

# theFaithreport<sup>®</sup>

NEW YORK RETAIL LEASING ACTIVITY



WARMING UP  
IN WINTER





WE MAY BE IN THE DEPTHS  
OF WINTER, BUT WE'RE ALREADY  
AT THE HEIGHT OF ACTIVITY  
FOR NEW STORES, RESTAURANTS  
AND HOTELS

NEW YORK CITY REMAINS  
THE CENTER OF THE WORLD  
FOR DESIGNERS AND DINERS,  
WITH A NUMBER OF NEW  
HOTELS READYING TO HOUSE  
OUR MANY VISITORS  
(50 MILLION PLUS LAST YEAR).  
FROM NEW OR RELOCATING  
DESIGNERS TO COFFEE  
SHOPS TO LUXURY CONDOTELS,  
IT'S STILL HOT IN THE CITY!

~ by FAITH HOPE CONSOLO

**O**n *Fifth Avenue*, **L'Occitane's** new flagship opened just in time for the holidays at 170 Fifth Avenue. Get a bite at **Potbelly Sandwich Co.** at 366 Fifth sometime this spring.

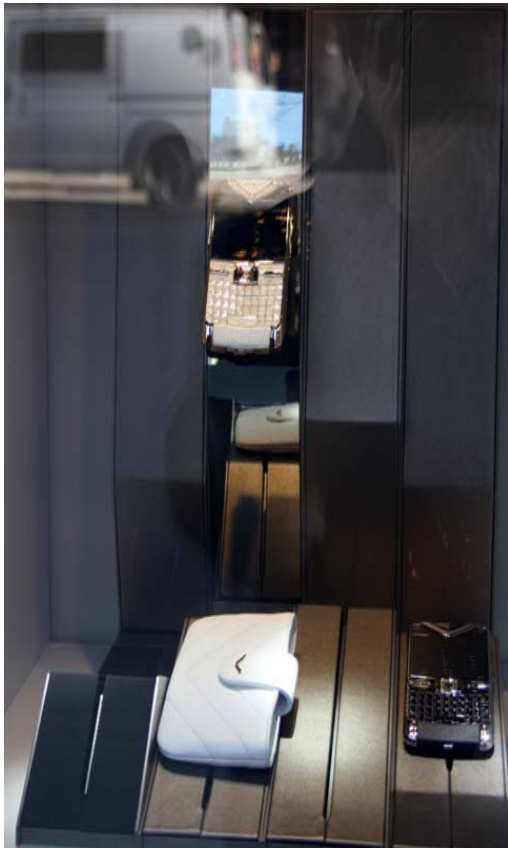
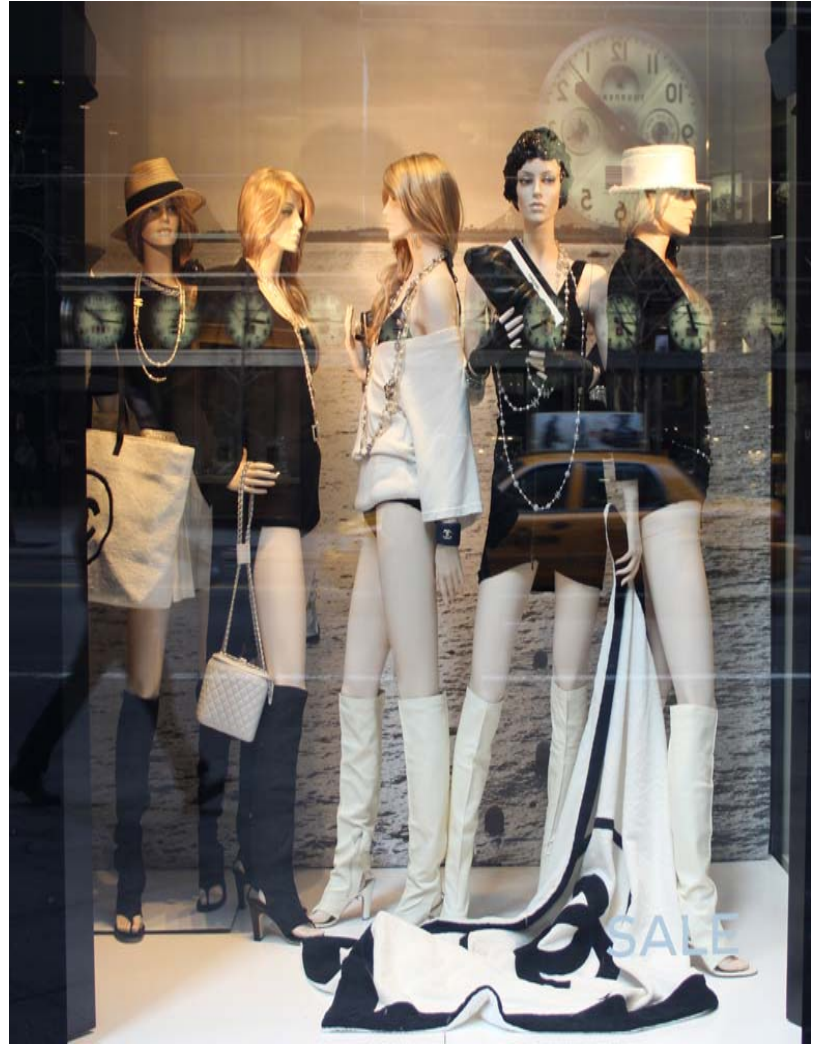
*On Madison Avenue*, **Lisa Perry** will return to the avenue at 988. **Chanel** will take David Webb's former digs at 789. **Christofle** is coming soon to 850 Madison Avenue, not far from **Emilio Pucci's** soon-to-open home at 857. Look for **Vince's** style at 974. **Il Gufo** is the latest entrant in the luxury children's apparel scene, at 982 Madison Avenue. **Proenza Schouler** is looking to open its first shop on the Avenue. **Vertu's** electronics have debuted at 703. **Joe Fresh** provides an affordable apparel alternative at 1055. **Pretty Ballerinas'** shoes are just off the avenue at 27 East 67th Street. Find **Sean's** fashions and accessories at 1118. **Crown** satisfies hungry appetites at 24 East 81st Street.

