



Clockwise from left:
The new Fashionphile
store on Madison
Avenue; Claus Porto's
architectural boutique;
Claus Porto's Classico
collection of soaps.

NEW YORK NEWCOMERS

Brands from the fashion, beauty and lifestyle industries debut their first NYC stores this season.

By Maggie Meskhi

CLAUS PORTO

It took some 130 years, but the famed beauty and fragrance house is finally opening its first U.S. store. Claus Porto joins in the fashion evolution of Elizabeth Street with a 550-square-foot shop that pays homage to its Portuguese origin. Guests are greeted with a 42-foot free-standing archway milled entirely out of Portuguese cork. With a carved surface of 1,500 faceted diamond "tiles," the construction references the facade of the Casa dos Bicos building in Lisbon, as well as Porto's historic São Bento train station. The boutique's gallery conveys the story of a fragrance house that has been a credit to Portugal for more than a century. *230 Elizabeth St., clausporto.com*

ÉLECTRIC

The French menswear store brings its first overseas flagship to Greene Street after two years of meticulous planning and designing. The 1,700 square feet of minimalist, sleek interiors will focus exclusively on jackets and coats with the concept of active tailoring. The company links Italian sartorial expertise with technology from the world of extreme sports to create durable, comfortable apparel that sometimes takes 12 artisans up to 15 hours to construct. Everything else, down to the shop's curtain rods, was also tailor-made using new materials such as PMMA and anodized aluminum. "[Americans] are certainly well-inclined to appreciate our concept

of active tailoring," founder Franck Malègue says. "Like our jackets, we wanted to offer our visitors a minimalist space with a brand-new look." *27 Greene St., e-electric.com*

FASHIONPHILE

This pioneer online outlet is transforming into a chic Madison Avenue showroom, featuring pre-owned, rare, vintage and luxury handbags in the first-ever East Coast location. A team of experts makes sure that products are 100 percent authentic, even providing a lifetime money-back guarantee. Fashionphile also offers VIP home pick-up concierge services that will allow qualified buyers to sell their own bags without the added



FASHIONPHILE PHOTO BY YIYAN BAI; COURTESY OF FASHIONPHILE; CLAUS PORTO STORE PHOTO BY ERIC PETSCHEK



burden of shipping or even leaving the house. *958 Madison Ave., fashionphile.com*

FRÉDA SALVADOR

Elizabeth Street in Nolita is quickly becoming a dashing block, housing up-and-coming designer labels such as ba&sh, Sézane, Lunya and now Fréda Salvador. Co-creators Cristina Palomo Nelson and Megan Papay partnered with design brand COMO Interior Design to bring this San Francisco-based footwear company to NYC. All of the styles are designed in California and handcrafted in Spain to be worn, as the designers say, by bold, confident women who appreciate function. With this, they have attracted a number of celebrity clients, such as Olivia Munn, Emma Roberts, Kaia Gerber and many more. "We are obsessed with fit and quality," the founders say. "[We] believe that this, along with our unique designs, sets us apart from other footwear brands." *259 Elizabeth St., fredasalvador.com*

From top: Rise heel, \$395, Flex boot, \$495, and Wish Handwoven Oxford Luggage Woven, \$425, all at Fréda Salvador; peacock, \$1,250, at Éclectic.



ÉCLECTIC PHOTO COURTESY OF ÉCLECTIC; KENDRA SCOTT PHOTOS COURTESY OF KENDRA SCOTT



KENDRA SCOTT

Blake Lively, Jessica Alba and Taylor Swift are only few of the celebrities on Kendra Scott's client list—her designs attract some of the most successful people in the beauty and entertainment spheres. Now, she's bringing a bit of Texas to the Big Apple. After 16 years in business, the Austin-based fashion and lifestyle company lands in New York with a two-story, 1,700-square-foot Soho store. Characterized by terrazzo floors, Venetian plaster and New York-inspired art, the store retails Scott's fine jewelry collection, as well as candles, home goods and nail lacquer. To further the brand's commitment to philanthropy, the store will host Kendra Gives Back events that will help connect with the community by supporting local causes. *126 Spring St., kendrascott.com* ■

From top: Signature large tumbler candle, \$65, and Millicent adjustable bracelet in white diamond and 14K yellow gold, \$425, both at Kendra Scott.

