

# luxury briefing.

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*Future Laboratory: new technologies and how to put the theatre back into retail*

*Law special: wise up, the new .brand domains are coming*

**Boodles: fine jewellery with real personality**

*Quintessentially Travel: masters of couture*

*Jeffrey Miller: LVMH, Richemont, Prada, Ralph Lauren, Burberry: profits and prices up, but it's unbecoming to crow*

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# London

**B**URLINGTON Arcade, one of Britain's oldest shopping arcades, is set for a multi-million pound restoration, reinstating the historic space as a global luxury shopping destination synonymous with quality, exclusivity and luxury. New tenants, including British accessories and handbag designer **Lulu Guinness** and luxury shoe designer **Jimmy Choo**, will open before Christmas. The uniforms worn by the beadles, the arcade's traditional guards, will be updated by a Savile Row tailor and the landlords have commissioned conservation expert Blair Associates to create a redecoration plan intended to reflect the earliest design principles of the original architect, Samuel Ware.

In nearby **Savile Row**, Pollen Estate has launched 9 Savile Row to the market (5,000 sq ft) at a rent of £200,000 pax. The space will be available in the New Year. A new gateway to 'the Row' will be created at 40-41 Conduit Street (at least 4,000 sq ft) but this is likely to be post 2012.

In 'New Mayfair', **Michelle Perry** has acquired 108 Mount Street and **Avi Rossini** has leased 109 Mount Street. 29 South Audley Street is already under offer. There will be one or two new boutiques available in Davies Street between **Alfred Dunhill's** Bourdon House and the new **Spencer Hart** store (at the junction with Grosvenor Street). The focus of attention of the custodian landlord, Grosvenor, is now Carlos Place and the launch of 'maison' retail buildings comprising approximately 3,000 – 4,000 sq ft. **Jenny Packham** (3a Carlos Place) and **Roland Mouret** (8 Carlos Place) have completed wonderful makeovers of these former townhouses, directly opposite the Connaught. Elsewhere in Mayfair, particularly on Bond Street, there are simply no leasing opportunities available. This has diverted attention onto streets such as **Dover Street** and the slightly more civilised **Albemarle Street**. Here a traditional building can be acquired for approximately £300,000 pax, a fraction of the cost of a store on nearby Old Bond Street.

Between Knightsbridge and Chelsea, the Cadogan Estate is pushing ahead with two major redevelopment schemes which will lead to numerous retailers seeking resites. Unfortunately there is not an endless supply of alternatives.

Within **Brompton Cross**, **Stella McCartney** has acquired the former Jigsaw at 95-97 Fulham Road, between **Bibendum** and the **Ralph Lauren** stores. The arrival should reinvigorate the 'Cross', and the main estate owner, Wellcome Trust, should benefit as it endeavours to lease the former Cluttons directly opposite Chanel at 48 Pelham Street.

Brands preparing for a spring 2012 launch will need to make early decisions if they are to secure openings before the summer.

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# New York

**O**N Fifth Avenue, **Sperry Top-Sider** is coming to no 103, its first store in New York City. **Uniqlo** continues its expansion across Manhattan at no 155. **Tommy Bahama**, no 551, is exploding, with restaurant, bar and lounge. **NBA** store has relocated to no 590. **Michael Kors'** lifestyle flagship debuted at no 610, at Rockefeller Center. **Bergdorf Goodman** showcases a new Tom Ford Woman's shop-in-shop.

On Madison Avenue, **Paul & Shark** will replace MK at no 667 and **Kors** will expand next door to the current Steuben. **Mrs John L Strong's** paperie is open at no 699. **Roberto Cavalli**, no 712, plans a fall debut. **Tory Burch**, no 797, has landed. **Valentino** is relocating to no 821. **Monique Lhuillier** unveils a wedding boutique and ready-to-wear shop around the 71st Street corner. **Lululemon** is to have a second uptown location at 85th Street, downstairs from a luxe **David Barton**.

On the Upper West Side, **Polarn O Pyret**, a Swedish retailer with a socially conscious streak, opens at 428 Columbus Avenue. **Theory** has relocated to 201 Columbus Avenue.

In SoHo, **Alexander Berardi** comes from triumphant Fashion Week showings to his first boutique at 174 Prince Street. The **Stone Fox Bride** will offer wedding wear with an edge at 611 Broadway. **Surface to Air's** luxury leather motorcycle jackets from France are at 27 Mercer Street. **Cut25** by Yigal Azrouël is coming to 129 Grand Street.

In Nolita, **Gant Rugger's** second New York store opens at 25 Prince Street. The 73 E Houston **Rag & Bone** shop is expanding next door, no 77.

In the West Village, **Jimmy Choo's** townhouse opens at 407 Bleecker between **Zadig + Voltaire** and **Marc by Marc Jacobs**. Hats by **Goorin Brothers** from San Francisco go to 337 Bleecker.

In Meatpacking, London shoe designer **Nicholas Kirkwood** opens a first stateside store at 807 Washington Street across from the new Whitney Museum of American Art. **Behaviour 20's** international designers are at 160 Ninth Avenue. **Zac Posen's** first boutique for Z Spoke line has opened at 430 West 14th Street. **Sephora**, 21 Ninth Avenue, is here at last.

*Trend-tracking from the streets of gold: Flatiron focus on young creative concepts*  
**Brooks Brothers** opens at Broadway and East 20th Street with a hip twist. A flagship **Madewell** store at Fifth Avenue and 19th Street features a pop-up shop inside that sells fashion from indie stores around the boroughs. **Marimekko**, a Finnish textile and clothing design company, opens in the Toy Building, 200 Fifth Avenue. Mario Batali's **Eataly**, also at number 200, is bringing in the crowds: fashion follows food!

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## auto luxe

### Worth its wait



The one they've all been waiting for... Since it first appeared in 1984, the M5 has embodied BMW's brand values of power and efficiency. With each iteration has come yet more horse power, stopping power and, recently, better fuel economy and emissions. So where have we got to with this latest version? A 4.4-litre twin-turbo V8 throws out 552bhp, enough to reach 0-60 in 4.4 seconds and a top speed of 190 mph, all whilst achieving about 28 mpg (admittedly probably not at 190mph). You could use it to do the shopping or for a quick lap of the Nürburgring, and only sharp-eyed aficionados would spot the flared wheel arches and quad exhausts on what is otherwise a family saloon. The M5 was first of its kind but now it faces stiff competition from Mercedes' E63 AMG and Jaguar with its scrumptious XFR – take your pick.

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