

The New Way To Shop

by Faith Hope Consolo, Prudential Douglas Elliman



The New Year, as always, brings a diverse set of retailers and restaurateurs looking to make their debut or expand in New York. Designers, national chains, and eateries are taking advantage of a rare period of ease of entry — and locals and visitors alike soon will reap the benefits.

Retail Therapy

Astute designers have wasted no time in finding locations around the city to kick off 2010. JNBY, created by Chinese fashion students, tested the retail waters with a pop-up store in SoHo and will open a permanent location in the neighborhood shortly. Bowery Bazaar (52 East 4th Street) is re-branding itself as Boutiques on the Bowery.

British men's apparel designer Grahame Fowler has opened at 138 West 10th Street. Krizia will move from Madison Avenue to West 14th Street, near Stella McCartney, Alexander McQueen and Diane von Furstenburg. Sloane rejuvenates vintage apparel with a sexy flair in the former 1929 location at Mott and Broome Streets.

Not all new locations sell clothing: Rudy's Music, a legendary stop for musicians looking for new and classic instruments, has opened a 2,400-square-foot, three-level gallery in SoHo (461 Broome Street). eBay once again plans to open a pop-up location at 3 West 57th Street. Organic eatery 4Food has signed for space 286 Madison Avenue. La Maison du Chocolat is opening a boutique at 350 Fifth Avenue and also Chocolat Michel Cluizel at 575 Fifth Avenue.

Madison Morphosis

Construction is booming on this Avenue of Luxe, and retailers are taking the "shoppertunity" to build: Brunello Cucinelli at 683 Madison, Girard-Perregaux at 701, In and Out Biotech at 1007, Foravi at 1067 Madison Avenue, Kimaya at 717, Reed Krakoff at 831 and Track & Field at 997.

Mall Mainstays

Shoppers looking for the national chains also will have some new locations. Perhaps the most famous example, Nordstrom Rack, has set a May 11 opening date for its Union Square debut. Disney, which just closed its Fifth Avenue store, will occupy 25,000 square feet in part of the former Virgin Megastore location at 46th Street and Broadway, next to the upcoming Forever 21. Downtown, White House Black Market will occupy 4,400 square feet at 508 Broadway.

Trader Joes will open another unit at 675 6th Avenue. Anthropologie will take 16,000 square feet at Chelsea Market (75 Ninth Avenue), while Korean phenomenon Who A.U. will occupy 12,000 square feet at 22 West 34th Street. Abercrombie & Fitch plants its second Manhattan unit with

15,500 square feet at 668 Fifth Avenue.

Accessorizing

Clothes aren't everything — and people looking for the finishing touches on themselves and their homes have new sources. MiN New York (117 Crosby Street) offers men's fragrances and apothecary items, with a small supply of women's and home fragrances in a library-like store. Alibi brings unusual jewelry to Mulberry Street off the main vein of Houston. French accessory designer Jérôme Dreyfuss will open shortly at 475 Broome (at Greene) Street, eventually to be joined by Isabel Marant.

Hotel Bound

Hotels are more than just places to sleep — Opening Ceremony is opening a satellite branch along the Broadway side of the ACE Hotel at 29th Street. A McSweeney's bookshop also is planned for the location. Nearby, Project No. 8 will take 750 square feet. J&S Food Hall (after partners Jimmy Bradley and Steve Eckler) will open in The Nolitan hotel at 30 Kenmare Street. The new Chatwal Hotel (130 West 44th Street) will feature the Lamb's Club, a 90-seat restaurant from chef Geoffrey Zakarian (of Town).

Dining Around

Robert is the new eatery on the ninth floor of the Museum of Arts and Design at Columbus Circle. Bill's Bar & Burger will open a Rockefeller Center flagship in May. Michael White takes over The Falls' space at 218 Lafayette for a new restaurant, while Danny Meyer moves north to oversee the food program at The Whitney Museum at Madison Avenue and 75th Streets. Mario Batali and Joe and Lidia Bastianich will open a 32,000-square-foot Eatily restaurant/wineshop/food/market/beer garden at 200 Fifth Avenue this summer.

Looking for comfort food: 5 Napkin Burger brings its wonderful comfort food to 84th and Broadway in Ollie's old space. Baked by Melissa has opened on 14th Street between 5th and 6th. And Shake Shack has announced three new sites: Prince at Mulberry Street; 44th Street at 8th Avenue and 86th Street at Lexington.

A new year as always brings us all a chance to reinvent and renew ourselves. These new stores and expansions give us even more opportunity to do so. Happy Shopping!

Faith Hope Consolo
 Chairman — Retail Leasing, Marketing and Sales Division
 Prudential Douglas Elliman
 575 Madison Avenue, 3rd Floor
 New York, NY 10022
 Tel: 212-418-2000
 faith@faith-consolo.com
 www.faitH-consolo.com