



HAUTE SPOTS FOR SHOPPING

Shopping in Manhattan is unlike anywhere else — every wish, every want, every whim is addressed in a most spectacular fashion. We all have an expectation for flawless boutiques, a weakness for all things luxurious, and a passion for beautiful design.

Parisian fashion house **Guy Laroche** has finally opened its doors at 47 West 57th Street showcasing simple, wearable couture dresses, and the latest men's and women's collections. **Nokia** has unveiled a posh new cell phone emporium on 57th Street off Fifth, rubbing elbows with luxury's elite. **Giorgio Fedon 1919**, Italian stationery and accessories, comes to Rockefeller Center.

Petrou has opened at 850 Madison Avenue, neighboring **Chloe**, **Gucci** and **Cartier**, creating handmade dresses, jackets and coats. **Samsonite** unveiled a shop at 838 Madison Avenue, featuring their premium Black Label lines. **J. Press**, formidable menswear, is relocating to 380 Madison Avenue. **Robert Clergerie**, luxury French shoe retailer, will move to Madison at 62nd Street. Fine stationery by **Mrs. John L. Strong** is now open at 699 Madison Avenue. Japanese fashion designer **Issey Miyake** is moving to 802-804 Madison. Design savvy **Intermix** at 1003 Madison Avenue is set to thrill, expanding on both sides. **Eres**, sleek swimsuit and lingerie, is coming to 78th Street, next door to **Missoni**. **Manrico Cashmere** is opening at 73rd and Madison Avenue. The first-ever **Dolce & Gabbana Menswear** freestanding boutique at 755 Madison Avenue is just moments from its debut.

Tiffany has finally unwrapped its updated main floor. This is the first renovation of the flagship since it opened in 1940. Work on the store was done floor-by-floor starting in 2000. The art-deco interior now boasts a 25 percent increase in selling space. Statistics are staggering: in 2005 the store did \$230 million in sales and the flagship sees an estimated 7,000 visitors a day.

Flora and Henri will move their baby boutique to 1019 Lexington Avenue. Directly across from Bryant Park, **Alice + Olivia** has opened at 80 West 40th Street with a fabulously trendy collection.

Upscale clothing boutique **Martier** will open a third Manhattan location, with a spa and café to accompany the myriad of chic European clothing, at 1012-1014 Second Avenue. This trend of shopping as a luxury destination will also fill a niche for time-crunched fashion divas.

Smashing spa activity is underway. Los Angeles skincare company **Lather Spa** has opened its first shop in Midtown Manhattan at 127 East 57th Street, off Park Avenue. **Thai Privilege Spa** has opened at 155 Spring Street and is dedicated to Thai beauty traditions. Let's not forget our pampered pooches: **Cleo Spa** and wellness center comes to 140 Riverside Boulevard, and doggie day care center **Biscuits and Bath** is planning to move to 160 Riverside Boulevard.

Loehmann's designer discounters will have a vast new home at 2101 Broadway at 73rd Street.

Sigrid Olsen opened her first New York City store in Soho at 411 West Broadway. **Space Mercer** is a new boutique at 115 Mercer Street, introducing womenswear as a clean, modern style based on a streamlined version of menswear. **Solstice Sunglass Stores** will have a new flagship location at 107 Spring Street. The very first **Ugg** store — slightly behind the time — is coming to 79 Mercer Street between Broome and Spring Street. **Moonlight Graham**, 276 Lafayette Street will feature vintage-style sportswear adorned with licensed images from Major League Baseball, Universal Studios, General Motors, and more. Cult denim brand **Evisu** brings its first U.S. store to 92B Greene Street, next to **American Apparel** and across the street from **A Bathing Ape**.

Greenwich Village is the site of a new **James Perse** shop at 361 Bleecker Street.

In the Meatpacking District, **Trina Turk** is getting ready for her November debut at 67 Gansevoort Street. The store will house the entire women's sportswear collection, as well as the new swimwear line.

The "store within a store" trend is wildly popular and comes in many new alluring combinations. Italian **Moschino** has a new home on the third floor of **Bergdorf Goodman**, with ready-to-wear as the main attraction, and next up will be a remodel of the concept shop at **Saks Fifth Avenue**. Downtown electronics megashop **J & R Music and Computer World** is filling the demand for technology forward shopping and adopting the shop-in-shop idea by opening in Herald Square's **Macy's**. A sweet Meatpacking installation is within **Scoop Street** and a new **Dylan's Candy Bar** will satisfy the chic shopper's sweet tooth.

Cheap is chic, and fast fashion is the hottest trend in town. Britain's **Topshop** wants to come to New York and go head-to-toe with **H & M**, **Zara**, **Bebe** and **Mexx**. Last September, **Topshop** had a taste of success when it formed a partnership to sell its line at **Opening Ceremony**, 35 Howard Street in SoHo. The new store will most likely open on Broadway in Soho because of the area's already successful fast-fashion shopping.

East River Plaza, the long-delayed shopping center being created along the FDR Drive in East Harlem, will have Manhattan's first cheap-chic retailer, **Target**, scheduled to open in 2008. This is landmark news for the City, as this opening has been years in the making — not quite my usual luxury reporting, but who doesn't love to see that red bull's eye with design-driven affordable fashion, design and essentials? Cost-conscious Manhattanites rejoice!

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