

COMMERCE

New York, northeast US debilitated by catastrophic flash flooding

September 2, 2021



New York and New Jersey issued states of emergency due to flooding, and encourage residents to stay home. Image credit: New York State

By LUXURY DAILY NEWS SERVICE

New York and much of the northeast United States were pummeled by remnants of Hurricane Ida on Wednesday evening, causing historic flooding throughout the region.

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According to New York's **Metropolitan Transportation Authority** (MTA), more than 15 New York City subway lines were at least partially suspended as of the morning of Sept. 2, and authorities are urging residents to stay at home as services began to resume. The floods mark one of the worst weather events to hit the country's business and retail capital in years.

Shock waves

New York's Central Park set a new daily rainfall record of 7.13 inches, according to the **National Weather Service**, surpassing the previous record of 3.84 inches set in 1927.

Ida hit the region on Sept. 1 as an extratropical cyclone after making landfall in Louisiana as a Category 4 hurricane.

Images and videos of flooded streets and subway stations took over social media feeds, many accompanied by climate change call-to-actions.

UPDATE: The governors of New York and New Jersey declared states of emergency late Wednesday amid prolific flooding from the remnants of Hurricane Ida that deluged communities throughout the Northeast. <https://t.co/32SFXglZkr>

: Getty Images, USA TODAY pic.twitter.com/5sdH9yCebn

USA TODAY (@USATODAY) [September 2, 2021](#)

According to multiple sources, at least nine people have died from the catastrophic flooding.

New York City issued a state of emergency until early Thursday morning, including a travel ban which was lifted at 5 a.m. ET.

First respondents rescued hundreds of people stranded on trains and subways.

New York's Westchester County has issued a state of emergency and suspended all public transportation.

As of 10:30 a.m. ET on Thursday, more than 190,000 homes **remain without power** across Pennsylvania, New Jersey and New York.

Flood waters overwhelmed New York City's transit system on Wednesday, causing widespread disruption after heavy rainfall hit the city.<https://t.co/eyYlg9CriO> pic.twitter.com/2F2LhH6Afz

The New York Times (@nytimes) **September 2, 2021**

The last time a post-tropical cyclone severely hit the northeast region of the U.S. was Hurricane Sandy in 2012, the strongest and most destructive of that year's Atlantic hurricane season.

New Jersey-based Mercedes-Benz USA and Toyota Corp.'s Lexus each donated \$1 million to the American Red Cross to aid in Sandy relief, while New York-based retailers continued to boost their flagship stores via digital efforts.

Luxury marketers such as Mercedes, Lexus, Bergdorf Goodman and Saks Fifth Avenue took part in supporting the East Coast by encouraging donations and sharing news and advice. Luxury retailers did not suffer tremendously in terms of sales, but efforts kept brands top of mind to consumers in affected areas as the state of retail began returning to normal ([see story](#)).

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