

luxury briefing.

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An hotelier particulier

Jason Pomeranc of Thompson Hotels

All Bokks-ed up with somewhere to go

Luxury, schmuxury – an alternative view

The luxury briefing Christmas survey

New York

On Madison Avenue, Italian luxury knitwear company **Loro Piana** is expanding into a new four-storey development taking over the No. 746 space, former home of **La Goulue** restaurant, the former **Hervé Léger** store at no 744, and the former **M0851** at no 748. All have since relocated: Morgane Le Fay to 980 Madison, Hervé Léger to 804, Oscar Blandi to the building with Alfred Dunhill at 545 and M0851 adjacent to the new **Camper** at 635. **Creed** is setting up a corner shop at 794, and **Editions de Parfums Frédéric Malle** will open at 898. **Diptyque** is to open its second Manhattan store at 971. The **Gagosian Gallery Shop** comes to no 980 with two levels of limited edition books, furniture and fine art. Swiss beauty company **In & Out** has the first US freestanding boutique at no 1007, next to **Missoni**.

On Fifth Avenue, British jeweller **Garrard** debuts a high-profile shop-in-shop in **Saks**. The East 57th Street corridor has rolled out the red carpet for French menswear brand **Zilli** at the Four Seasons Hotel, steps away from the new **Audemars Piguet** boutique at 65 East 57th.

In Times Square, Polish-based cosmetics company **Inglot** opened its North American flagship at 1592 Broadway.

In Soho, French designer **Isabel Marant** will launch at the corner of Broome and Greene, and her husband **Jérôme Dreyfuss** brings his custom-designed leather handbags, currently found at Barneys and Fred Segal, next door to 475 Broome Street. **Fifth on Main**, at 421 West Broadway, offers a myriad of designers. Menswear retailer **Seize sur Vingt** moves to 78 Greene Street.

Still pop-up paradise: **Kai D** opened at 75 Orchard Street between Broome and Grand, featuring utilitarian menswear.

In the West Village, **Odin's** third location at Greenwich and West 11th Streets is now open for business.

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