



New York

ON Madison Avenue **J Crew** will open a men's store at no 1040 across from a women's store at no 1035. French fashion house **Lanvin** moves to five-storey 815 Madison. **Oliver Peoples** eye-wear extraordinaire moves to no 812. **Hermès'** men's store at no 690 has arrived. **Bruno Cucinelli's** cashmere emporium opens at no 683.

On Fifth Avenue, Bergdorf Goodman revealed **Little BG**, a full children's department beyond compare.

On the Upper East Side, **Joseph's** renowned bespoke men's boutique takes 805 Third Avenue. Alex & Lorenzo Home is relocating to 1048 Lexington Avenue. Auction house **Phillips de Pury** takes 450 Park Avenue.

On the Upper West Side, **Burberry** is coming to 160 Columbus Avenue, just north of Lincoln Center and the new **Apple Store**. British fashion designer **John Richmond** signed for a first store in North America, 3 West 56th Street. British footwear business Crockett & Jones comes to 7 West 56th Street.

In Flatiron, **The Conran Shop** is moving from the Upper East Side into ABC's flagship at 888 Broadway.

In Midtown, **Liberty for Target** pops up at 1095 Sixth Avenue, near Bryant Park. **Swarovski** will open a Crystal Forest flagship at 200 West 34th Street.

In SoHo, the **Decadestwo** pop-up shop is returning this spring at 79 Greene Street. **RoundAbout** couture consignment adds downtown outpost 115 Mercer. **The Phaidon Store** has extended its stay at 100 Wooster Street – the primo pop-up was so successful that it became permanent. British clothing company **All Saints** comes to three-level retail spot 512 Broadway.

In the West Village **Coach** took 370 Bleecker Street for a men's only store.

Trend-tracking from the streets of gold: waging watch wars. **Hublot** just signed 692 Madison Avenue, **Girard-Perregaux** haute horlogerie comes to no 701 and **F P Journe** to no 721, both opened this week. **Richard Mille** and **Vacheron Constantin** are close to inking a deal on Madison Avenue also.

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