National Retail Federation
RETAIL'S BIG SHOW 2017
nrfbigshow.com

Self-Guided NYC Store Tours

Available in the NRF Store Tour Sessions App

Check out the best in class, and latest and greatest retail from around New York City. This self-guided, digital tour hits all the luxury and fashion spots, omni and tech stores, and most importantly, the best foodie spots in the city. Search by neighborhood, store type and more!

Download the "NRF-National Retail Federation" app on your Apple, Android and Windows devices.

Store research provided by:

McMILLAN DOOLITTLE the retail experts

Store tour powered by:

kurt salmon digital

Store Tour Sessions

NYC 2017 Retail Store Walking Tour Featuring Eataly and Sonos

Monday, January 16
11:15am–12:00pm
EXPO Hall, EXPO Stage, Level 1
Full Conference Pass,
EXPO Only Pass

NYC 2017 Retail Store Walking Tour Featuring Kellogg's NYC and Sonos

Tuesday, January 17
2:15pm–3:00pm
EXPO Hall, EXPO Stage, Level 1
Full Conference Pass,
EXPO Only Pass



STORES LISTED BY TYPE

A partial list of stores is below. For the full tour list, check out the **NRF Mobile App**.

FOODIE



01 **BOWERY MARKET** | Bowery Market is the newest addition to the food hall mecca in NYC. Nestled in a former auto-body shop, the market is home to just five vendors: Alidoro (A-plus Italian sandwiches), the Butcher's Daughter (juice, avocado toast), Pulqueria (tacos and cocktails), Sushi on Jones, and Champion Coffee.
348 Bowery, East Village



02 **WHOLE FOODS WILLIAMSBURG** | Whole Foods opened its 51,000 square-foot glass box market in July 2016. Similar to the Gowanus location, "local" is a huge push through an offering of Brooklyn-based brands and food items.
238 Bedford Avenue, Williamsburg



03 **WHOLE FOODS GOWANUS** | Whole Foods opened their first Brooklyn market in December 2013. True to the grocer's commitment to "local," this 56,000-square foot market offers Brooklyn-based brands and food items such as Roberta's frozen-pizza which debuted at the location, in addition to a vinyl section, a bike repair area, special bike parking and onsite knife sharpening. Store signage declaratively promotes local by communicating origin.
214 3rd Street, Gowanus



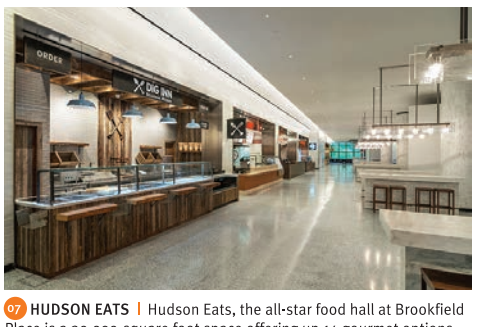
04 **GANSEVOORT MARKET** | This is the Gansevoort Market's newest location that has brought over many of the old vendors as well as some new vendors, 20 to be exact, that are sure to treat any palette for a pick-me-up post Highline walk. Doughnut Project debuted their second location inside the market, joining the next location of Big Gay Ice Cream. 353 w 14th Street, Meatpacking



05 **GOTHAM WEST MARKET** | Defined as "a renaissance of food as theater, "Home to premier artisan vendors and restaurants with communal dining areas for groups both large and small to enjoy the market's diverse culinary offerings. 600 11th Ave, Hell's Kitchen



06 **LE DISTRICT** | Le District, "New York with a French Attitude," is a massive French food hall with upscale restaurants, markets and stations for prepared foods, a four-part market and dining concept.
20 S Liberty St, Battery Park



07 **HUDSON EATS** | Hudson Eats, the all-star food hall at Brookfield Place is a 30,000-square foot space offering up 14 gourmet options from popular NYC restaurants with everything from salads to sushi to burgers. 200 Vesey Street, Battery Park



