

FashionMANNUSCRIPT

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faith on fashion

Love's Shopping Labour's Found

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We're in the heart of winter, just recovered from the holidays — and now we're preparing for Valentine's Day. Fortunately, a number of new store openings and a slew of year-end announcements about the World Trade Center tenants will give us shoppers even more to love now and in the future!

All About Apparel

It's all about fitness apparel in the city these days: San Francisco's Marine Layer has come east with wonderful t-shirts and other activewear at 316 Bleecker Street. Atlanta's Deka has brought its fitness apparel to 5 Mercer Street, while Brookfield Place's lineup will be bolstered by lululemon. On the non-athletic front, the neighboring Westfield World Trade Center will have Banana Republic and Reiss. You can't keep a good retailer down: Find affordable, chic apparel at Frankie, by owners of the shuttered Pixie Market, at 100 Stanton Street. Social Apparel is crossing the river to Brooklyn, opening at 455 Fulton Street.

More For Men

More announcements from the World Trade Center include John Varvatos. Into mixed martial arts? The East Coast MMA Fight Shop has relocated from Williamsburg to 131 Orchard Street.

Fabulous Footwear

Shoe lovers also will have plenty to love at the World Trade Center. Joining previously announced names including Stuart Weitzman are: Camper, Vince Camuto, Aldo, Cole Haan and Dune London.

Best For Beauty

Drybar's latest location is at 317 West 13th Street. And yes, coming to Westfield World Trade Center: Caudalie and Aesop.

Home Sweet Home

Room & Board's second store is now at 236 West 18th Street. More clicks to bricks — Chilewich's placemats, napkins and other table items can be found at 23 East 20th Street. Whisper Editions now has a physical location at the South Street Seaport to feature its limited edition designer bags, prints and more. Start early on your landscaping with seedlings in locally made pots from The Sill, an online plant merchant now with its first shop at 84 Hester Street.

Tech Time

Apple will make its Brooklyn debut at 247 Bedford Avenue in Williamsburg, likely in April. A number of borough locations had been rumored for the tech favorite, including the Municipal Building, Williamsburg, however, has a slew of logical co-tenants already in place or opening soon, including Whole Foods and J. Crew.

Time And Gems

Madison Jewelers will open at Turnstyle, the mall now under con-

struction below the Columbus Circle subway station, in September. Madison joins previously announced tenants Dylan's Candy Bar, Bluewire Electronics, Magnolia Bakery and Specs New York. This project and others located at our subway stations are among the most exciting in the city; transit-oriented retail is a staple around the world. And it clearly appears that the mix will complement the Shops at Columbus, just above at Time Warner Center. Anna Sheffield's bridal jewelry and other pieces are now available at her eponymous shop at 47 Orchard Street. Manon Jewelry from actress/model Manon von Gerkan has opened its first store at 113 Division Street. Omega is coming to Brookfield Place. Westfield World Trade Center has announced: Folli Follie, Pandora, Tissot, Fossil, Links of London, Swatch and Thomas Sabo.

Food For Thought

Ralph Lauren joined the designers/retailers opening eateries (think Armani and Tommy Bahama) when Polo Bar, his first restaurant in the City debuted at 1 East 55th Street in late December. Other units are in Chicago and Paris. Talk about specialty shops: Maille, a French shop specializing in mustards that can complement your food, has come to 185 Columbus Avenue. Joining Eataly at the World Trade Center will be the first U.S. outpost for Australia's Jones the Grocer, as well as Épicerie Boulud, Lore Wine & Spirits, La Colombe, Beer Table, Noble Tree Coffee, FIKA, Nunu Chocolates, Joe Coffee and Minamoto-Kitchoan. Sweetgreen's third unit in the city is now open at 100 Kenmare Street.

For The Tots

FAO Schwarz is leaving Fifth Avenue for the American Dream Meadowlands project in New Jersey, due to open by the end of 2016, joining other confirmed anchors Saks Fifth Avenue and Lord & Taylor.

That's Entertainment

A 14-screen Regal Cinemas reportedly is opening at 115 Delancey Street, anchoring the new Essex Crossing project. The theater will be the first new cinema in the city since 2001 and the largest in lower Manhattan.

Furry Friends

New York City's first cat café, Meow Parlour, has come to 46 Hester Street.

Happy Valentine's Day and Happy Shopping! 🍷

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