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Iconic NYC men's clothier Rothman's relocating, updating

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Rothman's Men's Clothing, the iconic New York City menswear retailer, is moving. After 25 years at Union Square Park, the store announced it has signed a new lease for an expanded location at 222 Park Avenue South at 18th Street. The new location is just one block north of the company's headquarters at 200 Park Avenue South. The new store will be 11,000 sq.ft., an expansion of more than 3500 sq. ft. over the current location.

"We are thrilled to announce our plans for a modern menswear emporium that will enhance the shopping experience for our customers while we remain in the vibrant Union Square neighborhood that has served us so well for decades," said Ken Giddon, co-president of Rothman's, in the announcement.

Founded in 1926 by Harry Rothman, Rothman's is one of the largest independently-owned men's only stores in New York City. The store has been owned by Harry Rothman's grandsons Ken and Jim Giddon since 1986.

"Jim and I see this store as ever-evolving, and while it is considered a true institution by many New Yorkers, we will continue to invite innovation while respecting the heritage of the company," Ken Giddon said.

The new store will continue to carry established brands, but plans on making some innovative new changes to its layout and merchandise.

"We expect our customers to be excited about the product, while knowing that much of the fashion editing has been done for them. It will be both enjoyable and efficient, as we take our cues from retail innovators like Apple, more than traditional apparel stores," Ken Giddon said.

Co-President Jim Giddon said plans include a "Permanent Pop-Up Store" for short term displays of emerging products, brands and ideas. He said the store plans not to be limited by the traditional concept of a men's store.

"We will be offering what we believe are great products that our customer will appreciate, whether that means suits, denim, books, bicycles, cameras or cars," Jim Giddon said. "We are actively engaged in discussions with other potential partners to collaborate with us on providing their own products through leased departments or partnerships." He said joint ventures for items like jewelry, custom clothing and fitness are possible.

The real estate transaction was driven by ABS Partners, the landlord of both Rothman's current and future locations. ABS recently purchased 222 Park Avenue South and invited Rothman's relocation, including buying out the current lease.

The new location is scheduled to open in early 2012.