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# BAUBLES, BOXING AND BREUER

*While some NYC retailers polish heirloom gems on Fifth (or fight over FAO Schwarz's old digs!), others line up outside The Met's new home on Madison.*

BY FAITH HOPE CONSOLO

Photograph by Fahnon Bennett exclusively for **ELLIMAN**

## **FIFTH AVENUE**

Fifth Avenue in the 50s is all about the jewels. At 52nd Street, red awnings once again brighten the avenue as the **Cartier** mansion at 653 Fifth finally nears the end of a renovation begun in 2014. Not to be outdone, the King of Diamonds, **Harry Winston**, is renovating its historic townhouse at 718 for a spring debut. Winston's temporary location, a block south at 703 (formerly home to De Beers) will become a stand-alone **HW** watch store. And at 743, Swiss watchmaker **Hublot** has unveiled its largest US flagship with a ribbon-cutting that featured superstar sprinter Usain Bolt and soccer icon Pelé.



**CROCS & ROCKS** Lacoste's updated shop on Madison; (OPPOSITE) Harry Winston's soon-to-be-renovated historic townhouse on Fifth.

Speaking of sports, up at 58th Street, **Under Armour** just KO'd both Nike and Apple in a retail battle royal over the former FAO Schwarz space at 767. Meanwhile, teamwork reigns at 685, where this fall **Coach** will open its new global flagship, Coach House, alongside a fresh boutique for **Stuart Weitzman**, the shoemaker it bought last year.

### MADISON AVENUE

The Met Breuer is drawing crowds... of European retailers. In the Whitney Townhouses next door, Italy's **Aquazzura** has unveiled its dazzling first US boutique—dubbed a church of shoes by cofounder Edgardo Osorio—at 939 Madison. Right across the Avenue, at 944, LVMH heir Kilian Hennessy has opened the city's second **By Kilian** fragrance emporium. (The first is a block from The Whitney in the Meatpacking District.) And a block south of the Met Breuer, **Stella McCartney** has subleased space at 929 for her second New York store. Four blocks further downtown, at 833, legacy Scottish outerwear brand **Mackintosh** is slated to open just its third stand-alone store (the others are in London and Tokyo). And way down at 575, **Lacoste** has unveiled its renovated shop.

Not all the new Madison arrivals hail from across the pond. Two California-based luxury start-ups have also staked their claim: Candymaker **Sugarfina** at 1100 (at 83rd) and eyewear brand **Barton Perreira** at 42 East 66th, in a curvaceous boutique inspired by the mid-century furniture designs of Vladimir Kagan.

### MIDTOWN

But you don't have to go uptown for chocolate or specs. Next year, midtown staple **Hershey's** will move into its new home at 20 Times Square (at 47th and Seventh), a space three times the size of its current digs at 48th and Broadway. And by the time you read this, upstart glasses e-tailer **Warby Parker**, hot off the opening of its first Brooklyn store, may have already opened another boutique inside Grand Central Terminal (near the 42nd Street and Vanderbilt Avenue entrances).



Barton Perreira's stylish frames



Canada Goose

### SOHO

Another e-tailer, Canada-based made-to-measure suitmaker **Indochino**, has opened its first New York showroom at 424 Broome Street (a couple of blocks from competitor Suitsupply). And you'd think with all the

**Canada Goose** parkas you've seen on well-heeled friends and neighbors the past couple of winters that the brand was well established here. It is. But it won't have a freestanding US store until the one slated to take over 101 Wooster (the old Patagonia space) opens this fall. **14**

Faith Hope Consolo, Licensed Associate Real Estate Broker, leads Douglas Elliman's Retail Leasing and Sales Division. She's author of both *The Faith Report*®, a frequent compendium of leasing news in the real estate industry, and *The Faithful Shopper* at The Huffington Post.



Gents can now try on e-tailer Indochino's made-to-measure suits at its new SoHo showroom.