



New York City



December 7-8, 2005

# AISLES & AVENUES

THE TREX GUIDE TO THE BEST IN NEW YORK RETAIL

TREX

Total Retail Experience

A Supplement to P-O-P Times



# TREX: Must-See NYC

**Deck The New York market's aisles serve up problem-solving innovation while the city's avenues offer the inspiration needed to recharge creativity. Leading retailers, brands and consultants weigh in with reasons why they never miss the annual tradeshow and conference. Most schedule additional days to trek through the city's trendy neighborhoods in search of the next big thing.**

TREX (Total Retail Experience) takes place December 7 and 8 at New York City's Jacob K. Javits Convention Center. Last year, The P-O-P Show/New York, co-locating with StoreXpo for the first time, attracted a record crowd. The number of marketers, retailers and agencies represented on the show floor was up more than 30% from the previous year.

One of the nation's leading brands, Neiman Marcus, plans to be there. Ignaz Gorischek, vice president of stores, visual, planning and design for Neiman Marcus, Dallas, enthusiastically again schedules time for TREX. As a long-time attendee of the New York visual merchandising markets of the past, Gorischek is regularly in New York for business throughout the year meeting with the cutting-edge brands Neiman's offers. "However," he says, "we're usually in a different mindset and often don't have time to do the things that inspire us." As the country's leading fashion store for men and women selling the many of the most-coveted designers, Gorischek and his team need regularly to recharge the creative batteries. "The New York market provides the reason and venue," he says "to come to the city with the 'creative juices' hat on." Gorischek continues, "With the demands on all of us it's important we take the time to do so, and New York provides stimulation that no other city in the world can provide." Specifically, Gorischek says inspiration comes from exploring New York's seemingly never-ending supply of new retail concepts.

Target's Judy Bell finds New York City's retail scene equally inspiring and educational - and reasons why she's never missed a December market



*"The networking opportunity is great."*

**Greg Gorman,  
GMG Design**

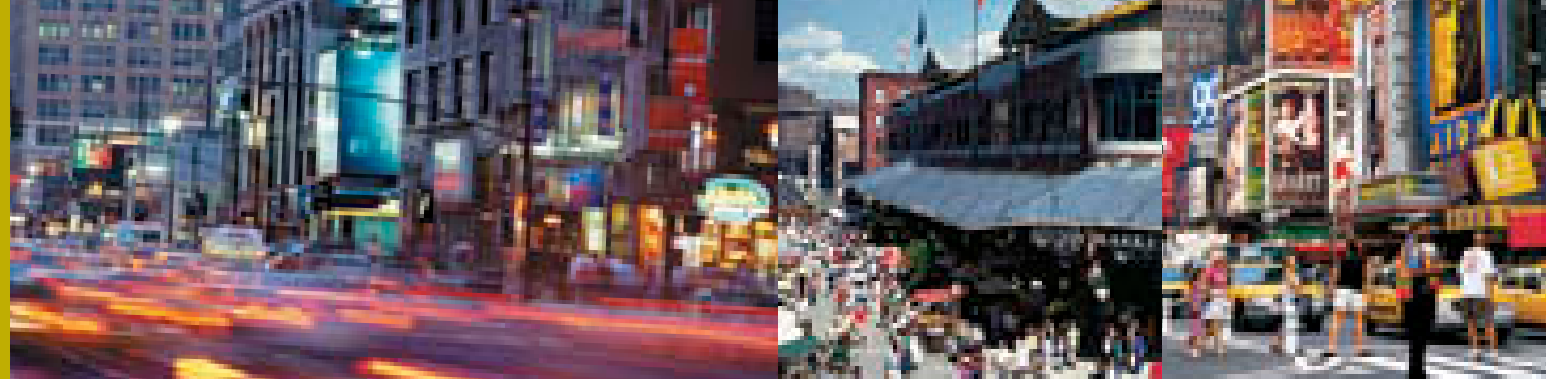
*"For me, it's all about what's new... what's new in fixtures, signing, digital media, store environments."*

**Judy Bell, Target**



in 20 years. "For me, it's all about what's new," Bell explains. "I want to see what's new in fixtures, signing, digital media, store environments and I want to see what's new in the competition." As Group Manager, MAGIC (Marketing & Guest Insight Center), Bell, who travels the market with two to three colleagues, looks at everyone and everything for the country's leading mass with class chain based in Minneapolis. "There are good ideas in the tiniest 100-sq.-ft space," she says "to the grandest store that's over 100,000 sq. ft." That's why she and her team regularly scout Manhattan neighborhoods such as SoHo along with the emerging creative areas searching trends in these dynamic retail enclaves. "There are more than 150 changes in SoHo (annually) alone," she says "and I don't see that changing."

Other leaders of the visual merchandising, design and planning community concur. St. Louis-based retail design consultant Greg Gorman, creative director of GMG Design, adds his own compelling and practical reasons to visit the Big Apple. "New York has been working overtime to grow business and the economy since 9/11," says Gorman who designs stores and in-store shops primarily for the footwear industry, "so they're spending more money on retail design more than most cities to attract visitors." That aside, Gorman says the city is an economical choice because "new hires can see national chains, specialty stores, department stores and independents all in one location." He also cites the number of New York City-based vendors who don't exhibit elsewhere as well as the December market's intimate size as definite pluses. "The networking opportunity is great," notes Gorman. With this smaller show, he continues, "Resources don't have to compete as much for attention, and attendees don't have to juggle and decide between so many different places to be at the same time." The show's seminar program is an equally important educational experience, Gorman explains, "for the next generation of practitioners to learn from industry vets." As chairman of PAVE (the Planning and Visual



Education Partnership), Gorman continues to program several seminars at the show on behalf of the organization.

