

EVENTS/CAUSES

Madison Avenue BID embraces all things British through heritage program

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Georgia May Jagger for Mulberry

By STAFF REPORTS

Mulberry and Graff Diamonds are among the brands celebrating their British heritage stateside through the “Great Britain Campaign on Madison Avenue” initiative.

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Organized by the Madison Avenue Business Improvement District, the Great Britain Campaign will highlight brands of British origins through special events and exhibitions. As one of the most famed high streets in the United States, Madison Avenue often curates events to showcase what it has to offer consumers as a way to drive foot traffic.

Anglophiles in New York

From Nov. 5-8, the Madison Avenue BID will highlight the growing number of British-based brands that call the street home. This include brands such as Mulberry, Barbour, Belstaff, Graff Diamonds and Jo Malone, among others.

During the week-long event, approximately 20 luxury boutiques, restaurants and galleries will hold special events such as afternoon tea, guest speakers and exhibitions.

Clare Risman, head of marketing for the United Kingdom Trade and Investment and the Madison Avenue BID campaign, told **Women's Wear Daily** that the program highlights “the

best of British craftsmanship and design and support[s] some of our luxury brands.”

Proceeds from sales during the campaign will benefit Historic Royal Palaces, an organization that works to preserve historic buildings. Historic Royal Palaces has aided in the restoration of buildings such as the Tower of London and Kensington Palace.

The Madison Avenue BID has curated a number of events that showcases the high street’s offerings.

For example, Hermès, Dolce & Gabbana and Ermenegildo Zegna were among the brands to participate in Madison Avenue BID’s Fashion Heritage Week last fall.

From Oct. 20-26, the windows of 16 fashion brands’ stores on Madison Avenue were turned into exhibits exploring the heritage of each label. For the brands involved, this provided an audience to tell their unique story to New York pedestrians ([see story](#)).

Other programs have delved into the culture of a particular country. For instance, luxury auction houses and the Madison Avenue BID participated in Asia Week to honor Eastern art in New York.

The week was a collaboration of Asian art specialists, auctions houses such as Christie’s, Sotheby’s and Bonhams. Engaging the art studios and boutiques along Madison Avenue likely brought affluent Asian consumers and art enthusiasts together for the week ([see story](#)).

Additionally, the Madison Avenue BID has also focused in on watchmaking for the annual Madison Avenue Watch Week.

As the largest fine timepiece marketplace in North America, hosting an horology-themed event, now in its 5th year, has likely generated interest in the timepieces on display in Madison Avenue boutiques ([see story](#)).

On a local scale, these events have likely strengthen the relationship between the luxury brands and affluents living nearby.

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