



NYC RETAIL GUIDE



Retail Design Institute™

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NYC 2016 Virtual Store Tour

Monday, January 18

10:15am - 11:00am

Level 1 EXPO Hall, EXPO Stage

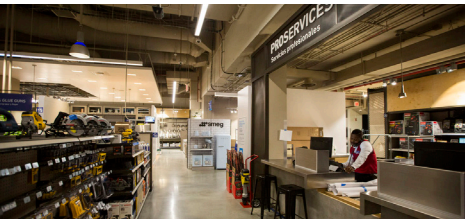
Jacob K. Javits Convention Center

New York, NY 10018



STORES LISTED BY NEIGHBORHOOD

LINCOLN SQUARE



★ LOWE'S URBAN CONCEPT STORE | The home improvement giant Lowe's is making a big play in Manhattan, debuting two new high-tech stores in the city. This one is unlike it's suburban stores in that it measures just 30,000 square feet. **Features:** Touchscreens. Interactive virtual simulator screens. Free potting station. **2008 Broadway, New York, NY 10023**

LENNOX HILL

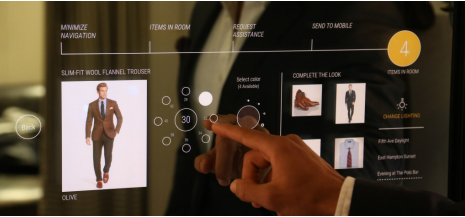


02 LOUIS LEEMAN | This 927 sq. ft. store has a paneled façade, framed by antique brass and featuring an ornate, art déco-inspired door grill, signals a luxurious classic interior that London-based David Collins Studio has concocted with great verve. **793 Madison Avenue, New York, NY 10065**



03 HUEB JEWELLERY STORE | Hueb's boutique, a family-owned jewelry business in South America, is reminiscent of Brazil's lush rainforest and the brand's cultural heritage. **717 Madison Avenue, New York, NY 10065**

MIDTOWN



04 POLO RALPH LAUREN | Fully wired fitting rooms and the digital displays for PoloTech blend in seamlessly with the fireplaces and Ralph's Coffee shop. Four mirrors are located on the menswear floor and womenswear floor which are a follow-up to two recent in-store tech initiatives: the release of the brand's first smart shirt and the holographic windows that supported it. **Features:** Integrated Commerce – interactive touchable mirror. **711 5th Avenue, New York, NY**



05 VALENTINO | The building incorporates a slim, transparent eight-story façade composed of black steel and aluminum. The lower part of the elevation, the vertical bars, have a brass finish, while the five upper floors remain black. **Features:** Large Turret Clock. **693 5th Avenue, New York, NY 10022**



★ MICROSOFT | The company's largest store to date is a five-floor space that offers a shopping experience that immerses customers in the company's tech offerings. **Features:** In-store Dell Experience Shop which offers support for PCs. Two theater spaces used for training sessions, community programs and other in-store events. **677 5th Avenue, New York, NY 10022**



07 & OTHER STORIES | Throughout the store, plants, especially cacti and other succulents, can be found on shelves and tables. A large orange tree stands next to the store's "free library." (Source: WWD) **Features:** Ready-to-wear is displayed on rolling racks, with cards above each look, the way clothing would be arranged backstage at a runway show. **505 5th Avenue, New York, NY 10017**



08 MUJI | The 12,000 sq. ft. experiential, flagship store has the largest apparel selection of any of the retailer's U.S. locations and has a large black and white mural of the city's skyline seen through a glass of water more than half full, meant to send a message of optimism. **Features:** Aroma Lab where customized scents can be created. Embroidery machine station where textile purchases can be customized. **475 5th Avenue, New York, NY 10017**



09 CHARMING CHARLIE NEW YORK | The 16,000-square-foot store features three floors, two of which are allocated to retail space, with the third housing the brand's press office. **Features:** Two-story 30-foot tall, illuminated glass façade. **445 5th Avenue, New York, NY 10016**



