

luxury briefing.

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LUXURY DREAMIN[®]: a year's worth of inspiration in a single day

Savoir faire: Piper Heidsieck back in French family ownership with EPI

Lofty ambitions: why there's room for St Pancras and Bulgari in the same London hotel landscape

TAG Luxury Stock Index:

up 19.75% ytd, outperforms other major indices

Plus travel futures: luxury pilgrims, budget boutiques, digital word-of-mouth and the craftsmanship of care

London

JUST as the arrival of Alexander McQueen in 'The Row' was timed to perfection to coincide with the inaugural menswear fashion week, the likelihood of The Kooples and Abercrombie Kids opening in the spiritual home of the bespoke suit has come as an unpleasant surprise to the Establishment. "Mixing orange squash (not even fresh juice) with vintage champagne" is one of the more creative retorts.

In nearby **Burlington Arcade** celebrity jeweller Theo Fennell is due to open before the summer of celebration in London.

On **Bond Street** Bottega Veneta has very discreetly acquired a much larger store, more than doubling its representation within the global must-have premier luxury retailing thoroughfare. The scaffolding has appeared on 158-159 New Bond Street as Chanel dramatically overhauls its new 40,000 sq ft home – as only Peter Marino can.

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Bruton Street should regain some of its original appeal with Alice Temperley acquiring a maison at no 27. No 21 **Bruton Street** (Miller Harris) is also looking for a new fashion brand to consolidate the natural bridge between Bruton Street and Mount Street. In the street of sophisticated luxury, two new opportunities exist to sit alongside Céline (opening spring 2013) and Oscar de la Renta (launching fall 2012).

In the City of London, **Royal Exchange** is again attracting the attention of the luxury brands after a couple of years strategising a recovery from the collapse of the financial markets, the target audience for the iconic building. Harrys of London (18 Royal Exchange), Smythsons (8 Royal Exchange) and the first ever all-British brand pen shop will open alongside Tiffany & Co, Bulgari, Hermès, Gucci and Boodles.

Heading south-west, on **Sloane Street** Browns has sold its lease of no 9 to H Stern, cleverly relocating to 160 Sloane Avenue, south of Sloane Square, and pocketing £1m in the process.

But when will the custodian estate confirm the best-kept secret, the identity of the new brand for the 18,000 sq ft space by Harvey Nichols? Step forward Tom Ford.

Keith Wilson, Wilson McHardy, London (tel: +44 (0)20 7439 1666)

New York

ON Madison Avenue, fashion footwear by **Charlotte Olympia** is coming this summer. **Rag & Bone** finally announced a location: no 909. **Lanvin** will debut a men's unit at no 807 while, nearby, **Belstaff** has replaced **Malo** at no 814. Later this year look for **Proenza Schouler's** store at no 822.

On Fifth Avenue, menswear designer **Angelo Galasso** is setting up shop in the Plaza Hotel. **Lindt**, master Swiss chocolatier, has debuted at 53rd and Fifth Avenue. **Tommy Bahama** is opening its first NY City location, dubbed the Tommy Bahama Manhattan Island, at 45th Street.

In Flatiron, **Maison Kitsuné** brings that French label's music and apparel to the just-opened **NoMad Hotel** at 1170 Broadway.

In Chelsea/Meatpacking, San Diego-based **Rufskin** has ventured east with its denim and sportswear for men at 235 West 19th Street. **Steven Alan's** fifth New York City store is now at 144 Tenth Avenue.

In Nolita/Tribeca/Lower East Side, accessories designer **Matt Bernson** will have his first standalone store at 20 Harrison Street. **Patricia Field** of *Sex and the City* fame is moving her boutique two doors down to 302 Bowery. **Feltraiger** offers menswear made in the USA at 158 Allen Street. Replicating their Greenwich Village strategy, **Sandro** and **Maje** are taking adjoining spaces at 8 and 10 Prince Street. Finland's **Ivana Helsinki** brings its womenswear to 251 Elizabeth Street, while Japanese menswear can be found at **Entrepreneur New York**, 29 Kenmare. **Catherine Malandrino** has a new outpost at 468 Broome Street.

In SoHo, Australia-based **Zimmerman's** swim- and casualwear is unveiling its first US shop at 87 Mercer Street. **Dolce Vita's** showcase for all of its lines – Dolce Vita, DV by Dolce Vita and DV8 – has come to 255 Elizabeth Street.

In Greenwich Village, **Bluemercury's** cosmetics and skincare have come to 865 Broadway.

Coming soon, with locations to be announced, are stores from designer denim **J Brand** and Spanish leather icon **Loewe**.

Trend-tracking from the streets of gold: shop inside a shop
In-store boutiques are a fabulous way for designers to test the retail waters, or a new neighborhood, or benefit from synergy. In Greenwich Village, **Rona Pfeiffer's** gothic jewelry is now available at an in-store shop at the **Elizabeth Charles Boutique** (639½ Hudson Street). **Reiss** is opening boutiques at selected **Bloomingdale's**, most recently in SoHo.

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Something for summer



For those who already have the latest Aston, Ferrari, Porsche and Lamborghini here is another form of motorised transport to tickle a fancy... the Hammacher-Schlemmer Killer Whale Submarine.

Point of difference? That it can happily cruise beneath the waves at a rather impressive 25mph, or leap out on to the surface – just like a killer whale – then hydroplane at a pretty zippy 50mph across the surface. Powered by a 225hp supercharged Rotax axial flow engine, it has room for the driver and a trusting passenger.

A snip at \$100,000.

<http://www.hammacher.com/Product/11990>