

### Modern Menswear

Brookfield Place is rapidly turning into the go-to destination for men's fashion. Guys are spoiled for choice at Ermenegildo Zegna, Gucci, Kamakura Shirts and now Hickey Freeman, which recently opened at the downtown shopping center. The store offers suits, sport coats, trousers and overcoats in 180 luxurious, innovative fabrics, designed and manufactured in Rochester, New York. The store also creates made-to-measure shirts and suits—a first for the 117-year-old brand. Once shoppers have found the perfect look, they can customize it with tasteful, versatile ties (*right*) and accessories. | **Hickey Freeman, Brookfield Place, 225 Liberty St., 646.918.6951**



### Coming Up Roses

Everything's coming up roses at Lord & Taylor this spring, as the department store revives its brand symbol, the rose. Company president Dorothy Shaver introduced the American Beauty rose in 1946 to symbolize the store's "refined taste." The store shifts its motif to the Free Spirit varietal this season, part of the brand's push toward younger, contemporary styles. Find the rose on headband crowns (*above*), notebooks (*below*), sunglasses, cameras, purses and other feminine products. | **Lord & Taylor, 424 Fifth Ave., 212.391.3344**



### Bigger Than Ever

You can never have too much of a good thing. NARS Cosmetics takes that to heart with a new version of its "Orgasm" blush. This cult-followed, illuminating color gets a limited-edition makeover in a luxe, oversize compact, complete with a flirty, protective transparency, special logo and mirror etched with "#WhatMakesYouBlush."

| **NARS, 413 Bleecker St., 646.459.2323**



### Silver Platter

Bleecker Street recently got a touch of silver with the opening of a Christofle boutique, the Parisian brand's second NYC location. The well-designed shop, with back-lit honeycomb display cases hinting at Christofle's bee logo, boasts a selection of fine silver gifts and accessories, like scented candles, bracelets, rings, key chains and cuff links. Shoppers will also discover sophisticated items for homes and offices, like intricately etched flatware, crystal vases, silver-plated ashtrays and minimalist paperweights. When it comes to silver, Christofle is clearly the gold standard. | **Christofle, 396 Bleecker St., 646.878.1066**



PHOTOS: CHRISTOFLE, LORI BERKOWITZ/LORI BERKOWITZ PHOTO; HICKEY FREEMAN, THADDEUS ROMBAUER