

Scene on the SUMMER 2017 Street

Bleecker Street



BLEECKER STREET is synonymous with style.

Strolling down this road means shopping *Paul Smith*, *Maison Martin Margiela*, *Fly London*, *Diptyque*, *Brunello Cucinelli*, *Annick Goutal*, *Sandro*, *Bond No. 9*, and so many more.

We all know Bleecker's story – it started with *Magnolia Bakery's* cupcakes' cameo on "Sex in the City." From there, *Marc Jacobs* built an inside-out department store of four boutiques in the best locations, and everyone else came rushing in.

But this is New York real estate, after all. Prices got pushed up, only *Ralph Lauren* could afford it, then he closed *RRL* and others also decamped.

Well, the landlords have responded. Asking rents have come down – there are bargains on Bleecker! – and the stylish are returning.

Besides all the new international names and this summer's pop-ups, we're seeing lots of musical chairs from the brands already there who love Bleecker and are jostling for the best corners that have opened up.

This tour is of what's new just on Bleecker, but there are so many more stores opening on the cross streets, too – Thompson Street, Perry Street, Charles Street and Mercer Street – all are fabulous!

Now is the time to make a deal.

Luxury designer *Tomas Maier* unveiled its first-ever men's flagship store at 407 Bleecker Street, which had been *Jimmy Choo*.

Brand architect and designer *Sunni Spencer* has opened a pop-up shop at 371 Bleecker Street, which was previously *Baccarat*.

Brazil's *Raquel Davidowicz's UMA* has taken part of the old *RRL by Ralph Lauren* space at 381 Bleecker Street.

Israeli-born but Beverly Hills-made interior designer Elad Yifrach opened home décor store *L'Objet* at 370 Bleecker Street, the former *Coach* store.

New York designer *Cynthia Rowley* is moving to the former *Lulu Guinness* location at 392 Bleecker Street from 376 Bleecker Street. She bought the building!

Designer *ATM Anthony Thomas Melillo*, in addition to the summer pop-up in East Hampton, recently opened at 405 Bleecker Street, taking over the lease from *Marc Jacobs*.

Japanese clothing company *Enföld* has opened at 411 Bleecker Street. That location was previously *James Perse*, the Los Angeles designer, which moved to 368 Bleecker Street.

With 30-feet of wraparound frontage, *385 Bleecker Street* is a dominant boutique space located on the corner of Perry Street, in the heart of this internationally renowned shopping corridor. At ground level, there is 529 square feet of selling space, with an additional 347 square feet of basement storage.



385 Bleecker Street - Available

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