



CASE STUDY BY POPPIN

Hunter

DESIGN CHALLENGE

When Hunter NYC relocated to a new office, they took the opportunity to create a modern open floor plan complete with communal work stations. Working on a tight turnaround, they needed a complete solution for a company with a strong history of brand identity.

THE GOAL

- Design an open office furniture solution for both private and communal work
- Create individual problem-solving solutions to maximize the shape of the office
- Keeping the design of the space aligned with their brand aesthetic and values

THE SOLUTION

- A collection of privacy solutions and workstations that inspire collaboration
- Mix and match modular furniture solutions to fit every room in the office
- Furniture, desk accessories, and customized products in Hunter's iconic brand color

AT A GLANCE:

Employees: 50-75

Location: Midtown, NYC

Industry: Apparel + Fashion

Products:

Dark Oak Series A Desks, Red Max Task Chairs, Red + White Stow 3-Drawer File Cabinets, Red Pitch Club Chairs, Ping Pong Conference Table, Dark Oak Series A Standing Tables, Charcoal Groove Chairs, Charcoal Upbeat Stools

ABOUT HUNTER:

Founded in 1856, Hunter is a progressive British heritage brand renowned for its iconic Original boot and holds two Royal Warrants of Appointment to HM The Queen and HRH The Duke of Edinburgh. The brand has a rich history of innovation and continues to forge designs that shield pioneers from the elements and bleakest of landscapes.

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PERSONAL WORKSPACE

Privacy Panels allow members of the Hunter team to find a space for quiet and focus in the open office environment. A Max Task Chair, Stow File Cabinet, and desk accessories in Hunter's company color make every personal workspace feel inspiring and on-brand.



1. BRAND IT

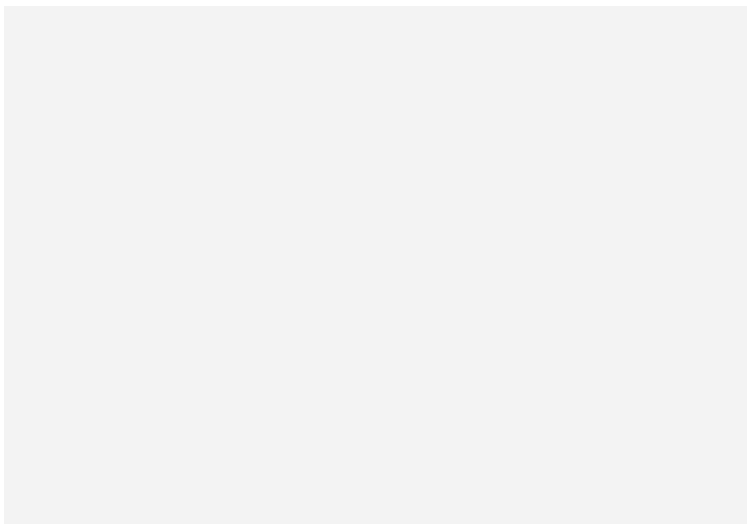
A colorful workspace lets your brand shine while allowing each employee to make it their own.

2. GET ORGANIZED

Keep the office free of clutter with organizational items designed to head off messy desks.

3. HAVE A SEAT

Bringing your company color to seating is an effortless way to tell your brand story.



THE SPACE-BASED SOLUTION

Faced with the challenge of a long and narrow room, Hunter needed a communal solution that worked with the space. Our modular furniture collection allowed us to create a custom solution for the individual needs of every workspace.

1. THE PERFECT FIT

Our Series A Desks and Groove Chairs in Charcoal are the ideal solution for this narrow, light-filled room.

2. GET TOGETHER

In a larger room, our Series A Ping-Pong Conference Table gives the team space for brainstorm and breakthroughs.

3. GAME ON!

When it's not being used for meetings, the table transforms into a Ping-Pong arena for employees to have some fun.



THE EXECUTIVE OFFICE

Hunter created a warm and welcoming space with Pitch Rolling Chair guest seating and cheery pops of color.



THE SIT/STAND SOLUTION

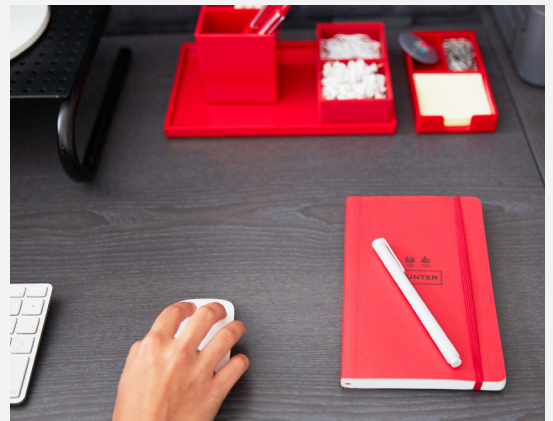
Standing Tables and Upbeat Stools work double-duty as an ergonomic standing zone and casual lunchtime seating.