On the consumer brand side, Jan Tribbey, vice president, planning and design, Aveda Corporation, Minneapolis, observes New York in December is the time to see leading retailers at their best. Of course, for senior industry leaders such as Tribbey, whose career has taken her up and down the East Coast as retailer, consultant and now with a worldwide brand, "Whether I have worked in New York or not, the December show has always worked on two levels. First," she explains, "It comes at a time of the year when work is less hectic, so I could always find the time to make it." Second, she notes, "because it is December, it's always afforded me the opportunity to see New York retail at its best." All the stores look great for the holidays, Tribbey says, "and who can resist the opportunity to see those Christmas windows?"

Tony Mancini, most recently with Disney couldn't agree more. He traveled to last year's show with 10 team members primarily from the visual merchandising area. Most recently serving as senior vice president of Global Retail Store Development for Walt Disney Imagineering/Walt Disney Parks & Resorts, Mancini explains, "We rented a van and piled everybody in it. We started about 9:30, after dinner and did all the windows until about 1:00 in the morning. We drove around, got out, talked about them, photographed them and then went on to the next place." Those hours spent looking at everything and comparing ideas, he says, "is also where I get the chance to do some mentoring and talk to people about composition, lighting and presentation and art direction." It's time spent on "the why behind things," Mancini says. City as learning lab is chief among the reasons Mancini supports TREX. "What I like about the New York show is the combo platter of offerings," he says. "You have the Javits and the intimacy of the private showrooms which add a lot of value to the market."

But the New York show is not a one-way proposition, says Neiman's Gorischek. He considers his responsibility to the entirety of the retail environments community striving to keep pace. "In the end, it's up to all of us to not only support the industry by attending the show," Gorischek says, "but to lead the changes."

*"What I like about the New York show is the combo platter of offerings."*

**Tony Mancini,  
formerly with Walt  
Disney Imagineering**



*"It's (the NY Market) has always afforded me the opportunity to see New York retail at its best."*

**Jan Tribbey, Aveda**



## TREX Trecks: Walk, Listen & Learn

Some of the retail locations listed in this guide are also discussed in downloadable audio commentaries provided by leading experts in retail design and merchandising. Load the commentaries onto your portable music player before you set out and listen while you tour the stores in person.

Retailers with audio commentary include **Retailorama** (by Troy McClure, Simpsons Media Ltd.); **Retailorama Revisited** (by Wayne McClure, Simpsons Media Ltd.); **Bloodbath & Beyond** (by Shane McClure, Simpsons Media Ltd.); and **Last Retailer Left Standing** (by Troy McClure, Simpsons Media Ltd.).

Visit [www.totalretailxp.com](http://www.totalretailxp.com) for a complete list of available audio commentaries. The tours are in downloadable ".mp3" format and will play on most portable music devices.





