuts Miami flagship, and more



Lumens debuts its first-ever showroom, Perigold heads to Palm Beach and more

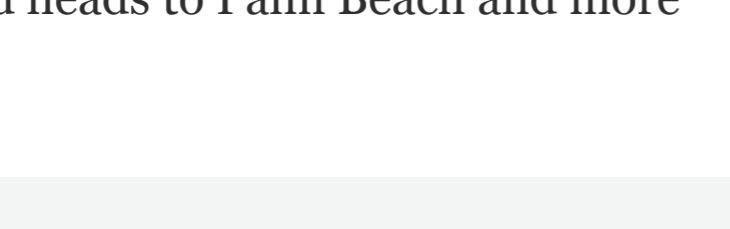


Pooky and Thibaut open at 200 Lex, RH debuts a Long Island outpost, and more



Nantucket gets a new home goods shop, ADAC announces a flurry of updates, and more

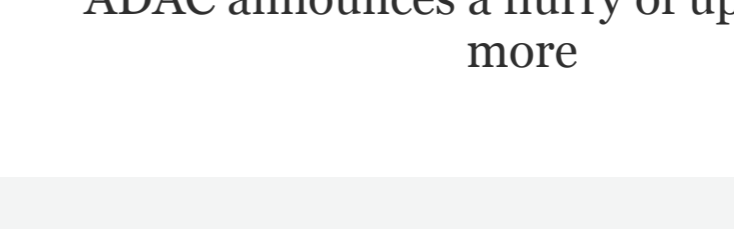
COLLECTIONS



THIBAUT
Acadia



LEE JOFA MODERN
Lee Jofa x Hunt Stonem



EICHHOLTZ
Corey Damen Jenkins for Eichholtz



KRAVET COUTURE
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