

# luxury briefing.

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the *inside* story

*Luca Fusco*, CEO, B&B Italia

*luxury entrepreneurs*  
the top 10 for 2008

Tyler Brûlé. Marc Jacobs. Zaha Hadid. Brent Hoberman.  
Victoire de Castellane. Carole Bamford. Martin Eberhard.  
Tim Pyne. Bryan Meehan. Jolyon Fenwick & Marcus Husselby

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# London

When *Luxury Briefing* successfully first restyled the publication in 1998, who would have thought for one minute that the topic on everyone's agenda would be a shopping centre in the unglamorous London district of **White City**, no less? Nine years on, **Westfield London** now dominates the headlines. **Louis Vuitton** has led the way, but at least ten other luxury brands await board approvals, including some New York jewellers, iconic fashion from France, accessories from Milan and shoes from Florence. Sadly we are sworn to secrecy (at the moment). If you have made the retail line-up, congratulations; if not, you know who to ask. Opening October 2008.

Elsewhere, in more traditional established locations, **Balenciaga** has acquired 12 Mount Street and will open in February, just doors away from the completely restyled **Connaught Hotel**, ending a three-year search in London. Look out for further additions in this lovely part of Mayfair.

In Bond Street, the landlords of **40 New Bond Street** are considering a pre-let to an Italian fashion brand, almost two years before completion. The same owners are contemplating a huge redevelopment scheme from **64 New Bond Street**, the former Dixons, to 72 New Bond Street, **Timberland**, which has relocated to Regent Street. Virtually opposite, **Anya Hindmarch** has acquired 118 New Bond Street from Nitya, a busy month for the refinanced company with a second acquisition at **157-158 Sloane Street**.

On the same street **Liberty** has acquired 197 Sloane Street for a new concept accessories-led store, **Alessi** hovers over 133 Sloane Street, and the landlords of **157 Sloane Street**, the former Tommy Hilfiger, have taken the lease back and will reorganise the design of the space and improve the frontage in an endeavour to attract the appropriate brand. Enter the under-bidders for 197 Sloane Street from Germany and Italy.

Over in the City of London, **Smythson** continues its expansion programme having leased 7 Royal Exchange, just along Cornhill from **Loro Piana**, which opens this month.

*Keith Wilson, Wilson McHardy, London (tel: 020 7439 1666)*

# New York

On Madison Avenue, **Anne Fontaine** moves into 679 while **Lambertson Truex** debuts at no 692. **Kwiat Diamonds** is launching its first US store at no 725. **Jimmy Choo** has temporary digs at 675 Madison while its boutique is being renovated. **Graff** gem emporium moves to no 710. **Vera Wang** will open a bijou store in no 987. A Tiffany Pearl store will hold court for **Iridesse** at 943 Madison. **Bulgari** is expanding to four storeys at 783 Madison. London's **Allegra Hicks** now has a boutique at 1007 Madison Avenue, next door to Missoni.

On the Upper West Side, renowned chocolatier **Jacques Torres** is opening at 285 Amsterdam Avenue whilst in Midtown, couture salon **Yuta Powell** – of Givenchy and Herrera fame – opened at 37 East 64th Street. Supreme stationery **Papyrus** proceeds to Park at 54th Street. **Bebe** will sell its fashionable frocks at the base of the Empire State Building, West 34th Street at Fifth Avenue.

In Times Square, Japanese clothing and home-design **Muji** will come to the new home of The New York Times, Eighth Avenue.

In SoHo, **B&B Italia** contemporary furnishings will be arriving at 138 Greene Street and furniture designers **Mitchell Gold & Bob Williams** will have their first City store at 210 Lafayette Street.

In the Meatpacking District, hailing from Canada, **Ports 1961** is coming to 3 Ninth Avenue. International shoe specialist **Iris** crosses the ocean from Milan to 827 Washington Street.

Lastly, in the Financial District **Canali** will be at 25 Broad Street, neighboring Thomas Pink, Tiffany, Armani Casa, Hermès and BMW. Happy shopping.

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## tech luxe

### Serious toys



OK, so this is more 1930s technology than 21st-century, but Audi has created a wonderful toy for young *aficionados* in the shape of a half-size, replica model of the iconic Auto Union Grand Prix Type C. Auto Union was one of the four brands (hence the four rings) that came together to form the company now known as Audi. A limited edition of 999 cars will be produced, styled to be as faithful to the original as technically possible. The original car has an impressive 520-horsepower, 16-cylinder motor; regrettably this 1:2 version doesn't extend to an engine of half the power, relying instead on a pair of legs to pedal it. At £6,800, it will probably take the average child about 25 years to save up for this mini Type-C gem.

[www.audi.co.uk](http://www.audi.co.uk)