# TIMES SQUARE



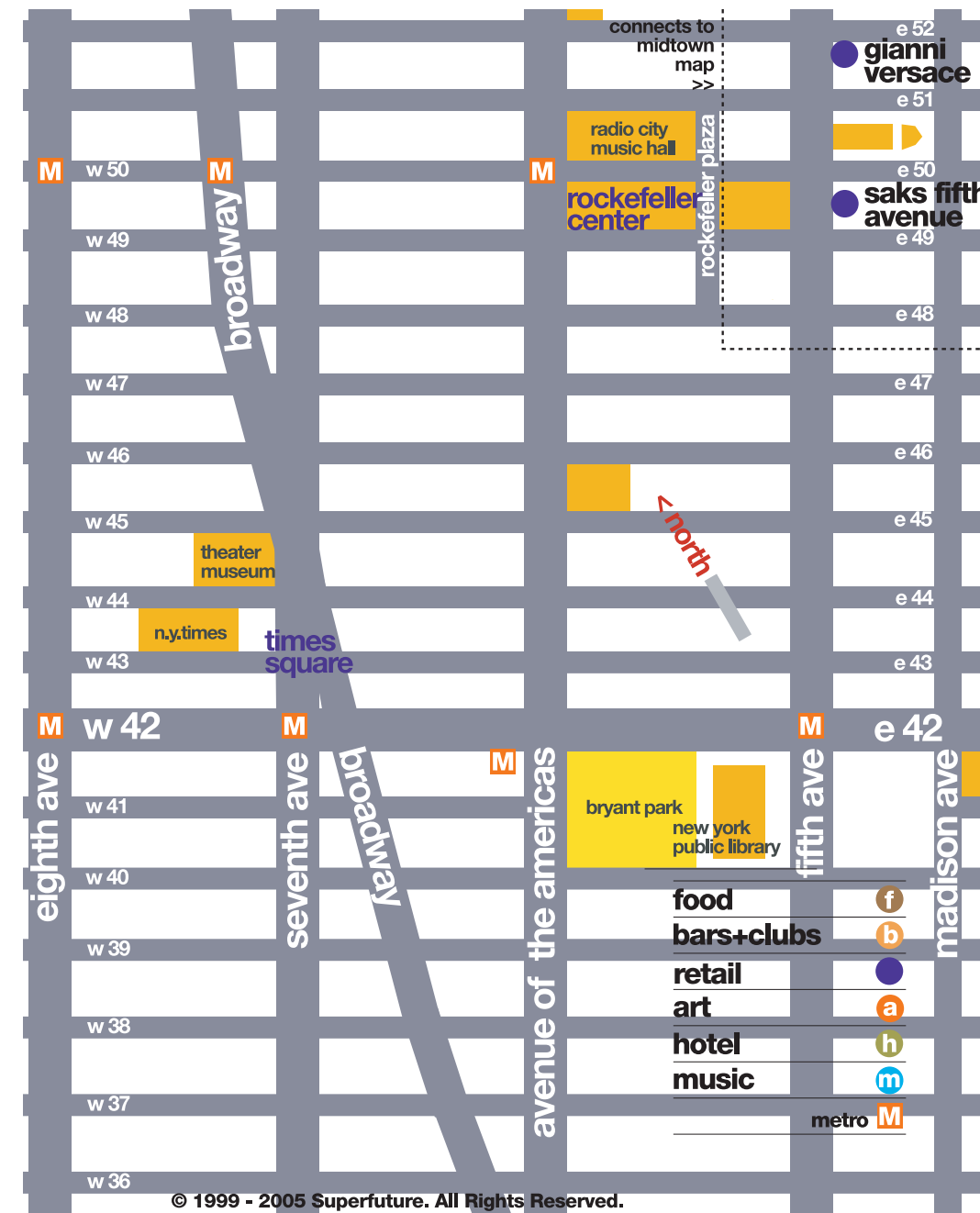
Hersheys

Sure there are thousands of stores in Times Square, unfortunately most of them are souvenir shops. Still, the area remains a huge draw for locals and tourists alike what with the Great White Way that's Broadway dissecting the neighborhood. While Midtown has high-end merchants and their store-window-as-billboard, Times Square has the real deal, billboards and signs of all kinds. In fact, outside of Tokyo, Times Square has the greatest collection of digital signs in the world. It's easy to get a look at what's new from a speeding cab, but do yourself the favor of stopping and drinking in the city's brand epicenter. The lure of Times Square isn't lost on big names. **Hershey's Times Square** (1593 Broadway at 48th St.) is but one case in point. Go for the candy and stay for the larger-than-life brand messaging inside and out. Be sure to take in **Toys R Us** (1514 Broadway, near 46th) which established its mark there years ago with a 60-ft. ferris wheel, an E.T. shop, LEGO shop, Magic store, a 4,000-sq.ft. Barbie dollhouse, interactive 'R' zone and a Candy Land shop.

**The Virgin Megastore** (1540 Broadway, between 45th and 46th) bills itself as the "world's largest entertainment store" and who could argue with more than 600 listening posts and 100 video viewing stations. The neighborhood's musical influence — Times Square is home to a tiny **MTV store** (1514 Broadway at 44th) — is matched only by its athletic overtones. There's **New Balance** (51 W. 42nd St., near 6th) where a podiatrist is on hand Wednesdays to help customers select shoes. For the more fashion-forward surf on over to **Quiksilver** (3 Times Square, 42nd and 7th) for the latest in boardwear. The nearby **New York Yankees Clubhouse Shop** (245 W. 42nd St., near 7th) resonates with hardcore MLB fans. With respect to hardcore, Times Square's been family friendly for the last decade and it's chock full of chain restaurants to prove it. There's an **ESPN Zone** (1472 Broadway, near 42nd) and everything in between from **Applebees** to **Houlihans** and **California Pizza Kitchen** to **Olive Garden** and two **TGI Fridays**. Fortunately, there's loads of interesting independents.



Hersheys



# Window Branding

Holiday windows, long viewed as retailers' gift to the city, go the distance in delighting the eye of the beholder. Yet when locals and tourists alike line up to take a peek, these iconic brands cement their top-of-mind status.



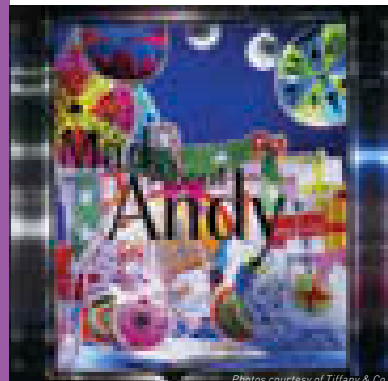
Saks Fifth Avenue

Photos courtesy of Sony Style

## Saks Fifth Avenue

611 Fifth Ave. (at 50th)

Divided into two themes, Saks' six center windows lining Fifth Avenue featured scenes from author James Patterson's "SantaKid." Older kids were treated to modernist fashions and snowflakes in the rest of its windows. Last year the façade was covered with 50 LED snowflakes – produced by American Christmas Decoration – fluttering up and down the storied retailer's multi-storied building.



Photos courtesy of Tiffany & Co.

## Tiffany & Co.

727 Fifth Ave. (at 57th)

"Greetings from Andy: Christmas at Tiffany." Robert Rufino's, Tiffany's vp of creative services and visual merchandising, colorful homage to the late Andy Warhol takes its inspiration from Warhol's illustrations created for holiday greeting cards in the 1950s and '60s for Tiffany.

## Sony Style

550 Madison Ave. (near 56th)

Sony Style's interactive windows encouraged customers to come inside and test drive products as well as create messages that were then displayed on a variety of Sony plasma screens and TVs in store windows, said Christine Belich, Sony Style's executive creative director. Themed "HolidayWishes," windows featured 3-D whimsically styled characters holding portable Sony electronics.

## Macy's

34th Street and Sixth Ave.

Children's classic, "The Polar Express," served as last year's theme for Macy's show windows. Designed by now-retired window director Sam Joseph, the windows were a salute to the universal spirit of Christmas.

