



Paul Desmarais/Staff photo

L'Enfance Magique, which sells clothing for children, will relocate to the Greenwich Financial Center building at 369 Greenwich Ave., pictured above.

## Making the right move

*Greenwich merchants set up shop farther down the avenue*

By Peter Healy  
Staff Writer

Two Greenwich merchants will make a fashionable move next month farther down Greenwich Avenue.

Petticoat Lane, which had been at 51 Greenwich Ave. until a Sept. 9 blaze damaged its building, will open a new store at 347 Greenwich Ave.

Meanwhile, L'Enfance Magique, which sells European clothing for children, will relocate from 236 Greenwich Ave. to 369 Greenwich Ave., in the lower level of the Greenwich Financial Center building at the corner of Fawcett Place.

### COMMERCIAL REAL ESTATE

Since October, Petticoat Lane, a seller of handbags, accessories and lingerie, has been in a temporary location at 107 Greenwich Ave., behind the SeaCloth home furnishings store.

Jason Palmer, Petticoat Lane's owner, said the store's new site near the Richards and WishList clothiers is a vibrant area where his shop can draw more customers.

"It's an even better part of the avenue than where we were before," Palmer said.

The previous occupant at 347 Greenwich Ave., Coppola Tuxedos, moved to

the second floor of that building.

A Greenwich Avenue tenant for the past seven years, Petticoat Lane also operates stores in Bronxville, Chappaqua and Scarsdale, N.Y.

Tom Torelli, managing partner of Allied Property Group in Greenwich, represented Petticoat Lane in negotiations for its new lease. Torelli also represented the building owner, Fortunato Coppola.

"We think the relocation of Petticoat Lane is a strong indication that fashion retailers are interested in the lower part of Greenwich Avenue since Richards constructed its new facility (in 2000)," Torelli said.

L'Enfance Magique has also gravitated closer to the busy intersection of Railroad and Greenwich avenues.

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The children's store will replace the Il Papiro stationery purveyor, which closed last week after four years on the avenue. Il Papiro owner John Leon said he shuttered the

Greenwich store so he could focus on his stationery stores in New York City and Palm Beach, Fla., and on a wholesale stationery business.

Owned by Annick Bagley, L'Enfance Magique will occupy 1,600 square feet at its new site.

Marshall Heaven, managing general partner of M.H. Heaven Real Estate LLC in Greenwich, advised Bagley in an unofficial capacity for her shop's relocation.

"It's a very competitive street," Heaven said of Greenwich Av-

enue. "But if you know your customers, have a good product and are a hands-on owner, you can thrive on the avenue. Annick is constantly coming up with innovative product lines. She has built up a very strong and loyal customer base."