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# Nordstrom Lands Second Manhattan Location

By DAVID MOIN

**NEW YORK** — Nordstrom has found a second location in Manhattan.

In addition to its West 57th Street flagship currently under construction, Nordstrom has decided to open a second Manhattan location only a half block away at 3 Columbus Circle.

The Seattle-based department store will occupy three levels and 43,000 square feet at 3 Columbus Circle, serving as an expansion to the flagship.

Nordstrom decided to take the second location because it felt it needed more selling space than just the Manhattan flagship, which is at 225 West 57th Street between 7th Avenue and Broadway. The 285,000-square-foot, seven-level flagship is expected to open in 2018. Two levels will be below ground.

No timing on the second store was disclosed.

For the Columbus Circle site, which is between 57th and 58th Streets and Broadway and 8th Avenue, Nordstrom signed a 23-year, 43,000-square-foot lease with SL Green Realty Corp. and The Moinian Group. The company had at one time looked at the site for its first Manhattan store, along with Hudson Yards and the former Drake Hotel on East 57th Street and Park Avenue.

"We are thrilled to be able to add square footage to our footprint for our future store in Manhattan. We believe it will allow us to amplify our offering, helping us put our best foot forward in the best retail city in the world," said Pete Nordstrom, Nordstrom's copresident.

The retailer did not disclose what it will sell at 3 Columbus Circle, but it could specialize in a category such as men's wear or shoes, where the retailer maintains strong reputations. It will not be a Nordstrom Rack off-price unit, according to one official.

It wouldn't be the first time an upscale retailer decided to operate an annex in close proximity to a main store. Bergdorf Goodman, for example, operates its women's flagship on the west side of Fifth Avenue between 57th and 58th Streets, and a smaller men's store on the opposite side of Fifth Avenue. In addition, Saks Fifth Avenue has decided to open more specialized units, including a shop for shoes and another for jewelry and contemporary sportswear, both in Greenwich, Conn. Saks also is opening separate women's and men's stores at Brookfield Place in downtown Manhattan.

On Columbus Circle, Nordstrom is moving into space that has been occupied by Bank of America, which was bought out of its lease in advance of its expiration. SL Green said the shift reflects its strategy of replacing below market leases throughout its portfolio.

Nordstrom has also been eyeing lower Manhattan for what could be a third Manhattan location, but no location has been selected and executives have previously told WWD that the 57th Street flagship would open first.

Derek Trulson from Jones Lang LaSalle and Stephen Stephanou from Crown Retail Services represented Nordstrom, while Jeff Winick from Winick Realty Group acted on behalf of the landlord.