

FAITH'S *SPRING* FASHION FOCUS

Spring Thaws Bring out the Chic.



FAITH HOPE CONSOLO



The winter may have been challenging for city dwellers, but it hasn't stopped them shopping, or new ultra-luxe retailers and designers from staking their claim in the world's greatest city. The major boulevards are busier than ever with new retailers bringing style around the city, while **Michael Kors** and **Marc Jacobs** fight for domination!

On *Magnificent Madison Avenue*, **JM Weston** has debuted at 600 Madison Avenue. **Agent Provocateur's** fine and intriguing lingerie has come to 675 Madison. **Hermès** has temporarily set up shop at 703 Madison Avenue while its flagship is under renovation. **Hublot Genève** has joined the other titans of timepieces on the avenue at 692. Even as he takes over Bleecker Street, **Marc Jacobs** also will head uptown to 726 Madison.

On *Fabulous Fifth Avenue*, **Equinox Sports Club's** latest unit is at 521 Fifth. **Macy's Bar III** pop-up showcases a youth-oriented line at 156 Fifth. **Ann Gish's** linens will be found at 150 Fifth. After opening units elsewhere in Manhattan, **Michael Kors** is finally coming to Rockefeller Center at 610 Fifth, just across the road from Saks. **Godiva's** pop-up boutique at 650 Fifth will become permanent. **Lacoste** will renovate and expand its branch at 608 Fifth.

In *Scintillating Soho*, **Gap** has opened its 1969 brand exclusive denim at 513 Broadway. Canadian brand **Aritzia** is now open at 524 Broadway. Italian bootmaker **Fiorentini + Baker**, which opened a pop-up store at 54 Mercer Street for the holidays, has now moved in permanently. **Helmut Lang** has relocated corner of Mercer and Spring, adding **Theysken's Theory** to its mix. **MAC** opened its **Wonder Woman** pop-up at 109 Spring, two doors down from its previous location at 113 Spring. **Mulberry's** first U.S. flagship store will come to SoHo, at 134 Spring, this summer. **James Perse's** pop-up at 60 Mercer will become permanent shortly. **Tomasella USA's** first Manhattan location will be at 32 Greene St. Outerwear retailer **Barbour** signed for its second Manhattan location at 123 Wooster Street. **Brandy Melville's** apparel, hailing from Italy and adored by LA, is now here in the East Coast at 83 Spring Street. **Alexander**

Wang has finally opened his flagship at 103 Grand Street.

In the *Wonderful West Village*, **Nars** rolled out the red carpet at 413 Bleecker. **Marc by Marc Jacobs** marks (pun intended) its 10th anniversary by opening a pop-up in **Little Marc's** space at 382 Bleecker (yes, he is everywhere). **Parisian A.P.C. Specials** at 92 Perry Street shortly will be joined by A.P.C. (proper) with complete women's and men's contemporary at 267 West 4th Street.

In the *Meatpacking District*, at the Highline, 819 Washington Street has been filled by **Improv'd** (by former Diesel designer and the people behind the NoHo jeansshop Atrium). **Intermix** joins the scene at 812 Washington Street. **Bond No. 9's** fine perfumes will freshen 863 Washington Street.

And that's just the beginning of what will be a blockbuster spring and summer!

Happy Spring & Happy Shopping!

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Chairman, The Retail Group
Prudential Douglas Elliman