

The New Way To Shop

by Faith Hope Consolo, Prudential Douglas Elliman



With spring finally here, we're already looking forward to the sensual summer vibe — and new stores and restaurants to celebrate. There's a lot going on all over the city, and a new energy is invigorating the blocks.

Back In The Limelight

As I write this, the opening of the Limelight Marketplace, the conversion of the church-turned-notorious nightclub into a retail destination, has been postponed about a week to early May. But with a "Festival of Shops" including a gourmet marketplace, Brocade Home, Lulu Denim, LeSportsac and a J. Sisters salon, this daring experiment in development will certainly be anything but dull.

Global Domination

Retailers continue to locate here from around the world. Misha Nicole, reportedly opening in Soho this fall, continues the influx of Indian designers into New York, which will begin with the opening of Kimaya at 717 Madison this summer. DeLanau of Genève will have its stateside entry at 681 Madison Avenue. After weeks of speculation, Japanese giant Uniqlo has finally confirmed that it will occupy a huge space at 666 Fifth Avenue. And South America will be represented by Portugal and Brazil's The Best Chocolate Cake in the World (O Melhor Bolo de Chocolate de Mundo) at 55 Spring Street. Danish legend Lego will open a flagship to appeal to kids big and small in the former Brookstone space at 620 Fifth Avenue at Rockefeller Center.

Designer Duds and More

The Jérôme Dreyfuss boutique has finally bowed at 473 Broome Street and next door finds his wife Isabel Marant at 469 Broome Street (at Greene Street). CH by Carolina Herrera will open in Issey Miyake's former space between 67th and 68th Streets, while Lanvin will open at 815 Madison this summer. RoundAbout proffers its consignment and discounted fine apparel at 113-115 Mercer Street. Oliver Peoples will offer designer sunglasses, replacing J.M. Weston at 812 Madison.

Mid-Priced Mania

American Eagle is relocating its neighborhood store to 599 Broadway. The Crocs store looks like it might finally open (after two years of construction) at 143 Spring Street this summer. Sunglass Hut has opened at 49th Street. Brides looking for more alternatives can visit the J. Crew Wedding store at 769 Madison Avenue beginning in late May. Budget shoppers will have another option when TJ Maxx opens its third location in Manhattan, taking all of 250 West 57th Street from Broadway to Eighth Avenue, by the holidays. The mega-discounter also will hit the other side of town, with a massive store at the Bridgemarket at 409 East 59th Street. At Times Square, the M.A.C. flagship opened on 46th Street. Esprit launched its monolithic flagship at 25 West 34th

Street, and it is the dawn of Desigual at the corner Fifth Avenue at 34th Street. Aeropostale is coming to 1515 Broadway. Filene's Basement is expanding its store at 2234 Broadway. Urban Outfitters took a multi-level space at 2625 Broadway.

Good Times For Hard Lines

Miss the Biography Bookshop at 400 Bleecker Street? Don't fret; Marc Jacobs is replacing the much-loved store with Book Marc — yes, a bookstore. If you're looking to exercise with style, Adeline Adeline sells bikes especially geared toward women at 149 Reade Street. La Terrine has expanded its kitchen wares to 280 Columbus Avenue.

Homeward Bound

There's a continued focus on home furnishings and design, with new retailers ready to help. Modani comes from Miami to open its first Manhattan location at 40 East 19th Street. Connecticut-based Paul Anise will bring its furnishings to 23-25 Greene Street. Farther north, La Esperanza Furniture will open at 565 West 181st Street.

Trump Takes Soho

The Trump Soho New York has now opened at 246 Spring Street. But other hotel news is entertainment oriented. The Boom Boom Room, the Standard's penthouse nightclub, has been granted a cabaret license.

Dining Around

The Heartland Brewery has opened its latest branch at 825 Eighth Avenue, at the Port Authority Bus Terminal. Train commuters can enjoy Five Guys Burgers and Fries at 17 Penn Plaza. Terroir, from the East Village, has debuted a larger space at 24 Harrison Street in Tribeca. Canteen 82 combines a coffee bar and noodle house at 467 Columbus Avenue. Crepes du Nord is a creperie and wine bar at 17 South William Street.

Other names are returning: The Palm Court, shuttered for more than a year at The Plaza, has returned, as has Annisa (13 Barrow Street), which had been closed after a fire last year. Fire also is the reason for the shuttering of Mangia e Bevi at 800 Ninth Avenue. It will reopen in the fall with a new name and theme.

Clearly, new names are coming, old names are expanding and other names are returning. Retail is on the rise. 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.faitth-consolo.com