



## **My favorite New York City stores and trends of 2014**

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Raindrops on roses and whiskers on kittens...I'm not sure when that "Sound of Music" classic became a holiday song, but the end of the year is always a great time to discuss your favorite things. And in my case, that's my favorite New York City stores and trends of 2014, ones that I know will continue and bear fruit in 2015 and beyond!

Perhaps the most important trend this year was Department Store Mania, with all of our flagships undergoing or completing major renovations, and even more newcomers. Neiman Marcus finally announced its first Manhattan store at Hudson Yards, which will create an entirely new retail corridor on the far west side, while Saks will open a second flagship downtown. Barneys is returning to Chelsea, and reports are that Macy's and Lord & Taylor are considering locations in Harlem. New York remains a department store city, and I can't wait to see what's next!

Shopping Center Stories saw the opening of the first new enclosed fashion mall in the city in 40 years with the Mall at Bay Plaza, and the first announcements of tenants at the upcoming Empire Outlets in Staten Island.

Lots of Luxury brought us new flagships for Paul Morelli, Peter Millar, Celine, MCM, Rebecca Minkoff, Duxiana, Verragio, Tomas Maier and Rena Lange, among others. Cartier has a stunning "temporary store" at 767 Fifth Ave. that replicates the feel of its under-renovation townhouse.

Fast Fashion Continues. H&M's concepts & Other Stories and COS have both made very successful debuts, and Topshop's second store in the city continues to draw lines around the block. Marshalls also continues to expand, offering great values. Shoppers today combine apparel of all price points, so the more the merrier!

My other favorite trend this year was the announcement of the merger between two of my favorite organizations, the Association of Real Estate Women and the New York Chapter of Commercial Real Estate Women's Network (NYCREW) into CREW New York! As a past-president of AREW and a board member of NYCREW and CREW Network, I'm honored to have been asked to serve as chairman emeritus of this new, larger organization. Separately, these were two great forces to advance women in commercial real estate. Together they will be unstoppable! Look for more news shortly.

There's no holiday break for 2015 leasing news. Perhaps most fascinating is Martha Stewart's plan to open a café at 601 West 26th St.! COS is finally here, debuting at 129 Spring St. in early December! Pure Barre is opening its second studio, at 412 Columbus Ave. Designer Joseph Abboud has returned to his label and will open his first New York City boutique at 424 Madison Ave. Apparel boutique Yoya is moving a couple of doors down from its current location at 636 Hudson St.

Happy Holidays, Happy New Year and happy shopping!

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