



THIS MONTH IN IN NEW YORK

Get to know **The True Hugh Jackman** (p. 22). Go on a **Space Odyssey** (p. 24) through the fall fashion universe. Make a **Personal Statement** (p. 34) in home design. And learn the **Offstage Style** (p. 38) of New York's brightest stars. **Join MVP/NY on Twitter and follow our feed for great deals, specials, event info and news alerts: twitter.com/NYC_Info!**

THIS MONTH IN WHERE® NEW YORK

Step into **The Real World** (p. 12)—great deals on runway fashions. Nature inspires **Cozy Comfort** (p. 16) with these home furnishings. And celebrate 400 years of New York with the **Hero of the Hudson** (p. 20). **PLUS:** Plan out your September with these **Hot Dates** (p. 8).

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MVP|NY

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WHAT'S NEW IN NEW YORK THIS SEPTEMBER?

Here's a sneak peek at this month's special features, events, useful tips, latest openings, FREE deals and more—especially for you and your guests!

HOT HAPPENINGS

CELEBRATE AUTUMN GOLDEN WEEK!

In celebration of **Autumn Golden Week** (Sept. 19-27), MVP/NY is working with the **Madison Avenue BID** to provide special offers for Japanese visitors to New York. Fifty-five Madison Avenue luxury fashion and jewelry boutiques, galleries, restaurants, salons and spas will be providing exciting incentives, services and experiences. Pick up your official Autumn Golden Week Guide (in English and Japanese) at hotels and visitor centers around the city. Japanese visitors wishing to learn more about Madison Avenue can visit the **Madison Avenue Autumn Golden Week** information center located at Ito En (822 Madison Ave., btw E. 68th & E. 69th sts., 212-988-7111) during business hours. Japanese speakers will be available on premises. For more information, contact the **Madison Avenue BID** at 212-861-2055 or visit the Web site. madisonavenuebid.org



MOUNTAIN MADNESS

Eastern Mountain Sports (530 Broadway, at Spring St., 212-966-8730) is the full-service outdoor adventure emporium. The knowledgeable staff will gear up you and your guests, show you how and take you there: climbing and hiking adventures (for both beginners and experts) are a mere two-hour van ride away from New York City. There's also also a Travel Planning Center to help your guests with the next leg of their trip. **Attention, Concierges:** Put your name and hotel on the referral card and ask your guests to bring it to the store. They'll receive a discount and the Concierge with the most referrals will win a free adventure trip for two to any of **EMS'** scheduled Catskills adventures. If you have any questions or need referral cards, call Market Manager Alan Ando at 917-601-9067. ems.com

VIPreview

The seafood shrine **Oceana** (1221 Sixth Ave., at W. 49th St., 212-759-5941) wants to welcome you and your guests to its new home in Rockefeller Center. To celebrate, *enjoy a 20 percent discount on food during Oceana's "preview period" (through Sept. 15)!* The new location includes a spacious bar and, with more than 200 seats, better accommodates both lunch and pre-theater dining. Acclaimed Chef Ben Pollinger has changed the menu from prix fixe to à la carte, with raw bar choices, delectable seafood and meat and poultry dishes. The pastry chef, Jansen Chan, offers a choice of doughnuts for the table to share. oceanarestaurant.com

BUDDING BLOG



Starbright Floral Design (150 W. 28th St., 2nd fl., btw Sixth & Seventh aves., 800-520-8999), "the Official Florist of the City That Never Sleeps," celebrates its 15-year anniversary on Sept. 14. **Starbright** just launched a new blog, "Blooming Thoughts" (starbrightfloral.wordpress.com). Every Concierge in the city should follow this blog for the latest ideas in design, what is in season, how a guest should care for flowers, hosting events, trade shows and gift-giving tips that will assist the Concierge in providing a level of service that is a notch higher. Discounts, special

happenings and events that are of interest to the professional Concierge are posted there as well. Postings occur daily. In addition, **Starbright Floral Design** now offers an exclusive Concierge-only section on the Web site, with interesting insights. Secure orders may be placed in this section of the site, allowing a Concierge the freedom to address tasks that are more time-consuming and serve guests in a more time-efficient manner. starflor.com

