



## **A haute summer preview of New York City retail scene: Bringing fashion to the masses**

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Whether you are passionate about clothing trends, gorgeous gems or uber-luxury pampering, there are always new shops and thoroughfares to explore. Spring is quite possibly New York's best season, and it certainly promises to bring plenty of pleasant surprises to the retail landscape.

On magnificent Madison Ave., Lilly Pulitzer is open for business at 1020 Madison Ave. Premier estate jeweler Stephen Russell expanded and reopened at 970 Madison Ave.

On fabulous Fifth Ave., Warren-Tricomi is just about ready for its red carpet entry within the enormous Plaza Hotel. In the inimitable Cornelia Day Resort, 663 Fifth Ave., the David Evangelista Salon has undergone an impressive expansion.

Along the Upper East Side, boutiques abound. Cream comes to 1123 Third Ave., stocked with pieces from Tracey Feith, Ports 1961, Alessandro dell'Acqua, Antik Batik, Anna Sui, Miguelina and Graham & Spencer. Top shelf children's brand Best & Co. is also rumored to be seeking space in this area.

On the Upper West Side, shoppers eagerly await West Elm's opening at 1880 Broadway, by Columbus Circle, near the new Best Buy.

In teeming Times Sq., the corridor appears to be the object of Microsoft's desire in its search for a first technology-laden storefront.

In sumptuous Soho, there is much news to report, as always. ETRO, Italian fashion and textile giant, will open its second boutique at the corner of Spring and Greene Sts. Montreal-based shoe retailer Aldo is planning two more stores-the first at 470 Broadway, followed by an outpost at 1125 Third Ave. Sol de Ibiza, high-end clothing and accessories shop featuring Spanish and other European designs, has taken 52 Greene St. Y-3, the collaborative collection between Adidas and Yohji Yamamoto, will be at 92 Greene St. Flair, newly minted at 88 Grand St., carries new and vintage furniture and home accessories with Italian roots and New York style. Russian teen designer Kira Plastinina debuted at 594 Broadway, near the planned Hollister, set to open next year. Pop-up store Made In HK, featuring items by independent Hong Kong based designers, is delightful at 181 Lafayette St.

In Noho, Rogan Gregory's boutique at 330 Bowery opened for business. In a renaissance by cheap chic, fast fashion, Steve & Barry's opened in the Tower Records space at Broadway and West 4th St. The Kate and Jack Spade creative empire continues to expand, as Partners & Spade will unveil an art gallery, retail store and ad agency at 40 Great Jones St.

In trendy Tribeca, Paul Kohn, now at 50 Hudson St., carries several collections of furniture and design pieces. Nick Arrojo's salon, 180 Varick St., is transforming into a monolithic space, to include two retail spaces. Stay tuned for details!

The Lower East Side is getting a premium cycling shop by Chari & Co. at 175 Stanton St.

In the marvelous Meatpacking District, Steve by Steve Madden will open in the former Hog Pit, near the Florent space, where Ralph Lauren is brewing plans. The Whitney Museum of American Art will have a new six-floor building on Gansevoort St. between West St. and the redeveloped High Line Park.

The luxe Financial District welcomes Tumi to 67 Wall St., nearby luxury brands like Tiffany, Thomas Pink, BMW, Canali, Hickey Freeman and Hermès. La Maison du Chocolat, a Parisian-based gourmet chocolate shop, is taking retail space at 63 Wall St. in the former headquarters of Brown Brothers Harriman & Co., the nation's oldest and largest private investment bank. The plan for the Nobu Hotel and Residences has been unveiled, set to host 13,000 s/f of retail space on the ground floor. Get ready for more uber-luxe!

Another one of my favorite activities is trend-tracking from NYC's streets of gold-and there are indeed many new trends to report. First, boutiques are blossoming with the season. Designers that we have long sought-after in department stores will finally grant us unfettered access to their collections. From Lilly Pulitzer and Anne Fontaine to the jewelry giants on Madison Ave., shops are teeming with exclusive merchandise. A second trend embraces the warmth, as stores like Blue and Cream boast outdoor lounge space, and Swedish shoemaker Tretorn will have a wagon made of wooden boxes selling flip-flops and warm weather gear.

From designer domains to radiant gems, luxury in Manhattan has never been so ubiquitous. With new boutiques enhancing every neighborhood, whose wardrobe isn't in need of an update? Happy Summer and Happy Shopping!

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