

# NYC RETAIL GUIDE

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EXCITING NEW NYC STORES  
THAT DESERVE A VISIT!

Sunday, January 11th  
1:00 – 2:00pm

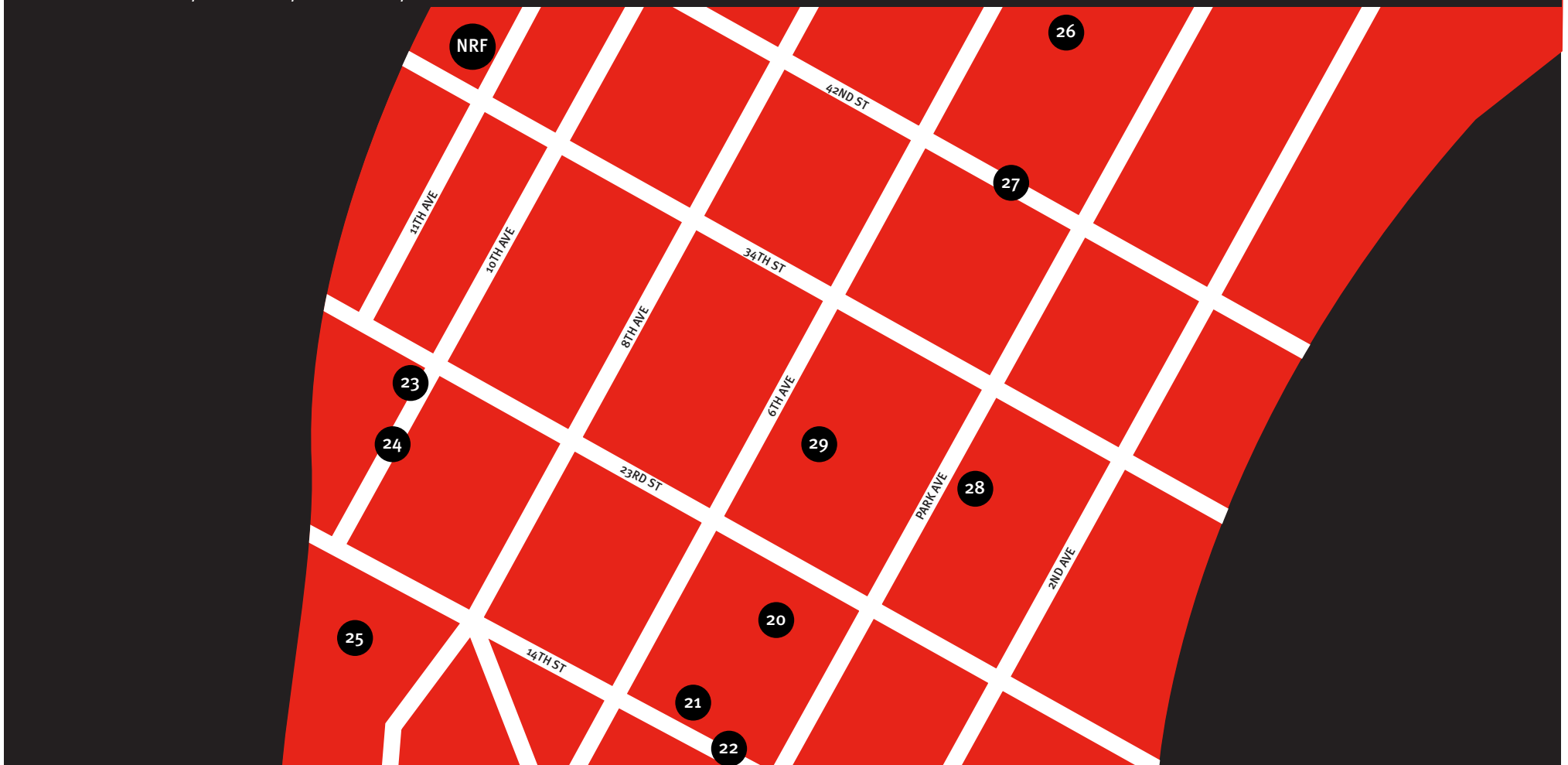
Level 1 EXPO Hall, EXPO Stage  
Jacob K. Javits Convention Center  
New York, NY 10018



## SOHO / NOHO / TRIBECA



## FLATIRON DISTRICT / CHELSEA / MIDTOWN / NOMAD



# STORES LISTED BY NEIGHBORHOOD

## SOHO



**01 LULULEMON MEN'S STORE** | Lululemon's first store aimed squarely at the male customer offering customized product in more masculine, monochromatic environment. Another chapter in the evolution of the brand - to be joined shortly by a new women's store directly across the road. **127 Prince St, New York, NY 10012**



**02 BIRCHBOX** | The e-commerce site has expanded into brick-and-mortar with one floor filled with products available for testing and take-home and another for hair services and classes. Opened July 11th 2014. **433 West Broadway, New York, NY 10012**