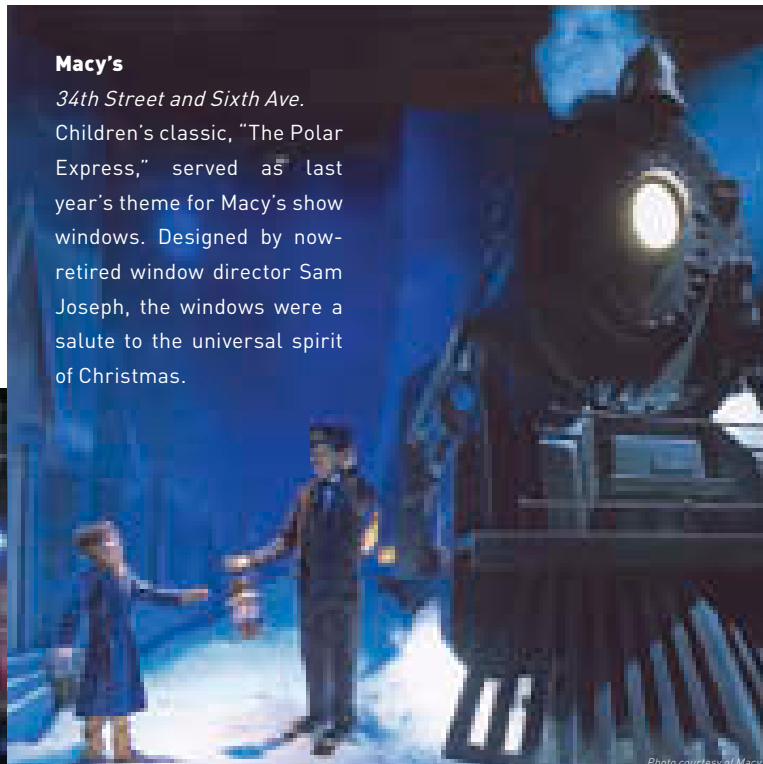


Photo courtesy of Macy's

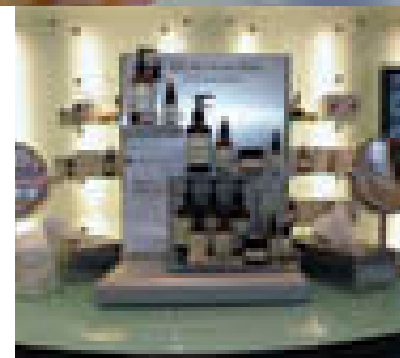
# UPPER EAST/ MIDTOWN



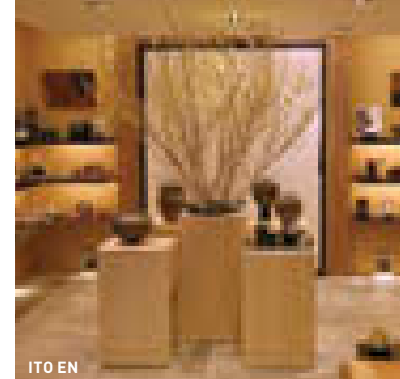
Nintendo World



Long considered the neighborhoods for ladies who lunch, the avenues and streets of Midtown and the Upper East Side are the place for brands who launch. Consider **Missha** (516 Fifth Ave. at 43rd), the Korean merchant who private-label cosmetics retail for \$10 and under opened its first U.S. store this spring. Insiders say the already global Missha chain is poised to become the H&M of beauty. Of course, for those with more monied means there's the first freestanding **N.V. Perricone M.D.** (791 Madison Ave. at 67th), where those lunching ladies go for pricey cosmeceutical action. Next they can take a tea break at **Ito En** (822 Madison Ave.), the tea room and jewel-box tea store from the world's largest producer of green tea. With that relaxing break behind them, those ladies and their gents will be ready for fun at say, the first-ever **Nintendo World** (Rockefeller Center) which opened its first company-owned store in its 20-year history. Good times continue nearby at the **Build-a-Bear Workshop** (565 Fifth Ave.), New York style before heading over to the first freestanding **DeBeers** (yes, the diamond DeBeers) concept store in the United States (703 Fifth Ave.). Finally, head back uptown to check out the many brands and eateries at **The Shops at Columbus Circle**. Here find new concepts from the country's leading brands and retailers ranging from **Eileen Fisher** to **Whole Foods**, who easily fills the food-as-fashion role. Other new and notables from A to Z include: **Aveda** (Grand Central Terminal, near Lexington Passage) and New York's own **Z Chemists** (40 W. 57th St.), who takes drugstore retailing to the next level. Of course, check the map for more remarkable retailers, galleries, clubs and eateries.



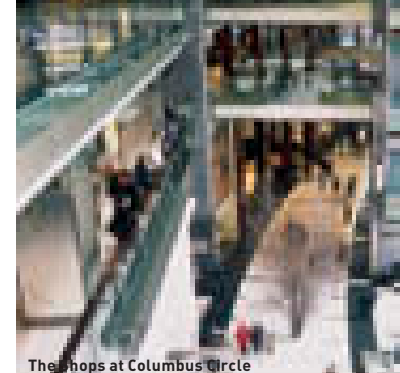
N.V. Perricone M.D.



ITO EN



Missha



The Shops at Columbus Circle

# CHELSEA/Meat Packing District

You can still refer to the area bounded by West 15th Street and Gansevoort Street as the Meat Packing District even though it's officially been rebranded "Gansevoort Market." Could the reason for the name change be the fact that there are only 20 meat businesses remaining? As recently as 1950 there were 150, since replaced by bars, nightclubs, restaurants and boutiques. Word on the street is residents fear a SoHoization of the neighborhood should Starbucks or national chains such as Gap or Limited move in.

For the moment these next door neighborhoods are possibly the hippest in all of Gotham when it comes to fashion brands, so make tracks. The Meat Packing District arrived when **Jeffrey New York** (449 W. 14th, near 10th) established a fashionable (however restrained) foothold selling highly edited designer collections. Word got out and that's when all the Manolo and Jimmy Choo-shod models, actors and art directors began descending. Today there's block after block of haute shops and hip restaurants. Heavyweights include designers **Stella McCartney** (429 W. 14th, near 10th) and **Alexander McQueen** (417 W. 14th, near 10th) in stylish digs as inspired as their apparel. French designer **Catherine Malandrino** (652 Hudson St. at Gansevoort) follows with an interior intended to meld as one with the sidewalk out front. **Puma** (421 W. 14th St., near 10th) is in the hood with a new 2,000-sq.-ft. store showcasing its higher end lines including Mihara, 96 Hours and Nuala.

