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Boston Store - Milwaukee
Zilli, the luxury French men's wear brand that has focused on Europe and the Middle East, opened its first U.S. flagship Monday on prime Manhattan real estate. The label took a 2,500-square-foot space in the Four Seasons hotel on East 57th Street that had been home to a Brioni women's store. Brioni's men's unit remains a few doors down.

Despite the recession, the company's success in its own retail stores — there are 37 freestanding units — prompted Zilli founder and president Alain Schimel to return to the U.S. market where he has had limited exposure over the years. “After 40 years, I’m back, but direct,” rather than wholesale, he said. “[By operating our own stores,] we can control the quality, the decoration and the pricing.”

The line is also sold in two specialty stores in the U.S.: Battaglia Shop in Beverly Hills, and Da Vinci in Scottsdale, Ariz. Schimel said he started wholesaling his collection to department stores in the States in the early Seventies. “But it was so difficult to sell in the U.S. and get paid,” he said.

So Schimel seized the opportunity when it became possible to expand in Europe and the Middle East starting in the Nineties. The first freestanding store opened in London in 1983, followed by Paris, 1990, and Moscow, 1993. A Dubai unit joined the lineup in 2004. There are three boutiques in Dubai as well as stores in Rome; Lyon, France; Geneva, and Kiev, Ukraine, among other cities.

Schimel said he chose the Four Seasons for the U.S. flagship because it is a well-respected international hotel brand and he liked the location on 57th Street. Kaan Cedric Turk, executive vice president and general manager of Zilli USA, said the company initially sought a townhouse on Madison Avenue for its store but “when we couldn’t find the right spot, we took this, even though it is more conservative on space.”

Zilli took six months to renovate the site, which incorporates dark mahogany wood, cream leather and marble and gold accents. Prices are squarely at the luxury level, with dress shirts retailing for $600, suits, $3,000 to $7,000, shoes from $800 to $6,000 depending upon skins, cashmere sweaters, $700, ties, $230, and the company's signature leather jackets, about $11,000.

Unlike many luxury competitors, Zilli is known primarily for its leathers with unique silk linings. A full collection — suits, dress shirts, knitwear, outerwear and accessories — was added in 1996 and accounts for about 40 percent of the company’s business. Volume was last year 70 million euros, or $102 million. Schimel is projecting sales to increase 5 percent to 10 percent in 2009 despite the economic climate.

Schimel expects the new flagship, which he views as a long-term investment, to produce sales of $5 million its first year. If it is successful, more U.S. stores will be added. “The main point is to find the right team — honest and good
NEW YORK — It took 60 years, but Asics has finally opened its first freestanding store in the U.S.

The Japan-based company on Thursday unveiled a 1,100-square-foot unit at 51 West 42nd Street here, across from Bryant Park, in a space that formerly housed a New Balance unit. The store will open to the public today.

The unit focuses primarily on the company’s running products — footwear, apparel and accessories — and offers half men’s and half women’s merchandise. It also boasts the company’s proprietary Foot ID system, which performs a 3-D scan of a customer’s foot and obtains a gait analysis to help shoppers choose the right shoe. For the opening, New York City Marathon merchandise is front and center. Asics is the race’s activewear sponsor.

Asics chairman Kiyomi Wada made a rare appearance at the store’s ribbon-cutting, saying since the company has been a sponsor of the marathon since 1988, it was fitting to choose New York for its first American unit. Asics has only three other stores around the world, two in Tokyo and one in London.

Wada said through a translator that he hoped to open additional units in key U.S. markets such as Boston, Chicago or Los Angeles. In Europe, Germany, France and Spain are on his list, he said. In both cases, he said he has no timetable for when additional stores might launch, adding: “As soon as possible.”

Wada said although Asics’ business in Japan and China is “not good,” its other markets are “stable.” Worldwide, running shoes remain the bulk of the company’s business but apparel accounts for 40 percent of Asics’ sales in Japan. In the U.S., that figure is only 10 percent, so “there’s a big opportunity for growth,” he said.

In the New York store, some 60 percent of sales are expected to come from footwear and the remainder from apparel and accessories, said Rich Bourne, president and chief financial officer of Asics America. “We’d like to expand from a performance runners brand to a [recreational] runners’ brand,” he said.

Bourne said New York is a “logical capital city” for the the Asics brand. “It’s a flagship store for us to present the brand on a global basis. We think it’s the right spot at the right time.”
November 21, 2008. New York City's David Nolan Gallery has opened a new art space in a former cabinetry workshop at 527 West 29th Street designed by studioMDA in collaboration with artist Richard Artschwager. Detailed in bright yellow metallic trim, the new gallery's facade is a distinctive Artschwager flourish that makes reference to the artist's 40-year Conceptualist, Minimalist and Pop-infused career.
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