**03 SANDRO 'THE WORKSHOP' MENS** | Inspired by the brand's advertising campaign, which features two aspiring artists, the minimal 881 sq ft store is designed to resemble an artist's studio, and will serve as a workspace for emerging artists who will have one week to claim it as their own. **155 Spring St, New York, NY 10012**



**04 BUCKETFEET** | BucketFeet collaborates with artists from around the world to create apparel & footwear products that stand out and tell a story. The store features an art installation and will be hosting a big moving sale right around this time so look out for some shopper bargains! **108 Wooster Street, New York, NY 10012**



**05 COS** | COS's first East Coast outpost in a four-story, possibly haunted, space. H&M's sister brand pulled out all the stops. The store's must-see is actually in the basement, where the men's section is rumored to be the site of an 18th Century murder. **129 Spring St, New York, NY 10012**



**06 REBECCA MINKOFF** | Technology created by eBay Inc. is used throughout the store. The technology is touch mirror based providing an engaging, seamless online/offline experience. **96 Greene Street, New York, NY 10012**



**07 BAND OF OUTSIDERS** | Sternberg's designs draw from a "strong, personal sense of nostalgia for American classics." Product displays are easily movable to allow space to host events. There's even a miniature outpost of the cult Momofuku Milk Bar restaurant situated at the front of the store. **70 Wooster Street, New York, NY 10012**



**08 ITALIA INDEPENDENT** | Italian premium eyewear brand Italia Independent has opened its first US store in SoHo. The single-floor store carries the brand's entire product line, plus collaborations with Adidas Originals. **85 Mercer St, New York, NY 10012**



**09 TRADEMARK** | The first store ever for Pookie and Louisa Burch (the daughters of C. Wonder founder Christopher Burch and ex-step-daughters of Tory Burch) with their line of updated classics. **95 Grand Street, New York, NY 10013**



**10 DEREK LAM '10 CROSBY'** | Shelving is inspired by packing crates, with the clothes displayed as if they've just arrived and are being unpacked. There are work tables to highlight various groups of merchandise, including jewelry from Jennifer Meyer. The store also plans to feature exclusive collections from other labels. **115 Mercer Street, New York, NY 10013**



**11 WARBY PARKER (SOHO)** | Their flagship retail store is located in SoHo's historic Cast Iron District & is inspired by classic libraries. Features book displays, rolling library ladders and an appointment based examination lounge. **121 Greene Street, New York, NY 10012**



**12 & OTHER STORIES** | Key features include a large entrance installation of paper flowers comprised of the brand's bags, designed by New York-based Confettisystem, while the rest of the store echoes its European counterparts with four key rooms decorated in a minimal Scandinavian palette of white, greys, and light-colored wood. **575 Broadway, New York, NY 10012**



**13 T2** | A strongly branded & visually merchandised store with a great tasting experience where trial and education are highly encouraged. **67 Prince Street, New York, NY 10012**

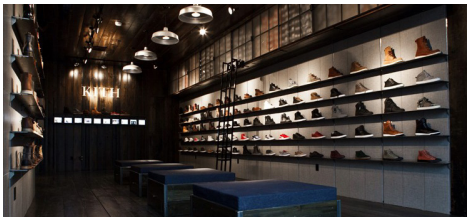


**14 KIT & ACE** | The former lead designer of Lululemon and brand director are serving up Technical Cashmere with a West Coast contemporary luxury vibe. B+N Industries has partnered with this trend setting, up and comer, to do each of their studios and flagships. **255 Elizabeth Street, New York, NY 10012**



**15 FEIT** | Giving consumers a look into its shoemaking process, luxury handmade shoe brand Feit has opened its first store in the Nolita district, featuring an adjacent studio for custom shoe design and repairs. **2 Prince St, New York, NY 10012**

## NOHO



**16 KITH** | The art-infused space includes unique features such as a cavernous ceiling installation of 440 white Nike Air Jordan 1 shoes, and frosted glass that turns clear to reveal mirrors when a motion sensor is tripped. **644 Broadway, New York, NY 10012**



**17 PHILLIP LIM** | This new store, Lim explained, is a new concept for the brand. "It's like some sort of studio luxury. Something casual but at the same time highly acute in its details." **48 Great Jones Street, New York, NY 10012**

## TRIBECA



**18 JACK ERWIN INC** | Reinforcing the growing importance of brick-and-mortar touchpoints for e-commerce brands, New York-based men's footwear brand Jack Erwin has debuted a showroom-only 'guide' store in Tribeca. **10 Hubert Street, New York, NY 10011**



**19 SHINOLA TRIBECA STORE** | A great story behind a brand celebrating Detroit's craftsmanship with an effective approach to providing a holistic 'omni-experience'. Shinola embodies the idea of 'semiotics' - creating a richer experience through the meaning they bring to the product. **177 Franklin Street, New York, NY 10013**

## FLATIRON DISTRICT



**20 THE LULU SHOP** | Anchored in hands-on engagement, shoppers visiting the sizable first-floor space are encouraged to indulge in the making process via a custom "Plaza Bar" where they can design unique pieces. The brand's craftspeople are visible in a mezzanine level above the retail space and another behind it. **12 E 20th St, New York, NY 10003**



