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FRAGRANCE ENTRANCE:

Annick Goutal To Displace Nothing On Bleeker Street



An exclusive French fragrance brand is coming to Bleeker Street, and, in a rare state of affairs, it isn't kicking out another store to do it. **Annick Goutal**, is opening a store in a 900 square-foot space at **397 Bleeker** right next to **Bond No.9** that hasn't housed a retail store since the early 20th Century. Up until now, it has been one of a few residential townhouse spaces that have broken up the string of shops on Bleeker. The skyrocketing value of retail real estate on that precious section of Bleeker Street has sparked a conversion of some of those ground floors with more likely to follow. About half of the townhouses there between 11th and Perry Streets have no retail space making a substantial shop-free stretch on the eastern side of the block—but perhaps not for long. You can compare the before (*below*) and after (*above*) views and see that the old-fashioned storefront for the shop is actually brand new construction, and it is likely that we will see more similar conversions in neighboring buildings as apartment leases come up for renewal.



Back to the new store that *is* being finished, it is reported to be Annick Goutal's first in the United States. Until now the brand (now owned by Amore Pacific) has been available through luxury stores like Barneys and Bergdorf's (though we vaguely remember a Madison Avenue shop sometime in the 1990s). Copyright lawyers will remember the label for beating a lawsuit from Elizabeth Taylor over the "Passion" trademark in a conflict that ended up legally delineating the difference between the "luxury" retailers who sold Goutal and the mass market chains that would be selling Taylor's brand. Old copyright issue aside, Annick Goutal will be joining Nars, Diptyque, M.A.C., Jo

Malone, Marc Jacobs Cosmetics and the aforementioned Bond No.9 in creating an increasing presence for fragrance and beauty on this particular, ever-evolving West Village strip. The store is expected to open in the Spring and is promising special Grand Opening invitations for those who log on to the Annick Goutal website or scan the QR code on the store's front door (pictured at left)

Annick Goutal (Official Site)



February 24, 2014 in *Beauty, Bleecker Street, Coming Soon, Greenwich Village* | [Permalink](#)



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