

FashionMANNUSCRIPT

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faith on fashion

Summer Fashion Fun!

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We're in the dog days of summer, and the retail scene is just as hot as our streets! Cool off in the air conditioning in some of our newest shops, and get ready for the ones opening this fall.

All About Apparel

Karen Millen is coming to 587 Fifth Avenue. H&M's newest brand, & *Other Stories*, is expected to open at 575 Broadway by the end of the year. More newcomers to FIDi have been announced — including *Vince* taking space at Brookfield Place, and *Saks Off Fifth* likely taking *Brooks Brothers'* longtime perch at 1 Liberty Street (also owned by Brookfield Office Properties) when that lease expires late next year. More clicks are incorporating bricks: *AYR*, *Bonobos'* line for women, now has its first shop/fitting room at 45 West 25th Street. Meanwhile, women's boutique (featuring emerging and established designers as well as its own label) *La Garçonne* is open at 465 Greenwich Street.

Many major retail developers and real estate owners are finding e-commerce no longer to be a competitor, but instead, a source of new tenants. Canada's *Judith & Charles* opened its second store in the United States at 188 Columbus Avenue. *Woolrich*, a casual apparel mainstay in Philadelphia, will take its first New York City location at 125 Wooster Street.

More for Men

Ermenegildo Zegna's latest outpost will be located at 825 Madison Avenue. Just off Fifth Avenue at 57 East 57th Street, *KiTon* has its second store in the city inside the Four Seasons Hotel.

"Krazy" for Kids

It's a tale of two store sizes, both for children and the child in all of us: *LEGO* will have a huge flagship, appropriately, at the International Toy Center, 200 Fifth Avenue. On the boutique side, *Teich Toys & Books* has debuted at 573 Hudson Street. Outfit your tykes at *Bonpoint Soho*, now open at 398 West Broadway.

Best for Beauty

Infinite Beauty will open at 1031 to showcase a variety of skin-care collections featuring organic products, including lines with elements from the Dead Sea, gold, diamond powder and more. Unlike other beauty superstores, this will focus on skincare only — allowing for a truly personal experience. *Nars* is going uptown, taking 971 Madison Avenue for its first Upper East Side shop.

Time and Gems

Swiss brand *What?Watch* will open its first U.S. store at 108 North Sixth Street in Williamsburg. The trend of European retailers making their New York debuts in Williamsburg is still in its infancy, but expect more brands — particularly those appealing to the young and trendy — to consider the idea as both residen-

tial and retail prices continue to skyrocket in Manhattan. At press time, the opening of *Aurelie Bidermann's* New York City shop at 265 Lafayette Street had been postponed until July. *David Yurman* will open its second boutique at 112 Prince Street.

Fabulous Furnishings

Steven Alan Home is relocating from Tribeca to Williamsburg at a site to be determined. Some speculate that construction around Franklin Street location prompted the move.

Sweet Treats

Lafayette Street is becoming a haven for coffee shops — one local paper has dubbed it "Latte Lane!" The latest entrant, *Iconic Café*, opened in late spring at 238 Lafayette — joining *La Colombe's* two spots, *Bite* and *Gasoline Alley*. *Morgenstern's* is selling ice cream at 238 Bowery.

Lifestyle Statements

Perhaps taking a page from Porsche Design, luxury automaker *Lexus* is opening a three-level boutique at 412 West 14th Street that will combine an art gallery, café, apparel shop and, yes, a small auto showroom. The company has similar locations in Tokyo and Dubai, and is all about promoting the luxury lifestyle of its shoppers.

Great Galleries

Miami-based *Sammer Gallery*, which focuses on Latin American Constructivism and concrete art, has opened a pop-up showroom at 143 Ludlow Street.

Healthy Living

Yes, you still will be able to afford something downtown — budget gym *Retro Fitness* has signed for One New York Plaza, giving those in the area still working their way to the top somewhere to work out.

Local Legend

The independent bookstore lives! *St. Mark's Bookshop* — which staged a long, well-publicized but ultimately unsuccessful fight for survival at its original Third Avenue location (where the rent increased) — is relocating to a city-owned property at 136 East Third Street.

Enjoy the rest of summer, and happy shopping! 

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