08 **EATALY** | The brand-new Eataly, turning Battery Park into Rome, is a 48,000-square foot food emporium bringing the latest and greatest to the Eataly brand. The concept brings more than fancy baguettes to the table with Lavazza espressos and cappuccinos at one of the two coffee bars, as well as a full-sit down breakfast offering. 1 World Trade Center, Battery Park



09 **KELLOGG'S NYC** | As cereal sales slump, Kellogg's wanted to create a place to show people there is more that cereal has to offer than just pairing it with milk. 1600 Broadway, Times Square

LUXURY/FASHION



10 **LULULEMON ATHLETICA LAB** | Lululemon's first concept store that creates a new look for the athleisure retailer. The Lululemon Lab store is 2,893 square feet of unique space split between retail boutique floor space and a studio where 15 designers and pattern makers work live. 50 Bond Street, Noho



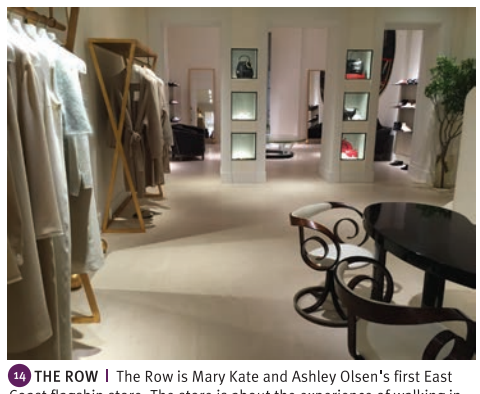
11 **CADILLAC HOUSE** | Cadillac House is a physical manifestation of the brand's cultural world, and a new opportunity to showcase the brand. 330 Hudson St., Greenwich Village



12 **SAKS FIFTH AVENUE** | Saks opened their newest location in NYC's Brookfield Place, a store unlike any of their other locations. The 86,000-square ft. store is significantly smaller than other locations, resembling more of a boutique than department store, with some traditional departments and new concepts.
Brookfield Place – 230 Vessey Street, Battery Park



13 **CREDO BEAUTY** | Credo Beauty is a purveyor in the natural beauty scene, throwing its support behind 100 natural (or non toxic ingredient) brands, otherwise known as the Sephora-of-natural-beauty. 9 Prince St., Nolita



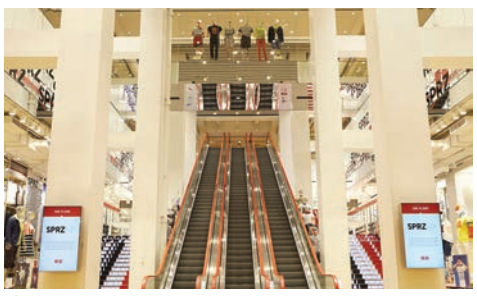
14 **THE ROW** | The Row is Mary Kate and Ashley Olsen's first East Coast flagship store. The store is about the experience of walking in, taking in the space, and coming upon the sweaters and cashmere slippers, or a handbag, with an open area for shoes so you can relax, come upstairs, walk through the collections in a space that's calm and exemplifies that less is more. 17 E 71st St, Upper East Side



15 **BARNEY'S** | The 58,000-square-foot space, which takes up nearly a whole block, was designed by Steven Harris Architects and includes five floors anchored by a signature spiral staircase. Barney's has returned to its original home and took history from the store and modernizing it for the Barney's of today. 101 7th Avenue, Chelsea



16 **TOPSHOP** | At 40,000 square feet, the NYC outpost is the brand's second biggest store, only smaller than the London Flagship. The store has everything from designer collaborations to the Unique and Boutique lines to the full Topman line for guys. 608 5th Avenue, Midtown North



17 **UNIQLO** | At 89,000 total square feet, the UNIQLO New York Fifth Avenue store is the largest single retailer on Fifth Avenue as well as the largest UNIQLO store in the world. 666 5th Avenue



