The Acceleration of Luxury Retail in the United States

SELECTIVE EXPANSION. COMPRESSED SUPPLY.
MARKET AND CORRIDOR PRECISION.
RETAILERS BUYING REAL ESTATE.

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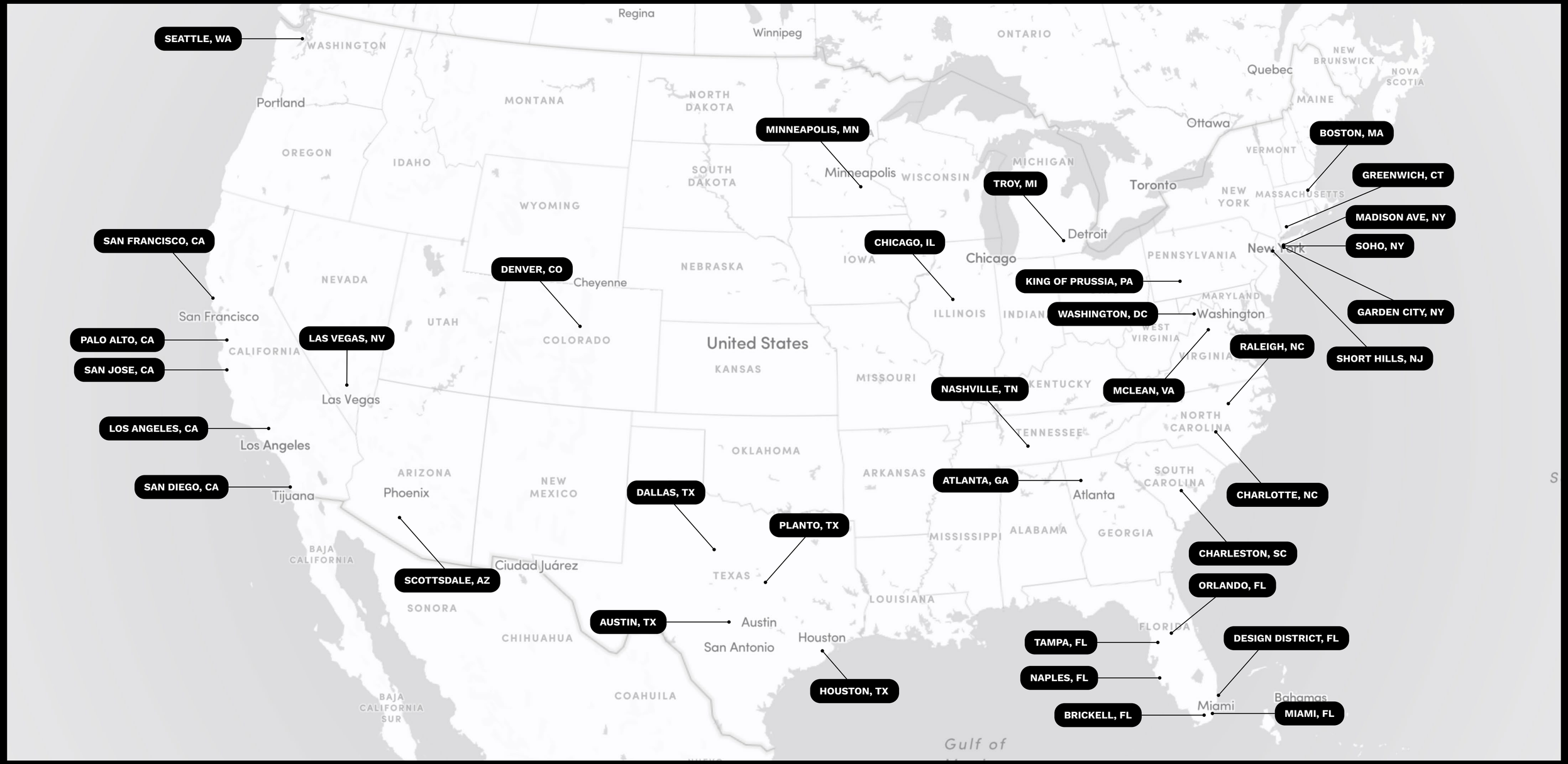
SUMMARY

The luxury retail landscape is experiencing a dramatic shift, moving away from broad expansion toward hyper-focused location precision in key benchmark corridors. With vacancy rates dropping and lease competition soaring, we are seeing quiet luxury brands absorb premium spaces while major retailers increasingly purchase real estate to secure their long-term permanence. Dive into our latest masonre market study to explore these critical dynamics and discover how strategic, data-driven decisions will define the next era of high-end retail expansion.

