



East End Eden

Retail Resurgence in the Hamptons



By Faith Hope Consolo

Anyone in the know has been living it up in New York's summer playground - the East End. This seaside sanctuary has become a destination for relaxation and pampering combined with my favorite pastime - shopping!

When we refer to the Hamptons, we mean the string of posh resort hamlets that comprise the South Fork of Long Island, beginning with Southampton, 90 miles from Manhattan, and

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ending at Montauk Point, 30 miles further east. The South Fork is surrounded by water - the Atlantic Ocean on the south, Peconic Bay and Gardiner's Bay on the north - and renowned for its picturesque beaches. Coastal Numbers Ambiance aside, the Hamptons, are becoming a symbol of the national recovery as homes are bought or rented, and stores and restaurants boom. According to recent reports (including from my colleagues at Prudential Douglas Elliman's residential side), summer rentals have been going at a healthy pace since January, with rents stabilizing this year and poised to rise in 2011. Sales, too, are on the upswing, say my Prudential Douglas Elliman



colleagues. According to their Hamptons market report, the first quarter of 2010 saw 486 sales (up from 201 in the same quarter of 2009), with the median sales price up 34.9 percent. That's going to help a commercial arena that was looking for direction and testing the waters.

East Hampton's Main Street has seen significant change, and is now ripe for the picking for the smart retailer or dining establishment. And with recovery well under way, retailers and restaurants are cautiously returning to the main commercial towns, East Hampton and Southampton. In fact, the entire area is seeing something of a game of musical chairs, as businesses take advantage of shifts in the shopping landscape to move around. Pop-ups also remain a significant strategy for retailers, as many designers experiment with their business model. Divine Dining Restaurants, in particular, are seeing relocations and rebranding. Bostwick's in Springs has reopened as The Boathouse, even as Bostwick's owners are creating Bostwick's Chowder House at Cherrystones. Serafina is opening at the former Matto location on North Main Street in East Hampton.

JACKIE ROGERS
MAGASCHONI
Barbour chico's

The Lodge at 31 Race Lane in East Hampton is being replaced with a new concept. Navy Beach opened a family-friendly concept at 16 Navy Road (the old Sunset Saloon location) in Montauk. Wei Fun (203 Pantigo Road) in East Hampton will have a new name and concept.

Nobu opened a pop-up in East Hampton. Cilantro's has replaced Agave's South of the Border at 138 Division Street in Sag Harbor. Restaurant blogger Bruce Buschel is naming his new Bridgehampton restaurant Southfork Kitchen. Food & Co. opened a bakery and retail cake shop at 283 Pantigo Road in East Hampton. Jimmy Muir, who owns Clemente's Maryland Crab House in Sheepshead Bay, will open a unit at the former Havana Beach Club at 448 West Lake Drive in Montauk. The former Fiddler's space, 3 Mile Harbor Road in East Hampton, will become Harbor Grill, a year-round eatery, this fall.

Nouveau Nightlife

Nothing gets in the way of a great night out, and visitors will find a number of new nightclubs. The East Hampton Point space is being changed to a "Day & Night" destination by Derek and Daniel Koch. Rumor has it that Tavern Southampton has signed a multi-year lease.

Dune also had made a multiple year commitment to the former Jet East location in Southampton. New York nightlife mainstay Avenue/ Marquee has found a venue at Dune, while SL/Tenjune will be located in Georgica. Lily Pond will host Provocateur, and Goldbar has found a home in Surf Lodge.

Haute Hospitality

Not all visitors to the Hampton rent one of the spectacular homes for the season. The 1708 House at 126 Main St. in Southampton, a restored 18th century bed and breakfast may have the best location in town - right next to Saks Fifth Avenue. With rooms outfitted in the style of different eras, the main house also allows a guest to decide what century to visit. The 1770 House (built in 1663) at 143 Main St. in East Hampton has just six guest rooms, offering luxurious service - and a terrific restaurant. The Mill House Inn at 31 North Main St. in East Hampton is dog-friendly and beautifully appointed. The Baker House 1650 (181 Main St.) is a bit of England, with ivy-covered walls and formal English gardens - and a spa.



EMILIO PUCCI

BALENCIAGA

MICHAEL KORS



For those looking for a larger resort, the area will not disappoint. The Sag Harbor Inn at 45 West Water St. overlooks a gorgeous harbor, and is steps from Sag Harbor's Main Street. Nearby, the Barons Cove Inn (31 West Water St.) offers 66 suites equipped with microwaves and refrigerators. The East Hampton House Resort (225 Pantigo Road in East Hampton) offers 52 units, each with private deck or patio. The Hidden Cove Motel (33 West Tiana Road, Hampton Bays) offers efficiency kitchens in its very affordable rooms for those on a tight budget. And sailors can do no better than the Montauk Yacht Club (32 Star Island Road in Montauk), newly renovated and offering new restaurants and lounges, as well as its award-winning marina.

Shopping Scene

The retail side is equally fascinating, and we're clearly seeing a reinvigoration. Peter Elliott opened a co-branded store with Atlantis WeatherGear at 50 Jobs Lane in Southampton, in the former Jackie Rogers space. Meanwhile, Jackie Rogers opened a popup in East Hampton this summer. Southampton has a Stubbs & Wootton at 40 Jobs Lane, down the road from CJ Laing, now at 42 Jobs Lane.

Magaschoni has relocated from Main Street to 2 Newtown Lane, in East Hampton. Bridgehampton's home decor emporium Maison 24 opened at Fire Island Pines.

Useful is the new chic: Staples is opening in Bridgehampton at Bridgehampton Commons this summer for those of us who still need paper, pens, computer accessories, and, well, staples. The Shaw's supermarket at 11 East High St., East Hampton, has reopened as Stop & Shop. Popups - or more accurately, seasonal stores - opened in late May and served residents and visitors through Labor Day. Deals included Balenciaga at 54 Main St., Hugo Boss at 46 Main St., Pucci at 66 Newtown Lane, Entre Nous at 37 Newtown Lane, and Scoop Men's at the Beach expanding at 51 Newtown Lane. Chico's opened at 75 Main St. in East Hampton Memorial Day through Labor Day. Michael Kors promises a summer return with a delightful new spin. One of my favorite ideas was Joey Wolffer and Trish Carroll opening an accessories boutique on wheels in June. Jack Rogers will do pop-ups to sell his Palm Beach footwear this year. (OVER)

Outlet Shopping for the Beach Bunny

Those who shop as a sport delight in the outlets and how appropriate that one of the best of the best is out East. For the greatest selection, head to the Tanger Outlet Center in Riverhead. Among its 165 stores are: Barney's New York, Giorgio Armani General Store, Michael Kors, Dooney and Bourke, Coach, Movado, Allen-Edmonds, Stuart Weitzman, UGG Australia, Restoration Hardware, Pottery Barn and Williams-Sonoma. Its newest tenants are Ed Hardy, American Eagle Outfitter's Aerie, and Naartjie Kids.

The biggest news (in terms of size and design quotient) is the renovation of Saks Off Fifth, to boast its new "luxury in a loft environment" look. The store, which held its grand re-opening earlier this year, will expand its jewelry, shoes, sunglasses, and skincare departments in a more open environment. ❖

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