



NYC Retail Self-Guided Tour

Pocket Guide

New York Deal Making
December 10 – 12, 2019
Javits Center | New York City
#ICSCNYDM

2019 was a big year for retail in New York City, with the opening of major developments like Hudson Yards and nearby American Dream (which you can visit on our guided retail tours, taking place Tuesday, December 10), new concept store launches by traditional retailers, and emerging retailers staking their brick-and-mortar roots.

Retailers to visit while you're in town:

Amazon Go

405 Lexington Avenue, New York, NY 10174

Sun, 7 am – 8 pm | Mon – Fri, 6 am – 9 pm | Sat, 6 am – 8 pm

The first Amazon Go in NYC opened back in May and we're currently up to four locations and counting. The Lexington Avenue store is the most recent addition, featuring an app-powered "Just Walk Out" shopping experience. (You'll need to get the Amazon Go app before you enter the store.)

Camp: Family Experience Store

110 5th Avenue, New York, NY 10011

Sun, 10 am – 6 pm | Mon – Sat, 10 am – 7 pm

A toy store like no other, the Camp Family Experience Store sells toys, gifts and clothing, but also features workshops, crafts and events. (Once per month they even have "Date Night," offering supervised childcare for a fee.) Like STORY (and others) before it, Camp turns over every few months with a new theme — at this writing, the theme was "Toy Lab," with a science experiment vibe.

Electric Lemon

33 Hudson Yards, 24th Floor, New York, NY 10001

Sun – Tues, Thurs, 7 am – 11 pm | Wed, 6 am – 11 pm

Fri – Sat, 7 am – 12 am

Located on the 24th Floor of the Equinox Hotel at Hudson Yards, Electric Lemon is a Stephen Starr restaurant that offers, in its own words, “clean, conscious cuisine” – and in our words – with a view!

Hudson Yards

Between 10th & 12th Avenues, West 30th – West 34th Streets

Hours vary

Our guided retail tour on Tuesday, December 10 will give you a good glimpse into this transformative West Side mixed-use development. But if you can't make it then, it's worth stopping by on your own. A few highlights to check out:

- **Forty Five Ten** The Dallas-based multibrand luxury retailer fuses art and fashion to create one of the coolest stores in this shopping center (and anywhere, really).
- **Mercado Little Spain** Often called a “Spanish Eatery,” this food hall concept from chef Jose Andres features three restaurants, two bars and over a dozen tapas purveyors. Widely recommended by NYC food critics are the Cochinillo from Lena, the Tarta de Queso (Spanish cheesecake) from Spanish Diner and the Piña Borracha (drunken pineapple) from Frutas y Verduras.
- **Nieman Marcus** Join us in welcoming NYC's first Nieman Marcus!
- **The Vessel** You can't skip a trip inside The Vessel, the Thomas Heatherwick-designed “staircase.” *NOTE: Tickets for The Vessel must be reserved in advance*

IKEA Planning Studio

999 3rd Avenue, New York, NY 10022

Sun – Sat, 10 am – 8 pm

Step right up for a look inside the first Ikea Planning Studio in the United States; they have similar spaces already open in the likes of London and Moscow. Walk through model homes in to-scale NYC apartment sizes, discover space-saving solutions and view exclusive collection pieces before they're available to purchase. The overall goal? Help city dwellers make the best use of their space using Ikea products.

JustFoodForDogs' Kitchen at Petco

860 Broadway, New York, NY 10003

Sun – Sat, 9 am – 10 pm

"The first-ever health-and-wellness kitchen for dogs." In a city that loves its pups as much as New York, does it surprise you that Petco launched its new, state-of-the-art pet food kitchen here? Located within the brand's Union Square flagship, the kitchen, developed in partnership with fit-for-humans pet food maker JustFoodForDogs, is 1,350 square feet and produces around 2,000 pounds of food daily.

The Nordstrom NYC Flagship

225 West 57th Street, New York, NY 10019

Sun, 11 am – 7 pm | Mon – Sat, 10 am – 9 pm

This list would truly not be complete without the new Nordstrom NYC Flagship — It's an experience. Here are a few highlights:

- Over 50 original works of art throughout the store (get an audio tour of them on the Art@Nordstrom app)
- A Nordstrom x Nike sneaker boutique, dedicated to the two brands' sneaker collab collections

- 16 shop-in-shops in the beauty department – like facialist Heyday, facial massage purveyor Face Gym and Drybar – plus a full-service spa
- Seven dining destinations including a cocktail bar, dessert shop, fine dining restaurant and more

PUMA Flagship

609 Fifth Avenue, New York, NY 10017

Sun – Sat, 10 am – 8 pm

PUMA joins Nike and adidas with a flashy new destination in NYC – PUMA's first-ever flagship in North America, in fact. The 18K square foot, 2-story store features cutting-edge technology and immersive shopping experiences, including on-site product customization offerings and entertainment-driven integrations like an F1 racing simulator.

Showfields

11 Bond Street, New York, NY 10012

Sun, 11 am – 7 pm | Mon, 12 – 8 pm | Tues – Sat, 11 am – 8 pm

Hear from Showfields CEO Tal Zvi Nathaniel at our mid-day keynote panel on December 11. And, be sure to check out the store on Bond St. and see how it's living up to its ambition to be "the most interesting store in the world."

Starbucks Reserve New York Roastery

61 9th Avenue, New York, NY 10011

Sun, 8 am – 10 pm | Mon – Thurs, 7 am – 11 pm | Fri, 7 am – 12 am

Sat, 8 am – 12 am

Starbucks opened its Reserve Roastery in NYC at the end of 2018, clocking in a three stories and nearly 23K square feet – a true ode to the coffee bean. You can enjoy whatever you usually order or try one of the many specialty offerings like a coffee flight, a barrel-aged cold brew or a cold brew float.

Tacombi

267 Elizabeth Street, New York, NY 10012

Sun – Wed, 11 am – 11 pm | Thurs – Sat, 11 am – 12 am

Tacombi is not new to NYC, but it is continuing to open more locations, including the latest on the Upper West Side. The lively taqueria – which got its start serving tacos out of a converted VW bus on the beach in Mexico – is a surefire bet for happy hour and group gatherings any day of the week.

Wegmans

21 Flushing Avenue, Brooklyn, NY 11205

Sun – Sat, 7 am – 11 pm

The beloved 103-year-old grocery store that once inspired an original high school musical has opened its doors in Brooklyn, and People. Are. Psyched. More than 25,000 people visited on its opening day, breaking the company's previous record. Once you get beyond the true thrill of its relatively large parking lot, inside you'll find gourmet prepared foods, a full cocktail bar and more. Head on over and let us know if the Wegmania hits you!

Whole Foods Market Daily Shop

260 7th Avenue, New York, NY 10001

Sun – Sat, 6 am – 11 pm

Intended as a quicker alternative to the proper Whole Foods store located just next door, the Market Daily Shop has self-checkout kiosks and a great curated selection of grab-and-go products like breads and sandwiches.