



a In early November, American Girl Place opened its second retail location, at the corner of Fifth Avenue and 49th Street in Rockefeller Center. Signature red awnings highlight the first- and second-floor windows. **b** Gabellini Associates' new interior for the domus design collection showroom at Madison Avenue and 34th Street features theatrical scrim and furniture groupings on elevated "islands."



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New York, New York, a Helluva Town

it's December, it's Christmas, it's StoreXpo

MACY'S SANTA CLAUS. THE TREE AT ROCKEFELLER Center. The windows of Saks and Barneys and Tiffany's and Bloomingdale's.

Everybody's windows and decorations and lights, all up and down Madison and Fifth and Lex, uptown and down.

Christmas in New York is a magical time, especially for retail. It's why store designers and visual merchandisers like to be there in December. That's why market has always been there at this time.

This year's market is being called StoreXpo, produced by *VM+SD* and its parent company, ST Media Group Intl. It is taking place December 5-6 at the Jacob K. Javits Convention Center and December 5-7 in showrooms throughout the city (especially those on W. 25th Street). For more information, go to www.storexpo.info.

StoreXpo features a conference program including Pamela Fields, senior vp, worldwide consumer products licensing, Playboy Enterprises; Christian Davies, vp, creative director, FRCH Design Worldwide; Michael Cape, vp, director of visual merchandising and store design, J.C. Penney Corp.; and Melissa Hoffman, vp, business development, Fitch:Worldwide.

VM+SD will also host a reception in the Javits Center's River Pavilion honoring the winners of its second annual New York Stores of the Year. And then there's all the exciting new retail. Here's a sampling on the following pages. (And for a look at StoreXpo's newest exhibitors and partnering showrooms, see pages 53-54.)

Façonnable's relocation of its U.S. flagship to Rockefeller Center gives the retailer an opportunity to introduce its new women's collections on the second level. Backlit French doors and mannequin displays highlight the back focal wall, while the French door theme was picked up in the windows to introduce more light into the space. Dark Wenge wood floors contrast the smoothly finished white of custom casework, a striking background for the fine texture and vibrant colors of the Mediterranean-inspired merchandise.