

# New York

On Madison **Diptyque** is open and glowing at no 971. **Reed Krakoff** is being created at 831 and **CH by Carolina Herrera** at 802. Barneys features a revamped **Prada** men's shop and **Links of London's** grand renovation is on display at 535. Italian shirtmaker **Camicissima** debuted at 509. Two stores at the foot of the headquarters of **Burberry Brit** and **London** are at no 444 under the massive Burberry sign.

On Fifth Avenue, **La Maison du Chocolat** brings a boutique to no 350, while on the Upper East Side, **Bernardaud** temporarily moves next door as 499 Park Avenue gets a facelift. **Sephora** will be opening its doors on Columbus Avenue at 102nd Street.

In Flatiron, The Limelight Marketplace will host Japanese 24-carat, gold-infused skin care line **Cosme Proud**, fine apothecary **Caswell Massey** and **Hunter** boots.

In Nolita, **Sloane** rejuvenates vintage apparel in the former 1929 location at 174 Mott Street. **Botkier** has her own accessories palace at 246 Mott Street. British lingerie company **Coco de Mer** opens at 236 Elizabeth Street.

In SoHo, **JNBY**, by Chinese fashion students, tested the retail waters with a pop-up store and will turn permanent at 75 Greene Street. **MiN New York**, 117 Crosby Street, offers men's fragrances and apothecary items, with a small supply of women's and home fragrances, and French sportswear brand **Zadig & Voltaire** comes to 153 Mercer Street.

In the Meatpacking District, British men's designer **Grahame Fowler** has opened at 138 West 10th Street. **Krizia** will move from Madison Avenue to 446 West 14th Street, near Stella McCartney, Alexander McQueen and Diane von Furstenburg. **Anthropologie** goes to Chelsea Market, 75 Ninth Avenue. **Scoop's** 875 Washington Street shop will change its concept six times a year and is currently Scoop After Dark.

## *Trend-tracking from the streets of gold:*

West coast retail is gaining momentum. In LA, Robertson Boulevard welcomes two contemporary designers to the roster: London-based **AllSaints** and **Splendid**. On Melrose, British designer **Vivienne Westwood** is opening a boutique. In San Francisco's Union Square **Bulgari** took a major corner at Stockton and Geary Streets across from Neiman Marcus and Louis Vuitton.

*Faith Hope Consolo, Chairman, Retail Leasing & Sales, Prudential  
Douglas Elliman 00 1 212 418 2000; fconsolo@elliman.com*