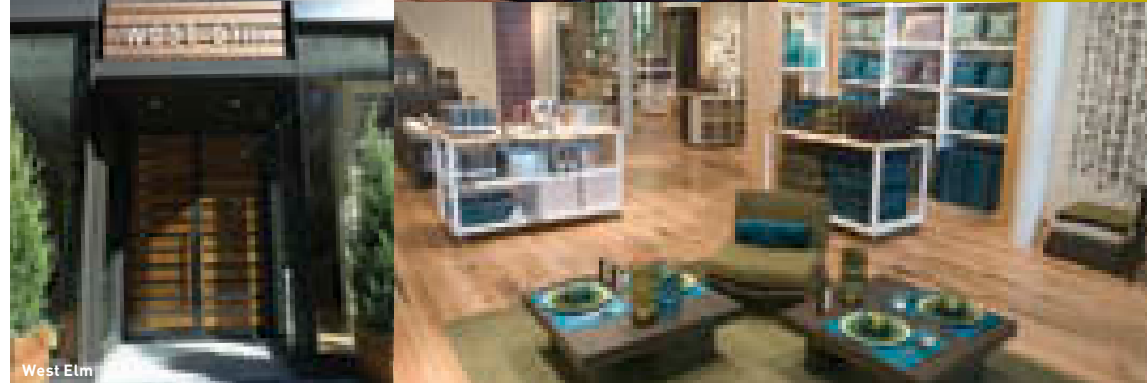
Up and comers include **Rebecca & Drew Manufacturing**. (324 W. 13th St., near Hudson), the pair makes women's blouses based on bra sizes. Now, that's what we call mass

customization. (Their collections also are sold at Neiman Marcus.) Speaking of custom, there's the latest entry in the denim and jeans market. An Earnest Cut & Sew (821 Washington St., near Gansevoort) from the co-founder of uber-trendy Paper Denim Cloth. The interior channels vintage Americana and well it should as the store carries only quality, American-made goods such as knives and luggage. Some brands are more than 120 years old. The store features **Earnest Sewn** denim designs both in ready-to-wear and custom where customers select signature details.

Over in Chelsea, making its Manhattan debut is **West Elm** (112 18th St. at 6th) the cleanly styled furniture and home accents store from parent Williams Sonoma. At 20,000-sq.-ft., the store has been set up as two loft apartments completely outfitted with its proprietary product. Launched as a catalog, the first brick-and-mortar store opened three years ago in Brooklyn to much success. **Esprit** (110 Fifth Ave., near 18th) is back and the triple-bar logo "E" never looked fresher than here applied on walls. Stop in for something tasty and good for you from the juice bar and check out at the myriad materials (leather, glass, velvet and wood) used in re-establishing this quintessential American brand on its home turf. A second store opened this year in The Shops at Columbus Circle signaling the brand's return to company-owned stores.



