

RETAIL

Hudson Yards, New York's newest retail jewel, opens

March 15, 2019



Exterior of The Shops & Restaurants at Hudson Yards. Image courtesy of Related Companies

By SARAH RAMIREZ

The long-awaited Shops and Restaurants at Hudson Yards has opened its doors on New York's West Side, ushering in a new era for luxury retail in the city.

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

Anchored by New York's first Neiman Marcus department store, the new retail destination is home to more than 100 stores across seven levels. The mixed-use space shows a commitment from developers and retailers alike to the value of high-quality in-store experiences.

"We curated The Shops & Restaurants with New Yorkers and the customer in mind offering a diverse array of leading brands across categories and price-points, bringing new experiences, creating a suite of hospitality amenities never seen before in a shopping center and embracing demand for differentiated dining and cultural experiences," said Kenneth A. Himmel, president and CEO of Related Urban, the mixed-use division of **Related Companies**. "We are extremely excited to share with New York this group of retail and restaurateur partners that shared our forward-thinking vision and have poured an incredible amount of creativity into their concepts."

Luxury deluge

Opening on March 15, Hudson Yards is home to a wide range of luxury, premium and mass market retailers.

Luxury brands will make up the majority of the first level at Hudson Yards.

Among the first high-end brands to open are Cartier, Fendi, Piaget, Rolex, Stuart Weitzman and Van Cleef & Arpels. LVMH's Sephora, which recently announced a bricks-and-mortar expansion ([see story](#)), is opening on the third level.

Joining the Hudson Yard's luxury lineup in the near future are Dior, Kenzo, Tiffany & Co. and Tod's.



Louis Vuitton at Neiman Marcus. Image courtesy of Related Companies

Hudson Yards' crown jewel is a multilevel, 190,000-square-foot Neiman Marcus, the department store brand's first in New York.

The department store first announced its plans for the Manhattan location, which was designed by firm Janson Goldstein, in 2014 ([see story](#)). Spread over three floors, the Neiman Marcus features hard shops for French labels Chanel and Louis Vuitton, as well as multiple dining spaces.

The Zodiac Room, Neiman Marcus' fine dining restaurant, is on level seven. Found a floor below is Bar Stanley, which serves the favorite meals of the retailer's late chairman, Stanley Marcus.

Neiman Marcus also takes advantage of its large footprint with wide aisles and spacious dressing rooms, making the overall experience more comfortable for shoppers.

Floor displays and product offerings throughout the department store also recall its urban location. For instance, denim purchases can be personalized with New York-themed patches such as taxi cabs and apples reading "I Love New York."

Through a new partnership with Hudson Blvd Group, Neiman Marcus is also offering shoppers access to everything from blowouts to nail art. Hudson Blvd Group is a collection of beauty service brands, including DreamDry, Pucker, Valley Nails and Spruce & Bond ([see story](#)).

"At a time when so many department stores are failing, what Neiman Marcus has pulled off is an inspiring example of what luxury retail should be," said Scott Emmons, founder and former head of the Neiman Marcus iLab and CTO of retail innovation consultancy, the [Current Global](#), Dallas. "It's a combination of great experience, great staffing, great environment and the right tech."

In addition to Neiman Marcus and traditional luxury brand stores, a high-end hybrid retail concept is also opening at Hudson Yards.



The Conservatory is a hybrid retail concept found at Hudson Yards. Image courtesy of The Conservatory

Located on the ground level at Hudson Yards, The Conservatory is the brainchild of Brian Bolke, cofounder of internationally renowned specialty store Forty Five Ten. Shoppers can try and touch products from 50 brand partners including emerging and heritage luxury brands before completing their purchases online.

The Conservatory also partnered with editors to supplement product categories with original content and in-store

programming. Sales associates at The Conservatory can also help clients browse and purchase items available on ecommerce platform Farfetch, the first such retail partnership for the site.

"The way we curate, present product and focus on storytelling is our point of difference," Mr. Bolke said. "It promotes true discovery across all categories."

Hudson Yards

The immediate area around the Shops and Restaurants is also seeing growth, adding to Hudson Yard's appeal as a shopping destination.

"It's immersive," The Conservatory's Mr. Bolke said. "Hudson Yards connects to the High Line, the Culture Shed, the Vessel [a public structure and landmark], Equinox."

A luxury residential building is also located in the neighborhood.

One Hudson Yards is renting 178 apartments for affluent tenants that come with a curated collection of art and a bevy of wellness and lifestyle amenities.

The apartments units within One Hudson Yards are being leased out by Related Rentals with interior designs by New York-based architect Andre Kikoski. For this high-end price range, with rents starting at \$5,095 per month, Related Rentals and One Hudson Yards are targeting wealthy consumers who have the financial security to buy an apartment, but prefer to rent something that has already been designed ([see story](#)).

While Manhattan's West Side is experiencing a retail renaissance, The American Dream project is set to open this year in New Jersey's Bergen County.

With square footage reaching up to 3 million, American Dream will be located in the Meadowlands Complex and host luxury retailers such as Saks Fifth Avenue and Herms in addition to a variety of theme parks. Barneys' location in the complex will act as its New Jersey flagship, complete with its iconic Freds at Barneys restaurant ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.