**21 EDDIE BAUER** | The seasonal store (permanent flagship opening Spring 2015) trades heavily on its heritage by showcasing the creation of the first down jacket in 1936, which revolutionized the activewear industry. **100 5th Ave, New York, NY 10011**



**22 REEBOK FITHUB** | The space is very reminiscent of how a gym looks - a flexible event space hosting training and classes. Clothes are hanging off of steel and wooden fixtures that emulate training equipment with rings and kettle balls dotted around. A highlight of the store is the customization station and its co-location with the gym downstairs. **1 Union Square West, New York, NY 10003**

## CHELSEA



**23 ANTHOM** | Washington-based womenswear and accessories brand Anthom has opened its first NY store in a former auto repair shop in Chelsea. The airy, gallery-like space features solid white walls and grey flooring, signature copper, natural wood, marble fixtures and ambient LED light. **197 10th Avenue, New York, NY 10011**



**24 STORY** | It's a permanent consignment store with ever-changing content - it has the point of view of a magazine, changes like a gallery, yet sells things like a store. The 'Holiday Story' was curated in partnership with 'Target'. **144 10th Avenue, New York, NY 10011**



**25 RAPHA CYCLE CLUB NEW YORK** | Located in NYC's historic Meatpacking District, the Cycle Club NYC is a strategically located store and event space. The interior blends sporting memorabilia, performance gear and local knowledge of where to enjoy the best routes across the city. **64 Gansevoort Street, New York, NY 10014**

## MIDTOWN



**26 TOPSHOP 5TH AVE** | The British brand's second location in the city aims to be more "upscale" to compete with its luxe neighbors. **608 5th Avenue, New York, NY 10020**



**27 H&M** | Their flagship store & H&M's most up-scale story to date with luxury features & materials to suit its location. This store has the first ever style-adviser service within the chain. **505 5th Avenue, New York, NY 10017**



**28 DOVER STREET MARKET** | Located in a neighborhood that's definitely not known for its fashion, Dover Street Market is the high-end boutique alternative to Manhattan's traditional concept of a department store. It's seven floors, and carries everything from Supreme tee shirts to custom Prada. **160 Lexington Avenue, New York, NY 10016**

## NOMAD



**29 ERNEST ALEXANDER SABINE** | Extensive use of dark wood and leather throughout the interior creates a rustic, masculine feel that is inherent to the brand. It also has a flagship retail store on Thompson Street in SoHo. **15 W 28th St, New York, NY 10001**

## UPPER EAST SIDE



**30 RALPH LAUREN** | Ralph Lauren has opened the first flagship for its Polo Ralph Lauren range on Fifth Avenue. Alongside the full range of Polo women's / men's / kid's apparel, accessories and lifestyle products, the store is also the first to house Ralph's Coffee - the US brand's first ever coffee shop. **888 Madison Ave, New York, NY 10021**

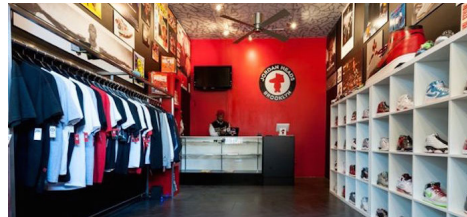
## BROOKLYN



**31 MADEWELL** | The store's interior features roughly painted exposed brickwork, a central skylight and simple wooden fixtures. Alongside the brand's main collections, garments by "hometown heroes" (local designers) are on display at the front of the store. **127 North 6th Street, Brooklyn, NY 11249**

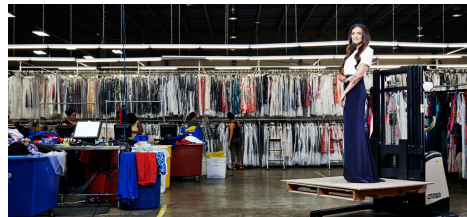


**32 SPACE NINETY 8** | Nestled in Williamsburg, Brooklyn, Space Ninety 8 is a unique retail concept from Urban Outfitters. Following in the footsteps of Hollywood's Space 15 Twenty, the East Coast location combines retail, dining and a place to gather. **98 N 6th St, Brooklyn, NY 11249**



**33 JORDAN HEADS** | Diehard devotees of Nike's sub-brand Air Jordan now have their first dedicated consignment store: an independent shop in Brooklyn where fans can congregate, sell and discuss Jordan-related products and memorabilia. **302 Malcolm X Blvd, Brooklyn, NY 11233**

## NEW JERSEY



**34 RENT THE RUNWAY WAREHOUSE STORE** | If Rent the Runway's first standalone store in Flatiron is a sorority girl's dream closet, then their new 160,000-square-foot warehouse store in Secaucus, New Jersey is a sorority girl's dream house. Inside, you'll find more than 5,000 styles at up to 90% off their retail value, making prices similar to what you'd find at their semi-annual sample sales. **100 Metro Way, Secaucus, NJ 07094**