10 MOOOI SHOWROOM | Dutch brand Moooi launched its first US showroom in May. Co-founder Marcel Wanders hopes to tap into a new generation of "design-savvy" American consumers. **e 10016, 36 E 31st St, New York, NY 10016**

GREENWICH VILLAGE



11 WANT LES ESSENTIELS | Situated in the West Village, the store occupies the ground floor of a three-story red brick structure built in 1836, and features a compatible interior design with a homey yet alluring vibe that's both classic and modern at the same time. **301 West 4th Street, New York, NY 10014**



12 FEIT | Reflecting its creative trajectory as a so-called neo luxury brand, co-founder Tull Price collaborated with artist and designer Jordana Maisie to create an interior that doubles as an installation. **Features:** Installation entitled Two: Volume and Void. **11 Greenwich Avenue, New York, NY 10014**

SOHO



13 11 BY BORIS BIDJAN SABER | The setting has an understated aesthetic that's totally in sync with the merchandise, featuring a monochromatic palette with exposed bricks, polished concrete floors, mirrored center pillars and industrial led lighting bars. **494 Greenwich Street, New York, NY 10013**



14 PUBLIC FACTORY | This space features stunning architectural combinations of art and hybrid furniture, unique sculptures, vintage fixtures and unique visual merchandising displays. **310 W. Broadway, New York, NY 10013**



15 TOMORROWLAND BOUTIQUE | Situated on the ground floor of a six-story SoHo structure built in 1920, it features a lofty 3,500 sq.ft. retail space which incorporates the building's original steel columns into a sophisticated setting that aims to reflect modern Japanese craftsmanship in a variety of pure materials. **Features:** White room – exclusive private shopping domain with personal services. **476 Broome Street, New York, NY 10013**



16 JEFFREY RUDES | The store focuses on clean lines to create a luxurious space that is both modern and sophisticated. **57 Greene Street, New York, NY 10012**



17 OPENING CEREMONY | OCNy is comprised of two stores, one featuring a shoe gallery in the basement, a kid's corner, a bookshop, and four floors of womenswear while the other, located next door, houses menswear by numerous brands such as Kenzo, Jeremy Scott and Band of Outsiders. **35 Howard Street, New York, NY 10013**



18 HUNTER POP-UP | The pop-up draws on key references from the outdoorsy, British heritage brand, and stock a full assortment of fall product from both Hunter Original and Hunter Field including footwear, outerwear, accessories and children's wear. **108 Wooster Street, New York, NY 10012**



19 NIXON | This SoHo store is the first New York retail destination for Nixon and has the award-winning "wave" fixture display and hosts a vintage jacket of Mick Jagger's from which they grafted a series of limited edition leather watch straps. **122 Prince St, New York, NY 10012**



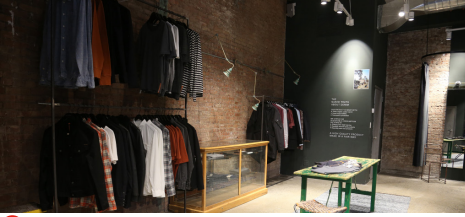
20 GALERIA MELISSA | The gallery, residing in the heart of Soho, has the same color walls, floor and roof, reinforcing the impression of continuity and the concept of an urban cave. **Features:** Installations created by plastic artists. **102 Greene Street, New York, NY 10012**



21 STANCE | The 2,000 sq. ft. store located in New York's SoHo neighborhood is actually part of a building that is more than 100 years old and was brought to life by the designers and a modern twist. **Features:** Sock customization platform. Mural that is updated throughout the year. Tunnel of inspiration at the entrance. **510 Broadway, New York, NY 10012**



22 TOTOKAELO | This former artist's residence was transformed into a shop that's a cross between someone's cozy home and Dover Street Market. **Features:** Army of mannequins. Outdoor gardens. **54 Crosby Street, New York, NY 10013**



23 NUDIE JEANS REPAIR SHOP | This raw and dressed down shop has a material palette consisting of hot rolled steel, concrete and natural saddle leather. **188 Bowery, New York, NY 10012**



