

# Luxury jewelry label John Hardy to open New York location at Rockefeller Center

Revamped brand joins string of new shops at landmark tourist attraction



Luxury jewelry brand John Hardy is set to open its second New York location at 620 Fifth Ave. at Rockefeller Center. (CoStar)

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Luxury handcrafted jewelry label John Hardy is opening a New York location at the Rockefeller Center tourist attraction in midtown Manhattan.

The almost 50-year-old John Hardy is slated to open its store — its second in the city — at [620 Fifth Ave.](#), south of 50th Street, at the iconic complex's Channel Gardens, landlord Tishman Speyer said in a statement this week, adding that the brand will add designs exclusive to the location. John Hardy opened its first New York location at 118 Prince St. in SoHo, according to its website.

Led by its creative chairman, Reed Krakoff, the artisan jewelry label, founded in Bali in 1975, recently completed a “rebirth,” Tishman Speyer said. Krakoff, who joined the company in September 2022, has introduced multiple new collections, unveiled a new store design concept and modernized the brand’s image and campaigns across all advertising, websites and social platforms, Tishman Speyer said. Krakoff’s fashion-industry stint includes serving as former longtime creative director of upscale handbag maker Coach.

“The new space is the perfect ‘jewel box’ to showcase all the newness John Hardy has to offer,” Krakoff said in the statement, adding that the location will allow it to test different designs and ideas.

John Hardy joins other retailers including vintage soccer jersey retailer Saturdays Football, piercing studio Studs and jewelry brand Catbird that have recently opened shops at Rockefeller Center.

The deal comes as Tishman Speyer has been renovating the landmark, built nearly a century ago as a “city within the city,” to make sure it stays relevant as leasing activity across New York and the country points to new or renovated properties having a better shot at attracting or retaining tenants.

The redevelopment of Rockefeller Center, expected to be completed in late 2024 and inspired by original plans and history, includes opening up the lower-level passageways surrounding the high-profile skating rink into a light-filled space that invites easy pedestrian flow.

Tishman Speyer also has added three restaurants on the rink level while transforming retail offerings to place New York-born concepts such as bookseller McNally Jackson and Catbird alongside global brands including Alo Yoga, Tiffany & Co. and Lego.

Luxury auction house [Christie’s recently opted to stay](#) at its longtime New York home in the famed complex.

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