

PRODUCT NEWS & DESIGN SOLUTIONS FOR STORE PLANNING & VISUAL MERCHANDISING

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Ideas

**Selfridges:
You say you want
a revolution?**

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Liz Claiborne's first U.S. store for European brand Mexx opens in New York. (Watch for upcoming coverage in DDI.)

New York shopping destinations

Cool store design and distinctive, international merchandise define the newest stores this season

By RoxAnna Sway, Editor

In alphabetical order:

Akris

835 Madison Ave.

German architect Christoph Sattler uses blonde maple wood, hand-applied Venetian plaster and limestone floors to create an ultra-modern environment for the Swiss fashion house. The addition of buff-colored leather walls, chocolate leather chairs and panels of black horsehair completes the look.

American Girl Place

Fifth Ave. at 49th St.

After the tremendous success of its first store in Chicago, Pleasant Co., a unit of Mattel, has brought a unique retail concept design by New York-based Gensler to the Big Apple. A kid-sized tearoom, a live theater and a doll museum are star attractions for kids and their moms.

Azrouël

408 W. 14th St.

The first store for Israeli fashion designer Yigal Azrouël, this 2,500-sq.-ft. space is a deconstructionist environment that preserves much of the original brick and wood beam interior, adding antique furniture and a stone table that is carved out to hold a pool of water. The highly original and experimental fashions of this up-and-coming designer are also sold at Neiman Marcus, Saks Fifth Avenue and Nordstrom.

Balenciaga

542 W. 22nd St.

A seeming contradiction, the new Balenciaga store is located in a reclaimed printing factory and is more in the spirit of a renegade artist studio than home to a French fashion house. The interior is raw and earthy, with boulder-sized rocks, painted brick walls, wood beams and a cement floor. A faceted "iceberg" wall greets guests as they enter, and the ceiling depicts a morning sky. Balenciaga's Nicholas Ghesquiere and French artist Gonzalez-Foerster created the design.

Beverly Feldman

7 W. 56th St. (between Fifth and Sixth avenues)

Sexy, high-style sandals and other shoes are offered at the first U.S. store of the Ibiza footwear designer. A red sofa, shaped like a pair of lips, is the focal point of the interior.

Bisazza

43 Greene St. (between Broome and Grand Streets)

Fabio Novembre's innovative design for the new Bisazza showroom announces the Italian glass tile-makers entré into the United States. Bisazza is known for its intricate, brightly-colored tile mosaic designs for interior walls and floors.

Blue Label by Ralph Lauren

380 Bleeker St. (between Charles and Perry streets)

Ralph's first women's-only Blue Label shop, in the West Village, provides casual, but stylish, apparel for the younger female customer. This street is becoming a popular destination and a very hip place to shop, with Marc Jacobs and Lulu Guinness only a step or two away.

Bagutta Life

72-76 Greene St.

This hybrid lifestyle store, which replaces a prior unit at 402 Broadway, features new and antique fashions and home furnishings in a unique setting. The interior is an eclectic combination of brushed and roped steel, suspended fixtures that resemble oversized coat hangers, and mosaic floors made of wood and tile.



Left: Pearl River is a treasure trove of exotic Asian goods. (See DDI's July issue, page 30.) Right: The surfer brand Quiksilver has opened a Times Square store. (See DDI's August issue, page 24.)

Carlos Miele

408 W. 14th St.

Futuristic, organic design is the hallmark of this shop that houses the fanciful creations of Brazilian fashion designer Carlos Miele. (This was the cover story for DDI's November issue.)

Catherine Memmi

45 Greene St. (at Broome St.)

Straight from Paris, London and Tokyo, designer Catherine Memmi has opened her first store in the United States. The 3,000-sq.-ft. store is a spacious, loft-like space, filled with sophisticated, neo-minimalist and Zen-like furniture and home accessories.

Christian Dior

21 E. 57th St.

The re-do of this 6,000-sq.-ft. location started as a facelift, then grew into a major project, expanding to accommodate Dior's rapidly-growing footwear and accessories business. The interior features an impressive floating staircase, Dior's signature white lacquer walls and natural limestone floors. "Dior gray" accents, period French furniture and a replica of a frieze from the Avenue Montaigne store complete the look.

