

luxury briefing.

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*70 luxury brand stores, double-digit growth:
is London Heathrow recession proof?*

Tom Ford moves into Sloane Street: who's next?

Nick Foulkes: Brunello Cucinelli and the art of community philanthropy

*Plus Jo Malone, Ian Callum, Jason Beckley, Arrigo Cipriani, Bec Astley Clarke:
what they taught us at the Luxury Briefing conference*

London

TYPICAL London. You wait all year for a 'hold the front page' headline and three come along together. One is not a surprise: **Tom Ford** has indeed acquired 201-206 Sloane Street for the eponymous brand, just around the corner from Harvey Nichols. For those awaiting a new benchmark in retail from the inspirational Texan, we may have to hold our breath for a complementary Mayfair building. This one, at least from the outside, is a straightforward store. The adjacent remaining space is, understandably, attracting serious global attention.

In Mayfair, **Bottega Veneta** has surprised everyone by acquiring the former Etro (14 Old Bond Street) and Colnaghi Gallery to quadruple its representation within the prime thoroughfare. **Chanel** headed as far east as Covent Garden (opposite Apple) to open its first fragrance and beauty boutique in the capital.

Elsewhere, in true Olympian spirit, with many extra hours of commitment, the shopfitters of **Omega** will launch two new boutiques – by Bond Street station and in the Royal Exchange, within The Courtyard which is already home to **Boodles**, **Tiffany & Co** and **Theo Fennell**. The 'king of bling' also celebrates summer by opening within Burlington Arcade. Jewellers **Gary Teague & Sheila Wright** and **Linley** have also decided upon the restyled arcade for new boutiques within Mayfair.

In nearby Dover Street, the vinyl now announces the arrival of the **Christian Louboutin** men's shoe shop, a couple of doors away from **APC**. The scaffolding on the **Paul Smith** store in parallel Albemarle Street should be struck in November.

Leasing activity remains strong in the gallery sector – **Pace** acquiring 8,000 sq ft in Savile Row. **Massimo de Carlo** has opened in South Audley Street but still no sign of **Gagosian**, yet!

On the Row, **Hackett** is the most recent brand associated with no 5 – **The Kooples** having gracefully withdrawn.

In St James's The Crown has launched its campaign Redefining Refined: and initial interest from the inspirational and youthful casual luxury brands may be a passing phase. This is, after all, the home of luxury retail thanks to the relocation of the monarch from the City of London in the 1500s. Enjoy the summer of celebration.

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EuroPe

France

Despite the high key money requests on the Champs-Élysées, demand remains strong as retailers see presence on the street as part of their marketing strategy. **Aigle** is due to open 135 sq m here. The brand has 15 shops in Paris and 300 around the world. **Mac** will replace **Infinifit**, taking 200 sq m. **Tiffany** has signed at no 62.

On the Left Bank in Paris, **Marc O'Polo** opens its first store in France in September, on rue Bonaparte. **Paul Smith** has signed a new store on rue de Grenelle, to be primarily dedicated to women's wear.

In Cannes **Moncler** has signed 80 sq m on the Croisette. This will be its 85th store around the world. **REDValentino** has opened a new flagship at 23 rue du Commandant Andre – its third standalone store to open in France after Toulouse and Monte Carlo. **Missoni** is opening a new shop in St Tropez, 40 sq m on place aux Herbes.

Germany

Competition in Munich for retail sites is incredibly fierce and new opportunities are very rare. **Seven for All Mankind** has secured the H Stern shop at Theaterstrasse 12. In Düsseldorf **Tumi** has signed 250 sq m in the Ko Galerie. In Hamburg **Strenesse** is to relocate from ABC Strasse to Grosse Bleichen, with 275 sq m.

In Berlin the Cumberland House on Kurfurstendamm 193-194 is now fully let with retailers including **Bruno Cucinelli** and **14 Oz**. **Mulberry** and **Aubade** have also secured flagship stores on Kurfurstendamm which will open towards the end of this year. **Barbour** has agreed a deal to open a store on Alte Schönhauser Strasse. This edgy part of Berlin, referred to as the Heckesher Markt, has also seen brands such as **Sandro** open up in recent months. Rents have climbed well

above the €100 sq m per month with retailers paying hefty premiums to secure stores.

