

DECEMBER 15TH, 2010

NYMAR's Man About Town– **"Holiday Window Shipping"**



The Holiday season is a fabulous time to be in New York, with the whirl of people, parties, and just...the whirl, whoosh and swirl. The Rockefeller Center tree lighting extravaganza has come and gone but the actual tree, with thousands of lights and topped with a high tech twinkling star, will be up through early January. Speaking of swirling and whirling, the tree overlooks a famous ice skating rink; with the early onset of winter (tanker guys, did you hear that? Feel the windows for the latest market indicator!), it's busier than in past years.

Talking about tankers, NYMAR readers must check out the windows at Bergdorf's, at 58th and Fifth, does feature travel themed windows, as in "Wish You Were Here." Think- ship models, old maps, spy-glasses, and luggage with stickers from long-gone hotels in exotic destinations. One such window, entitled "Full Speed Ahead", with numerous sailing ship models, includes a TANKER!!!! The vessel is called "*Alan Evelyn*", owned by Clore Shipping in the early 1950's (as near as I can tell- built at Sunderland in 1941 for the UK Ministry of Transport as "*Empire Garrick*", later in the fleet of owners British Oil Shipping, as "*British Guardsman*"). A model of the mail- ferry "*Korsholm III*"(built 1931 for the Swedish post office to serve ice-bound islands) sits in the same window.

Back down Fifth Avenue again, across from Rockefeller Center, is Saks Fifth Avenue, with a spectacular night-time display of snowflakes on the side of the building. At Saks, it's all about showing off the designer clothing. Two of its windows (out of perhaps a dozen in the front of the store), showing off all the designer finery, do feature maritime motifs, sort of. One shows a bathysphere (submerged in a fantasy ocean) steered by an elegant mannequin clothed in Alexandre Birman (shoes) and Sophie Theallet (dress). An adjacent window has a French-flagged ship of the line (think - Battle of Trafalgar) as a prop for another beautiful mannequin- clad in Marchesa (Georgina Chapman's line), Girard and Jimmy Choo (shoes, I knew that).

Walking up Madison Avenue, Barneys (at 61st Street) has a nice display. Increasingly, foodies and fashionistas have blurred, so Barney's is food-themed, where life sized and slightly whimsical sculptures of well-dressed chefs are featured in the windows. The husband of one such chef- Ina Garten (who has a store out in the Hamptons, and is portrayed in the same window with Martha Stewart, among others), is a retired investment banker who played an important role in several high profile Far Eastern shipping restructurings, in the



1980s. Yes, readers, that was one of the more tenuous maritime connections in these articles- but these windows are among the best in town.

As for my personal tastes, Lego has a store at Rockefeller Center (in the shadow of the huge tree) which is a delight filled with all manner of toy cars, trucks and planes. Since we sometimes cover things of a more traditional intermodal nature at NYMAR, visitors to New York should not miss the Lionel Train store on Sixth Avenue (Avenue of the Americas), at 41 Street- directly across from Bryant Park, installed for the shopping season (a "pop up" store, in real estate parlance), where model trains whiz around tracks and through tunnels. The scenery is seasonal, with quaint little villages, and also industrial- in the Lionel tradition. Speaking of pop-ups, "Pop Tarts" (not the stuff of foodies) also has a store- at 42nd and Sixth, about a block away.

Other well known window displays are tied to iconic New York stores. Eleven blocks down from Saks, at 38th and Fifth, is Lord & Taylor, with windows featuring wintry scenes of gingerbread houses, miniature villages, and nostalgic scenes- rotating around within each window. But, at Lord & Taylor, what you can't see is more interesting. According to local scuttlebutt, the store was once an auto showroom, and a below-ground hydraulic system enables the rotating window displays.

Walking over towards the West Side, Macy's, with traditional windows themed around "Miracle on Thirty Fourth Street". And, like any good store, other windows simply display merchandise. So, you have jewelry, cosmetics and handbags in the windows against a backdrop of stars and seasonal shapes- all made out of paper. The draftsmanship is incredible- the cutting was likely done by laser, sort of like those topographic maps with elevations that I have seen in the offices of oil drilling contractors.

As offshore drilling seems, increasingly, to be on an upward trajectory (as Dahlman Rose analyst Omar Nokta is suggesting in his excellent reports), my holiday present recommendation for the maritime person who has everything is as follows: Purchase a boat from the Lego store (preferably the "*Neptune Carrier*" from Lego's Atlantis Line), and install an oil derrick (available from Lionel) on the deck. Whether your tastes are more towards sweaters or scarves, or- like me, drill ships commanding \$500,000/day and more, have a very Happy Holiday.

Henri Bendel	Fifth Avenue and 56th Street
Various jewelry stores	Fifth Avenue in the 50's (Van Cleef & Arpels gets honorable mention for jewel bedecked barquentine)
Various boutiques	Madison Avenue in the 60's
Ralph Lauren Mansion	Madison Avenue and 72nd Street

