



Abercrombie & Fitch to open 2nd Hollister store at 668 Fifth Avenue

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Abercrombie & Fitch has opted to expand the brand's presence in the city by establishing a second location in one of the world's most recognizable shopping districts. The brand has expanded its s/f commitment and plans to open a massive 15,500 s/f multi-level store at 668 Fifth Ave.

"The decision to open a second Hollister store speaks to the positive momentum of the retail sector on Fifth Ave., as well as Abercrombie & Fitch's desire to cater to the tremendous foot traffic in the area," said Haim Chera, a principal of Crown Acquisitions, a partner in the ownership of the retail property at 666-668 Fifth Ave. "The SoHo store exceeded Abercrombie's expectations, and they needed to provide another store to capture the strong demand for Hollister's product. They recognize there is no stronger location to cast a wider net than Fifth Ave. and, specifically, the unparalleled retail opportunity at 666-668 Fifth Ave."

The new Hollister store on Fifth Avenue will boast 53 ft. of double-height glass frontage and 28 ft. ceiling heights in one of the most sought-after retail properties on the Ave. The retailer will further benefit from the more than 48 million tourists who visit New York's Fifth Ave. annually, as well as local residents who make Fifth Ave. a retail giant.

"New York City's Fifth Avenue retail market continues to roar, remaining a key goal in the expansion strategies of top-tier retailers around the world," said C. Bradley Mendelson, executive director of Cushman & Wakefield's Retail Services, the exclusive retail leasing agent for 666-668 Fifth Ave.

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