

NOVEMBER/DECEMBER 2014

FashionMANNUSCRIPT



DESIGN REPUBLIC

A WELL-CONCEIVED IDEA TURNED REALITY

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Happy Holidays

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It's the holidays! The busiest time of year for retailers (we hope) and for those of us who work for and with them. New York will be the headquarters for all doing their Thanksgiving and holiday shopping, and as always we have a plethora of new stores at all price points looking to serve us.

All about Apparel

Maje has reopened its store, closed by a flood, at 114 Spring Street. The athletic wear trend shows no sign of abating: *Lululemon* is taking adjacent stores at 125 Prince Street for women, and 127 Prince Street for men. H&M's sister store & *Other Stories* finally made its New York City debut at 575 Broadway in October. There's still no firm word about when *COS*, another H&M concept, will make its debut, though published reports peg it as early winter. I'll keep you posted. Look for designer labels for less at discount department store *Fox's*, a Brooklyn and Queens staple newly arrived at 147 East 86th Street. Los Angeles-based *Michael Stars* popped up at 32 Gansevoort Street — could this be the sign of a permanent store to come? *Billy Reid* has signed for 94 Charles Street. Scotland may have voted to remain a part of the United Kingdom, but a part of it comes to New York City with the opening of *Glasgow Vintage Company*, making its U.S. debut at 331 East 9th Street. Find vintage Harris tweed, dresses and more (but no whisky or haggis, alas).

Fabulous Footwear

Do you flip for flip-flops? *Havaianas* at long last has a permanent store in the city, at 1588 Broadway. The Brazilian beachwear company has been testing markets with pop-up shops for years. *Tod's* newly renovated flagship, featuring marble halls, fireplaces, luxurious carpeting and leather sofas, at 650 Madison Avenue has reopened.

Next Generation

Yoya, which offers luxury children's apparel, is relocating two blocks south to 605 Hudson Street.

Beautiful Dreamers

The surge in cosmetics, skincare and hair products retailers and salons continues unabated, as we all strive to look our best. Most interesting is the growth in areas such as the Lower East Side and parts of Brooklyn, where comparatively affordable rents allow newcomers to establish a clientele. "What Not to Wear" hairstylist *Nick Arrojo* will have a studio at 11 Broadway in South Williamsburg. *L'Occitane* has debuted a concept shop at The Shops at Columbus Circle. *Circle Fred*, a hair salon/café from Halifax, Nova Scotia, Canada, 192 Orchard Street, is adding to the beauty offerings on the block. *Bluemercury* made its West Village debut

at 404 Sixth Avenue, with plans for units on Madison Avenue and the Upper West Side shortly. *Infinite Beauty*, a combination retail/salon concept with a carefully curated selection of products, and spa services, opened uptown at 1301 Third Avenue.

All about Accessories

Hermes' Silk Bar is popping up at Grand Central Terminal through January; last year the ultra-luxe company offered its selection of scarves, ties and jewelry at 10 Columbus Circle. Jean Rousseau's fine leather watch straps from France will take its first U.S. showroom at 420 Madison Avenue, not far from prime timepiece retailers including *Tourneau*.

Food Fun

Shake Shack will take a huge space in Herald Square at 1333 Broadway at 36th Street, near the new *Urban Outfitters* store, next year. *Ruby's Café* (and its Australia-infused cuisine) is expanding next door at 219A Mulberry Street. *Whole Foods* should be kicking off 2015 right, with its Upper East Side store to open early in the year at 1294 Third Avenue.

Where the Heart Is

Unique design and home furnishings can be found in Chinatown at *Uniqlee*, 36 Mott Street. The retailer bills itself as the area's "first design shop," opened in response to a growing need for high fashion in this changing neighborhood. Look for more décor and fashionable clothing to migrate there in years to come as nearby Nolita and Bowery rents rise. But local retailers will find a way to survive despite escalating fees: *Sheila's Decorating*, beloved in Lower Manhattan, has found a new home on the second floor of 102 Orchard Street, near another neighborhood mainstay, *Moscot*. Also finding an upstairs location is *Hudson's Furniture*, taking the second floor of 111 West 19th Street. In most cases this is a risky move, but in these cases the retailers have such a strong following that the risk is worth it — and rents decline precipitously above ground level.

Healthy Living

CrossFit Outbreak has opened at 10 Grand Avenue in Fort Greene.

Happy Holidays and Happy Shopping! 📱

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