



# The Faith Report

## 'TIS THE SEASON TO BE SHOPPING

Deck the malls and don your gayest apparel! The holiday shopping season is here again and this year is set to be even more spectacular than last. It really *is* the most wonderful time of the year.

Shoppers are hitting the stores in record numbers, with jewelry, fine accessories and lots of luxury leading the way. In fact, luxury items are always big sellers and this year will be no exception! Beauty products, sports equipment, footwear and apparel, an old-time staple, will also be among this year's gift-giving favorites. With an unbelievable line-up of new stores to look forward to, New York City visitors and residents won't have to look too far for the perfect little something.

Here's a look at some of the newcomers in Manhattan's most popular shopping corridors:

On *Madison Avenue*, **Lockes Diamantaires** will create a breathtaking jewel box at 683 Madison Avenue. **Graff** jewelers will open a diamond emporium in a townhouse at 61st Street, just steps away from Madison. **Carolina Herrera** is unveiling a bridal salon, at 954 Madison Avenue. French luxury linens shop **Yves Delorme** is coming to 985 Madison Avenue, in the Carlyle Hotel and just a short walk from **Michal Negrin**, home of Isreali jewels, at 971 Madison. **AS Parker**, fine menswear, is moving up the Avenue to 1021 Madison. **Margaret O'Leary** will bring her timeless knitwear to 1100 Madison Avenue. Expecting mothers rejoice: **Destination Maternity**, a newly formed company from the owners of Motherhood Maternity, A Pea in the Pod and Mimi Maternity, will debut at 575 Madison Avenue, offering designer clothing and will even include the luxurious **Edamame Maternity Spa** for pampered moms-to-be. Also on Madison, Princess **Marie-Chantal** of Greece opened her first children's boutique at 1192. Israeli jeweler **Vivid** is becoming neighbor to Nello at 698 Madison Avenue. **Sermoneta**, Italian luxury accessories, is making its way to 609 Madison Avenue with its U.S. flagship store. French fashion company **Tricots Saint-James** plans to join the Golden Mile's elite roster of retailers, at 1045 Madison Avenue. Prestigious antique dealer **Mallett** is expanding next door to its current gallery at 927 Madison Avenue. Nestled in the Hotel Plaza Athenee, French designer **Loulou de la Falaise Collection** will open its doors for business at 64th and Madison Avenue.

On *Fifth Avenue*, **Oxford Clothing** is relocating from East 57th Street to 56th and Fifth, next door to Beverly Feldman. **Apple**





**Computer** will join the GM building lineup, neighboring FAO Schwartz. **Blanc de Chine** will unveil a spectacular combination of Chinese tradition and modern styling at 673 Fifth Avenue. **Sergio Rossi** will bring Italian luxury accessories to 700, perfectly positioned in the Peninsula Hotel.

In *Rockefeller Center*, **Eddie Bauer** opened a pop up "down boutique" in Rockefeller Plaza, on the concourse level, just in time for the chilly temperatures and **Anthropologie** will take over the former Nautica space in bustling Rockefeller Center.

The *Upper East Side* will be the site of a bouncing new **Giggle** baby boutique, at the northeast corner of 74th Street and Lexington Avenue. **Big Drop Men** -- for our metro-dressing males -- opens at 1325 Third Avenue. **Steve Madden**, 1503 Third Avenue, is expanding his footwear empire and back on top, set for even more to open. **American Apparel** is continuing to wrap the city in cotton at 1090 Third Avenue.

In *Midtown*, exquisite Swiss jeweler **Ginkgo** opened a boutique at 344 East 59th Street. Another cupcake contender, **Crumbs Bake Shop**, is continuing its New York City expansion at 1114 Sixth Avenue, near Bryant Park.

*Union Square* will be enhanced with **Poggenpohl**, modern cabinets and fixtures, at 270 Park Avenue South, and **Max Brenner Chocolate**, at 841 Broadway.

In *Tribeca*, yet another **American Apparel** brings more trendy tees to the ultra chic, at 140 West Broadway.

In *Soho*, **Suss Design** from Los Angeles will bring the knitting lifestyle front and center at 281 Lafayette Street. **Galleria illy**, 382 West Broadway, features an art library, Italian café and all things coffee. **Todd**



**Oldham** will offer funky furnishings at 73 Wooster. Versatile Spanish designer **Agatha Ruiz de la Prada** is gracing 135 Wooster. 85 Prince Street will be home to the new home design and chic parchment boutique **Company C at Kate's Paperie**. British lifestyle brand **Ben Sherman** has finally found a U.S. flagship at 96 Spring Street, joining John Varvatos, MAC, Quiksilver, American Apparel, Burton and Banana Republic. **Nicole Miller** opened at 77 Greene Street, focusing on bridal, and neighboring **AG Adriano Goldschmied**, number 107, and **Passion Books of Beverly Hills**, number 111. Japanese megabrand **Uniqlo@Vice** now has a pop up store at 252 Lafayette Street. Punk clothes for the fashion-forward will be available at **Project 234** at 234 Mulberry Street. Modern Russian designer Alexandre Plokhov is debuting **Cloak** boutique at 10 Greene Street. **Beauty Parlour** at 888 Broadway is positioned inside ABC Home, tending to tresses. **Forever 21** brings youthful style to 568 Broadway. **Tiny Living**, 125 East 7th Street, between 1st and Avenue A, features stylish home fashion and organization ideas for our city dwellers in tiny spaces, but with big design ideas. **Disco Lemonade** at 430 Hudson offers, cool, non-traditional kids clothes and has free parenting classes. **Hable Construction** showcases signature bags and home accessories, at 117 Perry Street.

The *West Village* will welcome **Emerge NYC** to 65 Bleecker Street, with creations by the hottest new designers.

Whether shoppers head uptown or downtown, the magnificent array of new stores will ensure a very happy holiday for all!



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