

luxury briefing.

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David Lauren:

how Ralph is still selling dreams 40 years on

Paul Smith:

'Claridge's inspired my latest store'

Jeffrey Miller: optimism is the new black!

Plus: Luxury Connections, Pullman Editions and
the rise in spending on luxury brand marketing

London

New York

BOND Street again dominates the headlines with two significant transactions taking place within the leasing and investment markets. **Coach** is strongly rumoured to have acquired the Mulberry store at 41-42 New Bond Street for a rent in excess of £1 million per annum, over £645 Zone A: yet another record for the street. **LVMH** has completed the purchase of 160 New Bond Street (**Christian Dior**) for around £50m. If the freehold of 6-8 Old Bond Street (**Dolce & Gabbana**) is indeed under offer to a French retailer, since **Hermès** purchased the Asprey building over £275m would have been invested by retailers on Bond Street. Many purchases have been undertaken by wealthy private families securing future sites and a valuable commercial investment. The availability of 14 Old Bond Street (**Etro**) is commanding attention particularly if a new lease at a market rent is on offer. Anticipate a new record Zone A in this location also.

In 'New Mayfair', Richard Caring continues to expand his restaurant empire with the grant of planning consent at 34 Grosvenor Square (8,000 sq ft) for **Number 34**, a steak equivalent of Scotts in nearby Mount Street. The opening will certainly enhance South Audley Street as a retail destination, currently home to **Thomas Goode, Sadie Coles** and **Rick Owens**. This follows the announcement of the proposed opening of the **Balthazar** concept in Covent Garden and strong rumours of Richard Caring extending the portfolio of restaurants into SW1, within Sloane Square.

Along Sloane Street, an orderly queue is developing as brands and restaurateurs negotiate with landowner Cadogan for the prominent former HSBC site at 13-14 Sloane Square. And just around the corner, in Pavilion Road, the same landlord will shortly announce the retail and food line-up, with six new shops. Number 32 Sloane Square, formerly Bamford, will become a second store in London for Italian jeweller **Pomellato**.

Burberry has signed to take the former HMV store (10,000 sq ft) in King Street, Covent Garden. The principal landlord owners will announce another letting to a premium retailer at 43 King Street, with **Rugby** and **Mulberry** hot favourites to emerge as the latest high-end brands expanding their London portfolio into mid-town. Paris's famous tea salon **Ladurée** has secured the Market Buildings on the corner of the piazza opposite **Apple**. At least half a dozen other opportunities exist. The next luxury retail property location within the capital.

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ON Madison Avenue, **Eton** joins the fray at no 625. **Oriane Collins** will offer jewelry, cosmetics, men's accessories and art at no 655. **Agent Provocateur** will open soon at no 675.

Roberto Cavalli has renewed at the corner of no 711. **Soigne K** is next to debut at no 717. **Oliver Peoples** has a new shop at no 755. **Giorgio of Beverly Hills** comes back east to no 786. **CH by Carolina Herrera** arrived at no 802. **Ralph Lauren's** new flagship at 72nd and Madison is finally ready: men only now. **J Crew Men's** shop has arrived at no 1040. **Margo Manhattan Jewelry** will open at no 1200.

On Fifth Avenue, **Elie Tahari** has opened a shop-in-shop on the fourth floor of Saks.

On the Upper West Side, **Century 21** will take over Barnes & Noble's spot at 66th and Broadway. **Rag & Bone** is coming to 182 Columbus Ave. **Greenstones et Cie** will add to the children's clothing offerings, at 454 Columbus Ave. **Paige Premium Denim** has opened at 245 Columbus Ave.

Columbus Circle welcomes **Sur La Table** in the Hearst Building at 57th Street and Eighth Avenue.

In Times Square, **Oakley** takes 1515 Broadway.

In SoHo, hailing from Romania, footwear and accessories designer **Musette** has its first US branch at 438 West Broadway. **Agnès b** returns to the neighborhood at 50 Howard Street. **Cole Haan** is now at 128 Prince Street. **Folli Follie's** fabulous jewels is coming to 133 Prince Street. **Alexander Wang's** first store will replace Yohji Yamamoto at 103 Grand Street. **The Frye Co's** first US store opens at 113 Spring Street.

Realm's premier designer apparel opens at 98 Greene Street. **Chanel** reopened its renovated boutique at 139 Spring Street. **Duckie Brown by Florsheim** pops up at 109 Mercer Street.

In Flatiron, **Michael Kors** goes to 133 Fifth. **Harry & David** is popping up for the holidays, 155 Fifth Avenue. **Eataly** from Mario Batali has opened at 200 Fifth Avenue.

In the West Village, **Monocle** has debuted a store with apparel and accessories for the stylish world traveler at 535 Hudson Street. British clothier **APC** will bring its French take on basics to 92 Perry Street. **Marc Jacobs: Bookmarc** has opened at 400 Bleecker Street.

Trend-tracking from the streets of gold:

Bleecker Street is fast becoming lipstick alley with **MAC, Nars** and **Creed** joining the line-up.

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Smarter than Smart?



Gordon Murray is literally a giant among car designers – he stands at about 6'7". The last car that he designed was the three-seater, 240mph missile, the F1, adored by car aficionados the world over. His follow-up is the T25 (T27 in electric form) – where the emphasis is on 100mpg rather than 100mph. Launching shortly, it is even smaller than a Smart and is priced at just £6,000. Despite its size it can pootle along at 80mph and cover 450 miles on a (tiny) tank of fuel. Just like the F1, the driver's seat is in the middle and there are two passenger ones just behind. And, just like a jet fighter, there are no doors – the whole front tips forward. Unlike either the F1 or a fighter, it is made from recycled plastic bottles. Dead cool.