Earnest Sewn



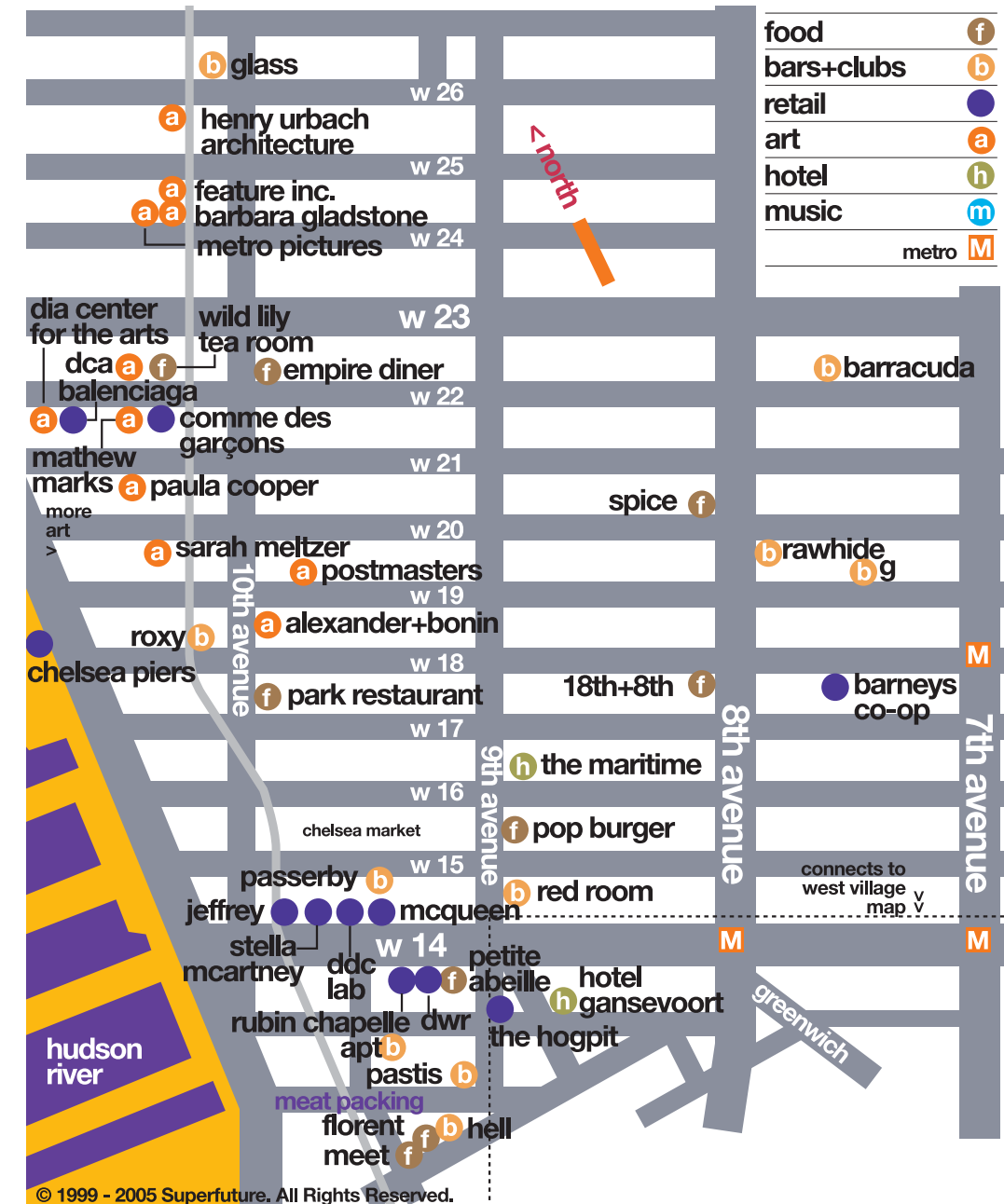
West Elm



Esprit

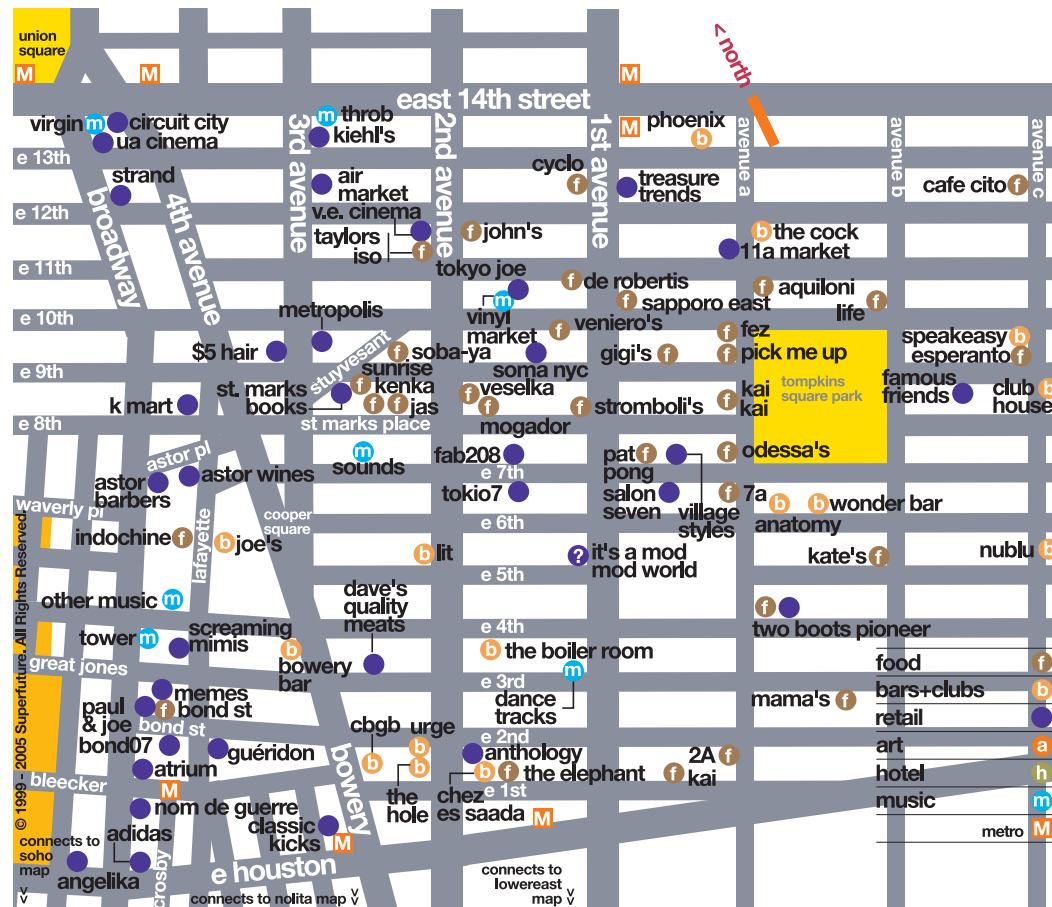


Elizabeth Charles



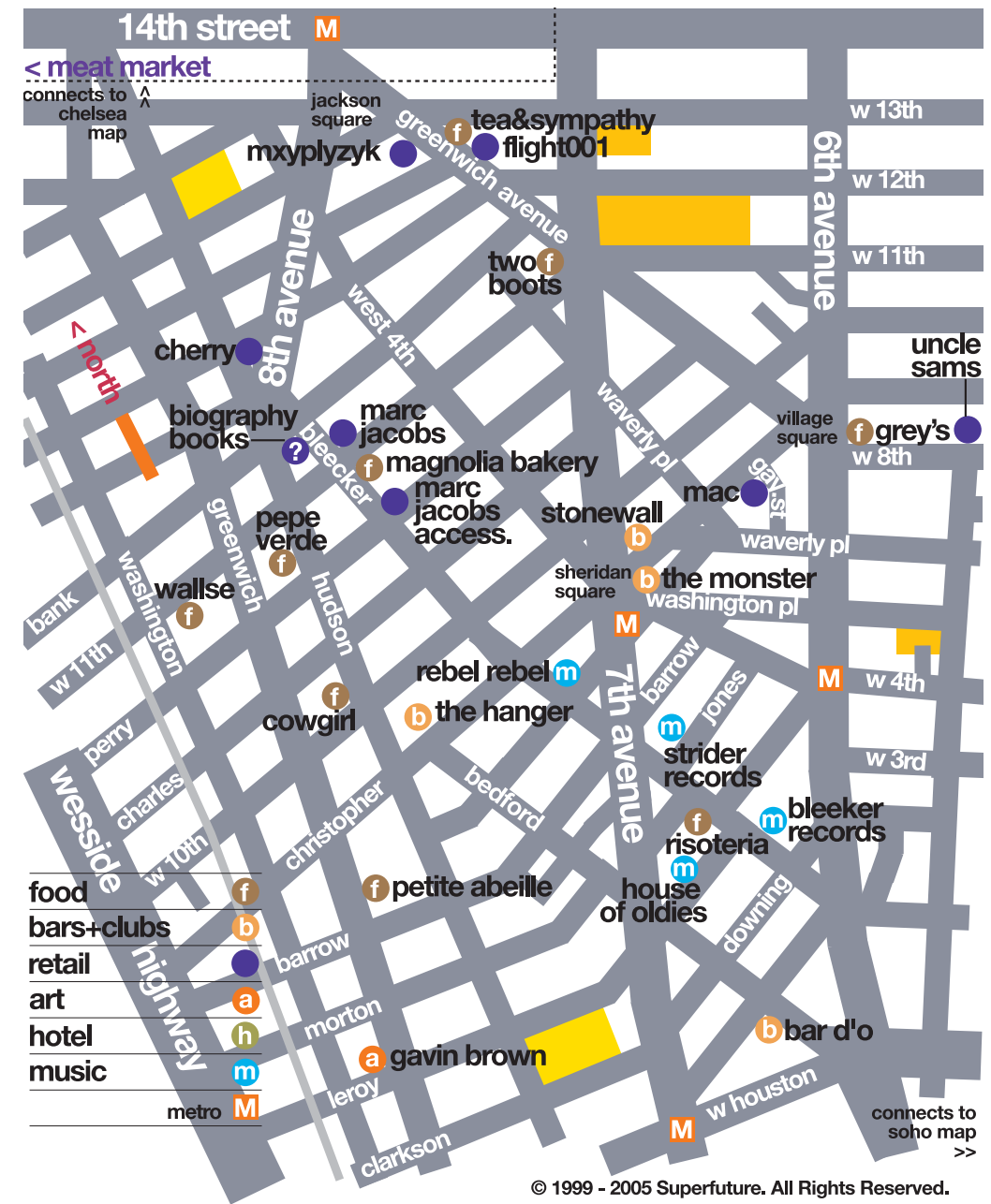
