



NEW YORK RETAIL LEASING ACTIVITY

The Faith Report

SPRING 2005

By Faith Hope Consolo

THE CHIC CONTINUE TO CHARGE INTO NEW YORK



It's official - Spring has Sprung! Stores are decked out with pastel-colored décor, and change and rebirth are all around us. Out with the old, in with the new.

Manhattan is also undergoing a change of season. New stores are opening with every passing day, existing shops are expanding in an effort to keep up with their neighbors and others are relocating to the next up-and-coming neighborhood. The luxury retail sector is robust as ever and the proof can be found in the overwhelming number of chic retailers still charging into New York.

Here's a summary to keep you up to date with the changes, just in time for the warmer weather and another fabulous season of shopping:

On fabulous Fifth Avenue, Cornelia Boutique, nestled in the new Cornelia Spa in lush 663 Fifth Avenue above Ferragamo, made its debut offering exclusive home designs and accessories. South Korean global cosmetics shop Missha plans to open an emporium at 516 Fifth Avenue.

On Madison Avenue, dazzling David Webb jeweler made a hop to the Golden Mile, taking up residency at 789 Madison. Children's clothier Catimini, from Italy, is reopening its boutique at 1125 Madison Avenue. Giorgio Armani has expanded its flagship store at 762 Madison Avenue into a neighboring townhouse. Jeweler Judith Ripka debuts at 777 Madison Avenue. Custom Italian footwear retailer Tupli will have a boutique at 780 Madison Avenue. French children's designer Jacadi is rumored to be opening a second shop on the Avenue, near Georg Jensen. Bally of Switzerland will temporarily move from 628 Madison Avenue, around the corner to the former Swatch shop at 5 East 57th Street while renovating.

The Shops at Columbus Circle will now be home to Design Within Reach, which sells contemporary furniture from San Francisco.

On the Upper East Side, Birmingham + Co., curators of European antiques, can now be found on East 60th Street at Lexington Avenue.

In Turtle Bay, home superstore Gracious Home will be unveiled on 34th Street, between First and Second Avenues.

The Upper West Side is home to Custo Barcelona's second store at 240 Columbus Avenue.

Cantaloup: Destination Denim sports downtown labels at a new location on Second Avenue.

Mac gurus rejoice! Apple will open its second tech boutique in the Flatiron district, location to be announced.

In Union Square, specialty food stores will go head-to-head as Trader Joe's plans a New York City flagship, exact site to be announced, only blocks away from where Whole Foods will unveil its new store. Cosmetics superstar retailer Sephora will open at 200 Park Avenue South.

In Chelsea, bridal emporium Kleinfeld will open at 19th Street, at 6th Avenue.

In the ultra-chic West Village, perfumery Bond No. 9 will open its fourth boutique in Manhattan at 399 Bleecker Street, neighbors to Marc Jacobs, Cynthia Rowley and a pair of Ralph Laurens.

Sizzing Soho will be home to a spectacular flagship for gourmet kitchenware retailer Sur La Table, set to open in July at 75 Spring Street. Brigitte NYC, at 63 Crosby Street, near Spring Street, will showcase owner-designer Brigitte Vosse's handmade ready-to-wear. James Perse, t-shirt guru to the stars, is opening at 411 Bleecker Street in the former Paris Commune space. Design firm and urban utilitarian clothing retailer Operations will open its first retail store at 451 Broome Street. Brella Bar's high-end umbrella boutique is now at 248 Elizabeth Street. Luxe customized clothing creator 7 Mercer-DDX Spx is obviously at 7 Mercer and rumor has it that Abercrombie & Fitch will open a 'theme' store in the area to add to the luxury line-up. Celebrities celebrate;

Frederic Fekkai will soon open a new location on West Broadway. 69 Spring Street is the second location for Pylones, featuring innovative gifts from France. Mexx is leaving its home in Union Square for a boutique adjacent to Bloomingdale's at 500 Broadway. Calypso Vintage has unveiled its fourth store at 407 Broome Street. L'Artisan Perfumeur, from Paris, is opening its first freestanding U.S. Store at 68 Thompson Street.

In Greenwich Village, London based Eskander opened on Fifth Avenue at 10th Street.

In Nolita, Fashion/Plate NYC -- at 264 Elizabeth Street -- mixes trendy shopping and dining.





Tribeca will be a temporary home to Trunkt.com at 333 Greenwich Street, where a collective group of trendy accessories, home and apparel designers will sell stunning pieces that can not be found in traditional shops.

Down in the Meatpacking District, Charles Nolan is opening a boutique at 30 Gansevoort Street featuring decadent furniture and elegant clothing. Massimo Bizzocchi, Italian multi-brand mega-store, will be neighbor to Stella McCartney and Alexander McQueen. Luxury clothing emporium B8 Couture from Paris is at 27 Little West 12th Street.

