

services. "We think it will also enhance sales for our department store partners, as customers — many of whom are tourists — will be able to easily see and experience our entire product range," Mazzotta said. "We will also take our best practices from this store to our department store counters."

Designed by Glenn Leitch, principal of Highland Associates, the store setup is strictly modern, yet includes nods to the Arden heritage — particularly in the liberal use of the color red, the founder's signature color. One of the renovation's central points is a 14-foot-high curved wall finished in shiny red lacquer. Intended to resemble a curving ribbon, the wall — fabricated and executed by Dan Gutfreund of Industry Outfitters — includes nooks for makeup artist consultations, products and a galley that will feature changing displays of art, celebrities and philanthropic projects. Opposite the ribbon wall, a dramatic chrome and glass display wall backed by an LED light panel showcases products. Colors can be changed depending on the display or time of year, such as green and red for Christmas, noted Mazzotta. Nearby, huge video panels showcase runway clips and Arden commercials and promotional videos.

At the back of the store, a circular table with a dramatic chandelier above it showcases skin care. A wenge wood doorway leads to elevators to the Red Door Spa, the operation of which Arden licenses to a third party. Even the store's new phone number — 212-MS-Arden — echoes the theme.

Arden plans a gala opening for the store in March, although the space had its soft opening this month.

While Arden executives declined to comment on projected sales, industry sources estimated that the store could generate retail sales of more than \$1.5 million in its first year of operation.

— Julie Naughton



The curving red wall is a centerpiece of the renovation.



The space's color cosmetics area.



A full-length view of the store.

PHOTOS BY ROBERT MITRA