

# NYC Welcomes New Shops From Bucherer, Versace And More This Season

By Kate Graham-Shaw And Laura Measher | September 15, 2021 | [Style & Beauty Feature](#)

Step into the season in style with the help of these newly opened brick-and-mortars around the city.

TOURNEAU | BUCHERER



*Bucherer Fine Jewellery Pastello ring*

It's time for a change. In that regard, renowned luxury watch retailer Tourneau is officially rebranding to become [Tourneau|Bucherer](#) upon the Swiss timepiece and jewelry brand's acquisition of Tourneau in 2018. In celebration of the high-profile marriage of brands, the former Tourneau TimeMachine shop at 12 E. 57th St. is reopening in gloriously luxe fashion as the Bucherer 1888 store. Upon stepping inside the ultraluxe space, clients will find the Bucherer Fine Jewellery and Bucherer Blue collections, both making their U.S. debut in September. Likewise, a new Rolex boutique recently opened its doors along with the first-ever U.S. Tudor boutique, both operated by Tourneau|Bucherer. A megamoment for the watch and jewelry industry, this news is sure to cement the brand in New York City history while honoring Tourneau's iconic legacy. -KGS

## BALLY



*Inside Bally Haus New York*

This summer, Swiss-born [Bally](#) opened the doors to its new U.S. flagship: a vibrant, 3,200-square-foot space that



prioritizes functionality without sacrificing style. In-store, LED walls and screens offer virtual services like color variations and social sharing. Meanwhile, commissioned art and craftsmanship define the space, as angular grids and natural textures representing the Meatpacking District location achieve the Bally Haus concept, which honors the Swiss pillars of art and architecture. The shop also converts into an event space and will soon be the scene of high-profile pop-ups and cultural happenings. Bally CEO Nicolas Giroto notes, "Bally Haus New York truly represents the identity of the brand today, where our commitment to sustainability goes hand in hand with our dedication to craftsmanship and design." *58 Gansevoort St. -LM*

RTA



Cali vibes are headed east with the opening of Los Angeles-based luxury lifestyle brand [RtA](#) in Soho. Situated in a former Mercer Street fabric mill, industrial wood beams and plank flooring link the store to New York's rich history. "We wanted to keep the integrity of the original space but contextualize them in a way that ties back to our brand and our first two stores," says RtA co-founder David Rimokh. Racks of bold, clean-fashion items lead back to the "red room" velvet seating and fitting area. Illuminated in fluorescent red at the center of the space is over 2,000 pounds of shattered crystal donated by French luxury brand Baccarat. A luxe addition to the NYC retail scene, RtA is already crushing it. *5 Mercer St. -LM*

VERSACE





*In honor of the opening, Versace tapped photographer Ethan James Green.*

[Versace](#)'s new boutique in Soho is teeming with sleek men's and women's ready-to-wear and accessories, all inside a dreamy space oozing with the brand's iconic aesthetic. Plus, the store was designed with sustainability at the forefront: All architectural materials are environmentally friendly. Modeled after the Paris flagship designed by architect Gwenael Nicolas, the space boasts Greca-patterned marble floors and an elegantly subdued color scheme. Chic velvety blue seating and gold-tone fitting rooms star in the new shop, while floating racks and glass shelves let Versace's glamorous style speak for itself. "I'm so excited to bring Versace to Soho!" says Donatella Versace. "NYC and its downtown-cool attitude have always been such a big



source of inspiration for me." 111

*Greene St. -LM*

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