24 TORY SPORT POP-UP | The preppy designer's first boutique has been transformed into an old-school Hamptons patio dreamscape - stocking sports bras, joggers, jackets, and more. **Features:** In-store monogramming station. **257 Elizabeth Street, New York, NY 10012**



25 TOMS SHOES CAFÉ & STORE | This shoe store also has a café area as well as an eyewear area where local optometrists can help you figure out how far off you are from 20/20 vision. Similar to shoe purchases, Tom donates a pair of eyeglasses for every purchased frame. **Features:** Roasting Bar. Backyard with partial roof coverage and outdoor fireplace. Oculus rift headset experience. **264 Elizabeth St, New York, NY 10012**

TRIBECA



26 EDON MANOR | Every season, Edon Manor, inspired by an English library, picks the most desirable shapes from some of the strongest accessory brands. **391 Greenwich Street, New York, NY 10013**



27 BROOKFIELD PLACE | The first major indicator of the Financial District's luxe fashion future is Brookfield Place, which debuted with a majority of its shops in early spring, including J. Crew, Michael Kors, Bottega Veneta and Saks Fifth Avenue. **200 Vesey Street, New York, NY 10281**



28 WESTFIELD WORLD TRADE CENTER | The project's 125 stores will all open in the first half of next year. Westfield World Trade Center's 365,000 square feet of retail space is equal to nine full city blocks. An additional 90,000 square feet will come online when Tower 2 opens. The structure is designed by star architect Santiago Calatrava. **Features:** High tech shopping integrates an app for retailer inventory, marketing, way-finding and food ordering and delivery. **250 Greenwich Street, New York, NY 10007**

WALL STREET



29 SEAPORT STUDIOS | Located in the refurbished and vibrant historic Seaport District in NYC, it is the place for designers, artists, and ideas to emerge downtown. The two-level space features an open floor plan and customizable, modular interior design elements that create the perfect environment for retail, art installations, activations and promotional events. **19 Fulton Street, New York, NY 10038**

WILLIAMSBURG



30 RALPH LAUREN DOUBLE RL | The assortment has been specifically curated for this store, with an emphasis on iconic denim pieces and hand-selected vintage products, including leather jackets, accessories, belts and jewelry — all with signature well-worn ruggedness. **83 N. 3rd Street, Brooklyn, NY 11249**



31 MAST BROTHERS CHOCOLATE | In addition to the product updates, the Masts have also renovated their stores, updating what used to be rustic interiors with a sleeker, more streamlined vibe and an open display kitchen. **111 N. 3rd Street, Brooklyn, NY 11211**

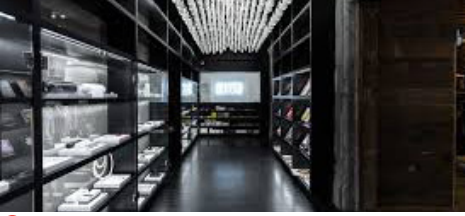


32 G-STAR RAW | A new addition to the Williamsburg scene right next to Levi's, the store design features a backdrop felt with custom printed plans of the Amsterdam headquarters along with custom designed furniture and a large projection screen for in-store events. **118 N 4th St, Brooklyn, NY 11249**

BROOKLYN



33 TATTLY TEMPORARY TATTOO PARLOR | Taking aesthetic cues from the traditional gold glass-gilded signage and interior fit-out of classic tattoo parlors, the interior furnishings feature a velvet loveseat, vintage-inspired barber's chairs, and a sputnik chandelier. **47 Bergen Street, Brooklyn, NY 11201**



34 KITH | Includes installation of 700 white, cast-replica trainers hung from the ceiling, banks of floor-to-ceiling stainless steel and glass displays and an infinity mirror behind desk with company's logo. **Features:** A cereal bar (Kith Treats) with specially-designed containers resembling shoe boxes. **233 Flatbush Avenue, Brooklyn, NY 11217**