

10 Stores to Visit

How many stores have opened in New York City over the past year? We've lost count, but hundreds would be a safe bet. It's difficult to carve out time to see the latest and greatest, so we've pared down the pile to an even 10. Stop by some, most — maybe even all — of the shops listed below for a taste of what was new in New York in 2017.

[The RealReal](#)

80 Wooster Street

The RealReal is a secondhand luxury shopping retailer that has leveraged digital and physical retail to buy and sell premium products from jewelry to handbags to art. The luxury resale business is a \$1.5 trillion industry, and The RealReal likes to say it's revolutionizing it one consignment at a time. In the market for a luxury watch? The perfect investment piece awaits.

[Innisfree](#)

862 Broadway

Innisfree is the No. 1 beauty brand

in Korea, combining Korean heritage and fast-paced innovation processes to offer reasonably priced, customized solutions to help preserve skin's youthful glow. The New York flagship offers beauty solutions for every skin concern from hydration and troubled skin to lines and wrinkles; all products are derived from the finest natural ingredients responsibly sourced from Korea's Jeju Island.

[Ulta Beauty](#)

184 East 86th Street

Located on the Upper East Side, Ulta Beauty's first-ever Manhattan store showcases well-established and emerging beauty brands along with a full-service salon. Though slightly larger than most stores, this location has the same look, feel and broad product assortment that Ulta Beauty devotees have come to know and love. The store also offers brow services by Benefit, skin services by Dermalogica, the Skin Laundry 15-minute Laser & Light



The Madison Reed color bar promises salon-quality hair in short order.

Facial and MAC makeup artistry services and products.

[Everlane](#)

28 Prince Street

The San Francisco-based brand known for selling ethically made, sustainable clothing basics with transparent pricing opened its very first store on Prince Street

in early December. Awash in natural light and painted brilliant white, the merchandise pops, begging to be touched and tried on. The store doesn't carry all of Everlane's inventory, instead stocking only a selection of its best-selling products. Customers can try on selections from a wall of jeans and have

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Stores to Visit

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purchases sent directly to their home. And for brand enthusiasts who have shopped with the online retailer before, credit cards are kept on file.

[Nordstrom Rack](#)

865 Avenue of the Americas

You may have visited Nordstrom Rack before, but this newest unit, located near Herald Square, is huge — 47,000-square-foot huge — spanning three levels and fully stocked with discounted designer items from the likes of Vince, Coach, Theory, Michael Kors, 360 Cashmere and more. There's an enormous shoe department along with lifestyle and home décor, accessories for men and women, children's clothing and a section for toys. Additional perks at this locale include on-site alterations and tailoring, complimentary Wi-Fi and express mobile checkout.

[Madison Reed](#)

11 West 18th Street

Could your roots use a reboot? Check out the Madison Reed color bar. Billed as the ultimate hair color experience, Madison Reed promises luxurious, salon-quality color at prices that won't break the budget. The salon is known for getting clients in



Nordstrom Rack's new Herald Square store.

and out fast and using ingredients free of ammonia, parabens and chemicals that can damage hair. Price start at \$35 for a root reboot, just the thing to lift confidence and spirits — after all, confident is the new beautiful.

[Sezane](#)

254 Elizabeth Street

If you've not yet been smitten by Sezane, you will be after visiting this store. The brand, known for original creations, an obsession with the perfect cut and a quest for the most magnificent fabrics, offers unparalleled service and inimitable quality. The shop feels more like a boutique apartment and includes a small café with plenty

of plush seating. The vibe is very French and so are products, which are elegant and trend-savvy, but never trendy. The latest must-have sell-out success story is a cardigan: The design is basic, the price is \$120 and the waiting list consists of more than 30,000 people desperate to get their hands on one of the four available shades.

[Hershey's](#)

701 Seventh Avenue

You may recall visiting Hershey's Chocolate World years back; now the Times Square attraction has moved up the street and is nearly three times the size of the original location. The new location features a slew of new experiences for the more than 4 million anticipated visitors, including Hershey's largest permanent s'mores experience with an authentic camper where visitors can enjoy made-to-order chocolate and marshmallow treats. Hershey's Kitchens Bakery, created in partnership with The Culinary Institute of America, lets customers enjoy warm-baked goods and beverages, including more than 10 new Hershey-inspired treats.

[Good Goods](#)

121 Prince Street

Good Goods is a new retail model that brings together emerging brands in a collaborative retail environment. Plans call for using the curated retail space to explore

the future of retail and urban innovation. This pop-up experience (check it out while you can) highlights 50+ emerging brands — half based in New York — selling products ranging from fashion, accessories and jewelry to natural skincare, home goods and small batch foods. The retailer's mission is to engage shoppers in exciting and unexpected ways, offer emerging brands an accessible path to physical stores, explore synergies with established brands and reinvigorate our cities by introducing retail concepts designed to suit a diverse range of urban spaces.

[Allbirds](#)

68 Prince Street

Allbirds opened its first New York store in the trendy SoHo neighborhood. The direct-to-consumer brand is relatively new to the footwear scene, debuting in 2016. While the product offering is concise, the sneakers, made of renewable merino wool, have quickly reached cult status. The store is long and narrow, featuring exposed brick with crisp black and white displays. Another fun addition that ties the shop to New York are shoelace buckets, inspired by MTA subway lines; shoppers can match the colorful laces to the color of their daily commute. There's even a human hamster wheel at the back of the store, designed to allow the customer to "try before you buy."

New Restaurants to Try

From the dozens of new restaurants that have opened in New York, we've selected five that we — and the critics — feel are particularly worth a visit.

Baar Baar

13 East 1st Street

From chef Sujan Sarkar, an “Indian gastro bar” with a menu that features items like dahi puri served with avocado, tandoori guinea hen and a seafood platter that includes Malabar prawn sausage, Masala-baked oyster and South Indian crab cake with fermented chili mayo. Turquoise booths and a multicolored mural enliven the space.

Butcher & Banker

481 Eighth Avenue

A short walk from Javits, this meat-lover's paradise is located in a former bank vault beneath the New Yorker Hotel. Along with the steaks and chops, there's an assortment of seafood and even a vegetable dish or two, not to mention cocktails by the founder of the New York Distilling Company and a hundred-bottle wine list.

The Lobster Club

98 East 53rd Street

A Japanese brasserie run by chef Takusuku Murakami; the food isn't just sushi and not entirely Japanese: Grilled filet mignon, whole lobsters and other treats are also available. This is in the Seagram Building; while stylish and elegant, it's less of a strain on the budget than the notoriously expensive The Grill and The Pool upstairs. (Where the also famously expensive Four Seasons used to be.)

Old Rose

113 Jane Street

Located on the first floor of the Jane Hotel, this is a relaxed, friendly Greenwich Village place featuring seasonal Italian fare using local produce. Décor includes high ceilings, checkered floors, black-and-white everything, playful murals by Stefano Castronovo and a replica of the Titanic: 105 years ago, the rescue ship Carpathia brought its refugees of the disaster to Pier 54, which was right here.

St. Tropez

304 West 4th Street

An informal, friendly, wood-hued space in the heart of Greenwich Village. Food is created and supervised by chef

Gérald Barthélémy, who previously headed the Michelin-starred Paris restaurant Les Élysées. Here he focuses on hearty, wallet-friendly Provençal dishes

like beef meatballs with ratatouille and beef stew in red wine sauce. The menu is complemented by an all-French wine list, with glasses starting at \$9.



Snow in Central Park brings out hardier New York residents and visitors. (Photo: *Julienne Schaer*)