



## Shoppers spring for uber-luxury this season: New York City's retail landscape is blossoming!

March 25, 2008 - Spotlights

This spring, our city's retail landscape will blossom—we shopaholics will peel back layers of opulent winter cashmere to take to the streets in search of new trends for the season. Glistening jewels and vividly colored apparel grace store windows, making for a supremely exuberant shopping experience!

First, allow me to indulge in some trend-tracking from New York City's most sought after street—Fifth Ave. The corridor is enjoying yet another transformation, bringing affordable fashion to top shelf space. We see Tommy Hilfiger, following Fortunoff and Diesel, taking over Gucci's old digs. Juicy Couture mingles with retail royalty at 52<sup>nd</sup> St., Free People joins the race at 79 Fifth Ave., and, of course, multiple H & M giants line the avenue, including a newly opened mega-store at 42<sup>nd</sup> St., across the corner from where a Zara will soon sprout.

Now, on to a preview of the season's most anticipated store openings, by neighborhood.

On Fifth Ave., Elizabeth Arden's flagship store officially reopened with a new name—691 5th, a nod to the address. Tommy Hilfiger took the old Fortunoff on Fifth Ave. number 681. Designer Eskandar Nabavi has found a new home in Bergdorf Goodman with a store-within-store Eskandar boutique. Diesel has snatched Gucci's former digs, opening a sixth Manhattan store at the tony corner of 54<sup>th</sup> St. Zara takes another major crossroad at 42<sup>nd</sup> and Fifth Ave.

On Madison Ave., modern Chinese lifestyle brand Shanghai Tang will open this spring at 600 Madison. David Yurman is moving to 712 Madison Ave. Palm Beach-based brand Lilly Pulitzer has signed for a store at 1020 Madison Ave.

On the Upper East Side, True Religion will occupy a revamped boutique in the former Aveda space on Third Ave.

On the Upper West Side, the Time Warner Center will host True Religion and Swarovski. Heading up Broadway to 83<sup>rd</sup> St. is Bluemercury with many more to follow around town.

In Union Sq., DNA 2050 took 753 Broadway.

In Soho, Supima pop-up shop at 72 Greene St. is opening next door to the new Kidrobot Pirate Store, 70 Greene St. This fashion-driven retail store features 15 contemporary designers who use Supima fabric in their collections. Marni is expanding into 159 Mercer St. while Costume National finds the ideal spot in number 160. Kira Plastinina, the 15 year old design ingénue from Moscow, has her first space at 594 Broadway, with two additional locations in the works—509 Fifth Ave. and 22 West 34<sup>th</sup> St. Spanish clothing company Custo Barcelona plans to move into 145 Spring St. at Wooster St., a block from their other store at 474 Broome St..

In Noho, Eva Scrivo Salon will boast an outpost at 48 Bond St. Rogan Gregory of avant-garde label Rogan is setting up shop on the northwest corner of Bowery and Bond, near the new Oak location, and just a block from the future John Varvatos boutique. Elizabeth & Vine is setting up

next to Whole Foods, at 269 Bowery, just below Houston St., to be aptly named Bowery & Vine. In Nolita, Parisian accessories brand Jamin Puech captured the corner store at 14 Prince Street. In Tribeca, J.Crew is preparing a Men's Club 235 West Broadway at White St. Rick Owens will have a boutique at Hudson and Dominick open by the beginning of the summer. In the West Village, Alexis Bittar jewelry designer took 353 Bleecker St. Martin Margiela's shop is expanding into the space next door, previously occupied by home interior purveyor Stephen Sclaroff. Banana Republic, 205 Bleecker St., is transforming this highly visible storefront into a showroom for their new, high-end BR Monogram line. Stores like Lilly Pulitzer and Blue & Cream are already showcasing beach chairs in their windows, giving designer divas a taste of the upcoming beach season-yet another reason for a new wardrobe! Happy spring and happy shopping!

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