

RETAIL

Madison Avenue sees new openings, reinvestment in H2 2017

January 5, 2018



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

By STAFF REPORTS

Ghurka and Stella McCartney are among the new brands to call Madison Avenue in New York home with store openings during the second half of 2017.

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

Madison Avenue provides luxury brands with a quieter and more discerning high street environment than Fifth Avenue. While Madison Avenue has always been populated with luxury boutiques, the high street has seen its concentrations increase in recent years as the touristy Fifth Avenue's rents become too pricey for brands.

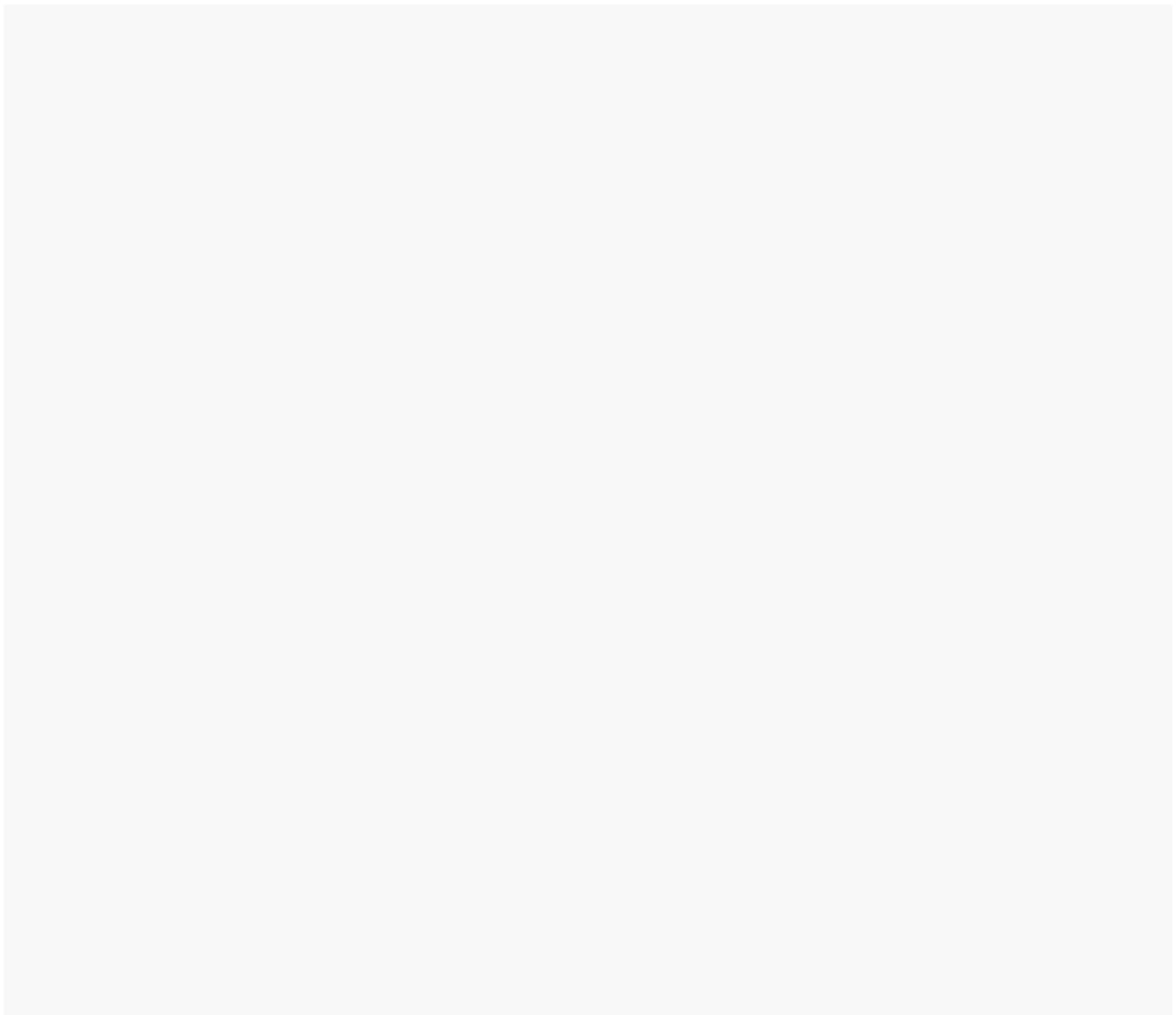
New to the block

Between July 1 and Dec. 31, 2017, the Madison Avenue Business Improvement District (BID) saw nearly 20 new store and galleries openings.

The openings in the second half of 2017 were seen on Madison Avenue between East 57th Street and East 86th Street.

Fashion, footwear, accessories and jewelry brands to open on Madison Avenue in H2 2017 include Apriati, Everafter Shop, Ghurka, Jackie Rogers, John Paul Ataker, Koio, Lutwyche, Mackintosh outerwear, Nora Gardner and Stella McCartney.

The high street is also known for its art galleries and antique sellers. In H2 2017, Barrington Fine Arts, Boers-Li Gallery, Mignoni Gallery and Daniel Crouch Rare Books all opened on Madison Avenue.



Tis' the season! Stop by our Madison Avenue store for a visit.

A post shared by Ghurka (@ghurkausa) on Dec 10, 2017 at 7:04am PST

Madison Avenue also saw the opening of the Radiance Aesthetics & Wellness spa and Vinotherapie Spa by Caudalie as well as fitness equipment maker Peloton.

"This is a particularly exciting grouping of new retailers, for they span from the most high-profile fashion brands to the newest entrants to the luxury marketplace who have brought their downtown' aesthetic to the Upper East Side," said Matthew Bauer, president of the Madison Avenue BID, in a statement.

"We are also pleased by the growth of the gallery community within the district, further cementing Madison Avenue's role in the world's fine art scene," he said.

"Reinvestment in Madison Avenue continues apace, as de Grisogono, Eleuteri, Eton and Max Mara have each opened redesigned locations within the district during this period."

In H1 2017, fashion houses Elie Saab, Louis Vuitton, Brioni and Balenciaga were part of the dozen brands to all opened boutiques on Madison Avenue.

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](#)).