

Town&Country

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By NANDITA KHANNA AND DANIELLE STEIN

Over the past year, this storied stretch of luxury shopping has boomed with exciting new stores, from Ralph to Lanvin to Derek Lam, generating a level of buzz not felt here in a long time.

Don't count uptown out yet.

SOIGNE K

717 Madison Avenue;
212-486-2890

OPENED: October 2010

THE LOOK: East meets West at one of the area's newest boutiques- dedicated exclusively to promoting Indian designers, such as Manish Arora, whose neon-hued psychedelic prints are splashed across everything from totes to tunics.

DON'T MISS: Ultrasoft pashminas; embellished tunics, caftans, and billowy skirts perfect for resort season; bejeweled minaudières; and stackable wooden bangles with stones.



DELANEAU

681 Madison Avenue;
203-341-9544

OPENED: December 2010

THE LOOK: The Geneva-based watchmaker selected this 1,400-square-foot space on the Jewel Coast, as the stretch from 61st to 70th streets is known. The Art Deco-inspired salon's crystal chandeliers, dark wenge-paneled walls, and plush fuchsia armchairs are a fitting backdrop for the brand's vibrantly hued timepieces.

DON'T MISS: Diamond-encrusted watch faces adorned with floral motifs such as lilies and dahlias.



Soigne K store at 717 Madison Avenue and DeLaneau at 681 Madison Avenue leased by Faith Hope Consolo and Joseph Aquino of Prudential Douglas Elliman's Retail Group.