



The host of new shop openings is a testament to the unfailing nature of New York City's retail

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The most promising store openings of the season bring excitement to our cashmere clad shopaholics. This fall season is already in full swing and the holidays are hot on our heels-albeit Christian Louboutin. It's another testament to the unfailing nature of our local retail. New Yorkers and visitors, alike, domestic and international, love to shop here.

With a host of new openings along Madison Ave., it's obvious that Europeans love to hold court on this street, starting with Parisian 1¼ber jeweler and watchmaker Mauboussin's 8,400 s/f, five-level flagship at 714 Madison Ave. The first three floors of this glorious store will be devoted to the deluxe brand's renowned watches and jewelry, the fourth floor a "gourmet" level featuring mostly chocolates, and at the top will be the VIP salon. At 801 Madison Ave., Paris-based Belgian designer Jonathan Riss will keep the well-dressed literally in dresses at his new Jay Ahr store. London jeweler Solange Azagury-Partridge is opening at 809 Madison Ave., Cesare Paciotti reopens at 833 Madison Ave. with a grand renovation and French sportswear designer Vicomte Arthur debuts at 1067 Madison Ave. In addition, cult children's clothing store Petit Bateau has a new home concept store at 1094 Madison Ave. Handbag and shoe designer Anya Hindemarch will be at 75th St. a few doors down from Carolina Herrera.

At Fifth Ave. and 51st St. in Rockefeller Center, Brooks Brothers takes the former French Connection spot and Juicy Couture has rolled out the red carpet to a duplex emporium at 650 Fifth Ave.

Beyond Fifth and Madison Aves., the East Side is thriving with Urban Archaeology's big expansion into grand new digs at 207 East 57th St. Not so far away, Princeton Running Co. is also making the move to Bloomies Country at 1059 Third Ave.

On the Upper West Side, Trader Joe's, will have a two-level store in a tower under construction at Broadway and 72nd St. next year. Times Sq. unveils the glowing glass structure that is the New Duffy Sq. and TKTS Booth, at Broadway and 46th St. In Chelsea, European menswear Efor brings shop in shop to the IT NYC boutique at 168 Eighth Ave.

The Meatpacking District continues to thrive as Paige Premium Denim founder Paige Adams-Geller plans a new boutique at 869 Washington St. Cobbler-extraordinaire Tory Burch is moving to the corner of Little West 12th St. and adjacent will be Vince at 833 Washington St. Work wear-inspired Operations is opening a second spot at 50 Ninth Ave., a complement to its first well-received location in Soho.

In TriBeCa, the International Art Center, a Russian gallery for contemporary art, will have its first U.S. space at 49 Walker St. Hailing from South Carolina, Amanzi Tea, opening at 166 Chambers St. will offer a contemporary spin on high tea. In the West Village, Pure Dark Chocolatier opens at 350 Bleecker St. Moving next to the new Lululemon Athletica at 15 Union Sq. West will be the city's

third Skechers shoe store.

â€”In Nolita, grand French shoe brand Coclico has become even grander at 275 Mott St. In Soho, Banana Republic is expanding at 552 Broadway. Also in expansion mode is Eastern Mountain Sports, which is relocating to 530 Broadway for three times the space. Victoria's Secret has also moved up the street, from 565 Broadway to 568 Broadway, and Cole Haan is now open at 130 Prince St.â€”Alabama-based southern gentleman-style boutique Billy Reid is opening its Yankee outpost at 54 Bond St. and San Francisco men's wear catalog Clark's Register is now bricks and mortar at 339 West Broadway.

Everyone loves fresh, new and exiting and our department store doyennes are following suit. New York shoppers are loyal to their retail standard bearers, whether it's Bloomies or Bendel's, but they expect to be surprised and offered the very best labels and trends. Responding to this insatiable demand for the most current inventory, Bloomingdale's 59th St. has added a tailored men's store as part of a multi-phased redo of the flagship's 90,000 s/f men's department. The first phase of the upgrade began with the completion last February of No. 59 Metro, the premium denim and contemporary sportswear department on the subway level. The latest overhaul is coined MOMENTUM and includes a vastly expanded shoe department and a special shop-in-shop for Salvatore Ferragamo. A few steps away from this department, Ferragamo also has a sportswear boutique, as do such other design houses as Ralph Lauren Black Label, Hugo Boss, Z Zegna and Armani Collezioni. Suits are also a focal point throughout the floor with new prominence given to other luxury labels like Valentino and Aquascutum. Canali and Corneliani are in the enviable center of the floor.

At Bergdorf Goodman, Gucci has unveiled one-of-a-kind bags to celebrate the label's return to the main floor. These limited-edition pieces of art come in Bergdorf's signature color of lilac and include engraved "Gucci loves Bergdorf" tags. In addition, Bergdorf Goodman has dedicated a 3,000 s/f space on the main floor as its Modern Accessories Room.

Saks Fifth Ave. will soon gain a completely renovated third floor to house its exclusive designer collections, and other changes may be pending. At Lord & Taylor, Fortunoff is partnering with the brand to run the jewelry and housewares departments. There's also talk about Sarabeth's Kitchen opening soon, parlaying upon Lord & Taylor's "fashionable mainstream" image.

So whether it's a downtown

boutique, tony East Side destination or venerable department store, there is much activity in our own shopping mecca. The leaves are changing colors and so is fashion as stores open for another season.

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