Italy

In Milan **Harmont & Blaine** has secured 530 sq m at Corso Matteotti 5. Also in Milan **Henry Beguelin** is due to open on via Montenapoleone. In Verona **Strenesse** opens in partnership with Claro at Corso di Porta Borsari 11a.

Spain

In Madrid **Tara Jarmon** opens its first store in Spain on Calle Claudio Coello. On Ortega y Gasset **La Perla** relocates from Calle Serrano. **True Religion** opens a 75 sq m store on Calle Jorge Juan. **Michael Kors** opens 600 sq m on Serrano.

Other markets

Shanghai: **Paul Smith** opens in collaboration with ImagineX.

Dubai: **Prada** opens its largest store, 1,140 sq m, in Mall of the Emirates.

Qatar: **Moschino** opens in The Gate in collaboration with Salam.

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New York

ON Madison Avenue, **Robert Marc** eyewear has opened at no 1225. Jeweler **Phoenix Roze** took no 994. **Vince, Rebecca Taylor** and Parisian **Sandro** are coming to no 980. **Eau Spa by Cornelia**, presently at the Ritz Carlton in Palm Beach, is in the Surrey Hotel at 76th Street. Nearby, **Zadig & Voltaire** has arrived inside the Mark Hotel at 25 East 77th Street. **Oscar de la Renta** will double the size of its flagship at 772, while **Barneys** will add another floor at 660. **Fabergé's** stunning store has debuted at 684. **Michael Kors Lifestyle** has a huge flagship at 667. **Brian Atwood's** first store is to debut at number 655 this fall next to **DKNY** which just renewed its space.

Baccarat is making a move to no 635. **Swarovski** has its eighth Manhattan location located at the Roosevelt Hotel, no 365.

On Fifth Avenue, **Louis Vuitton's** new haute maroquinerie salon located within its Fifth Avenue flagship at 57th Street offers customers five different bag shapes with customized colors, linings and sizes. **Saks Fifth Avenue** (no 611) is expanding its shoe department by 10,000 sq ft. Canada's **Aritzia** will open its largest location in the world at 600.

In Midtown, chocolatier **Kee's** has found its sweet spot on Seventh Avenue. **Loft** has its first NYC concept store at 1230 Avenue of the Americas. The **Vince Camuto** lifestyle brand is on 34th Street across from Macy's. **Lady M Confections**, the famed cake boutique, will be at 40th Street and 6th Avenue.

On the Upper West Side, leather accessories specialist **Tusk** is now on the ground floor of the Time Warner Center, while **Sephora** moves into its new and expanded location on the upper level.

In Meatpacking, **Owen** brings emerging designers to 809 Washington Street. **Ugg Australia** will be opening at 405 W 14th Street. In Greenwich Village, **Agata & Valentina** has opened at 64 University Place. In the West Village, **Karl by Karl Lagerfeld** is popping up at 375 Bleecker St.

In SoHo, **Camper House of Shoes** debuted at 110 Prince Street. **Civic Duty** has opened a pop-up shop inside Nordstrom's **Treasure & Bond** boutique for the summer. **Herman Miller** will pop up at 64 Wooster Street. **Chloé** comes downtown to 93 Greene Street. **Superga's** designer sneakers will open at 78 Crosby Street. Antiques shop **Paula Rubenstein** will relocate to 21 Bond Street in nearby NoHo.

Trend-tracking from the streets of gold: Hamptons news

In East Hampton: **Alice & Olivia** has opened; **Sam Edelman** returns, to 46 Main Street; swimsuits abound at **Everything But Water** at 66 Newtown Lane; Dylan Lauren's **Dylan's Candy Bar** returns to satisfy your sweet tooth at 52 Main Street; **Sneakerology** relocated to serve runners at 2 Main Street; and **Theodora & Callum's** first area shop is at 55 Main Street. Cashmere queen **Minnie Rose** is opening its first store, a summer pop-up, at **The Montauk Beach House**. In Southampton: **Bespoke Global's** first bricks-and-mortar shop is at 46 Jobs Lane for the summer; **Helmut Lang** has come to 100 Main Street for the season; **Intermix** opened its seasonal shop early at 64 Main Street.

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