



## **John Hardy leases at Rockefeller Center**

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Manhattan, NY Tishman Speyer said that John Hardy, creator of handcrafted jewelry, has signed a lease at Rockefeller Center, slated to open this fall. John Hardy's new concept store at 620 Fifth Ave. at the Channel Gardens will be the brand's second NYC location, offering four site-specific jewelry designs only available at Rockefeller Center.

Under the leadership of John Hardy's creative chairman Reed Krakoff, the almost 50-year-old brand has recently completed a brand rebirth. Krakoff, who joined the company in September of 2022, has introduced multiple new collections, introduced a new store design concept and modernized the brand's image and campaigns across all advertising, websites, social platforms.

John Hardy jewelry was established in Bali in 1975 and has been deeply rooted in the essential values of community, artisanship, and sustainability since inception. Through its more than 400 artisans at their workshops in Bali, the brand prioritizes quality and longevity over quantity and speed, making all jewelry by hand using ethically sourced materials and time-honored techniques.

"The new space is the perfect 'jewel box' to showcase all the newness John Hardy has to offer," said Krakoff. "As we continue to evolve and elevate the John Hardy brand, it's a privilege to open at the iconic Channel Gardens at Rockefeller Center. The dining, shopping and entertainment offerings at Rockefeller Center have exploded. It's the epicenter of New York City and there's no better opportunity to connect with New Yorkers and visitors."

"John Hardy is joining an exceptional group of retailers already located at the Channel Gardens, including Todd Snyder, Aesop, and N.Peal," said EB Kelly, senior managing director, Tishman Speyer and Head of Rockefeller Center. "We're particularly excited about the exclusive Rockefeller Center designs and think they will be a great addition for the holiday season."

"It's definitely a type of laboratory workshop that we can introduce new concepts and that we can find new approaches to the business, whether it's through assortment or merchandising or introduction," Krakoff said. "It's a place that we can test a lot of different things that are both interesting to the consumer, but also we'll get a lot of learning from as well."

John Hardy is part of the Center's ongoing success in attracting a diverse range of both local and international brands. Other recent retail additions include vintage soccer jersey retailer Saturdays Football, piercing studio Studs, and sustainable jewelry brand Catbird.

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