

JUNE/JULY 2014

FashionMANNUSCRIPT



RAMY BROOK

BUILDING THE NEXT GREAT LIFESTYLE BRAND
FOR TODAY'S WOMAN

RAMY BROOK SHARP

Suddenly Summer

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Where did spring go? Summer already beckons with new designers and stores in Manhattan and Brooklyn – and even the first announcements of the boutiques that we'll visit on our Hamptons weekends!

Amazing Apparel

Golfwear specialist *Peter Millar* will have its first New York flagship at 536 Madison Avenue. Look for new concept *coop & spree*, which will feature a variety of designers, to open at 202 Elizabeth Street in August. *Dash*, from the Kardashian family, will have a Southampton pop-up at 35 Main Street this summer. *J. Crew* reportedly will make its Williamsburg debut at 234-236 Wythe Avenue, not too far from one of its favorite co-tenants, Whole Foods. At press time, *Under Armour's* Soho flagship was to have debuted at 583 Prince Street in late April. *Neiman Marcus' Last Call* outlet division will make its New York City debut at 210 Joralemon Street in Brooklyn – can the announcement of the full Neiman's store at Hudson Yards be far behind? Internet magazine *Bullett* has brought its online apparel shop into brick and mortar at 47 Walker Street. *Rag & Bone* is crossing the East River, opening at 160 Court Street in Brooklyn. Store Wars: *Alternative Apparel* will launch its New York City flagship at 281 Lafayette Street, right next door to chief rival American Apparel!

Home Sweet Home

Decorate with amazing lighting fixtures at *Luceplan*, coming to 14 Wooster Street. *Gagosian Gallery* has a new location at 821 Park Avenue. In the tradition of Reed Krakoff and other designers for major labels branching out, Bottega Veneta's creative director *Thomas Maier* will open his own eponymous boutique at 956.

All About Accessories

Les Toiles Du Soleil will make its summer resort debut at 78 Park Place in East Hampton.

Gemologically Speaking

Anyone who thinks Madison Avenue, home to many of the great jewelers of the world, couldn't be more glittering is wrong: Philadelphia legend *Paul Morelli*, who combines stunning craftsmanship, glorious gems and even practicality (such as eyeglass pendants) will open his first New York boutique at 895 Madison Avenue. Online jeweler *Adornia* has its first physical store at 197 East 76th Street. *Fabrizio Giannone* has taken a boutique at 1031 Lexington Avenue.

More for Men

Italy's luxe menswear label *Caruso*, created by the former co-owner of Brioni, is coming to the United States at 45 East 58th

Street. The area remains a haven for haberdashery, with Bergdorf Goodman Men and Brioni itself nearby.

Feed Me

Look for two more locations for *juice press* this year: 2486 Montauk Highway in Bridgehampton, and 83 Murray Street (Brookfield Place). *Organic Avenue's* tenth Manhattan store is at 254 Park Avenue South. A Bryant Park location is planned.

Fabulously Fit

Soulcycle's tenth city location will be downtown at 2 Gold Street. *The Bar Method* will open studios on Fifth Avenue in Midtown and Pacific Street in Cobble Hill.

For Your Health and Beauty

Harlem, always hot, is now seeing a host of new services. The *Sugar Hill Medical Plaza* is expanding at Hillview Towers, 345 West 145th Street. The *YSB Salon NYC* will offer beauty services at 25020 Frederick Douglass Boulevard. *Central Park North Orthodontics* will bring smiles to the neighborhood at 1851 Adam Clayton Powell Jr. Boulevard. Elsewhere, *Blind Barber*, which somehow combines a barbershop with cocktails, will have a second location featuring coffee at 524 Lorimer Street in Williamsburg. Add *Sisley* to the slew of cosmetics companies opening their own boutiques – it reportedly is looking for a site for its first shop in the city. Also planning a standalone shop is Nest Fragrances, best known for candles. I'll keep you posted. On the value end, *E.l.f. Cosmetics* has opened its second studio will at 139 Fulton Street. Whether high-end or affordable, make-up is an eternal purchase! *John Barrett*, whose salon is a must-visit at Bergdorf Goodman, is opening another location on Bond Street this fall, yet another sign that there are now two major loci for luxury retail and services. *Lush Spa* launched at 783 Lexington Avenue.

A Bit of Everything

Michal Negrin, an Israeli fashion, jewelry and home décor retailer, is opening its first permanent shop in New York at 151 Prince Street.

Happy Shopping! 🛍️

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