

Fashion MANNUSCRIPT



SIMPAREL

THE SIMPLEST PATH FROM CONCEPT TO CONSUMER

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May Movers And Shakers

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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 67th 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 82nd 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 50th 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 44th Street. West 46th 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 Eatery* 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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