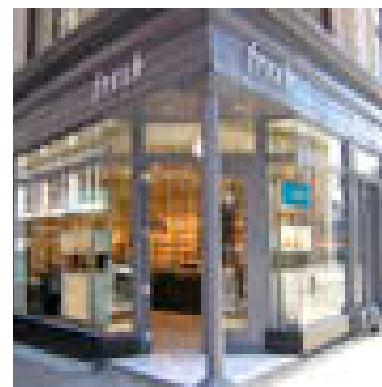
# EAST VILLAGE

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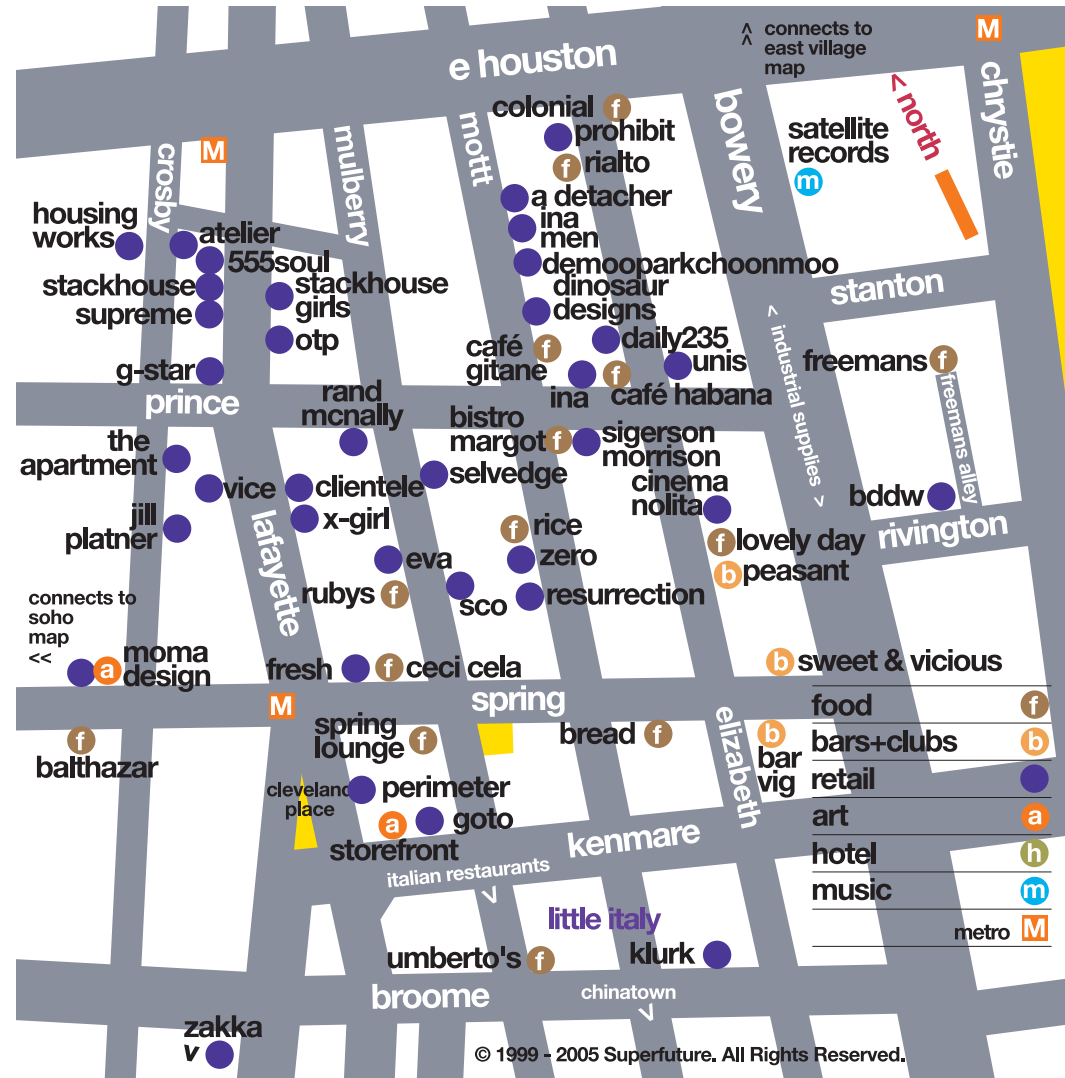
# WEST VILLAGE

