

BEN SHERMAN: Soho Flagship Kicks Off Ambitious Retail Rollout

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Helmut Lang

pany, agreed: "They're really right at spring 2005. Although spokesper...

Ben Sherman Flagship Bows in Soho

The 5,600-square-foot unit is first of several stores planned for U.S.

BY DAVID LIPKE

NEW YORK — Ben Sherman opened the doors of its first U.S. retail flagship last Thursday, the first of a string of stores planned around the country.

Situated at 96 Spring Street, on the corner of Mercer, the new store is set in a prime Soho location, near John Varvatos, Burberry and Burton. "This is a very significant step for us, creating a beacon for the brand," said Miles Gray, group



An alcove is dedicated to tailored clothing and furnishings.

The flagship stocks a full range of Ben Sherman merchandise, including...