



Murray Moss

FOUNDER AND OWNER, MOSS

WHEN MURRAY MOSS OPENED his Manhattan store nine years ago, he put a steel garbage can in the window to make a point: design is everywhere—and everything. Give him five minutes, and he'll convince you that a single object can change your life—like the wineglass he's holding, a 1917 Austrian design made of ultrathin muslin glass. "When you go from a normal glass to *this*, it modifies your behavior. You become more graceful," he says. "And that's an extraordinary thing to get for \$70."