Custo Barcelona

471 Broome St.

This SoHo store is the first U.S. flagship of the edgy European brand of hip apparel from Spain. The 3,000-sq.-ft. space is stacked to the ceiling with Custo's highly colorful, richly patterned knits and accessories.

Façonnable

Rockefeller Center

This highly successful proprietary apparel brand of Nordstrom moved a few blocks down Fifth Avenue to a new Rockefeller Center location. Architect Scott A. Huntley designed the 21,555-sq.-ft. store. Façonnable's European-styled clothing for men and women is presented in the shop, which has a contemporary design that wraps around a dominant central staircase.

Ferragamo

Fifth Ave. at 52nd St.

This is the Italian fashion brand's largest store

worldwide, combining the women's and men's collections in a two-level, 22,000-sq.-ft., contemporary, white, beige and gray interior. According to Massimo Ferragamo, "Our new generation of stores is modern, very light, fresh, with touches of wood and warmth." Leather sofas invite, and a wrap-around staircase of walnut wood is the focal point. There is also a gallery for art shows.

Flou

42 Greene St.

This trendy, Italian home design store features the company's unique storage bed systems and accessories for the home in a contemporary, loft-like environment.

Jimmy Choo

716 Madison Ave.

Those with a shoe fetish are mad for the English-born Jimmy Choo footwear label. The intimate shop, done in the designer's signature color of lavender, sports quilted velvet sofas, satin chairs and Venetian glass cabinets. This is the brand *Sex and the City* helped make famous.

Lacoste

Fifth Ave. at 49th St.

This popular, preppie fashion brand is stylish once again. The store features a bold, stark white interior with backlit wall fixtures to show off the myriad colors in the merchandise—especially its perennially popular, classic polo shirts.

Mexx

650 Fifth Ave.

Another hot European import, Mexx is poised to take off with its first stateside store. The Netherlands-based company was bought by Liz Claiborne in 2001, and has since doubled its revenues, while distributing in 40 countries worldwide. The merchandise includes sophisticated work-related apparel and urban casualwear for 20- to 40-year-old females. The interior is an open design with a sleek mix of wood, steel and glass.

Pearl River

477 Broadway (between Broome and Grand streets)

This SoHo emporium is a two-level, intriguing

marketplace of affordable Asian home goods and apparel from China, Japan, Korea, India, Thailand and Indonesia. The popular purveyor of Asian goods moved to this bigger location from its previous Chinatown address. Architect Caterina Roiatta designed a contemporary interior space, with dramatic, red portal structures to define merchandise zones.

Talbots Mens

525 Madison Ave.

This is one of a number of test stores to open in the past few months, presenting the new Talbots Mens apparel line, a brand extension of the popular New England women's fashion retailer known for its traditional, classic styling. (See November DDI, page 36 for in-depth coverage.)

Yves St. Laurent, Rive Gauche

3 E. 57th St.

In this new, 11,400-sq.-ft. space, designer Tom Ford combines rough, hand-hewn wood, concrete floors and black-and-white ponyskin daybeds to create a sexy, modern environment for YSL fashions and accessories. This store is much whiter and brighter than the black-dominated unit on Madison Avenue, which opened last year.

Vitra

29 Ninth Ave.

Vitra, the well-known guru of modern home furnishings design, presents three floors of new designs and modern classic re-editions in seating, tables, lamps and accessories. The collection is a veritable who's who of designers, from the legendary to cutting-edge newcomers.

Vosges Haut-Chocolate

132 Spring St.

According to owner Katrina Markoff, "chocolates are the ultimate accessory, comparable to couture fashion." And the chocolates at this SoHo store are upscale and priced accordingly. The color purple, a sign of royalty, is a proper signature for the shop that sells such exotic and custom confections as dark chocolate with ginger and wasabi or saffron-infused truffles covered in sugar-crystal mosaic patterns, inspired by the artist Gaudi. 