

IN-STORE

## Madison Avenue boutiques join forces for charitable shopping event

December 5, 2014



*New York shoppers by Don Oehl*

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By JEN KING

The high-end boutiques that line New York's Madison Avenue are planning to pool together proceeds from a philanthropic night of holiday shopping Dec. 6 to benefit The Society of Memorial Sloan Kettering Cancer Center.

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**Luxury Daily**

For the past 28 years, consumers in the area have gathered on Madison Avenue to revel in the "Miracle on Madison Avenue" holiday celebration, and for the last three years, neighborhood boutiques have raised money for Sloan Kettering during this time. Although many consumers are likely to shop for the holidays on a Saturday afternoon, the added incentive to help others in need may spur additional purchases.

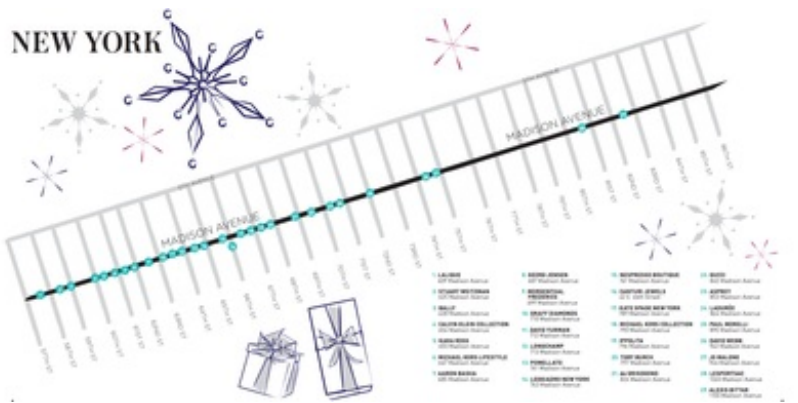
"Miracle on Madison Avenue is a 28 year holiday tradition among the businesses of Madison Avenue in giving back to charities that support New York children in need," said Matthew Bauer, president of the **Madison Avenue Business Improvement District**, New York.

"This year, 90 Madison Avenue businesses are taking part in the event, five more than last year," he said. "The Society of Memorial Sloan Kettering has led an impressive outreach

Hosted by the Madison Avenue Business Improvement District and Hearst's lifestyle publication Town & Country, the shopping excursion will begin at the Nespresso shop on Madison Avenue between 65th and 66th Street. Consumers are welcome to stop by Nespresso's shop to enjoy a latte with designs created in the foam by a latte art barista.



Consumers are invited to wrap up the evening at Graff Diamonds boutique for a toast with all of Town & Country's editors as well as board members from The Society of Memorial Sloan Kettering.



*Miracle on Madison Avenue gift guide map by Don Oehl*

“Giving back has been part of Town & Country's DNA for 168 years,” said Jennifer Levene Bruno, vice president/publisher and chief revenue officer of **Town & Country**, New York.

“Our readers reflect the real pinnacle of where affluence meets influence, and their investment in quality, bespoke global luxury brands and experiences is exceptional,” she said. “The multi-generational readership bodes well for our Madison Avenue partners, as we drive women and men, and entire families, into stores.

“This weekend marks year two of our Light Up The Holidays partnership with Madison Avenue, and we have again leveraged greater participation from more luxury retailers, which in turn equates to greater contributions to Memorial Sloan Kettering...and this is of course our end goal!”

In addition, Town & Country also commissioned a holiday gift guide created by artist Don Oehl. Consumers can pick up a copy at any participating boutique as well as the Surrey, the Mark and the Plaza Athenee.

“The gift guide provides a very tangible cue to Madison Avenue holiday shoppers about what is available at their favorite Madison Avenue boutiques to purchase as gifts for those on their list,” Mr. Bauer said. “In addition, the gift guide’s distribution to Town & Country readers in the Chicago and Los Angeles markets supports Madison Avenue as a national and international luxury shopping destination throughout the year.”

Similar events were held in Chicago on Oak Street and Rodeo Drive in Beverly Hills, CA.

#### Happening on Madison

The Madison Avenue Business Improvement District hosts a number of events throughout the year to drive consumer interactions with the boutiques found on the storied avenue.

For instance, Madison Avenue Business Improvement District hosted Madison Avenue Fashion Heritage Week throughout 16 stores on the famed fashion street in New York to benefit and honor The Museum at Fashion Institute of Technology.

From Mulberry on 57th Street up to Missoni on 78th Street, Madison Avenue Fashion Week saw shop window displays, in-store events, exhibitions and more as the heritage of each brand was portrayed to consumers. Participation from the Madison Avenue brands likely increased traffic from locals and tourists, especially through the interactive mobile

application ([see story](#)).

Also, Asprey, Buccellati and Chanel hoped to see a jump in women's timepiece sales due to their participation in the fourth annual Madison Avenue Watch Week May 5-10 that coincided with Mother's Day weekend.

Held annually inside the individual watch boutiques that line the luxury retail strip, Madison Avenue Watch Week gives watchmakers the opportunity to present their finest watches to the United States market's most concentrated area of wealth. In addition to creating an in-store relationship with watchmakers, the week-long event also provides a platform for watchmakers to display new pieces ([see story](#)).

With these events, the Madison Avenue Business Improvement District hopes to continuously see consumers to at its boutiques.

"The Madison Avenue Business Improvement District is anticipating another strong year of providing support for the extremely important pediatric programs of the Society of Memorial Sloan Kettering," Mr. Bauer said.

"Last year, the event raised over \$225,000 for the charity, and we hope to do even better in 2014," he said.

"The event also serves as the launch of the holiday season on Madison Avenue, and there is no better way to promote the boutiques on Madison Avenue to their present and future clients than to showcase the spirit of giving that resides among our member businesses."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/tlhtq9IrY30](http://www.youtube.com/embed/tlhtq9IrY30)

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