

14 WOMEN TO WATCH 2014

PHOTO BY HOWARD WEXLER

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DISTRICTS FOR DESIGNERS

**FAITH'S
FASHION
FOCUS:**

Madison on the Move



For an “accidental boulevard,” Madison Avenue certainly is successful! Not even on the city’s original street plan, the thoroughfare has become THE place in the world for luxury shoppers to find that perfect dress, gem, shoe or artwork. And it continues to evolve every year!

UPDATE ON MADISON AVENUE

Madison Avenue was not on the original Manhattan street plan developed in the early 19th Century, and instead was created from dividing Park and Fifth Avenues in 1836. Now the world’s great luxury street, Madison Avenue is the place for an international luxury brand to make its mark. In fact, the boulevard is now so desired by

retailers that they are taking spaces both north and south of the traditional 57th Street to 86th Street corridor, though ultra-luxury tenants remain concentrated there.

A complete list of the spectacular shopping available on this legendary thoroughfare would take up an entire book, so today, let’s focus on what’s new and fabulous since 2013.



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SHOP MADISON AVENUE

The new locations on Madison Avenue include market entrants, shops coming uptown from Soho locations, and a luxury game of musical chairs, as some retailers moved to larger stores or smaller stores, or followed a more family-based residential consumer to Carnegie Hill. And they include all merchandise categories!

Downtown, find shirts and other men's apparel by appointment only at **20 Peacocks**, on the fifth floor of 99 Madison. Look for home furnishings at **Natuzzi Americas** at 105 and **Fendi Casa** at 153. **Fendi's** apparel has moved to the former Mont Blanc space at 598. Write in style with a pen from **Mont Blanc's** new outpost at 600. **Tumi's** flagship helps you travel fabulously at 610. **Molton Brown London** and haberdasher **Suitsupply** have both come to 635, also the home to a huge **Baccarat** flagship. **Kara Ross New York** offers beautiful accessories and fine jewelry at 655. **Paule Ka** comes from France to 723. **Alexander McQueen** debuted at 747. Look for chic knits and more at **Todd & Duncan**, 766. **Oscar de la Renta** doubled the size of his shop at 772. **J. Mendel's** furs, eveningwear and more have relocated to 787. **Lanvin** has brought its men's shop to 807, sharing the address with a new boutique from Valentino. By the time you read this, **Kent & Curwen's** fine menswear will have opened at 816. **Dennis Basso** moved a few blocks north to 825, a three-level townhouse (a fourth floor has offices) that showcases his ready-to-

wear, furs and even a seamstress' studio!

Anne Fontaine specializes in the art of the blouse (harder than you think) at 837. **Pucci's** prints can be found at 855. Enhance your art collection at either **Dominique Levy** or **Galerie Perrotin** at 909.

Suite 1521 at 980 offers finely curated apparel to members. Look for apparel at **Joseph**, relocated to 1061, then stop in for accessories at **Elaine Turner** at 1091. **Mephisto** has fine walking shoes at 1089. **Roundabout** offers vintage apparel at 1100. Take a break with a spot of tea (in a new shop and café **Teavana Fine Teas + Teavana Tea Bar**) at 1142. Your winter escape will be enhanced by a swimsuit from **Letarte**, 1118. Outstanding renovations include **Tom Ford** at 845 and **Intimacy** at 1252.

A number of newcomers are located just off the Avenue, too. Red carpet staple **Badgley Mischka's** full line of spectacular apparel at last has a New York home at 24 East 64th Street. Look for equestrian-inspired leather looks at **Dressage Collection**, 46 East 65th Street. **Creel & Grow** offers some truly unique merchandise (glass shells) at 131 East 70th Street.

And the changes will continue. Look for a new **Givenchy** boutique by year-end at 747, and a **Marc Jacobs Collection** at a site to be named.

DINE ON MADISON AVENUE

While several new restaurants have opened on or near Madison, offering a wonderful respite for shoppers, and a lively evening scene for residents and

visitors. The new **Ristorante Morini** (1167) offers contemporary Italian cuisine – or grab a quick bite at **Eli's Essentials** (922), as in Eli Zabar. The new **Rotisserie Georgette** (14 East 60th Street) understands that the heart of a French restaurant is its roast chicken, which is fabulous! A sweet treat can be had at the **Macaron Café** (625). Or enjoy more Italian dining at **Il Mulino** (37 East 60th Street). You don't even need to leave a store for fabulous food if you drop by **Fred's** at Barneys New York (660). **The Mark Restaurant** by Jean-Georges at The Mark Hotel (Madison at 77th Street) is dining at its finest. **Le Bilboquet** has moved to an expanded space at 20 East 60th Street. Northern Italian specialties are the fare at **Serafina Always** (29 East 61st Street). **Café Boulud** combines Daniel Boulud's French sensibilities with American ingredients at the Surrey (20 East 76th Street).

The nightclub scene is revived at **Tao** (42 East 58th Street) and **Lavo** (39 East 58th Street).

STAY ON MADISON AVENUE

More accurately, the best hotels are around the corner from Madison. The **Carlyle** (35 East 76th Street) is a New York legend, with elegant accommodations and the Café Carlyle (with wonderful performers). The **Mark** (25 East 77th Street) offers large, comfortable rooms with luxurious amenities in a wonderful location. The Surrey Hotel The private roof garden is a particular delight at **The Surrey** (20 East 76th Street). Closer to Midtown, the **Hotel Plaza Athenee** (37 East 64th Street) offers a residential feel just steps from the excitement of the area's shopping, offices and more. Feel like you're staying in a posh, Upper East Side residence at **The Lowell**, 28 East 63rd Street.

While some of its retailers are eternal (think Barneys and more), Madison Avenue is ever changing, which makes it the best of retail streets. Take a day to see what's new! Happy Shopping!