LIGHTS...CAMERA...FASHION

We might be in the last stretch of summer, but **Bloomingdale's** (E. 59th St. at Lexington Ave., 212-705-2098) is stays hot this month. Sept. 3–7 is the Big Brown Bag Sale. and Sept. 11–20 is HOT: **Bloomingdale's'** fall celebration of the art and style of film. You'll find the best new looks, new must-haves and fashion editors' favorites—ready to be mixed and matched by you. bloomingdales.com

THE CAT'S MEOW

Start spreading the cute! **Sanrio Times Square** (233 W. 42nd St., btw Seventh & Eighth aves., 212-840-6011) is the world's first and only Sanrio Specialty Boutique offering a unique selection of Hello Kitty and Sanrio products from across the globe. *Thru Sept. 30, show the ad from this month's IN New York (p. 55) or Where New York (p. 49) and save 15 percent off any one regular-priced item.* sanrioluxe.com

FOR EVEN MORE HOT HAPPENINGS

Turn to the September calendar on p. 42 of *IN New York* and "Hot Dates" on p. 8 in *Where New York*. Plan ahead and check out the calendars for October (p. 43) and November (p. 44) in *IN New York*.

UP-TO-THE-MINUTE NEWS

Dining, Shows, Shopping and More for You and Your Guests!

IRON CHEF

The search for the perfect "Color, Aroma, Taste & Cut" in a Chinese dish comes to **The Light House** (Pier 61, Chelsea Piers, W. 23rd St. at the Hudson River, 646-736-2988). **NTDTV'S 2009 International Chinese Culinary Competition** is an annual culinary event dedicated to traditional Chinese cuisines with the mission to revive traditional cooking methods and to promote authentic Chinese culinary culture. The competition is comprised of five cuisine categories: Cantonese, Huaiyang, Szechuan, Shandong and Northeastern Chinese, with gold-prize winners being awarded \$10,000 each. Watch master Chinese chefs prepare authentic Chinese dishes, sample the food, discover classical Chinese tea and wine, cheer on the contestants as they race to compete for the gold and taste culinary masterpieces by competing chefs (Connoisseurs' Pass only). Sept. 20: preliminaries (10 a.m.–9 p.m.); Sept. 21: finals (10 a.m.–9 p.m.); Sept. 22: banquet (6–10 p.m.). See Web site for more details. bestchinesechefs.com

FASHION'S NIGHT OUT

Things are really happening at **Loehmann's** this month. The hottest fall trends arrive Sept. 9! Stock up now on must-have items: leather jackets, plaid, biker boots, animal prints and more at 30–65 percent off department store prices every day. And come out for Fashion's Night Out—Thursday, Sept. 10, 6–11 p.m. in the Chelsea (101 Seventh Ave., at W. 16th St., 212-352-0856) and Upper West Side (2109 Broadway, at W. 73rd St., 212-882-9990) stores—with special buys on Lambertson Truex luxury leather and Dolce & Gabbana sportswear. Plus, support the National September 11 Memorial and Museum with a Fashion's Night Out T-shirt purchase. Finally, save the date: Sept. 24 is **Loehmann's** Fashion Funds Hope benefit shopping day—5 percent of the day's proceeds from participating shoppers goes to the Ovarian Cancer Research Fund. loehmanns.com

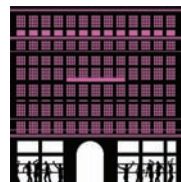


FISH AND SPIDERS

Sept. 13 at 4 p.m., the **American Museum of Natural History's** (Central Park West at W. 79th St., 212-769-5100) LeFrak IMAX Theater hosts a screening of *A Sea Change: Imagine a World Without Fish*, which follows environmentalist Sven Huseby on his quest to understand how the use of fossil fuels is changing the chemistry of our oceans—and the impact it will have on his young grandson, Elias. The screening will be followed by a discussion with Sven Huseby; his wife, award-winning director Barbara Ettinger; Melanie Stiassny, Department of Ichthyology; and others. On Sept. 23, a spectacular and extremely rare textile, woven from golden-colored silk thread produced by one million spiders in Madagascar, goes on display in the museum's Grand Gallery. amnh.org

