

# WWWDT THURSDAY

Sportswear

## Comfort Zone

**NEW YORK** — The lazy, hazy days call for a laid-back sense of style. That means plenty of sexy tanks and miniskirts that can take a girl from a morning of uptown shopping to a quick, downtown lunch with friends. Here, Velvet's Swiss dot-inset cotton tank with lace trim and Joie's cotton miniskirt.



## Eliminates Weill, Malandrino Inks N.Y. Store Lease

### to Seventeen

to readers.

The response was unequivocal. In just three years, Cosmogirl reached profitability, the fastest ever for a Hearst title. Newsstand sales — the best barometer of consumer interest — inched past Seventeen in the final six months of 2002, reaching 388,000.

The numbers were all the more impressive because the rest of the category has been suffering. Seventeen, YM and Teen People have all had to lower their rate bases — the total number of readers promised to advertisers — because of lackluster newsstand sales. YM also was caught inflating its newsstand sales and had to return money to advertisers.

For Rubenstein, the challenge is to duplicate her success at Cosmogirl without replicating her previous magazine.

"Cosmogirl," she said, "is about relationships. It's part of the Cosmo brand. Seventeen's heritage is firmly planted in style...and that's the direction we're going to move it."

On Wednesday, Hearst also moved Redbook publisher Jayne Jamison to Seventeen. She replaces publisher Ellen Abramowitz, who was inherited from Primedia and is leaving the company. No replacement for Jamison at Redbook had been named by press time.

— Jacob Bernstein

**NEW YORK** — Catherine Malandrino has signed a lease to open a store on the edge of the Meatpacking district here.

A spokeswoman for the designer said Malandrino in late fall will join Alexander McQueen, Stella McCartney and Carlos Miele when she opens a 3,500-square-foot unit at 652 Hudson Street, on the corner of West 13th Street.

Malandrino will continue to operate her SoHo store at 468 Broome Street.

Her last two runway shows have featured limited-edition garments; the spokeswoman declined to say whether this would be a focus of the new store.

The Meatpacking district has become a magnet for boutiques, restaurants and art galleries, but its development has come in fits and starts. Jeffrey Kalinsky was one of the first to colonize the edgy neighborhood in 1999 when he opened Jeffrey New York in the shadow of the West Side Highway. Since then, several high profile restaurants, including Fressen, have closed. The neighborhood doesn't get nearly as much foot traffic as SoHo, but many retailers consider their stores destinations.

Malandrino's location is opposite the 187-room Hotel Gansevoort, which is opening in late fall. The hotel will be a "gateway to the Meatpacking district," although it is technically in the West Village, said Neil Joffe, the Newmark/New Spectrum broker who represented the owner of 652 Hudson Street along with Barbara Craig.

The property, which contains a total of 14,000 square feet of retail space, also will house Yoya Mart on the Gansevoort Street side of the building. The 1,000-square-foot store will be an offshoot of the children's boutique, Yoya, at 636 Hudson Street, carrying such items as Adidas sneakers, casual clothing, gadgets and travel gear for tots age 2 to 10. In an effort to be more father-friendly, it will be operated by the husbands of Gena Gerbier and Cristina Boujnah, who own the original Yoya.

In addition to existing spots such as Pastis, restaurateur Steven Hanson is opening a three-



Catherine Malandrino

level eatery on a site called the Triangle, which runs from the east side of 9th Avenue to the west side of Hudson Street, between West 14th and 13th Streets. Christian Delouvrier, formerly of Lespinasse, will open Terre at 861 Washington Street.

As reported, Bumble and bumble is consolidating its corporate offices and opening a second salon in 50,000 square feet on West 13th Street, and celebrity stylist Sally Hershberger is opening a salon on West 14th Street between the McQueen and McCartney shops.

Space is becoming limited, according to said Beth Greenwald, the New Spectrum broker who negotiated the Yoya deal. Greenwald said a store on a prime street in the neighborhood can be rented for \$60 or \$70 a square foot.