

MIANN REPORT

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FAITH ON RETAIL

Downtown Doings

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The early part of December brought a lot of great news for those of us in the New York City retail scene. Some 9,500 industry professionals attended the International Council of Shopping Centers New York National Conference, held for the first time at the Javits Center.

For years, those of us attending this ever-expanding meeting have shuttled between multiple exhibit floors and suites at the Hilton and Sheraton New York, making for a fractured experience. And I'm convinced more than one "dealmaker" was spending some time finishing holiday shopping! With all of us consolidated in a much larger space at Javits, developers, retailers and consultants could truly show their projects to a rapt (and captive) audience. It made for one of the most productive shows I've ever attended, and a worthy companion to ICSC's global conference RECon, held in Las Vegas in May.

Of course, a conference of this size and importance was the perfect setting for Westfield, the developer of the World Trade Center retail complex, to make a slew of tenant announcements. Neighbor and rival Brookfield Place has been more forthcoming with its tenant list, and the result is that we now have a much clearer picture of how FiDi will evolve into a major shopping destination in coming years.

It's going to be amazing, a collection of the world's great retail brands that will appeal to everyone from the junior assistant to the CEO to the millions of visitors flocking downtown.

As Westfield noted long ago, the 350,000 square feet of retail at the World Trade Center will feature a variety of price points, in contrast to the distinctly upper-end Brookfield Place. Westfield's apparel, accessories and footwear lineup includes: *Acne, Aldo Armani, Banana Republic, LK Bennett, Tom Ford, Hugo Boss, Camper, Vince Camuto, Cole Haan, The Kooples, Michael Kors, Reiss, Kate Spade, Turnbull & Asser, John Varvatos, Stuart Weitzman and Zadig et Voltaire.*

With a three-level, 85,000-square-foot Saks Fifth Avenue as an anchor, Brookfield Place's soft goods are geared more toward the luxury shopper. The extraordinary lineup includes *Aspinal of London, children's boutique babesta, Bonobas, Tory Burch, Calypso St. Barth, J. Crew, Salvatore Ferragamo, Diane von Furstenberg, Hermes, Michael Kors, lululemon, Scoop NYC, Theory, Vilebrequin, Vince and Ermenegildo Zegna. Posman Books* will satisfy the bibliophile.

Jewelry and eyewear, too are well-represented at both projects with Westfield once again boasting a wide price range including *Edward Beiner, Breitling, Dune London, Folli Follie, Fossil, Designer Eyes, Longines, Links of London, Montblanc, Pandora, Thomas Sabo,*

Swatch, Tissot and Tiffany. Brookfield, meanwhile, boasts *Satya Jewelry and Omega.*

Beauty and health options at the World Trade Center include *Aesop, John Barrett, Caudalie, Kiehl's and L'Occitane,* while Brookfield has an *Equinox* center.

What may be even more exciting is the plethora of dining options at both projects. Clearly, FiDi will be a foodie haven in short order. Just examine the World Trade Center array of options: *Beer Table, La Colombe, Épicerie Boulud, FIKA, Lore Wine & Spirits, Noble Tree Coffee, Nunu Chocolates, Joe Coffee and Minamoto Kitchoan* will join *Eataly* and Australian gourmet shop *Jones the Grocer.*

Brookfield already is the home to *Hudson Eats,* a dining terrace with fast-casual offerings from *Black Seed Bagels, Blue Ribbon Sushi Bar, Chop't, Dig Inn Seasonal Market, Dos Toros, Little Munster, Mighty Quinns BBQ, Norther Tiger, Num Pang Sandwich Shop, Olive's Skinny Pizza, Sprinkles Cupcakes, Tartinery and Umami Burger.* Coming soon are *Le District, Parm, Amada and L'Atelier de Joel Robuchon.* You certainly won't go hungry!

Yet with all these options for shopping, services and dining, one question remains: Where the heck is *Apple*?

Give it time — given that the company just announced its first Brooklyn store in Williamsburg, *Apple* is bound to have a location somewhere in FiDi. If that location is not in either Brookfield Place or the World Trade Center, it will find a street level space somewhere in the area. After all, it had been rumored for ages to take a location in the Municipal Building in Brooklyn, yet ended up signing for a different space. Lower Manhattan will be too prominent a shopping destination not to have one of the most productive retailers in the world.

Meanwhile, we can all feast on one of the greatest collections of brands in the world, when both projects open their doors this year. FiDi will join Madison Avenue, Fifth Avenue, Times Square and Herald Square as a legendary shopping neighborhood in the greatest shopping city in the world. See you there!

Happy Valentine's Day, and Happy Shopping!

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