*In Times Square*, **Caffe Bene**, a coffee chain from Korea, will make its U.S. debut at 49th Street and Broadway.

*In Midtown*, **Maison 24** has found a home at 470 Park Avenue. Urban Outfitters' **Free People** division will have a two-level space at 600 Fifth Avenue. The **Algonquin Hotel's** legendary bar is in the midst of a major renovation, and will reopen in May. **Salvatore Ferragamo** will open a temporary store at 3 West 57th as its regular store undergoes a renovation. **Rothman's** is moving one block north of its current location at 200 Park Avenue South. The food & beverage at the upcoming **NoMad Hotel** will be operated by Daniel Humm, the Executive Chef at Eleven Madison Park, and Will Guidara, the General Manager of Eleven Madison Park. The hotel will debut early this year at 1170 Broadway. **The Out NYC**, which bills itself as "New York's first gay, straight-friendly urban resort," will debut in Hell's Kitchen at 510 West 42nd Street early this year. Morris Moinian may turn **1146-1150 Sixth Avenue** into a luxury hotel, reports say. Brother Joseph Moinian already plans a hostelry at **237 West 54th Street**. The **Public New York** will occupy the bottom 16 floors of 855 Sixth Avenue. A **Courtyard by Marriott** is planned at 960 Sixth Avenue, and a **Springhill Suites by Marriott** at 25 West 35th Street. The **Hyatt Place New York Midtown South** is "opening soon" at 52-54 West 36th Street, even as the **Park Hyatt** is under construction as the lower levels of the ultra-luxury **One57** condominium across from Carnegie Hall.

*In Tribeca*, the former Milk Street Café will become the **Trump Street Bar & Grill**.

*In Herald Square*, a **Victoria's Secret** flagship will open at 2 Herald Square.



*In Soho*, **Tucker's** first permanent boutique has opened at 355 West Broadway. **Levi's** has relocated to 495 Broadway. **Annelore** will have a second Manhattan shop at 18 Jay Street. **Stella McCartney's** shop has debuted at 112 Greene Street.

*In Meatpacking*, **Jay Godfrey** debuts his first boutique at 810 Washington Street. **Christian Louboutin** is opening a men's shop at Washington Street between Horatio Street and Gansevoort Street, near his existing women's emporium at 59 Horatio Street. Rumor has it that **Tao** will open at the former Hiro Ballroom and Matsuri spaces at the Maritime Hotel.



*On the Lower East Side*, the delayed hotel development at **163 Orchard Street** may be getting under way again, with a new architect approved. The **Holiday Inn** at 150 Delancey Street should open this year. The **Bowery Diner** is coming soon to 241 Bowery.

*In Flatiron*, Marriott reportedly plans an **Edition** hotel at 5 Madison Avenue.

This year looks to be filled with new places to shop, sup and stay.

Welcome 2012 and Happy Shopping!



*In Financial District*, Los Angeles' **Handsome Coffee Roasters** is coming east for its first NYC unit at 90 Broad Street. Marriott is planning a 31-story **Fairfield Inn** at 30 Fletcher Street.

*In Greenwich Village*, **Aesop's** latest branch is at 60 University Place. **Tortaria** will offer comfort food at 94 University Place. Turkish vegetarian chain **Cigkoftem** will open on East 9th Street.

*On the Upper West Side*, **Brooks Brothers** will open another branch at 2381 Broadway in the spring. **Fratelli la Bufala** will add to the pizza options at Broadway and 76th Street.

*Faith Hope Consolo*

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