



MADISON AVENUE'S NEW STORE REPORT RELEASED FOR THE SECOND HALF OF 2024

Twenty-three Shops, Galleries, Hotels & Restaurants Opened on Madison Avenue in the Second Half of 2024

**Including the arrivals of Boucheron - Giorgio Armani - Jimmy Choo - Michael Kors Collection
Van Cleef & Arpels - The Surrey, a Corinthia Hotel - Casa Tua**

(NEW YORK, NY: January 15, 2025) – 23 businesses opened on the 29 blocks extending from East 57th to East 86th Streets in the Madison Avenue BID during the second half of 2024. This growth and expansion contributed to vacancy rates continuing to fall to 8%. This vacancy decline will continue with the roster of 20 hotels, galleries, retail brands, restaurants and other businesses currently under development to occupy prime locations on Madison Avenue - with more to be announced.

Some high-level takeaways to glean from this tremendous investment on Madison Avenue include:

- The heritage brands of luxury continue to open stores with large footprints, but which also contain multiple intimate spaces for private viewings. Examples include Boucheron's new US flagship at 747 Madison Avenue (3,900 square feet) and Van Cleef & Arpels new maison at 690 Madison Avenue (7,800 square feet over five levels).
- New international luxury fashion & jewelry brands are entering the US marketplace, and they are choosing Madison Avenue due to its strong local market. Examples include jewelry brands Sauer (Brazil) and Sophie Bille Brahe (Denmark); fashion & accessories brands Baudoin & Lange (United Kingdom), Mandelli (Italy), Marfa Stance (United Kingdom); and Serena Uziyel (Turkey); and skincare brand Maison Orveda (France).
- Longstanding Madison Avenue luxury brands are re-investing on Madison Avenue with magnificent new flagship boutiques, including Giorgio Armani at 760 Madison Avenue, Giusto Senza Regole at 47 East 66 Street; Jimmy Choo at 667 Madison Avenue, Michael Kors Collection at 667 Madison Avenue and Morgane Le Fay at 955 Madison Avenue.
- U.S.-based brands continue to grow within the luxury marketplace, and they continue to expand onto Madison Avenue. These brands include FoundRae at 777 Madison Avenue

(jewelry), Gorjana at 1070 Madison Avenue (jewelry) and Todd Snyder at 1165 Madison Avenue (men's fashion).

- The hospitality & fine dining sectors continue to grow on Madison Avenue with the opening of Armani/Ristorante at 760 Madison Avenue, the re-opening of The Surrey, A Corinthia Hotel at 20 East 76 Street, and the opening of its companion restaurant and private club, the renowned Miami-based Casa Tua.

Businesses that have opened on Madison Avenue from July 1 to December 31, 2024

Boucheron: 747 Madison Avenue (jewelry)

Boudin & Lange: 944 Madison Avenue (shoes)

Casa Tua: 20 East 76 Street (restaurant)

Foundrae: 775 Madison Avenue (jewelry)

Ganni: 1055 Madison Avenue (fashion & accessories)

Gorjana: 1070 Madison Avenue (jewelry)

Giorgio Armani; Armani/Ristorante: 760 Madison Avenue (fashion & accessories, restaurant)

Giusto Senza Regole: 47 East 66 Street (fashion & accessories)

Jimmy Choo: 667 Madison Avenue (shoes)

Mandelli: 795 Madison Avenue (fashion & accessories)

Marfa Stance: 23 East 67 Street (fashion & accessories)

Michael Kors Collection: 667 Madison Avenue (fashion & accessories)

Morgane Le Fay: 955 Madison Avenue (fashion & accessories)

Onishi Gallery: 16 East 79 Street (galleries)

Orveda: 1020 Madison Avenue (skincare)

Peserico: 783 Madison Avenue (fashion & accessories)

Sauer: 800 Madison Avenue (jewelry)

Serena Uziyel: 780 Madison Avenue (shoes)

Sophie Bille Brahe: 1000 Madison Avenue, 2nd Floor (jewelry)

The Surrey New York, a Corinthia Hotel: 20 East 76 Street

Todd Snyder: 1165 Madison Avenue (fashion & accessories)

Toteme: 829 Madison Avenue (fashion & accessories)

Van Cleef & Arpels: 690 Madison Avenue (jewelry)

Projects Currently Under Development on Madison Avenue

Akris: 772 Madison Avenue (fashion & accessories)

Birley Bakery: 20 East 69 Street (bakery & cafe)

Dolce & Gabbana: 695 Madison Avenue (fashion & accessories)

Farm Rio: 1055 Madison Avenue (fashion & accessories)

Goyard: 699 Madison Avenue (leather goods)

Jessica McCormack: 743 Madison Avenue (jewelry)

Jennifer Fischer: 1159 Madison Avenue (jewelry)

Jones Road: 1071 Madison Avenue (beauty)

Khaite: 828 Madison Avenue (fashion & accessories)

Lalique: 21 East 63 Street (home décor)

L'Agence: 956 Madison Avenue (fashion & accessories)
Messika: 727 Madison Avenue (jewelry)
Parfums de Marly: 800 Madison Avenue (fragrance)
Plaza Athénée Nobu Hotel & Spa New York: 37 East 64 Street
Robin Birley Dining Club: 850 Madison Avenue
Santoni: 667 Madison Avenue (shoes)
Gianvito Rossi: 729 Madison Avenue (shoes)
Sotheby's: 945 Madison Avenue (auction house)
Varley: 1156 Madison Avenue (fashion & accessories)
Vince: 1003 Madison Avenue (fashion & accessories)

Contacts: Matthew Bauer, President of the Madison Avenue Business Improvement District (BID), 212-861-2055, mbauer@madisonavenuebid.org, [@MadisonAveBID](#)

Amy Rosi, AROS Communications, 917-940-9763, arosi@aroscommunications.com

www.MadisonAvenueBID.org

###