THE NATIONAL LANDSCAPE

Luxury growth is clustering in income-dense, tourism-supported corridors — not expanding broadly.



Market Signal: Performance Divergence

Luxury performance is no longer uniform.

- Select brands outperforming projections
- Consolidating of underperforming locations
- Heightened scrutiny on occupancy cost

Brand power alone no longer drives results.
The strategy: Location precision.

Market Signal: Quiet Luxury Absorption

Aspirational:

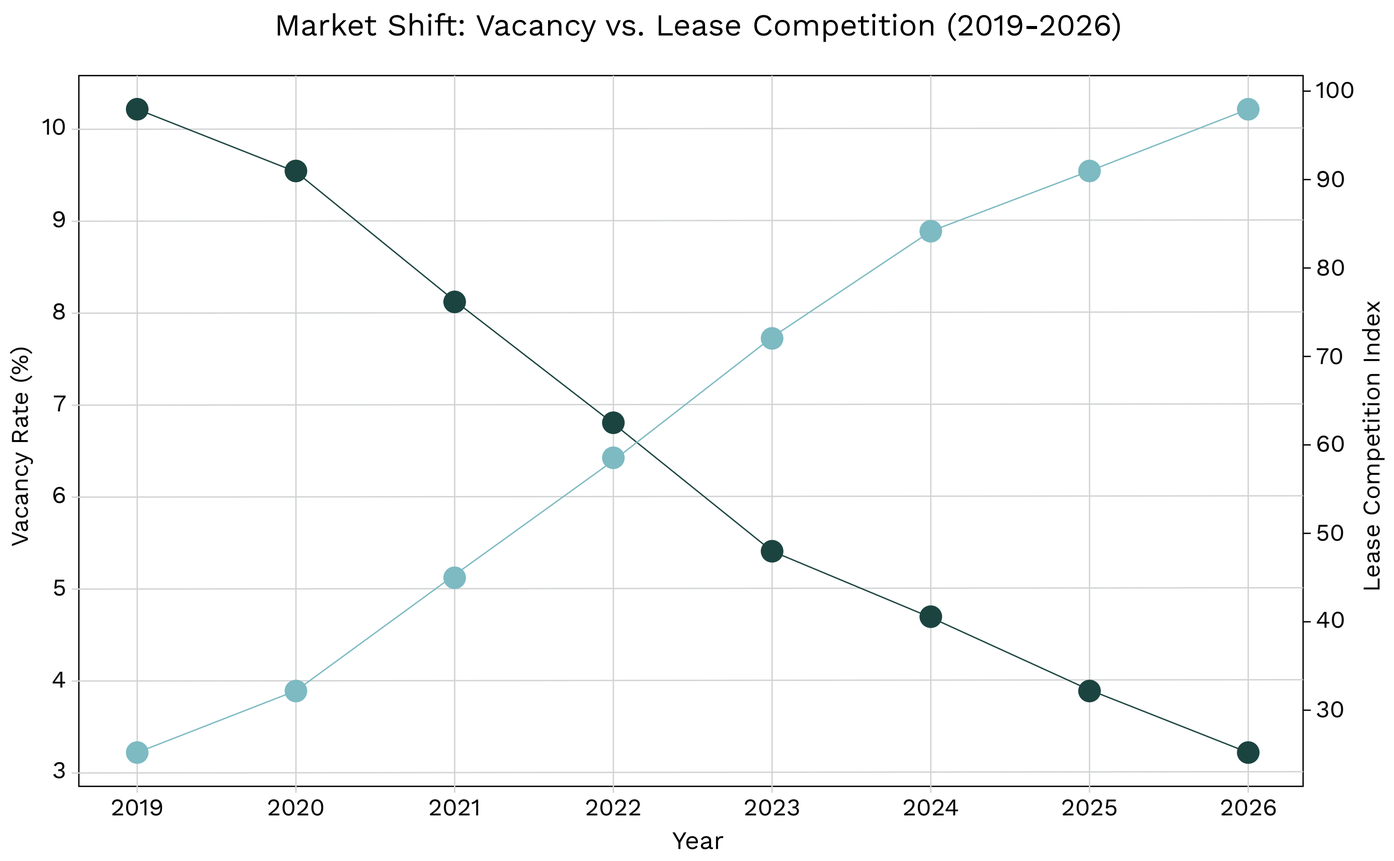
- LV
- Gucci

Quiet Luxury:

- Zegna
- Eleventy
- Peter Millar

Quiet luxury brands are tolerating rising rents and expanding selectively due to its customer base and buying power.