HERALD SQUARE NEWS

Sept. 10 from 6 to 11 p.m., **Macy's** (151 W. 34th St., btw Broadway & Seventh Ave., 212-695-4400) celebrates Fashion's Night Out: One night, five boroughs and eight stores, where customers can find the hottest trends, premier fashion shows, their favorite designers, swanky cocktail receptions, celebrities and so much more. During this fashion fête, Michael Kors will join Anna Wintour in Herald Square to sign the official Fashion's Night Out T-shirt for the first 50 people who purchase it. Designer Rachel Roy presents her new collection at 6 p.m., followed by Michael Kors at 7 p.m. as he walks the Red Carpet for his latest fragrance, Very Hollywood. For all you shoe divas, join reality TV star Jill Zarin at 8 p.m. for a celebrity shopping party. For more info, call Macy's Visitor Center at 212-494-3827. Sept. 10, **Macy's** unveils its spectacular Manhattan Jewelry Collection of couture jewels. The one-day exhibition, launched by jewelry.com, features 12 iconic handcrafted works of art inspired by the riches of Manhattan's landmarks. On display and for sale is an exclusive collection of 50 gallery designs. The 12 stars of the collection are not only landmarks of Manhattan, they're iconic jewels that represent a journey of a nation and the achievements and aspirations of those who shape history. macys.com



STEPPIN' OUT

Sept. 10, 6–11 p.m., celebrate Fashion's Night Out at **Lord & Taylor** (424 Fifth Ave., at 39th St., 212-391-3344)! Visit for floor after floor of exciting events and prizes! Plus, view Patrick McMullan's window photo exhibit and bid on his photographs in a silent auction! Patrick and *Vogue* editor Lauren Santo Domingo host "Front Row at the Shows." Plus, tons more! lordandtaylor.com/fashionsnightout

BEARY SPECIAL MONTH

Sept. 4, come to **Build-A-Bear Workshop**® (565 Fifth Ave., at 46th St., 212-871-7080) to get the new V.I.P. Pup Portuguese Water Dog (\$1 from the sale of this Bearemy's Kennel Pals® friend will be donated to the **Build-A-Bear Workshop** Bear Hugs Foundation to help real animals). Sept. 11, fall in friendship with the Kooky Spooky Kitty. And Sept. 26, make friends with a rock star—Jonas Dog! Includes an exclusive dog-tag necklace. You can add a rockin' vest and bandana, too! buildabear.com/nyc

INDIAN SUMMER

Step into a two-story restaurant in the heart of Times Square boasting a cozy lounge on the lower level and a beautiful and spacious dining room upstairs overlooking an open-air plaza through floor-to-ceiling glass windows. If you love good Indian food at a great price, **Utsav** (1185 Sixth Ave. at W. 46th St., btw Sixth & Seventh aves., 212-575-2525) has an unbeatable lunchtime offer: a nonvegetarian lunch box for \$9.95 and a vegetarian lunch box for \$7.95. Both come with nan (bread) kali dal (lentils), rice and salad. Enjoy **Utsav's** all-you-can-eat lunch buffet (noon–3 p.m. daily) for only \$17.95 and the three-course pre-theater menu (5:30–7:30 p.m. nightly) for only \$30! utsavny.com

CONCIERGE ANNOUNCEMENTS

- 09.08:** *Rock of Ages*, 7 p.m., pre-event at **Benjamin Steak House**, 5 p.m., transportation by **Gray Line New York Sightseeing**.
09.14: **Gotham Comedy Club**, 6–8 p.m.
09.15: **Wempe Jewelers** event, 6–8 p.m., catering by **BICE Ristorante**.
09.21: **Bloomingdale's Annual Concierge Fashion Show**, 6–9 p.m.
09.22: *The Royal Family*, 7 p.m., pre-event at **Montebello's**, 5 p.m., transportation by **CitySights NY**.
09.29: *Memphis*, 8 p.m., pre-event TBA.

Ticket offer for **Shrek**: Sept. 1, 3, 4

Ticket offer for **NIGHTMARE Haunted House**: Sept. 25–27

NOTE: All times and venues are subject to change. Look for your personal invitation in the mail. Please DO NOT RSVP until you have received your invitation.

NAVIGATE IN NEW YORK

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HELP END HUNGER—SUBSCRIBE TODAY!

MVP/NY will donate \$5 from each paid subscription of *IN New York* and *WHERE New York* magazines to **City Harvest**, which feeds over 260,000 needy New Yorkers every week. Each \$5 donation means 20 pounds of food for the hungry! To subscribe, call 212-557-3010, or visit mvpny.net or cityharvest.org.

THE SUMMER QG IS OUT!

The summer issue of **QG: NYC's Official QuickGuide** is now available! It's packed with great maps (now including bike paths), neighborhood information, hot tips from hotel Concierges, money-saving coupons and helpful information for travelers on everything from public beaches to free outdoor WiFi! Pick up your copy today and visit quickguideny.com!



