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## BUSINESS

### Bright lights, big city

NEW YORK (AP) - This holiday season, New York's Times Square could give even swank Fifth Avenue a run for its retail money.

In recent months, Times Square, which looks like daylight even at night because of all the neon lights, has seen a slew of retailers opening mega-stores, most recently a new Disney store. Others include Forever 21; Aeropostale Inc.; Levi, Strauss & Co.; and American Eagle Outfitters.

About 1.5 million people stroll through the area daily, and analysts believe there could be bigger crowds in coming weeks as foreign tourists take advantage of the cheap U.S. dollar.

"Times Square could rival Fifth Avenue," says **Faith Hope Consolo, Chairman of Retail Leasing, Marketing and Sales** at Prudential Douglas Elliman. "Times Square has it all - shopping, family dining. It's one-stop shopping."

As befits the city that never sleeps, Times Square's stores keep late hours. Most of the shopping takes place between five p.m. and midnight. That's why Walt Disney & Co., which officially opened its 20,000-square foot store on Tuesday, is testing closing its stores at 1 a.m, instead of the planned midnight. Forever 21's doors close at 2 a.m.

