

RETAIL

Madison Avenue BID hosts one-off shopping event, art installation

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Illustration of Smythson's Madison Avenue boutique. Image credit: Smythson

By STAFF REPORTS

Luxury boutiques along New York high street Madison Avenue will open their doors for one-of-a-kind luxury tours held each Saturday through Nov. 4.

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The first "One-of-a-kind Luxury on Madison Avenue" curated tour was held Oct. 21 and hosted by Kristen Taekman, a blogger and stylist behind Last Night's Look as well as a former star on Bravo's "Real Housewives of New York City." Open to the public, the one-of-a-kind curated tour is accompanied by Madison Avenue exclusives from the fashion, jewelry, accessories and home categories.

Only on Madison Avenue

One-of-a-kind offerings from brands with storefronts along Madison Avenue include an Olympic Training Experience for four participants, valued at \$225,000 and organized by gunsmith Beretta, bespoke services from Hermes, a \$1.8 million yellow- and white-diamond Chopard necklace, handmade Hstens Marwari bed, a bespoke butterfly cage by Baccarat and a Brunello Cucinelli Castorino biker jacket in dusty rose.

Thirty-six luxury brands will participate in the Madison Avenue shopping event.



Baccarat's bespoke butterfly cage. Image provided by Madison Avenue BID

New York Mayor Bill De Blasio recently declared October as Madison Avenue Month, prompting the Madison Avenue Business Improvement District (BID) to launch programming celebrating the high street.

Sponsored by Departures magazine, Madison Avenue's curated tours will be repeated Saturday Oct. 28 and Nov. 4 at 2 p.m., while the one-off goods and services will be available through Nov. 5.

In addition to the tours and shopping event, the Madison Avenue BID has teamed with the School of Visual Arts (SVA) to create one-of-a-kind fashion sculptures.

The public art installation by SVA students will be placed on Madison Avenue's sidewalk between 57th and 86th streets. The installation includes 14 clear acrylic obelisk sculptures of "one-of-a-kind" fashion fantasies.

Have you seen the One-of-a-Kind [#publicart](#) exhibition on Madison Avenue from East 61 to East 76 Streets? 14 pieces by [@SVA_News](#) pic.twitter.com/HK6EeDWWcw

Madison Avenue BID (@MadisonAveBID) [October 23, 2017](#)

In 2016, using typography as a medium, students at SVA worked with fashion industry mentors to merge the worlds of art and design.

The project, conceptualized by award-winning designer and SVA professor Olga Mezhibovskaya and hosted by Madison Avenue BID, asked graphic design students to create fashion textiles for paper dress models using only typography. The original projects were then transformed into a public art exhibition on Madison Avenue between 57th and 79th Streets, the epicenter of luxury fashion and retail in New York ([see story](#)).