

Topshop announce opening of flagship store in New York City



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New York City is waiting in anticipation for the launch of Topshop/Topman's debut American outlet, due to open on Broadway April 2nd. US-based fans of the brand will now be able to browse the store's high-fashion high-street collections in their very own flagship store, making transatlantic pilgrimages to the Oxford Circus destination a tale of urban folklore.

Alongside the mainline collections, American customers will be able to choose from all the key collaborations currently available in the UK.

The latest [Kate Moss](#) Topshop collection for SS09 will launch on 2nd April, to coincide with the New York store launch, and will include four special pieces featuring prints from the Liberty design archive.

Continuing Topshop's ongoing support of innovative British designers, new capsule collections by Preen, Jonathan Saunders and Richard Nicoll will also be available for the store's New York-based customers, together with Topshop Unique, the store's now famous design-led collection which currently shows on schedule at London Fashion Week. Following at the end of the month, Topshop will also introduce a new collection by Barbara Hulanicki, which will feature modern, feminine pieces inspired by Hulanicki's 1960s BIBA heritage.

At 11.00am on 2nd April the doors will be thrown open for the first time by Sir Philip and Lady Green and the store's special guest, Kate Moss.

Once in-store, those who spend \$100 or more will receive a free limited edition T-shirt emblazoned with a Union Jack crown motif, there'll be a Style Studio on the shop floor serving scones and jam and helping with customers' style dilemmas, and customers will be able to enjoy complimentary pampering from Make Up For Ever, Valley and Woodley & Bunny. Also everyone will be invited to enter a competition to win an all-expenses-paid trip to London Fashion Week.

The new store will be equally as exciting on the outside as the inside. The windows will be designed and conceptualised by celebrated British illustrator

Jo Ratcliffe, whose work has been included in British Vogue, The Guardian and GQ. Jo's windows will incorporate iconography reflecting the two worlds of fashion and the great British aristocracy.

Famous for its high level of customer service, Topshop will also be bringing its complimentary Style Advisor service to New York, providing customers with expert guidance on [dresses](#), fashion [leggings](#), [hotpants](#), new trends, Topshop must-haves and insider knowledge to suit personal styles.

Whether it's a wardrobe update, advice on the perfect party outfit or simply hassle free shopping, customers can sit back and relax in the VIP shopping suite while the Style Advisors do all the legwork.

From 11.00am on opening day through to 7.00pm on Saturday, customers and VIP shoppers can enjoy music provided by the great and good of New York's nightlife, including The Rapture, Andrew Andrew, The Misshapes, James Murphy (LCD Soundsystem), The Whip and Late of the Pier.

For those unable to make it to New York, Topshop.com will be offering free shipping for a week from 2nd April. With 300 new products hitting the site each week, editorial features providing fashion forecasts and styling tips, along with Topshop's blog Inside-Out reporting on up-to-the-minute news and events, there's no need for anyone to miss out.

-Ends-

About

Topshop

Topshop was established in 1964 and is part of Arcadia Group Ltd. Sir Philip Green became owner of Arcadia Group Ltd in 2002.

Topshop is continually recognised as being a fashion authority, having won several awards for design reputation and new service. Topshop was the first fashion retailer to show on schedule at London Fashion Week in September 2005 and continues to grow its reputation for supporting exciting new talent at London Fashion Week.

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