UP-TO-THE-MINUTE NEWS (CONT'D)

Dining, Shows, Shopping and More for You and Your Guests!

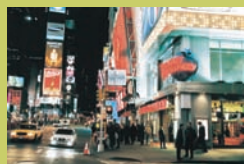
DANCETRACK

Sept. 1–3, **Chelsea Art Museum** (556 W. 22nd St., at 11th Ave., 212-255-0719) is proud to present a series of spectacular performances by Cedar Lake Contemporary Ballet. Artistic Director Benoit-Swan Pouffer creates a unique performance experience interpreting the artworks exhibited in the museum's groundbreaking exhibition, *Iran Inside Out*, as a continuation of his installation series. The performance incorporates movement art and live musical accompaniment by Iranian visual artist Reza Derakshani, whose paintings are also featured in this exhibition. Free with museum admission. chelseartmuseum.org



STAY ON TOP

This fall, **Top of the Rock™ Observation Deck** at Rockefeller Center (30 Rockefeller Plz., 67th–70th fls., W. 50th St., btw Fifth & Sixth aves., 212-698-2000) hosts its first-ever live music program, the Starlight Music Series, on Wed evenings, Sept. 9–Oct. 7, 6–8 p.m., in the 67th-floor observatory. Enjoy live music and a glass of wine or refreshing beverage provided by **Rock Center Café** as you take in the stunning, 360-degree panorama of New York City at sunset. Access to the musical event is free with a **Top of the Rock** ticket. topoftherocknyc.com



SEEING STARS

For a dining experience like no other, start your day with breakfast at **Planet Hollywood** in Times Square (1540 Broadway, at W. 45th St., 212-333-7827), served daily 8–10:45 a.m.

From the New Yorker's favorite "open-face" lox to a classic English breakfast, there's something for everyone—the perfect start to a busy day in New York! planethollywood.com

PITCH IN AT THE PARK

Pitch In, Pick Up... The **Central Park Conservancy** (212-310-6600) needs your help. The storm that ripped through northern sections of Central Park on Aug. 18 may have lasted mere moments—but it left a trail of damage that will take months for the **Central Park Conservancy** to repair. See Web site for info on how you can support the recovery effort. When exploring, take advantage of the Central Park Audio Guide and see Central Park along with your favorite celebrity. From Sarah Jessica Parker and Mayor Bloomberg to Kevin Bacon and Whoopi Goldberg, more than 40 celebrities can be found in Central Park. Just look for the little green signs, attached to lampposts throughout the park, and use your cell phone to follow the prompts. Learn more at centralparknyc.org/audio. See Web site for September events. centralparknyc.org

BE A DOLL

American Girl Place (609 Fifth Ave., at 49th St., 877-247-5223) introduces a new Holiday Wishes program this November that is sure to become a family tradition for girls and their families. At the event, guests will share their holiday wishes, pose for a family photo and enjoy a meal in the cafe. For more information (including dates) on the Holiday Wishes program or other store events, call the number above or visit the Web site. americangirl.com

CELEBRATE THE BRIDE AND GROOM!

Scully and Scully (504 Park Ave., btw E. 59th & E. 60th sts., 800-223-3717) hosts an afternoon Champagne reception on Sept. 26 (11 a.m.–5 p.m.). Couples who register at the event will receive an engagement gift bag and registry rewards—a special store gift certificate based upon the total value of the registry. scullyandscully.com

HITCHCOCK MONTH

Thru Sept. 7, enter the Second Annual Alfred Hitchcock Look-Alike Contest by sending a photo to alfred@hhcmarketing.com. You could win tickets to the Tony Award-winning show **The 39 Steps** and other prizes. The contest will be held on Sept. 15 at the Helen Hayes Theatre (240 W. 44th St., btw Broadway & Eighth Ave., 212-239-6200). Thru Sept. 30, solve the Case of the Missing 39 Tickets: 39 tickets to the show have gone missing and it's up to you to solve the mystery! Follow **The 39 Steps** on Twitter at **39StepsBroadway** to receive clues about how to find and win the missing tickets! And don't forget to sign up for Hitchcock's **39 Steps** Amazing Race being held on Sept. 26 from 3 to 7 p.m. The Amazing New York Race is part scavenger hunt, part obstacle course. A series of "Hitchcockian" clues lead you around the city and have you performing physical and mental challenges along the way. Win tickets to the show and other exciting prizes. 39stepsonbroadway.com/hitchcock.html