Perfectly positioned in the Financial District, Hickey Freeman will sell tailored clothing, furnishings and sportswear for well-heeled boys and men at 111 Broadway, in the Trinity Building.

With the current restaurant economy skyrocketing, this spring's crop of new restaurants runs the gamut. Successful restaurants are spinning off carbon copies of themselves while others are taking up fancy new digs. Restaurateurs reveal that New Yorkers are dining out more than ever, spending more and drinking better wine. Enjoy and indulge in this potpourri of culinary delights. Arlene Weston opens an uptown branch in West Harlem of the Caribbean/ Southern restaurant Maroons. Bobby Flay has taken over the former Judson Grill on West 52nd Street and renamed it Bar Americain. Laurent Tourondel's BLT trademark will find its third location on East 22nd in the former space of Union Pacific, to be called BLT Meat. Philadelphia restaurateur Stephen Starr is opening a Japanese restaurant called Morimoto in the Chelsea Market and KOI will open in the Bryant Park Hotel. Craft Bar will move to new and larger quarters at 900 Broadway and the existing Craft Bar will become a private dining room. Tom Colicchio will also open another of his gourmet sandwich shops, Wichcraft, in Tribeca and will take over kiosks in Bryant Park. Mega-sushi restaurant Megu will open a branch in Trump World Tower in the spring. Times Square will be home to Belgian BXL Café at 125 West 43rd Street. Sheldon Fireman will open at Bond 45, 154 West 45th Street, and will have the look of a well-aged brasserie. Liz Arana and Eran Shahaf have opened Alexandra at 455 Hudson Street, a cozy bistro serving American fare. Dinner served at a table or in bed is the concept at Duvet, 45 West 21st Street, which offers an eclectic menu. Gari Sugio, owner of the famed Sushi of Gari on the Upper East Side, has opened Gari at 370 Columbus Avenue. Sandia, a Latino spot, has opened at 111 West 17th Street. Li-Lac Chocolates has moved from Christopher Street to 40 Eighth Avenue. New American Cuisine with global influences, including a rotating tasting menu to highlight ethnic cuisine from around the world, Colors, by the former Windows of the

World owners, will open at 178 Second Avenue. Donatella Arpaia, a partner of Davidburke + Donatella has opened an intimate Puglia-region food restaurant named Ama at 48 MacDougal Street. Restaurateur Sirio Maccioni will be building the new Le Cirque Café in the Bloomberg Building at 731 Lexington Avenue, between 58th and 59th. Belgian-owned Le Pain Quotidien will open its tenth eatery across the street from Lincoln Center, at 1930 Broadway. Sarabeth Levine will have a new Sarabeth's restaurant at 40 Central Park South in the former Atlas space.

When we last left off, we reported that the conversion and closing of hotels including the Plaza, Mayflower, Olcott, Regent Wall Street, Intercontinental, Sheraton Russell, and Empire left the city with a loss of about 3,000 rooms that were converted to residential condominiums. The combination of the reduction in hotel rooms and limited supply of land for development in Midtown has resulted in new construction in "fringe" areas in all four boroughs to compensate. Ground has been broken for Harlem Park, an office, retail, hotel and residential development to be constructed at 1800 Park Avenue at 125th Street. This will include a 222-unit Marriott Courtyard. A few blocks away in Central Harlem, 233 West 125th Street, a team of developers are planning to use the site as a mixed-use hotel, residential, entertainment and retail space. The combination of these sites would add about 400 rooms back to Upper Manhattan.

On First Avenue and East 92nd Street, First Avenue Tower, a rental apartment building, will be built with an adjacent Marriott Courtyard Hotel.

On the Far West Side, an Asian developer plans to construct two hotels. He also purchased another site in the East Village and Union Square to build another small hotel. His company is working on developments in SoHo, West 45th Street, off Fifth Avenue, and West 28th Street. A new Hampton Inn will be on West 31st Street. In a former tenement building at 100 Orchard Street, across from the Lower East Tenement Museum, will rise the 22-room Blue Moon Hotel. Hotels are being built throughout the city with the possibility of a hotel in the Bronx at a site near the proposed new Yankee Stadium. Supply and demand, New York City hotel developers have become quite creative!

So don your cheery, colorful Spring raincoats, and bring an umbrella along for good measure. Manhattan has plenty to offer in the next few months for those who love to shop!



Faith Hope Consolo
Chairman
Prudential Douglas Elliman's
Retail Leasing and Sales Division
375 Madison Ave., 3rd Floor
New York, NY 10022
212.418.2020
fconsolo@elliman.com
faith-consolo.com

