

# the Faith report<sup>®</sup>

NEW YORK RETAIL LEASING ACTIVITY



SHOP AND  
STAY IN THE  
SPRING  
SHINE





NOW'S THE TIME TO  
FIND THAT STYLE SET  
WE CAN'T WAIT TO WEAR  
THIS SPRING!

IT'S SPRING IN THE GREATEST  
SHOPPING CITY IN THE WORLD,  
AND WE'VE NEVER HAD MORE  
CHOICES TO CREATE THAT  
FABULOUS NEW LOOK OR NEW  
LOCATIONS TO SHOW IT OFF!  
FROM APPAREL TO SHOES  
TO JEWELS, RETAILERS AND  
DESIGNERS HAVE COME FROM  
AROUND THE WORLD WITH  
NEW STORES, NEW CONCEPTS  
AND NEW CREATIONS.

~ by FAITH HOPE CONSOLO

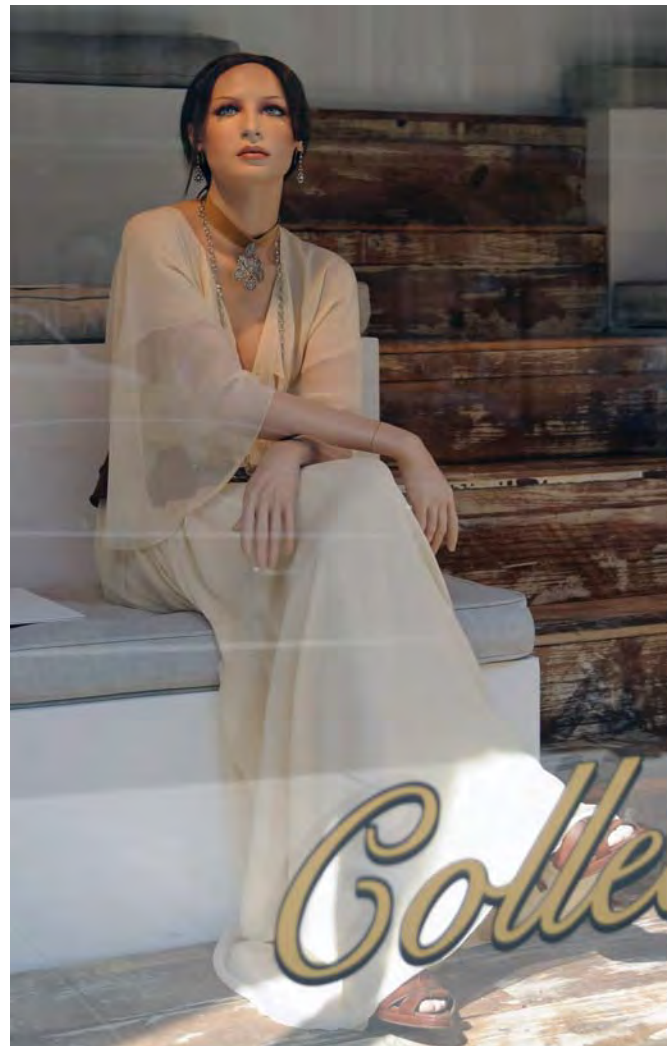
**O**n *Magnificent Madison Avenue*, **Celine** is taking over 870 (at 71st Street) formerly the home of Christian Dior. **Tourneau** is expanding and moving from the northwest corner of 52nd to the southwest corner of 53rd. Austrian brand **Frey Wille** launched at number 727. **Michael Kors**, at 790 Madison Avenue, is now home to the entire Collection from Kors to MK. **Tory Burch** is expanding uptown at 797 Madison Avenue (68th Street). Let's give a red carpet welcome to **Ralph Lauren's** new Mansion, offering exclusively Women's and Home at 888 Madison Avenue (at 72nd). **Brooks Brothers** opened at the northwest corner at 86th Street. **Muska Milano** is coming to 1086 Madison. **Theory** celebrated St. Patrick's Day by opening at 1157 Madison. Palm Beach favorite **Jack Rogers** is opening its first New York City store at 1198. The glamour quotient is upped even more between Fifth and Madison with **La Gioe di Toscana Handbags**, produced by husband-and-wife duo John and Sharon Gioe at 12 East 52nd Street.

*On Fabulous Fifth Avenue*, **Breitling's** timepieces at 5 East 57th Street join the watch wars along Fifth. **Francois Payard** opened an outpost at the Plaza Retail Collection. **Breguet Watches'** latest boutique is at 711 Fifth Avenue, next to Omega. **Zara** is taking over the NBA corner at 666 Fifth Avenue. **Lacoste** is expanding its current retail spot at 608 Fifth Avenue on the southwest corner of 49th Street with a redesign of its flagship. **Tommy Bahama** will bring the tropics to 555. Further south, in Flatiron, the former Nine West space at 19th Street will soon become the city's second location for **Madewell**. **New Balance** will focus on the fit at 150 Fifth Avenue.

