

**huf:** Los Angeles, CA 2007  
 role: storefront design and production



**HUF** is a premier streetwear retailer originally based in San Francisco. Keith Hufnagel has been active in the world of professional skateboarding for a generation, and his considerable fan base and relationships with streetwear vendors have allowed HUF to develop into a strong brand. When expansion plans brought HUF to Los Angeles, the lead designers requested help with the storefront design, code requirements, and building department submittal. Not without its challenges, the design and documentation for this project, along with the necessary knowledge and skill with government officials, and well established relationships with local structural consultants saved this project considerable time and money.

