

The New Way To Shop

by Faith Hope Consolo, Prudential Douglas Elliman



With fall firmly entrenched and the holidays looming, stores and eateries have been opening at a furious pace. Without further ado, the newcomers:

Clothing Classics

Century 21 will take over Barnes & Noble's spot at 66th and Broadway. Rag & Bone is coming to 182 Columbus Ave. Forever 21 will replace Takashimaya at 693 Fifth Avenue. Urban Outfitters' next unit will be at 521 Fifth Avenue. Milly will bring its vintage-inspired women's clothing to 900 Madison Avenue, its U.S. debut. Lanvin has a home-like boutique at 815 Madison. Oakley has leased 1515 Broadway (at 44th Street). Modell's has renovated its flagship at 42nd Street. Filene's Basement/Sym's co-branded store, fbSy, has debuted at 2222 Broadway and 2228 Broadway.

Find Derek Lam's new entry at 764 Madison. CH by Carolina Herrera, 802 Madison, is here. Giorgio of Beverly Hills' storied name comes east to 786 Madison. Agent Provocateur secured 675 Madison. Eton joins the fray at 625 Madison. Moncler is ready to outfit us for winter at 90 Prince Street. Agnès b returns to the market at 50 Howard Street. Scotch & Soda brings its Dutch take on tailored fashion to 273 Lafayette Street. Monocle has brought a store with apparel and accessories for the stylish world traveler to 535 Hudson Street. Burberry Brit is headed downtown to 369 Bleecker Street and A.P.C. to 92 Perry Street. Fab 208 is moving across the street to 72 East 7th Street. Diane von Furstenberg is coming soon to 135 Wooster Street. Velita's tailored looks have moved to 211 Mott Street. Alexander Wang's first store will replace Yohji Yamamoto at 103 Grand Street. Realm's designer clothing selections are now at 98 Greene Street. Chanel launched its renovated boutique at 139 Spring Street. Lacoste has reformatted its store at 134 Prince Street into Lacoste L!VE, for a younger, slimmer shopper and announced another unit at the Gansevoort Park Avenue hotel at 29th Street and Park Avenue. Greenstones et Cie's children's clothing will be found at 454 Columbus Ave. The renovated Christian Dior at 21 East 57th Street is scheduled to be back before the holidays. Tommy Hilfiger is converting his Bleecker Street store into a new concept boutique for its young adult-oriented Tommy line.

Ralph Lauren's new flagship for men only is at 72nd and Madison. J. McLaughlin has shops for both men and women on Lexington Avenue between 72nd and 73rd Streets. H&M's West 125th store is back after major remodeling. Guess will take 13,000 square feet at 575 Fifth. Down the avenue, Michael Kors will occupy 133 Fifth. Icebreaker will bring a flagship to Wooster Street between Spring and Prince.

Amazing Accessories

Reed Krakoff has his first boutique at 831 Madison. Oliver Peoples has moved in at 755 Madison. Coach's SoHo branch is now Coach Poppy, focusing on its more affordable items. T.

Anthony's renovated store is sparkling new at 455 Park Avenue.

Shoes

UGG's flagship takes 600 Madison. J.M. Weston is relocating to 600 Madison Ave. DSW will take 35,000 square feet at 213 West 34th Street. Romanian vendor Musette has its first U.S. branch at 438 West Broadway. Ruia will bring its English styles to 65 Mercer Street. Cole Haan debuted at 128 Prince Street in mid September. Dr. Martens' new flagship will land at 148 Spring Street. The Frye Co.'s fabulous boots will be available at its first U.S. store at 113 Spring Street. London shoe purveyor Ash Footwear is entering the United States at 44 Mercer Street.

Jewels

Frey Wille's magnificent enameled pieces add to the glitter at 727 Madison Avenue, not far from David Yurman at 712 Madison. Vacheron Constantine will take over Yurman's old location at 729 Madison. ToyWatch enters the timepiece wars at 509 Madison Avenue. Breitling will have its first U.S. store at 5 East 57th Street. Orianne Collins will offer jewelry, cosmetics, men's accessories and art at 655 Madison. Margo Manhattan Jewelry will be at 1200 Madison. Japan-based Dede-gumo Watches will debut at 188 Orchard Street. Folli Folli's fabulous jewelry is coming to 133 Prince Street. Sara Samoiloff has moved her jewelry shop to 160 Orchard Street.

Terrific Temps

Pop-Tarts joins the snack food wars at 42nd Street and Eighth Avenue. Other pop-ups include Duckie Brown by Florsheim at 109 Mercer Street and Harry & David at 155 Fifth Avenue.

Fun For All

The Disney Store is ready for its close up at 1540 Broadway. Sephora took 21 Ninth Avenue at the Highline. Chrome brings its messenger gear from San Francisco to 238 Mulberry. Petco has taken a 20,000-square-foot space on West 99th Street near Central Park. The Tower Records space on West 4th Street, originally to be called Equinox, now will be Blink Fitness. Apple reportedly is expanding its Prince Street store into the former Post Office building next door. REI will bring its outdoor gear to 295 Lafayette Street, while SoulCycle continues its expansion with a unit at 12 East 18th Street. Space NK reportedly will secure an Upper East Side store by Christmas.

Happy Shopping!

Faith Hope Consolo
Chairman — Retail Leasing, Marketing and Sales Division
Prudential Douglas Elliman
575 Madison Avenue, 3rd Floor
New York, NY 10022
Tel: 212-418-2000
faith@faith-consolo.com
www.faith-consolo.com