

APPAREL AND ACCESSORIES

Herms unveils plans for New York flagship

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Herms' Carré Club. Image credit: Herms

By STAFF REPORTS

French fashion house Herms is moving into a new address in New York, making a further investment in the important United States market.

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The brand has signed a lease for 706 Madison Ave., which sits at the corner of 63rd Street. Once open, this location will replace Herms' existing Madison Avenue storefront.

Up the block

Herms' new building is a converted bank that dates back to the 1920s. The red brick structure is located within the Upper East Side Historic District, and its exterior is protected by the Landmarks Preservation Division.

The store is slated to open in 2022. While construction is underway, Herms will keep its current flagship at 691 Madison Ave., which sits between 62nd and 63rd Streets.

Herms has made a number of recent moves to court American shoppers. The brand opened in Palo Alto, CA last year, and also updated its ecommerce site for the market.



Herms' Palo Alto store. Image credit: Herms

In April, Herms is planning to open a new store in New York's Meatpacking District, and this fall it will debut an expanded San Francisco store.

"This upcoming commitment demonstrates Herms' confidence in the U.S. market and will to nurture a relationship of almost 90 years with its clients," the brand said in a release.

Herms has company in Madison Avenue moves.

Italian fashion label Missoni moved its Madison Avenue store south.

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 ([see story](#)).

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