18 **H&M** | H&M's Herald Square store features 63,000 square feet with 35-foot modern glass facade with LCD screen, mirror and terrazzo tile details, and four floors of merchandise. 1328 Broadway, Herald Square



19 **URBAN OUTFITTERS** | The opportunities are endless inside the store where you could sleep in the tents surrounding the camping section, grab a coffee and a bite at the Intelligentsia in-house shop, all the while looking at makeup and spending the day listening to vinyl and exploring the massive shoe shop. 1328 Broadway, Herald Square

20 **MACY'S** | Macy's $400 Million makeover adding 100,000 sq. ft. of retail space to the Herald Square store is an experience in itself. This store has been revamped to better capture the luxury goods market and consumer. 151 W 34th St., Herald Square



21 **TARGET** | Target recently opened their new, 45,000 square foot flexible store format in October geared toward city dwellers with fewer bulk items and more grab and go things, plus small furniture for small apartments. 225 Greenwich Street, Tribeca

OMNI/TECH



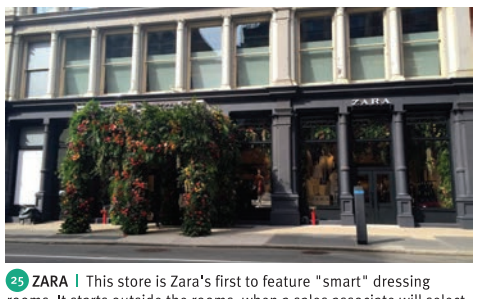
22 **SONOS** | Sonos has expanded their brand presence with the first store location inside New York's SoHo neighborhood.
101 Greene St., Soho



23 **SAMSUNG 837** | Samsung's sprawling 55,000 square-foot Manhattan flagship—the "physical manifestation" of the brand, according to the company—in the Meatpacking District houses a two story showroom and is home to the company's marketing headquarters. 837 Washington Street, Meatpacking



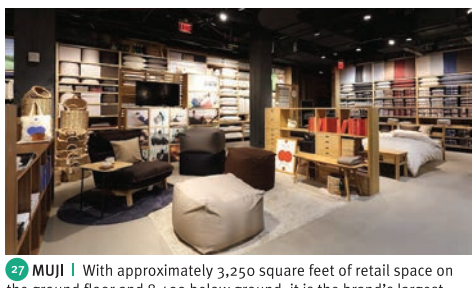
24 **APPLE** | Apple's first Brooklyn location opened in July 2016. The 13,700 square-foot store—located in a red-brick building in Williamsburg—plays on the neighborhood's industrial past.
247 Bedford Avenue, Williamsburg, Brooklyn



25 **ZARA** | This store is Zara's first to feature "smart" dressing rooms. It starts outside the rooms, when a sales associate will select an open room for you on a touch screen, then scan in the items you're bringing in with you (if there are things you're not trying on, they'll hold them for you). 503 Broadway, Soho



26 **PIRCH** | Pirch began as an innovative retail concept, derived originally from the Fixtures Living store, and recently changed its name to expand USA brand presence. The award-winning retailer – where customers can discover new ways to decorate - specializes in premium lifestyle goods for the home. 200 Lafayette Street, Soho



27 **MUJI** | With approximately 3,250 square feet of retail space on the ground floor and 8,400 below ground, it is the brand's largest location in the US and is the country's new MUJI flagship store.
475 Fifth Avenue, New York



28 **POLO RALPH LAUREN** | Polo Ralph Lauren has debuted their newest 35,000 square foot store (the first Polo store of its kind) featuring many of the brands big lines including the brand-new women's Polo line, and includes Ralph's coffee and restaurant upstairs for a quick bite and coffee while you shop.
711 5th Avenue, Midtown North



29 **MICROSOFT** | The store is Microsoft's first to have more than one floor, and a space that sells more than just the Microsoft signature line of products and works as a multi-use store.
677 Fifth Avenue, Midtown North

Store tour powered by Kurt Salmon Digital Part of Accenture Strategy