

RETAIL

Missoni relocates Madison Avenue store

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Kendall Jenner is among the celebrities with the lowest consumer approval rating. Image credit: Missoni

By STAFF REPORTS

Italian fashion label Missoni is moving its Madison Avenue store south.

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The 3,800-square-foot store at 680 Madison Ave. has 25 feet of frontage. Positioned between 61st and 62nd Streets, the store is now about 15 blocks south of the brand's existing store on the shopping thoroughfare.

Moving down Madison

Missoni's relocation will place its store in a 34,000-square-foot building that also houses boutiques from Tom Ford, Brioni and eyewear brand Morgenthal Frederics. The building, which runs the length of the block from 61st to 62nd Streets, is owned by Thor Equities.

Couture label Ralph & Russo similarly leased 5,800-square-feet of space within 680 Madison

"We are pleased to continue our successful leasing efforts at 680 Madison Avenue, which has become the most desirable address for luxury fashion brands in Manhattan," said Joseph Sitt, chairman of Thor Equities Group, in a statement.



680 Madison Avenue. Image credit: Thor Equities

Around 680 Madison are boutiques for brands including Berluti, Herms, Chopard, Dior, Chanel and Barneys New York.

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.

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 ([see story](#)).

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