

JEWELRY

Graff buys New York boutique to ensure long-term residence

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Graff's New York boutique. Image courtesy of Graff

By STAFF REPORTS

British jeweler Graff is investing in its New York store footprint with the purchase of its longtime boutique on Madison Avenue.

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Graff has been located at 710 Madison for almost two decades, but was previously renting in the five-story building. Now, the diamond brand will be the owner of the building, giving it greater permanence on New York's Upper East Side.

Long-term location

Graff moved into the building in 2001. Situated at the corner of 63rd Street, the building was originally built in 1910.

Architect Peter Marino made over the boutique's interiors, which include a spacious double-height ceilings.

In a statement, the brand said, "Acquiring the property ensures that Graff will remain a long-term resident at this exclusive location, which has become a pillar in Manhattan's luxury retail community and is the premier destination for diamonds on this iconic shopping avenue."



Graff's New York boutique. Image courtesy of Graff

Graff has 60 stores around the world, and recently opened new stores in Monte-Carlo and Hong Kong's Central neighborhood.

This area of Madison Avenue is seeing a number of retail moves in the coming months and years.

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

The brand has signed a lease for 706 Madison Ave., which sits at the corner of 63rd Street. Once open, this location will replace Hermès' existing Madison Avenue storefront ([see story](#)).

Italian fashion label Missoni is similarly moving 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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