

RETAIL

Madison Avenue saw holiday opening as brands sought local business

January 9, 2019



The Madison Avenue Business Improvement District saw openings during the holidays. Image credit: Madison Avenue BID

By STAFF REPORTS

During the holiday season, brands including Marc Jacobs and Gabriela Hearst opened stores on New York's Madison Avenue to cater to the uptown crowd.

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

From temporary outlets to permanent stores, luxury brands added to their retail presence on the Upper East Side in November and December. During the important holiday shopping season, the high street held activities aimed at driving traffic from local clientele.

"The foundation for a great new year of shopping opportunities was made in late 2018, with the opening of a host of new innovative and immersive new retail destinations," said Matthew Bauer, president of the Madison Avenue Business Improvement District, in a statement. "The bedrock of that foundation is our loyal Upper East Side clients, who view Madison Avenue as their main street where they shop, dine, exercise and plan their charitable functions.

"Simply put, the lives of our clients take their journey on Madison Avenue," he said.

Moving onto Madison

The Madison Avenue Business Improvement District held its 32nd annual Miracle on Madison event on Dec. 1. A benefit for Memorial Sloan Kettering Cancer Center, the event included participation from 75 brands.

"Miracle on Madison is an event that gives native New Yorkers the opportunity to be part of an authentic holiday outing along with doing good, as a percentage of sales goes back to one of the top cancer hospitals in the country," said Melanie Seymour Holland, co-chair of Miracle on Madison and founder/president of MSH & Partners, in a statement. "The majority of The Society of MSK board members reside on the Upper East Side and appreciate that Miracle gives them the opportunity to get out and tackle their holiday shopping at their favorite Madison shops while running into friends and sharing holiday cheer."

Frances Valentine and Marc Jacobs opened temporary stores for the holiday season on Madison Avenue. Marc Jacobs' boutique focused on its Redux Grunge 1993/2018 collection and included unique brand experiences such as a caf.

[View this post on Instagram](#)

Shop a new pop-up store @mackage at 814 Madison Avenue for designer leather jackets, down coats and trenches. until February 28th, 2019 #madisonavenue #madisonavenuebid

A post shared by @ madisonavebid on Dec 12, 2018 at 10:15am PST

Boast, Deciem, E by Equinox, Gabriela Hearst and L'Agence all opened permanent locations during November and December.

2019 will see more openings on the avenue, including Altuzzara's first boutique. The New York-based label is celebrating its 10th anniversary by extending its reach to bricks-and-mortar.

Couture brand Ralph & Russo is also planning an opening this spring.

Sustainable label Reformation and secondhand seller What Goes Around Comes Around will also be new additions to Madison Avenue early this year.

The Madison Avenue Business Improvement District recently teamed up with Hearst's *Marie Claire* magazine for a celebration of the connection between fashion and art.

Up from Oct. 4, Obsessorize spanned 40 of the street's boutiques, with in-store displays and events as well as installations on the sidewalks. The collaborative event drew attention to the participating retailers, turning shopping into an artistic experience ([see story](#)).

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.