“We needed to utilize the space well for the amount of people that had to work on each floor, incorporating function in both office space and communal space...

Our office move was a collaborative process, and Poppin was a key partner.”

SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.

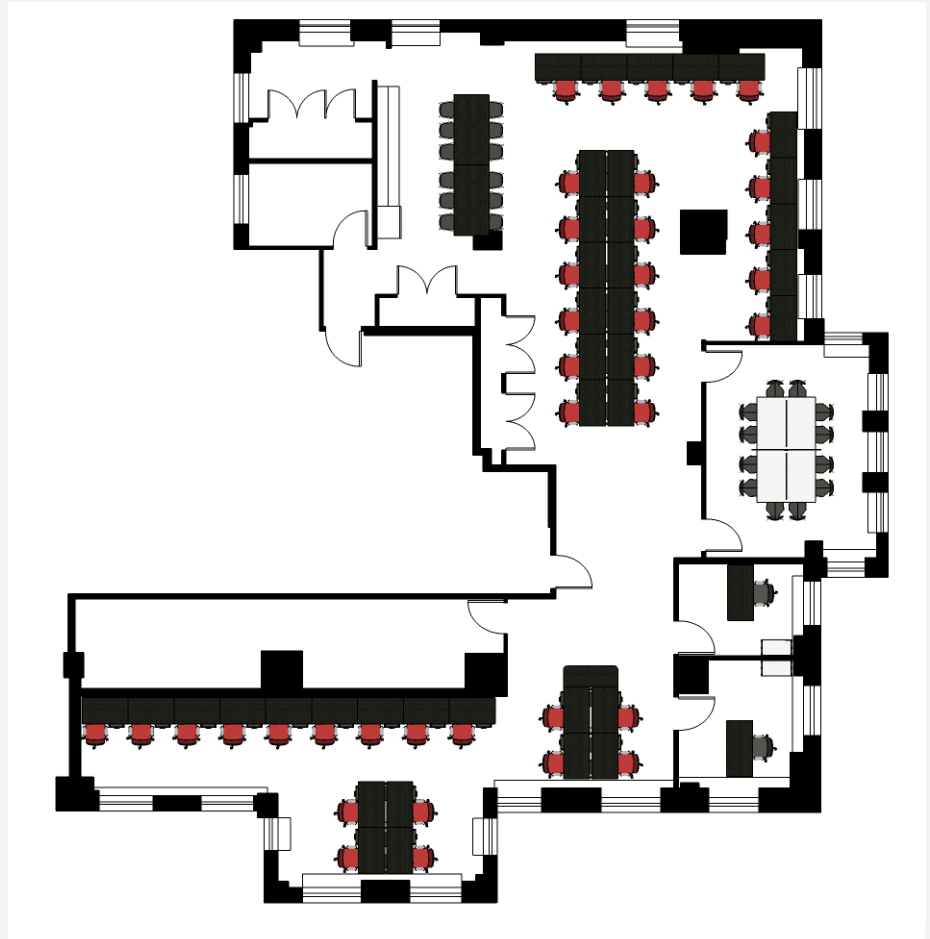


FLOORPLAN

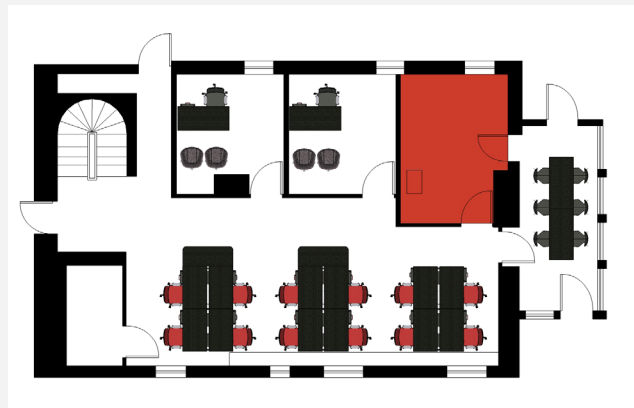
We work directly with brands and/or their designers to create an assortment based on the project's unique needs.

POPPIN TIP

Get creative! No matter what challenges you're facing, our modular solutions allow us to create a totally custom, out-of-the-box solution for your brand.



MAIN FLOOR



PENTHOUSE