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# NOLITA

Since 1999, the neighborhood known as NoLIta, (North of Little Italy), has taken off as an inspirational area. Amid the narrow streets of Mulberry, Mott and Elizabeth, are pockets of designers, brands and independents worthy of a closer look. Two neighborhood stores from shoe designers **Sigerson Morrison** (28 Prince St., near Mott) and another shop for handbags (242 Mott St. at Prince) are the definition of style for women. Meanwhile **Triple Five Soul** (290 Lafayette St., between Prince and Houston), is the skate shop for skate gear for guys and gals. **Supreme** (274 Lafayette St., near Prince) also offers skate fashions from leading brands as well as its own label. Customers can pick up performance tips from video monitors in the front windows. **G-Star** (270 Lafayette St. at Prince) is a Dutch designer jeans brand gaining traction especially now with its first stateside store. But NoLIta is more than skate gear and jeans, there's also accessories. **Jill Platner** (113 Crosby St, between Houston and Prince) channels her love of nature in both her jewelry design and her store interior. Finally, NoLIta-ers can pull it all together at **The Apartment** (101 Crosby St., near Prince) which is set up like an actual and very stylish apartment.

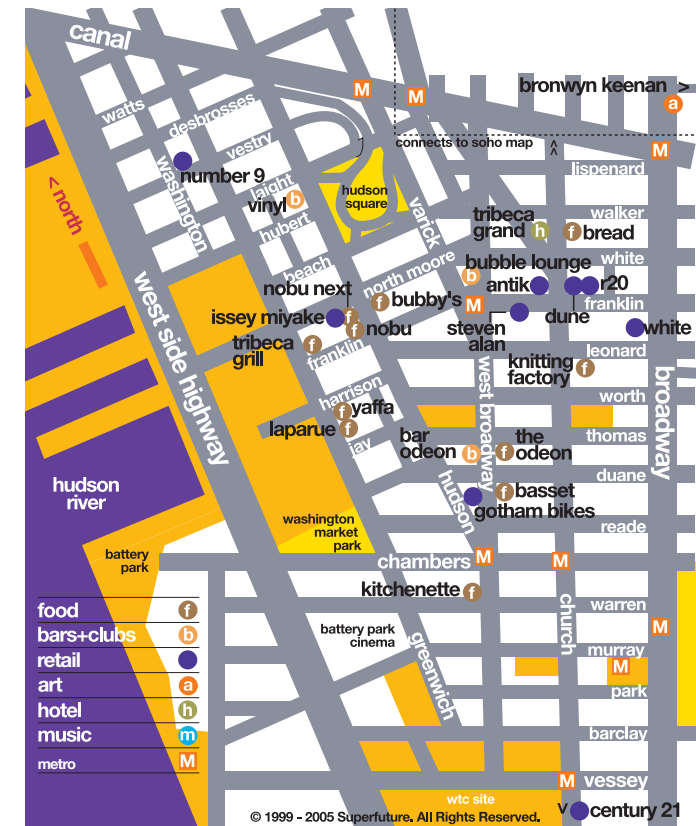


# TRIBECA

In the evolution of New York, when SoHo became too expensive for artists (the starving kind) they continued to move downtown exploring another industrial district known as TriBeCa (the Triangle Below Canal). The area turned hot thanks to celebrities (Robert De Niro) and celebrity chefs (Nobu Matsuhisa) and others who opened **Nobu** (105 Hudson at Franklin St.) and **TriBeCa Grill** (376 Greenwich at Franklin St.) De Niro opened with pals. Others such as **Montrache** (239 W. Broadway, between Walker and White) and **City Hall Restaurant** (131 Duane St., between Broadway and Church) followed. While those pricey restaurants once defined the area, less expensive options opened including **Next Door Nobu** (105 Hudson at Franklin) and **Kitchenette** (80 W. Broadway at Warren) where food like pancakes and meatloaf fill the spirit and soul.

Of course TriBeCa has stores and quite a number devoted to home furnishing and décor. There's **Baker Furniture Tribeca** (129 - 133 Hudson St. at Beach), the brand for high-net- worth customers sells 18th century Chippendale repros but also offers more modern styles from Barbara Barry and Bill Sofield. Ultra-contemporary furniture fans will want to check out **Dune** (88 Franklin St. at Church) and its spare digs. **Room** (182 Duane St., near Greenwich) is a cataloger now with a bricks-and-mortar channel to serve up its elegantly minimal furniture. **Schoolhouse Electric Company** (27 Vestry, near Hudson) offers a large selection of light fixtures cast from original early 20th century molds designed for use in schools and libraries. The store is beautifully lit (naturally) with product elegantly displayed. On the fashion side there's **Issey**

**Miyake** (119 Hudson St., near N. Moore) and **Rival** (225 Hudson St., near Canal) is an independent offering skate fashions from Nike along with Burton snowboards and Clarke wallabies with a dose of excellent customer service to boot. **DisRespectables** (117 W. Broadway, near Duane) is a mod-looking eyewear store with museum-like approach to display.



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