



INNOVANT CASE STUDY

CLIENT: Jet.com

DESIGNER: IA Interior Architects

LOCATION: Hoboken, New Jersey

FEATURED PRODUCTS: FORm_office & REX



THE CHALLENGE

In 2014, e-commerce startup, Jet.com, moved from an incubator with rented furniture to a brand new Hoboken headquarters overlooking the Hudson River and Manhattan. The client team conducted an exhaustive search for open plan workstation furniture that would aesthetically fit within a young & hip work environment, withstand the abuse of an active office environment and offer sit to stand capabilities.

THE INNOVANT SOLUTION

The client team was originally attracted to Innovant's FORm_office product line for its aesthetic, with the floating



worksurface and open end leg both noted as compelling product features. After reviewing Innovant against other contract furniture manufacturers, Jet.com's project team developed an appreciation beyond the visual to FORm_office's function. The quality of the height adjustable mechanism and sophisticated cable management were both among its standout features.

Innovant worked alongside a strong dealer partner to specify the product and coordinate the installation with various electrical and low-voltage trades. Innovant also consulted on cable management best practices. Deemed a success, this initial phase was featured in Interior Design Magazine's June 2016 issue.

THE RESULT

The fast-growing company later expanded its offices. With new budget constraints for this second installation phase, the client sought to value engineer wherever possible. Innovant successfully partnered with the client team to introduce a streamlined, lower-priced adjustable height desk solution that matched the original core functional requirements. This new sit to stand desking, REX, integrated seamlessly with Innovant's existing FORm_office product.