

# NEW YORK

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## FALL PREVIEW <sup>2010</sup>

### There Goes Your Saturday Arrivals From Elsewhere

By LAUREN MURROW

The logo for Soigné K, featuring the brand name in a thin, elegant, handwritten-style script on a light yellow rectangular background.

#### **Soigné K**

*717 Madison Ave., at 63rd St.; no phone yet; mid-September*

A subsidiary of India's largest department store takes over a 5,000-square-foot swath of Madison Avenue.



**Soigné K, at 717 Madison Avenue, was leased by Faith Hope Consolo and Joseph Aquino of Prudential Douglas Elliman's Retail Group.**