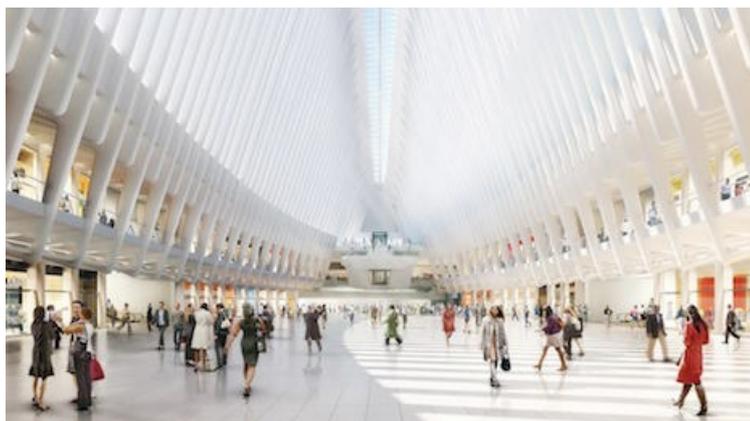


RETAIL

New York retail to benefit from 16M passersby at Westfield World Trade Center

August 11, 2016



Rendering of Westfield World Trade Center's interior

By JEN KING

Montblanc, Smythson and Stuart Weitzman are among the brands ushering in New York's latest retail development as the city works to overhaul its downtown shopping district.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Westfield World Trade Center, an upscale shopping destination, is penned as "the new port of entry to Lower Manhattan," as the area is home to 60,000 neighborhood residents, 300,000 daily commuters who pass through the subway terminal and nearly 15 million international tourists. As it gears up to open its doors for the first time Aug. 16, [Westfield World Trade Center](#) is already identifying as New York's latest landmark.

Under the Oculus

Seen as a center of hope, progress and perseverance in the aftermath of Sept. 11, Westfield World Trade Center is the focal point of downtown New York's redevelopment plans.

Amid the towers of Lower Manhattan, Westfield World Trade Center's light-filled centerpiece, referred to as The Oculus, stands out among its neighbors. The building, designed by architect Santiago Calatrava, welcomes consumers to the shopping center as well as serving as a connection point to 13 subway and PATH lines and nearby ferry terminals from New Jersey and Brooklyn.



Rendering of the Oculus at Westfield World Trade Center

Westfield World Trade Center will also benefit from the foot traffic generated by local points of interest including the 9/11 Memorial and Museum and 1 WTC Observatory. Based on tourism alone, it is estimated that nearly 15 million tourists will visit the area by 2017.

Within its halls, Westfield World Trade Center will offer New Yorkers and tourists alike the most diverse retail collections in the city. The shopping center includes 365,000 square feet of retail space and will be home to more than 100 global and local fashion, beauty, lifestyle and technology brands.

Retails from the luxury space include Breitling, Montblanc, Roberto Coin, Smythson of Bond Street and Stuart Weitzman, all of whom will open this summer.

Smythson has shared its anticipation for Westfield World Trade Center's opening with an email sent to subscribers. In the message, Smythson announced its "new downtown NYC home" and a line drawing of The Oculus and nearby landmark buildings such as 1 World Trade and the Woolworth Building.

To fete the occasion, Smythson will host exclusive in-store events Aug. 16-17 where consumers can personalize goods from the brand.



Smythson email for its store at Westfield World Trade Center

Westfield World Trade Center will also be hosting a free, open-to-the-public Family Day celebration to mark the opening. The day's festivities, planned for Aug. 16 from noon to 6 p.m. ET, is in collaboration with the 9/11 Tribute Center and HEART 9/11 and with the support of the National September 11 Memorial & Museum.

Given the importance and special connection many New Yorkers have with the area, 9/11 families and survivors are invited to take part in the celebrations. The day will begin with a flag commemoration ceremony conducted in partnership with the Port Authority of New York and New Jersey.

"The World Trade Center is a symbol of hope, opportunity, progress and perseverance," said William Hecht, chief operating officer of Westfield in the United States. "Westfield is profoundly proud to be a part of this project and to introduce new experiences and energy to Lower Manhattan.

"We are incredibly excited to open our doors to our neighbors, New York and tri-state area families, visitors and all of our partners on Aug. 16," he said.

New York's downtown has been revived by a series of retail and hospitality openings juxtaposed by large companies, such as Cond Nast, making the move south from Midtown.

For example, Four Seasons Hotels & Resorts is now confirming reservations for its new property in downtown New York.

The Downtown New York hotel, a mix of 185 guest rooms and 157 private residences, is the hospitality brand's

second outpost in the city. Just a block away from the World Trade Center, the neighborhood is currently under redevelopment as a crossroad between creativity and commerce ([see story](#)).

Elsewhere

New York retail real estate has seen developments in areas once thought to never command a luxury presence.

In 2014, department store chain Neiman Marcus announced plans to open its first location in 2018 on Manhattan's West Side .

Neiman Marcus Group currently manages New York retailer Bergdorf Goodman, but does not have its eponymous department store within city limits. This new addition to Neiman Marcus' retail portfolio will introduce New York consumers to the Dallas-based retailer during a time that many retailers have planned expansions.

The Neiman Marcus will be the anchor in the one million square foot development Shops and Restaurants at Hudson Yards. Although the location is on the Far West Side, and not as developed as Fifth Avenue or Madison Avenue, the steady amount of construction, both retail and residential, will likely transform the neighborhood ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.