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FashionMANNUSCRIPT



FASHION GPS

TECHNOLOGY SOLUTIONS FOR FASHION

EDWIN MULLON

Winter Wonderland

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We may still be in the midst of winter, but retailers already are planning for Spring and Summer shoppers, announcing plans for and opening new stores around the city. It's enough to keep any fashionista warm!

All About Apparel

Givenchy has revealed that its reported New York boutique will be located at Madison Avenue and 65th Street, likely to open late this year. Watchers had expected the legendary French label to take a Madison Avenue location. *Bienvenue!* *Carven* finally made its New York City debut at 83 Mercer Street, continuing the French retail invasion we've seen over the last year or so. Are we all doing that much yoga? *Austin Athletica* will offer women's activewear and yoga apparel at 70-38 Austin Street in Forest Hills, which has seen a recent influx of fitness facilities. Is *Niketown* looking to relocate to 640 Fifth Avenue if H&M vacates it in favor of its even larger flagship down the street? Reports are that the athletic wear giant is considering that, as well as looking at 529 Broadway in Soho. *Band of Outsiders* has signed for 70 Wooster Street.

Mad For Men

Feltraiger, which opened a boutique of its classic haberdashery at 158 Allen Street in 2011, is relocating across the river to Brooklyn to a site to be announced at press time.

Amazing Accessories

Think of this as a reverse snowbird – *Miansai*, a Miami-based maker of accessories, has made its New York City debut at 33 Crosby Street in Soho. And in keeping with the latest trend to offer refreshments in store, it also has a tea bar! *Claire's Boutique* will open at 210 East 86th Street.

Fabulous Footwear

Not long after closing at Herald Center, *Journeys* will take Orva Shoes' location at 34 West 34th Street. The boulevard leading west to Macy's has become a headquarters for shoe shoppers, boasting such merchants as Timberland, Aldo and Vince Camuto. In fact, *Famous Footwear* also signed just up the street at 48 West 34th.

All That Glitters

Van Cleef & Arpels has completed its renovation and massive expansion at 744 Fifth Avenue, doubling the size of the boutique. Among the additions: a mezzanine with a VIP area and a room for brides, and a second-floor space for events.

Home And Hearth

It's all about art at the new *Upstart Gallery* at 93 Cooper Street, part of an overall rebirth of Inwood – food shop *Inwood Gourmet* also has debuted at 95 Cooper Street.

Food, Glorious Food

Fine supermarkets and more are coming to the boroughs. *Food Bazaar* has opened a huge supermarket at 42-02 Northern Boulevard in one of the city's fastest growing neighborhoods, Long Island City. The space had been home to a Pathmark. *Starbucks* (yes, they're still expanding) is coming to Williamsburg at 405-409 Union Avenue, and chief rival *Dunkin' Donuts* was scheduled for a January opening at 525 Myrtle Avenue at press time. *Whole Foods'* long-awaited Brooklyn debut came in Gowanus in December, while another is expected in North Williamsburg in the near future. Meanwhile, *Urban Market* has come to 11 Broadway in South Williamsburg, and *Bed-Stuy Fresh and Local* brings fresh and affordable groceries to 210 Patchen Avenue. Maple syrup maker *Black Bear Sugarworks* came from Vermont to open its first full retail store at 374 Fifth Avenue in Park Slope for the holidays. It will reopen in April as a lunch counter!

In Manhattan, *Sarah's Kitchen* will offer takeout at 270 Madison Avenue (39th Street). Midtown's *Gregory's Coffee* plans three FiDi locations by March.

To Your Health And Beauty

The fitness craze continues to cross the river into Brooklyn, with *Pure Barre* (which combines Pilates, yoga and ballet) taking its first space in the borough at 266 Court Street. A second studio is expected at 204 Wythe Avenue. And *Planet Fitness* is opening in Bedford Stuyvesant in January 2015 after an extensive renovation of 1245 Fulton Street. But don't forget Manhattan, with *FlyWheel Sports'* fourth New York City location launching at 415 Greenwich Street. *Blink Fitness* expands to 31 Penn Plaza. *Kilian Hennessy's* perfumerie has opened at 804 Washington Street. Argentina's *Ricardo Rojas* has relocated his beauty salon to 60 East 66th Street.

A Little Of Everything

The *Brooklyn Flea* has temporarily relocated from its waterfront site to 80 North Fifth Street, even as it looks for a permanent outdoor space.

Happy Valentine's Day & Happy Shopping! 

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