Leasing momentum is increasingly margin-driven.



Vacancy / Availability → Trending downward
Leasing Competition / Demand Pressure → Trending upward

SOURCE: JLL, U.S. RETAIL MARKET DYNAMICS; CBRE, Q4 2025 U.S. RETAIL FIGURES; MASONRE ANALYSIS

Scarcity of quality real estate in top markets and overwhelming brand demand is shaping today's luxury retail market.

New York as Benchmark

Upper Madison:

- Strong rent recovery
- Accelerated velocity
- Quiet luxury density increasing

SoHo:

- Post-dip rebound
- Increased ownership activity
- Flagship repositioning

NYC remains the proving ground for national strategy.

LEASE COMPARABLES

Recent deals done along Madison Avenue, NYC

610	MADISON AVENUE	$810 PSF
667	MADISON AVENUE	$950 PSF
680	MADISON AVENUE	$772 PSF
695	MADISON AVENUE	$1,850 PSF
699	MADISON AVENUE	$2,732 PSF
713	MADISON AVENUE	$1,067 PSF
727	MADISON AVENUE	$850 PSF
729	MADISON AVENUE	$895 PSF
743	MADISON AVENUE	$950 PSF
750	MADISON AVENUE	$500 PSF
753	MADISON AVENUE	$600 PSF
755	MADISON AVENUE	$600 PSF
757	MADISON AVENUE	$425 PSF
761	MADISON AVENUE	$561 PSF
777	MADISON AVENUE	$545 PSF
781	MADISON AVENUE	$321 PSF
783	MADISON AVENUE	$928 PSF
789	MADISON AVENUE	$733 PSF
791	MADISON AVENUE	$1,137 PSF
795	MADISON AVENUE	$950 PSF
800	MADISON AVENUE	$960 PSF
806	MADISON AVENUE	$480 PSF
828	MADISON AVENUE	$665 PSF
829	MADISON AVENUE	$937 PSF
833	MADISON AVENUE	$611 PSF
837	MADISON AVENUE	$525 PSF
853	MADISON AVENUE	$561 PSF
895	MADISON AVENUE	$598 PSF
898	MADISON AVENUE	$695 PSF
905	MADISON AVENUE	$258 PSF
956	MADISON AVENUE	$625 PSF
971	MADISON AVENUE	$585 PSF
980	MADISON AVENUE	$775 PSF
989	MADISON AVENUE	$450 PSF
994	MADISON AVENUE	$750 PSF
1003	MADISON AVENUE	$500 PSF
1011	MADISON AVENUE	$811 PSF
1045	MADISON AVENUE	$430 PSF
1070	MADISON AVENUE	$657 PSF
1144	MADISON AVENUE	$133 PSF
1153	MADISON AVENUE	$297 PSF
1165	MADISON AVENUE	$340 PSF

Ownership as Strategic Positioning

Recent signals:

- Ralph Lauren — SoHo
- IKEA — Broadway & Fifth
- Alo — South Beach / Design District / LA

Ownership is increasingly used to:

- Secure corridor permanence
- Hedge escalating rents
- Signal long-term conviction

Real estate is becoming embedded in brand capital strategy.

Strategic Implications

Successful expansion in 2026 requires:

- Corridor precision
- Speed of execution
- Capital discipline
- Off-market awareness

Focus Areas:

First U.S. Entry:

- Madison / SoHo
- Miami Design District
- Beverly Hills

Selective Expansion:

- Charleston
- Naples
- Tampa
- Aspen

Expansion today is about density — not footprint.

Contact

masonre

masonre is a real estate brokerage and advisory firm with a strong history of leading the growth of trophy retail assets and brands in New York City, Miami, and Los Angeles.

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