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# NY

## RESIDENTIAL

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# INSTRATA

## Branding Luxury



# DISTRICTS FOR DESIGNERS

FAITH'S  
FASHION  
FOCUS:



## *FiDi* *Reborn*

It's the center of U.S. (and thus, world) commerce, a historic site that helped give birth to this country - and one of the busiest new retail neighborhoods in town. Once a commercial district that focused on making money, not spending it, in recent years the Financial District (known as FiDi) has become more residential, and its retail more posh, and prevalent. Even better, the changes are fast and furious—and still ongoing.

### ABOUT FIDI

Roughly considered the area south of City Hall (but not including Battery Park or Battery Park City), the Financial District was home to the first U.S. Capitol and saw our first Presidential inauguration (at Wall and Nassau Streets). In time, though, the heart of the region, Wall Street, became home to stock exchanges and insurance

companies.

In the last 20 years, however, many older office buildings have been converted to condos, coops and apartments, at long last turning FiDi into a 24-hour neighborhood, one that continues to rebuild after September 11 terrorist attacks. Retail and restaurants are flocking to the area to serve these new residents, as well as the affluent



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daytime office population and growing number of visitors.

Today, we are seeing retail build again on the World Trade Center site, as well as redeveloping high-end shopping at Brookfield Place (formerly the World Financial Center). Add in the redevelopment of the South Street Seaport area, and FiDi will be vibrant and ever new for some time to come.

### SHOP FIDI

The area has a number of major shopping streets in the area, featuring national, designer and local shops. Broadway dominates, but also look to other areas for an eclectic shopping experience.

Everyone stops in for luxury items at great prices at the neighborhood's department store **Century 21** (22

Cortlandt Street), while **Barnes & Noble** serves bibliophiles at 97 Warren and 41 Park Row. (I personally love **The Mysterious Bookshop** at 58 Warren Street). And don't forget one of the great electronics stores anywhere at **J&R Music & Computer World Superstore** (1 Park Row).

Look for a little of everything on Broadway, from women's wear at **LOFT** (2) to workout gear at **City Sports** (50). Look at the glittering gems at **New York Diamond Center** (65) or get ready for your next trip with luggage from **Tumi** (67). **Jos. A. Bank** (111) and **Men's Wearhouse** (115) offer terrific value for menswear – or indulge yourself at **DeNatale Jewelers** (111) or **Charles Patrick Jewelers** (120). **Sephora's** downtown outpost is at (150) or pick up something for your favorite sports lover

at **Modell's** (150). I love the amazing gems and watches from **William Barthman Jewelers** (176). Get crafty at **Seaport Yarn** (181) or find some new footwear at **Aldo** (181), **Easy Spirit** (183) or **Payless** (187). **Staples** (217) serves the area's small offices. Or check out the latest apparel at **Illusions of Broadway** (225), **Renaissance Fine Jewelers II** or eyewear from **Cohen's Fashion Optical** at the same address. Wrap up your gifts with paper from **Papyrus** (233) or check out the value fashion at New York legend **Strawberry** (253).

Wall Street also has become a retail headquarters, serving both the affluent, and those who want to be. Find great buys at **TJ Maxx** (14) or celebrate success with a bauble from **Wall Street Jewelers** (14). **True Religion Brand Jeans** (also 14) takes care of casual wear – or find –

even more fine jewelry from **Tiffany** (37) and **Tourbillion Boutique** (45). Get a souvenir from **The Museum of American Finance Gift Shop** (48), or update your wardrobe at **Thomas Pink** (63). Have a really great year? BMW of Manhattan (67), or check out the latest fashions at **Laila Rose** (99).

Broad Street has become the go-to place for luxury menswear, with options including **Hermès** (15), **Canali** (25), **My Suit** (30) and **Sarar** (50).

The Seaport may be redeveloping, but Water Street has interesting shopping including **Super Dry** (199), **Abercrombie & Fitch** (also 199), **Bowne & Co.** Stationers) and **Artion Galleries** (275).

Meander along John Street, Trinity Place and Fulton Street for local shops. Elsewhere, outfit your kids at **Polarn O. Pyret** (200 Chambers Street), or your expecting self at **Rosie Pope Maternity** (55 Warren Street).

## DINE IN FIDI

**Delmonico's** (56 Beaver Street), **Bobby Van's Steakhouse** (25 Broad Street), **PJ Clarke's on the Hudson** (4 World Financial Center), **Mark Joseph Steakhouse** (261 Water Street) and **The Porterhouse** at the historic Fraunces Tavern (54 Pearl Street) can satisfy your meat lovers. **Blue Smoke** (255 Vesey Street) offers great barbecue. Favor seafood? Consider **Luke's** (26 South William Street) or the **North End Grill** (104 North End Avenue). If you're looking for something quicker, **Shake Shack** (215 Murray Street) is the downtown outpost of Danny Meyer's chain, or **Terri** (100 Maiden Lane) is great for vegetarians. Italian cuisine lovers can head to **Acqua** at 21 Peck Slip.

## STAY IN FIDI

Those looking for the ultimate in luxury should head straight to the **Ritz Carlton New York, Battery Park** (2 West

Street), the **Andaz Wall Street** (75 Wall Street) or the **Conrad New York Hotel** (102 North End Avenue). The **W New York – Downtown** (123 Washington Street) offers a more boutique experience. Of course, we have outposts from our great international chains at the **New York Marriott Downtown** (85 West Street), **Doubletree Hotel** (8 Stone Street) and **Millenium Hilton** (55 Church Street).

The **Wall Street Inn** (9 South William Street) offers affordable accommodations near the Stock Exchange. If you're a member, **The Club Quarters** (52 William Street and 140 Washington Street) hotels in the area offer great value at this great location.

We're still in the middle of the story of the rebirth of the Financial District – but so much has already been done that the key is to just come again and again to learn, shop and enjoy. Happy Shopping!