*On the Exceptional Upper East Side*, **Mephisto** is debuting a concept store on Third Avenue at 62nd street. Native New Yorker and celeb fave **David Lerner** has a pop-up at 1435 Lexington Ave (94th Street).

*On the Ultimate Upper West Side*, **The Art of Shaving** is expanding to 2149 Broadway. Across the street, **Eastern Mountain Sports** will satisfy your outdoor needs at 2150.





*In Merry Midtown*, the biggest news is **Apple** descending into the Terminal at Grand Central. **Daffy's** discount designers for millionaires took 222 West 44th Street in the Times Square Building. **Dick's Sporting Goods** will open its first unit in the city at 1095 Sixth Avenue.

*In Happening Herald Square*, **Timberland** will return to town with a store at 28 West 34th Street across from **Uniqlo's** new shop. Joining them will be **Levi's** at 45 W. 34th Street.

*In Spectacular Soho*, **3X1 Jeans** will offer custom-ordered jeans, made on site, as well as ready-to-wear with in-store hemming at 15 Mercer St. **James Perse** is expanding to 60 Mercer Street this spring. **Ruia's** top European shoe brands (Baldan, Dibrera, Dora by Mipiaci) are now available at 65 Mercer St. **DC Shoes'** extreme-sports clothing and footwear recently relocated from Spring to 92 Mercer Street. **Helmut Lang** and **Theyskens's Theory** are already open at 93 Mercer Street. **Etro** is open at 89 Greene Street. Italian furniture maker **Tomasella USA** is coming to 32-34 Greene Street. British accessories retailer **Mulberry** signed a long-term lease for its third Manhattan location at 134 Spring Street. **Folli Follie** headed downtown to 133 Prince Street, featuring the full line. **Piero Guidi's** leather and apparel are coming to 430 West Broadway. Canadian brand **Aritzia** has a temporary shop on the third floor of 524 Broadway (formerly Banana Republic) as it readies its main store on the ground level. **Who A.U.'s** downtown branch has debuted at 575 Broadway. **Gap 1969** is bringing a concept store to 513 Broadway. **Brandy Melville's** casual style can now be found at 83 Spring Street.

*In Trendy Tribeca*, French shirt maker **Xoos** is opening a location at 7 Lispenard Street between Church and West Broadway. Madrid's **Agatha Ruiz de la Prada** relocated from Soho to 466 Greenwich Street.

*In Nonstop Nolita*, **Jay Kos** is moving from Park Avenue to 293 Mott Street. London's **Rebecca Hossack Gallery** expands its stunning art collection to 262 Mott Street.

*MePa, aka Marvelous Meatpacking District*, is the premier beauty destination. **Kiehl's** is coming to Kimberly Taylor's former home at 400W. 14th Street, across the street from the **Apple Store**. **Sephora** is creating its store at 21-27 Ninth Avenue. **Inglot**, the Poland-based cosmetic shop, has newly arrived at 75 Ninth Avenue (Chelsea Market). **Bond no. 9** is scheduled to open at 863 Washington Street near the High Line, and **Space NK** is seeking space in the neighborhood. Elsewhere in the district, **Rebecca Taylor** has come to 34 Gansevoort Street (between Hudson & Greenwich Streets). **Lilla P** is open at 420 West 14th Street.

*In the Wonderful West Village*, Parisian **Zadig & Voltaire** has its third Manhattan annex at 409 Bleecker Street. French footwear purveyor **Pierre Hardy** is now at 30 Jane Street. **Gas Bijoux's** next boutique is coming to 325 Bleecker Street.

*In the Fashionable Financial District*, **Laila Rowe** will open its first downtown location at 99 Wall Street.

*On the Lively Lower East Side*, bespoke design duo Amber Doyle and Jake Mueser opened **Doyle Mueser**

at 19 Christopher Street. **A. Turen** moved from Ludlow to bigger digs at 85 Stanton Street.

### *Haute Hotels on the Horizon*

Several new hotels have or are scheduled to open in early 2011:

**The Nolitan**, the first luxury hotel in its namesake neighborhood at 30 Kenmare Street, offers private balconies, floor-to-ceiling windows and a 2 p.m. checkout.

**The Mondrian New York**, at 9 Crosby Street, has a lobby inspired by the classic Jean Cocteau film "Beauty and the Beast," in shades of blue with mirrors.

Across the East River, **The Aloft Brooklyn** at 228 Duffield Street offers open, breezy rooms from April on. Coming this spring at last is the **Sanctuary Hotel**, with European-style service and amenities in Times Square.

**The Dream Downtown** at 346 West 17th Street in Chelsea has a striking façade — and will have exceptional services.

**Hyatt 48Lex** at 517 Lexington Avenue is a hot topic with a summer opening on the map.

On the boutique side, the 56-room, High Line-adjacent **Hotel Americano**, located at 518 West 27th Street, is set to open this spring.

With the chill behind us and a superb season forthcoming, our city is bursting with bright colors and clothes for the sunshine ahead! Brighten up your closet and behold the best retail in the world.

Happy Spring and Happy Shopping!

