

FashionMANNUSCRIPT

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faith on fashion

Marching Into Spring

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We may still be dealing with chilly temperatures, but spring is in the air, and we can all look forward to being rejuvenated by the new retailers and brands opening around the city. New names come from around the United States and around the world to locations from Greenwich Village to Harlem to Park Slope, in time for us to greet the new season in inimitable style!

All About Apparel

At press time, fashionistas were anxiously waiting to see what James Perse was planning for the former Juicy Couture store at 368 Bleecker Street, set for a February debut. Perse has two shops on the street, for women's and men's wear, and all are watching to see if this is a relocation of one or both, or a third concept. Michael Stars has extended the lease on its pop-up (the only store in New York City for this California retailer) at 32 Gansevoort Street for at least a year. Patience pays off: My friends at Racked.com report that Zara will relocate from 580 Broadway to the former Old Navy location at 503 Broadway this year after two years of negotiations! Finally making their way to New York City after launching elsewhere are Atlanta's Deka, which brought its fitness apparel to 5 Mercer Street, and San Francisco's Marine Layer, which has come east with wonderful t-shirts and other activewear at 316 Bleecker Street.

Amazing Accessories

Tomas Maier is expanding quickly – just months after opening his flagship on Madison Avenue, he's planning a second location in the city at 407 Bleecker Street (formerly Jimmy Choo). This is yet another example of major brands opening stores both uptown and downtown to appeal to affluent shoppers on opposite ends of the geographic spectrum. We still haven't figured out if Madison is Downtown North or the Village and Soho are Madison Avenue South!

More For Men

Ernest Alexander opened a shop at his studio at 15 West 28th Street.

Fabulous Footwear

Sarah Jessica Parker, who made us all covet the most spectacular footwear during the heyday of "Sex and the City," will have a showroom for her SJP shoes and boots at 156 Fifth Avenue later this year.

Fit For Life

Pure Barre will have all of us channeling our inner ballerinas at 412 Columbus Avenue.

For The Youngsters

Nino y Oso will open in Harlem at 1616 Amsterdam Avenue.

Just Gems

Manon Jewelry from actress/model Manon von Gerkan has opened its first store at 113 Division Street. Anna Sheffield's bridal jewelry and other pieces are now available at her eponymous shop at 47 Orchard Street.

Food, Glorious Food

Upper East Siders rejoiced last month when the long-awaited Whole Foods Market (the chain's eighth in the city) finally opened its doors at 1551 Third Avenue on February 18th. Sons of Thunder, which offers organic hamburgers, will come to 204 East 38th Street. Liquiteria debuted at 402 Sixth Avenue. Ralph Lauren's Polo Bar is now serving some of the fanciest cocktails in the city at 1 East 55th Street. Subway is coming to the Lower East Side, at 221 East Broadway, part of a repositioning of stores along the entire block as this neighborhood attracts more families. The Grain & the Vine, a wine and spirits shop, will open its first location at 190 Union Avenue in Williamsburg, also home to Brooklyn Harvest. Look for seven Wahlberger's eateries (yes, from Mark, Donnie and Paul) to open in the city this year, with six to locate in Manhattan and one in Coney Island. Local reports say that Brookfield Place's Le District will open later this month, and Beaubourg should already be operating as you read this. In addition, my friends at Eater NY report that Anthony Bourdain's food hall may be coming to 3 World Trade Center. With Eataly and various other food vendors opening at Westfield World Trade Center and Brookfield, the Financial District will be the next great dining location in the city!

Where the Heart Is

Art Gallery Diamondcity will come from a successful East Hampton pop-up during the summer to showcase at 958 Lexington Avenue. This is another example of clicks-to-bricks, as the gallery built a strong online presence for its crystal artworks. Bhoomk Home (237 Fifth Avenue in Brooklyn) offers socially responsible home goods. It's a companion store to designer Swati Argade's clothing boutique a couple of blocks away.

Happy Spring and Happy Shopping! 🌸

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