

IN-STORE

Nordstrom unveils ambitious plans for New York entrance

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Nordstrom Rewards

By STAFF REPORTS

Department store chain Nordstrom will open a second New York store just blocks from the first location, which is still under construction.

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Nordstrom is currently building its first New York store on West 57th Street and has decided to open a second a half block away at 3 Columbus Circle. Although no timing for the second location has been shared publicly, Nordstrom has said it felt that it needed more retail space than just what was available at the West 57th Street store.

Second home

For the second site, Nordstrom has signed a 23-year lease with SL Green and Realty Corp. and The Moinian Group for space between 57th and 58th Streets and Broadway and 8th Avenue.

The 3 Columbus Circle location will act as an "expansion to the flagship" by occupying three floors. Nordstrom's flagship, slated to open in 2018 at 225 West 57th Street between 7th Avenue and Broadway, has seven floors.

Nordstrom's Columbus Circle store will be much smaller in terms of selling space with 43,000 square feet compared to the flagship's 285,000 square feet.

"We are thrilled to be able to add square footage to our footprint for our future store in Manhattan," said Pete Nordstrom, co-president of Seattle-based Nordstrom. "We believe it will allow us to amplify our offering, helping us put our best foot forward in the best retail city in the world."

The retailer has yet to announce what it will sell at the expansion flagship but has said that it will not be a Nordstrom Rack, the brand's discount store. It may be that the second store will be dedicated to a specific category, such as men's or footwear.

Similarly, department store chain Saks Fifth Avenue is increasing its established footprint in Greenwich, CT, with the opening of a standalone boutique.

The 21,000-square-foot store will be the third Saks location in the Connecticut town, known for its wealthy residents and affluent lifestyle, and will be dedicated to jewelry and women's contemporary ready-to-wear apparel. Although Saks operates a full department store in downtown Greenwich, having a secondary outpost targeting a specific niche may be a welcome addition to consumers shopping the area's retail landscape ([see story](#)).

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