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ELITE TRAVELER NEWS
JEWELRY AND WATCHES

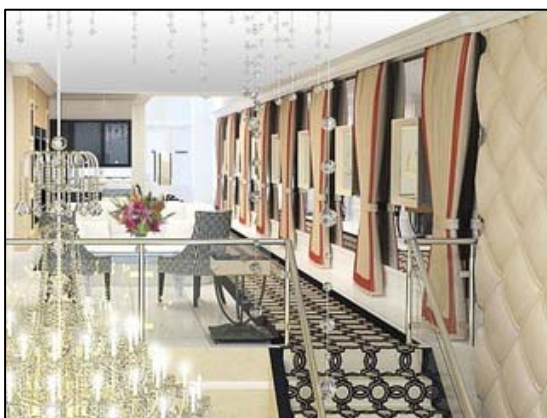
Ivanka Trump Fine Jewelry Flagship Relocates to SoHo

Ivanka Trump Fine Jewelry is making the move from New York's Madison Avenue to a spacious new venue in SoHo. Located at 109 Mercer Street, the new 2,400-square-foot flagship will house 10 unique jewelry collections, in addition to the label's newest offerings, including timepieces, leather goods and a specially curated selection of jewels.

With a bridal salon, VIP room and couture gallery, the boutique will also serve as an event space for client receptions and other social gatherings. Conceived by NY3Design architects David Freire and Laura Reddy, the store's design features a stunning Schonbek chandelier, a custom carpet from ABC Carpet & Home and an elegant black, white and coral color scheme.



"The design of this store is inspired by the luxurious Art Deco era, fused with finishes reflecting the glamour of Ivanka's jewelry," said Freire. "The journey through SoHo's hip culture does not end at the storefront; it continues throughout the store in traditional yet eclectic style. This store will truly set a new standard in fine jewelry shopping experience."



"My collection pays homage to the past while embracing the future, which is exactly how SoHo has reinvented itself," said Trump. "I find SoHo's trademark cast iron architecture and buildings to be remarkably inspiring and look forward to being in a neighborhood with such invigorating energy."

The midtown boutique, located at the landmark Trump Tower, will remain open. Visit www.ivankatrumpcollection.com.

Ivanka Trump Fine Jewelry, at 109 Mercer Street, NYC, was leased by Faith Hope Consolo and Joseph Aquino of Prudential Douglas Elliman's Retail Group.
