

RETAIL

Madison Avenue welcomes Elie Saab, Balenciaga flagships in H1 2017

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Elie Saab New York boutique. Image credit: Elie Saab

By STAFF REPORTS

New York high street Madison Avenue saw a dozen brands open new boutiques during the first half of 2017.

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As rents continue to skyrocket on Fifth Avenue, luxury has increasingly migrated to Madison Avenue, where the industry has long had a foothold. The high street is quieter and less touristy for luxury brands looking to serve a discerning clientele.

Won't you be my neighbor?

Between Jan. 1 and June 30, a dozen luxury boutiques and galleries have opened on Madison Avenue between East 57th and East 86th Street.

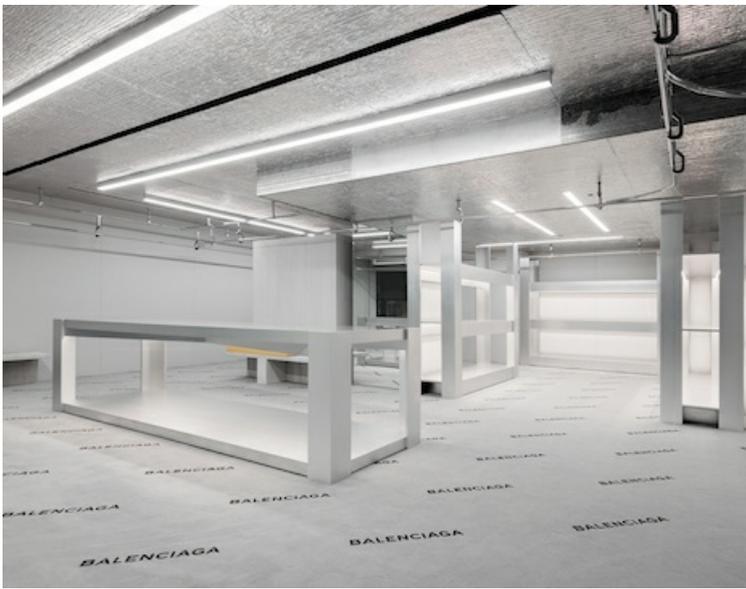
The 30-block stretch along Madison Avenue is North America's largest luxury district, and features some of the most sought-after real estate in the world.

In the first half of 2017, fashion houses Elie Saab, Louis Vuitton, Brioni and Balenciaga all opened boutiques.

Elie Saab, for example, previously only had a New York retail presence within nearby department stores such as Bergdorf Goodman and Saks Fifth Avenue. The brand's new 4,000-square-foot boutique, formerly a Juicy Couture, is located at 860 Madison Avenue by 70th Street, nearby to Prada, Gucci and Cartier ([see story](#)).

Louis Vuitton's New York flagship is located on Fifth Avenue, but its Madison Avenue boutique, a Louis Vuitton Masters shop, is dedicated to the house's leather goods.

As for Brioni, the menswear label relocated to a new storefront on Madison Avenue ([see story](#)) for more selling space. French fashion label Balenciaga's opening is the first flagship for the brand in the Madison Avenue neighborhood as its other location is downtown in SoHo ([see story](#)).



Balenciaga's minimalist Madison Avenue store. Image credit: Balenciaga

"From internationally-renowned fashion brands creating new flagships, to independent New York-based designers opening their first boutiques, the first half of 2017 demonstrated the attraction of Madison Avenue to all sectors of the luxury marketplace," said Matt Bauer, president of the Madison Avenue Business Improvement District (BID), in a statement.

Other first half 2017 opening include Alison Lou jewelry; accessories brands Edie Parker, Golden Goose Deluxe Brand and Mr. and Mrs. Italy; Kilian fragrances; Vinotherapie Spa by Caudalie; Ceysson & Bntire art gallery and the Majorelle restaurant.

"In addition to our roster of new retailers, we are also pleased about existing Madison Avenue businesses opening new boutiques and galleries during this period, including Bally, Lvy Gorvy, Ovando, Stubbs & Wootton and Tom Ford," Mr. Bauer said ([see story](#)).



Ready-to-wear, women's salon at Tom Ford Madison Avenue. Image courtesy of Tom Ford

"Art, fashion, home decor, spas and fine dining are all sectors representing our newest retailers, and are all ingredients that continue to make Madison Avenue the leading destination of those who wish to experience the finer things in life," he said.