

# Fashion MANNUSCRIPT



## SIMPAREL

THE SIMPLEST PATH FROM CONCEPT TO CONSUMER

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## May Movers And Shakers

BY FAITH HOPE CONSOLO, CHAIRMAN, THE RETAIL GROUP, DOUGLAS ELLIMAN



It seems as though spring has just begun; yet summer already is beginning to beckon. Fortunately for fashionistas, techies and fitness fanatics, no one took a winter break from finding new locations for and opening stores – look at all the fabulous retailers coming to a street near you!

### Amazing Apparel

Following the newly established luxury apparel expansion strategy of finding a Madison Avenue location, then a second spot in Soho, London-based *Joseph* is coming to 76 Greene Street. *Rena Lange* will reportedly open a boutique on Madison Avenue (at 67<sup>th</sup> Street) later this year. *Gap's* latest format for its Concept Store at 680 Fifth Avenue is "Lived In," featuring some of its classic merchandise. *KES*, reportedly from designer Lisa Kes, is opening at 82<sup>nd</sup> Street and Amsterdam Avenue. On the outlet front, *Céline* debuted an outlet at Woodbury Common. *Beacon's Closet* has relocated its Williamsburg store to 74 Guernsey Street.

### All About Accessories

*Moynat* is the latest brand to use a pop-up shop to test a new market, bringing its fine leathers from France to an in-store shop at Dover Street Market, 160 Lexington Avenue, for a couple of months. A more casual, but also luxurious, take on leather bags and more is available at *Will Leather Goods*, newly arrived at 29 Prince Street. *Michael Kors* is coming to The Shops at Columbus Circle, the latest step in what seems to be a plan for world domination.

### More for Men

*Original Penguin's* flagship has opened at 654 Broadway. *Men's Wearhouse* has signed for 135 West 50<sup>th</sup> Street. *Kinfolk* offers a clubhouse feel for its menswear, accessories and a few assorted gift items such as candles at 94 Wythe Avenue in Williamsburg.

### Fabulous Footwear

*Orva Shoes* is coming to 714 Lexington Avenue, continuing the trend toward mid-price and value fashion near Bloomie's Country (neighbors include Zara).

### Tech Time

*Google's* first brick-and-mortar shop is joining the high fashion flocking to Greene Street, with a location at 131 Greene. The company clearly realized that this particular Soho street is one of the places in town to establish a brand.

### Be Beautiful and Healthy

*DeSheli*, an upscale Israeli cosmetics company that sells packages

of products after a private session with each customer at an office, is breaking into the U.S. market with three New York City locations: the Paramount Building in Times Square, 245 Fifth Avenue, and 587 Fifth Avenue. The gorgeous Bank of New York building at 415 Broadway will be either a *Walgreens* or its subsidiary *Duane Reade* (reports differ). Drugstores are making a habit of leasing and doing some beautiful interior renovations on classic buildings, so it's welcome to see that part of our architecture remains, even as its uses remain contemporary. Another *blow dry salon* will be coming to 88 Leonard Street.

### Play On

*Guitar Center* has found a location familiar to performers – 218 West 44<sup>th</sup> Street. West 46<sup>th</sup> Street long was home to a number of musical instrument sellers.

### Feed Me

*Urban Space*, the manager of Dekalb Market, among others, will create a food hall featuring some 20 to 30 chefs and food merchants at 230 Park Avenue sometime next year. Food halls such as the *Batali/Bastianich Eataly* have become a new way of dining and shopping around the city, with others from Anthony Bourdain and more planned in the near future. Our favorite local condiment will have more space as *Pickle Guys* is expanding to the shop next door at 49 Essex Street.

### Fit for Life

*Planet Fitness'* newest outpost will be at East River Plaza in Harlem, one of five planned for this year in Manhattan and Brooklyn. Prefer working out in Soho? *S10 Training* has come to 87 Walker Street. The *Brooklyn Athletic Club* is opening at 8 Berry Street on the "border" of Williamsburg and Greenpoint, a continuing sign that retailers and services are crossing into the latter. *Barry's Bootcamp's* third location is coming to Astor Place and Lafayette Street. *Crunch's* latest branch may be at 140 Franklin Street – stay tuned. *Juice Inn* is the latest entrant at the liquid nutrition scene on Lafayette Street.

Happy Shopping! ■

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