

## The New Way To Shop

by Faith Hope Consolo, Prudential Douglas Elliman



### Retail Therapy

Whatever your passion, you can find a little of everything in the city that has it all!

More surf and skin: instead of turning the former Hickey Freeman shop at 668 Fifth Avenue into an abercrombie kid's store, Abercrombie & Fitch has opted to open another Hollister to cater to the uptown tourists.

Cashmere and leather fix: Brunello Cucinelli's future home at 683 Madison is in a prime location. This Italian cashmere expert is perfectly suited for this uptown space adding to its current Bleecker Street shop. Ghurka, which formerly occupied 683 Madison, is now a key attraction in the Plaza Hotel Retail Collection. Devi Kroell's two-level boutique at 717 Madison Avenue is a perfect palace for her exotic skins.

One of the biggest changes, both in tone and size: Tommy Hilfger has replaced Fortunoff at 681 Fifth Avenue.

### About Face

The philosophers are wrong — sometimes beauty really is skin deep, and New Yorkers have several new cosmetics venues to enhance their natural good looks.

In Times Square INGLOT Cosmetics, a Polish-based company with a focus on exceptional colors, opened its North American flagship store at 1592 Broadway. Swiss beauty company In & Out located its first U.S. freestanding boutique at 1007 Madison, right next to Missoni.

The largest single concentration of new beauty is located at Bloomie's, which has completely renovated its beauty and cosmetics area as the last component in its store revitalization. The new complex is divided into three individually designed rooms featuring the first ever Bumble & Bumble styling bar and a cosmetics studio that can offer master classes, provide treatments and host special events. Clinique's alcove offers "New York Minute" express service of prepackaged items, while other spaces boast touch-screen computers to help shoppers help themselves, as well as comfortable couches.

### Makes Scents

Always a fine jewelry headquarters, Madison Avenue rapidly is becoming home to fine scents, as well. From London, Creed returns to Manhattan at 67th Street. Editions de Parfums Frédéric Malle will open at 898 Madison. Diptyque Paris is to launch its second city store at 971 Madison Avenue.

### Renowned Renovations

Think of this as a luxury version of musical chairs. Exclusive Italian cashmere and wool specialists, Loro Piana, is expanding into a new, four-story development taking over 746 Madison Avenue, the former home of La Goulue restaurant, Morgane Le Fay and Oscar Blandi. The space also occupies

744 Madison, once a Hervé Léger store, and 748 Madison, formerly M0851 Products and Architectural Design from Canada. All have since relocated: Morgane Le Fay to 980 Madison Avenue, Hervé Léger to 804 Madison, Oscar Blandi to 545 Madison (also home to Alfred Dunhill) and M0851 to 635 Madison, adjacent to the new Camper.

### International Outposts

New York further enhances its status as a world capital of retail. On Fifth Avenue, British jeweler Garrard has a high-profile shop-in-shop at Saks Fifth Avenue. Meanwhile, the East 57th Street corridor has rolled out the red carpet for two highly anticipated openings: French menswear brand Zilli in the Four Seasons Hotel, just steps away from the new Audemars Piguet Boutique at 65 East 57th Street. German china company Rosenthal also has gone underground, launching a store in the Plaza Retail Collection.

Japan-obsessed British apparel and accessories brand Superdry is planning a store at Broadway and Washington in the former Canal Jeans space. French designer Isabel Marant will launch at 55 Greene Street, at Broome, while her husband, Jérôme Dreyfuss, brings his custom designed handbags, currently found at Barneys and Fred Segal, next door to 475 Broome Street.

### Bigger Is Better

Monster shops have spread their wings on 34th Street, with three grandiose stores on the horizon. Geox has come to 29 West 34th between Fifth and Sixth Avenues, with Aéropostale joining next door. Topping the space count is Esprit, at 21 West 34th Street, a space once intended for an Apple Store.

### Home Has Its Heyday

The Gagosian Gallery Shop comes to 980 Madison Avenue with two levels of limited edition books, furniture and fine art. Fine French furniture purveyor Auffrance comes to East 58th Street.

### Desperately Seeking Space

Look for Carolina Herrera to bring her CH Store retail format to the city, adding to a successful unit in Manhasset. Exquisite Swiss watchmakers Hublot Geneve and Richard Mille also are circling for the best shop location.

For those of us who pursue shopping as a sport, nothing compares to the excitement of new, bold entries. This Queen of Retail assures you that there's only more to come!

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