

# DISTRICTS FOR DESIGNERS



FAITH'S FASHION FOCUS:

## Broadway's *Upper West Side Beat*



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**L**EAVE IT TO NEW YORK CITY to recreate your favorite mall with its own unique style – and on the Upper West Side, that means a visit to Broadway. Columbus Avenue has become a haven for designers and boutiques, and Amsterdam Avenue has achieved fame for its restaurants, bars and clubs. And Broadway has developed its own identity as the location for everyday apparel, food, home furnishings and specialty stores at family-friendly price points.

Spend a day at New York City's open-air mall.

### ABOUT BROADWAY

The history of Broadway in this part of town is typically New York— a residential neighborhood that has its ups and downs, and continues to be reborn. Broadway once was Bloomingdale Road, the Anglicized version of Bloemendaal from the city's days as a Dutch colony. As the city developed during the 19th century, however, Bloomingdale Road eventually took on the name of its connecting boulevard to the south, creating one very long Broadway. At times an enclave for the wealthy, at others decidedly downscale, Broadway continued to reinvent itself throughout the 19th and early 20th centuries. A very rough neighborhood by the mid 1960s, it saw a new rebirth with the de-

velopment of Lincoln Center. Today, Broadway is a core shopping area for an affluent, energetic, family-oriented Upper West Side.

### SHOP ON BROADWAY

Moving north from Columbus Circle, it's clear that Broadway offers a combination of national favorites, affordable designer wear, and the occasional unique boutique. Kick off your stroll uptown at **American Apparel** (1841 Broadway), which offers affordable fashion, made in the USA. **Best Buy** (1880) is the headquarters for all things electronic. **The American Bible Society Bookstore** (1865) offers Bibles and scriptural materials pertaining to all faiths.

Find fabulous home furnishings at **West**



**Elm** (1870). **Lululemon** (1928) outfits all the yogis and yoginis – and those who want to look like one. **Bed Bath & Beyond** (1932) offers everything from home décor to soda machines. Channel your inner executive at **Brooks Brothers** (1934). **Raymour & Flanigan** (1961) can supply all your furniture needs, as well as some interesting accessories. **Zara** (1963) offers budget-friendly but up-to-the-minute apparel. **Pottery Barn** (1965) completes your home design and furnishings.

The newly arrived **Century 21** (1972) department store is a New York legend for selling designers at a discount – you never know what you can find! Mall mainstays **Banana Republic** (1976) and **Gap/Gap Kids** (1988) have outposts in the area. But you'll also find delightful French children's clothing at **Jacadi** (1841). It wouldn't be an affluent neighborhood without **Apple** (1981). Look for luggage and other leathers at Innovation **Luggage** (2001).

Modern kitchens at all price points can be found at **Leicht Kitchens'** showroom (2003). Follow that with a look at the apparel at **BCBG Max Azria** (2003-2005). Stylish spectacles and other eyewear can be found at **OPTYX** (2009). **LOFT** (2015-2017) brings affordable apparel to the area. **Trader Joe's** (2073) has become a haven for all seeking quality food. **Sleepy's** (2080) will find the right mattress for you. Across the street, **Urban Outfitters** (2081) attires men, women, and the home.

The **North Face** (2101) will serve your outerwear needs. Need some last-minute sustenance? **Fairway Market** (2127) is one of the best local full-service grocers in the city, while New Yorkers literally are made in the shade at **Sunglass Hut**

(2218). **Zabar's** (2245) legend is well-deserved, with some of the best specialty foods and deli items in the universe.

**Staples** (2248) isn't just for small businesses – you'll find half the neighborhood buying school supplies there. At the same address, **Westsider Rare and Used Books**, buy, sell and trade your favorite tomes and records. Find fun jewelry and accessories at **Claire's** (2267).

**The Yarn Co.** (2274) is the headquarters for the area's knitters and craft lovers. Get a real feel for the neighborhood, and meet an author or two at **Barnes & Noble** (2289). **Coach** (2321) serves up its world-renowned leathers, while **Victoria's Secret** (2333) is a favorite location for lingerie. Get your kids back into the house with the latest action game from **Game-stop** (2322). **Banana Republic** makes another neighborhood appearance at 2360.

## DINE ON BROADWAY

Find some of the best ethnic cuisine in the world here, particularly close to Lincoln Center. **Sapphire** (1845) is one of the city's better alternatives for Indian food, while **Daniel Boulud's Bar Boulud** (1900) is a perfect bistro and wine bar. Want Italian instead? Visit **Café Fiorello**, also at 1900. Another Italian option is **Luce** (2014). Look for healthy alternatives at **Nanoosh** (2012), a Mediterranean hummus bar, then get a sweet treat at **Screme Gelato Bar** (2030).

**Barcibo Enoteca** (2020) offers small plates and fine wines.

**Maoz Vegetarian** (2047) has great salads, with ingredients from local producers. Passionate for pizza? Find it at **Two Boots Upper West Side** (2547).

## STAY ON BROADWAY

The heavily residential character of the Upper West Side limits the hotel selections in the area. Most visitors stay close to Lincoln Center or the Museum. But one of the most interesting hotels in the city is the **Hotel Beacon NYC** (2130 Broadway), the official hotel of the Beacon Theatre, with oversized guest rooms and suites. **The Lucerne** (201 West 79th Street) has an old world charm – it's a landmark from 1904!

You could spend a lifetime exploring the Upper West Side – many of us do. Take some time to visit New York City's mall on Broadway!

Happy Shopping! ■