MADE TO MEASURE

Don't miss **Oxford Clothes'** (717 Fifth Ave.; entrance on W. 56th St., btw Fifth & Madison aves., 212-593-0204) Made to Measure Event (Sept. 24–Oct. 24). Pick from the finest fabrics from around the world and have a made-to-measure suit, sportcoat or trousers made for you at great savings. The weekend of Sept. 24–26, come in to welcome the fall 2009 collection of fine merino wool and luxurious cashmeres, superfine bespoke "shirtings," seven-fold neckwear and fine gentlemen's accessories. Seven decades of Oxford Archive collections will be presented, starting with the 1930s. This is a fascinating and rare opportunity to re-create cloths and designs from over 70 years of **Oxford's** rich heritage. Offering the finest personal service, **Oxford Clothes** won a Best of the Best Award for Suits Experience from *Robb Report*. oxfordclothes.com



GARDEN PARTY

Shop at over 200 stores at **Jersey Gardens** (651 Kapkowski Rd., Elizabeth, NJ, 1-877-SAY-VALU) outlet mall, including Cole Haan, Adidas, DKNY Jeans, Juicy Couture and Calvin Klein. Join the 10th Anniversary celebration Oct. 16–25 with daily shopping spree giveaways, entertainment and specials!

Enjoy tax-free clothes and shoes at the largest outlet mall in New Jersey. Accessible via the NJ Turnpike, Exit 13A or NJ Transit bus #111 from Port Authority. Enjoy valet parking every weekend. Become a fan on Facebook at facebook.com/JerseyGardens. jerseygardens.com

OYSTERS GONE WILD

The annual "Oyster Frenzy" hits New York City Oct. 3, noon–6 p.m. when you and your guests are invited to join the party at historic **Grand Central Oyster Bar** (Grand Central Terminal, lower level, E. 42nd St., at Park Ave., 212-490-6650). Events include Professional Shucking Championships, a "slurp-off" eating competition, chef demos and seminars plus 16 varieties of oysters. **Oyster Bar** Executive Chef Sandy Ingber and General Manager Jonathan Young host the event. oysterbarny.com

OLD SCHOOL

When a business lunch or romantic dinner calls for serenity and polished, unobtrusive service, **Montebello** (120 E. 56th St., btw Lexington & Park aves., 212-753-1447) is a wonderful choice, with a gracious staff to ensure your satisfaction. Specialties include *costata di vitello*, which is a double-cut grilled veal chop with an aromatic *salsa verde*, and ravioli with champagne and shallots in a light aurora sauce. montebellonyc.com



CITY OF LIGHT

If you can't make it to Paris this year, the **Paris in NY Literary Festival** brings the excitement of Paris to you. Terrance Gelenter invites you to join him and his pals for a day of celebration of the city that has inspired authors and produced an unrelenting canon of literature about the City of Light. Oct. 10, 10 a.m.–6 p.m., Starlight Loft of the **Roger Smith Hotel** (501 Lexington Ave., at E. 47th St.). Free dinners, lunches and gifts included. Tickets are \$85. E-mail Terrance at terrance@paris-expat.com for reservations and see Web site for more info. Pay by PayPal. paris-expat.com

ICING ON THE CAKE

NHL Powered by Reebok (1185 Sixth Ave., at W. 47th St., 212-221-6375) is the NHL flagship store located in the heart of Midtown. Check out merchandise for all 30 NHL teams including customizable jerseys and retro-inspired products, live XM radio broadcasts Mon–Fri noon–2 p.m., the world's only NHL-themed Starbucks, interactive kiosks with the latest NHL video games and a wall made of real ice! See Web site for free events with NHL players and alumni as well as the Stanley Cup. NHL Powered by Reebok is the ultimate NHL fan experience in the city! Don't miss an appearance on Sept. 9 from 4 to 6 p.m. by Washington Capitals star and NHL MVP Alex Ovechkin! nhl.com/store

JAZZ UP YOUR STEAK!

Every Thurs–Sat (9 p.m.–midnight), graduates of the Empire State Youth Orchestra perform at **Gallagher's Steak House** (228 W. 52nd St., btw Broadway & Eighth Ave., 212-245-5336). Mention JAZZ when calling for reservations to be seated accordingly. gallaghers.com