

shopping: what's new at...

by Deborah Geiger

Domain

938 BROADWAY AT 22ND ST., 212-228-7450;
WWW.DOMAIN-HOME.COM

Domain, the furniture retailer synonymous with stylized, coordinated furniture with a vintage look, has taken a turn toward the more traditional this spring. The streamlined living room, dining room, and bedroom furnishings are so fresh, you won't even need the cut flowers. "People still want luxury, and our designs are sleeker, less vintage,"



The two-piece "Chauncery Lane"



The "Madison" Collection sectional

says Sue Beddia, a Domain spokeswoman. Expect solids, clean stripes, off-whites, and a more sophisticated feel in merchandise. The comfy-looking green-toned "Chauncery Lane" two-piece sectional is \$1,899; the "Madison" Collection sectional is available in a host of fabrics like microfiber, textured chenille, twill-weave, herringbone-weave, and even denim, which ups the ante to \$3,899. "Furnishings are less fussy and more sophisticated," Beddia adds. "We've responded to the customer demand for simplicity."

Fortunoff

681 FIFTH AVE. AT 54TH ST., 212-758-6660;
WWW.FORTUNOFF.COM



Under its new new ownership, Fortunoff Department Store is rapidly shedding its old-style reputation and springing to life with a new direction and a new crop of merchandise targeted toward a younger generation with plenty of disposable income. The 22-store retailer has replaced

its ultra-vast array of conventional designs with a less cluttered, more sleek assortment of the gorgeous jewelry and unique dishware it's known for. A set of calla lily-like ruby martini glasses by Hoya is \$130; an 18-kt, white-gold ruby-and-diamond ring costs \$2,995, perfect for assuming that heiress look. Fortunoff's new philosophy unites modern merchandise with a traditional feel, and 84 years after opening, Fortunoff is blooming with surprises that make it hard to imagine that it ever began as a small neighborhood home-goods store in Brooklyn that blossomed into a 22-unit chain.

