

Madison Avenue BID to spread holiday cheer, retail traffic in charitable shopping fair

December 1, 2016



Madison Avenue BID's Miracle on Madison map

By JEN KING

The Madison Avenue Business Improvement District (BID) is touting the high street's lure as the ideal destination for holiday gift seekers during the 30th annual Miracle on Madison event.

The day-long shopping event Dec. 3 will see the participation of more than 80 retailers and businesses found on Madison Avenue between 57th and 86th Streets. Madison Avenue BID's Miracle on Madison also has a charitable component, which may drive sales for the storefronts located on the high street as many consumers may be inclined to give back during the holiday season.

"Miracle on Madison Avenue reaffirms and builds upon the connections between the stores on Madison Avenue and our surrounding community," said Matthew Bauer, president of the **Madison Avenue BID**. "For 30 years, the clients of Madison Avenue have looked to Miracle on Madison Avenue as the day to focus on their holiday shopping, knowing that their purchases help support children in need.

"The event also introduces the avenue and its shops to new clients and visitors who can take part in a true New York holiday tradition, complete with carolers, two performance stages, a Taste of Madison Avenue tent, a shopper shuttle and, most

importantly, over 80 retailers ready aid to clients in stocking their holiday wish list," he said.

Shop for a cause

Now in its 30th year, Miracle on Madison is a shopping tradition that embraces shoppers and visitors in seasonal good cheer. Despite its high-end retail offerings, Miracle on Madison, at its core, is a philanthropic endeavor.

For the fifth year in a row, Miracle on Madison will benefit The Society of Memorial Sloan Kettering, a volunteer organization dedicated to pediatric cancer advocacy and support. Participating retailers and business found on Madison Avenue have pledged 20 percent of the day's sales between 10 a.m. and 5 p.m., with a maximum contribution of \$15,000 per retailer, to the nonprofit organization.

Last year's Miracle on Madison saw more than \$200,000 raised to benefit the efforts of The Society of Memorial Sloan Kettering.



Logo for Miracle on Madison 2016

In addition to giving back to those in need, Miracle on Madison will fill the high street with entertainment fit for the whole family. Free and open to the public, attendees can enjoy children's and holiday-themed entertainment, sponsored by 12 East 88th Street condominiums, on two stages.

Performances on the Miracle Stages included Broadway classic "Cats," Metropolitan Room Cabaret Performers and American Ballet Theater's company pianist, Ben Houghton, among others. Attendees will also be greeted by the Memorial Sloan Kettering's Caring Canines, a troupe of therapy dogs.

New to this year is The Taste of Madison Avenue Tent found at 64th Street. Sponsored by BMW of Manhattan, the tent will offer culinary bites from the chefs of Madison Avenue.

Participating eateries include Altesi Ristorante, Arabelle at Hotel Plaza Athenee, Cafe Boulud, Grazie, La Maison du Chocolat, Philippe by Philippe Chow and Ristorante. As with Madison Avenue retailers, sales of the treats will benefit the The Society of Memorial Sloan Kettering.

For the second year in a row, GreenGale Publishing's Gotham magazine will serve as Miracle on Madison's media partner. Many of Gotham's luxury advertisers such as Lalique, Michael Kors and Stuart Weitzman also have boutiques on Madison Avenue, making the partnership a natural fit.

To promote its involvement Gotham produced a video taking shoppers up and down Madison Avenue to spur gifting ideas. In addition to placement on its Web site, Gotham is running the [video spot](#) on screens at JFK, LaGuardia and Newark airports through Dec. 3.

"Gotham magazine's winter issue comes to life with a luxurious in-book editorial feature and captivating video celebrating Miracle on Madison Avenue and showcasing the very best of holiday retail spanning fashion, jewelry, beauty, fragrance, objets d'art and home décor," said Lynn Scotti, publisher of [Gotham magazine](#).

"The Madison Avenue retailers that participated in this unique, fully integrated advertising package benefit by positioning their brand with exclusive print, online, video and social content that celebrates the true spirit of the season and in addition enhances their brand presence via our custom digital [gift guide](#)," she said.

In addition to its digital content, the winter issue of Gotham features a pull-out map of Madison Avenue to serve as a guide to participating stores during Miracle on Madison.



Digital version on Madison Avenue map seen in Gotham magazine

"Gotham magazine is the premiere glossy publication chronicling the upscale New York lifestyle and Madison Avenue is a quintessential shopping destination the world over," said Samantha Yanks, editor in chief of [Gotham magazine](#). "We're thrilled to partner with the Madison Avenue BID on this 30th anniversary event, which underscores our editorial direction of featuring sophisticated, fashion-forward content, providing a peek inside the exclusive world of high society and revealing the best the city has to offer.

"Philanthropy is a hallmark of [GreenGale Publishing](#); with 20 percent of the day's sales donated to the pediatric programs of The Society of Memorial Sloan Kettering Cancer Center, there is nothing more luxurious than when fashion and philanthropy meet," she said.

Luxury's chamber of commerce

With sky-high rents for storefronts on Fifth Avenue, luxury retailers are beginning to relocate and revamp on nearby Madison Avenue.

For the first half of 2016, the Madison Avenue BID reports that 18 high-end and luxury brands opened boutiques between East 57th Street and East 86th Streets along Madison Avenue. The Madison Avenue BID works to increase foot traffic to stores on the New York high street through various themed events held throughout the year ([see story](#)).

The Madison Avenue BID often sponsors efforts that attract consumers to the neighborhood beyond luxury point of sales.

For example, using typography as a medium, students at New York's School of Visual Arts have worked with fashion industry mentors to merge the worlds of art and design.

SVA graphic design students were tasked with creating textiles on a paper dress form model using typography rather than fabrics.

The original projects were then transformed into a public art exhibition on Madison Avenue between 57th and 79th Streets, the epicenter of luxury fashion and retail in New York. The 21 typography-inspired textile silhouettes were enlarged to "heroic" size and were on view during September's New York Fashion Week ([see story](#)).

"Miracle on Madison Avenue was founded 30 years ago as a philanthropic holiday season initiative to engage both retailers and their clients to support children in need," [Madison Avenue BID](#)'s Mr. Bauer said. "Our member businesses have been moved by the stories of children aided by the work of The Society of Memorial Sloan Kettering Cancer Center, and they are pleased to rally their clients to shop to further expand the fine work of The Society."

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