

# luxury briefing.

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*It's official:* men love luxury fashion

Brand engagement modelling: *don't waste your data*

*Welcome the New Sublimity,  
the on-off way of being*

*Plus: Bremont, Burberry, Hart, IOU Project, McCartney, Maybourne, Montblanc, Tiffany:  
who won what at the 2012 LB Awards*

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# London

**J**UST over five years ago it was Oswald Boateng who ruffled a few 'Row' feathers with the introduction of the flamboyant bespoke couture label in **Savile Row**. Lest we forget, Richard James's contemporary take on the traditional suit ("it won't last") is now celebrating 25 years. Clearly everyone's favourite tailor, from Elton John to Heston Blumenthal, has indeed stood the test of time. This year rumour has it that the enfact terrible eponymous brand Alexander McQueen, under the successful guidance of Sarah Burton, will join the tailoring elite.

On the other side of Bond Street, Christian Louboutin is the latest brand to announce its arrival within **Dover Street**; and the Gazelli Art House is now open at no 39, courtesy of a £1m key money premium.

The Carlston Gallery, edited by Massimo De Carlo, opens at 55 South Audley Street in June with a debut show. In **Carlos Place** the retail market has responded favourably to the launch of the maison-style townhouse at 7 Carlos Place (four brands vie for the space), directly opposite the Connaught Hotel between Jenny Packham and Roland Mouret.

On **Mount Street** expect three new openings by fall 2012 including Celine, a US couture brand and a French prêt-à-porter label. **Bruton Street** is, at last, showing signs of responding to the Mount Street effect, with Juicy Couture relocating to Regent Street (Kurt Geiger) and the availability of the Miller Harris boutique providing opportunities to complement the arrival of Isabel Marant (within the former Halcyon Gallery).

In **Sloane Street**, Alberta Ferretti has acquired one of the new stores between Harvey Nichols and Louis Vuitton. Rumour has it that the other stores will be combined into one 15,000 sq ft space to accommodate "a serious brand at a serious rent", to quote the euphemistic reliable source.

And finally, it appears that Breitling has satisfied its long search for its debut UK standalone store at 130 New Bond Street. Persistence pays (and a key money premium of £2m perhaps helps the cause).

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# New York

**O**N Madison Avenue, **UGG Australia's** first-ever men's store is coming soon, adjacent to its flagship at no 600; while the flagship store will also undergo an expansion. **Emporio Armani** is returning to the avenue at 58th Street as a Collezioni store, and opening the first **Armani Junior** shop for children on Madison at 88th Street. **Qiviuk Boutique**, across the road at East 58th Street, features Peru's finest cashmere, vicuna and alpaca. **Haute Hippie** will bring bohemian luxe to no 1020. **Rag & Bone** will also open on Madison later this year.

On Fifth Avenue, **Longchamp** is coming to 610 at Rockefeller Center, in Movado's former location. **Joe Fresh** unveiled its flagship at no 510, corner of 43rd Street. On Park Avenue, **Daum** and **Haviland's** art, glass and porcelain move to no 499.

On Broadway on the Upper West Side, New York icon **Harry's Shoes** moves to 2299. Yoga-inspired apparel **Lululemon** takes 2139 as headquarters. **Brooks Bros'** eighth store in Manhattan debuted at 2381.

In Chelsea, home furnishing designers **Artisans of the Anvil**, **VW home**, **Holland & Sherry** and **ALF-FT Hospitality** are together in the new ALB Design Center of Chelsea on West 23rd Street. **Moss Design Emporium** moved to 256 West 36th Street.

In SoHo, British fashion designer **Katherine Hooker** popped up at 102 Thompson Street. Swedish retailer **Acne** has taken 33 Greene Street. **Jitrois** has a five-star opening for 98 Greene Street. **Tahari** has taken 466 Broome Street. **Porsche Design's** second store in the city has come to 465 West Broadway. NYC's first **Pandora** store had a grand opening at 412 W Broadway. **DIGS**, an acronym for 'done in great style', is now at 284 Lafayette Street.

In Meatpacking, **Nicholas Kirkwood's** shop at 807 Washington Street has arrived, and in Greenwich Village **Karl by Karl Lagerfeld** popped up at 375 Bleecker Street, closed, and is now returning.

*Trend-tracking from the streets of gold: hail to the haberdashers*  
Whether it's because we're all mad for 'Mad Men', or young executives have discovered a desire for elegance, menswear shops continue to expand. **Bergdorf Goodman's** men's shop is undergoing a major renovation; and new entrants include **J Crew's** second neighborhood boutique for men at 50 Hudson Street in Tribeca, **Diesel Black Gold Contemporary Showcase** at 68 Greene Street, the newly transplanted **Rothman's** at 200 Park Avenue South and the temporarily relocated **Freemans Sporting Club**, now at 343 Bleecker Street.

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## auto luxe

# Only for big boys



Well this month there is only one car that could be mentioned... Bentley's gargantuan SUV, the model EXP9F, which has just been unveiled at Geneva. When Porsche launched the Cayenne, motoristas were appalled by what they saw as a travesty. But the company had the last laugh and is now selling 60,000 a year, compared with an estimated 20,000. It is also a highly profitable model. Bentley hopes to perform the same trick and has taken key Bentley design features, fed them lots of steroids and expanded them into a very large and very fast (180mph) 4x4. CEO Wolfgang Dürheimer said, "At present if you want to buy a really expensive SUV you can't spend more than €160,000. We will solve this problem."

What a relief.

[www.bentleymotors.com](http://www.bentleymotors.com)