

Rothmans to Offer Sportswear, Gifts At New Concept Store in Bronxville

by Zak Failla



Rothmans is scheduled to open up a concept store in Bronxville on Aug. 15.

BRONXVILLE, N.Y. – July 6, 2016 – Manhattan men’s specialty retailer Rothmans is going back to get to the future with a new concept store that will be unveiled in Bronxville next month.

Rothmans officials have announced their intention to open a 1,000-square-foot shop on Pondfield Road - dubbed the Harry-A Rothman project, named for the company president’s grandfather - that will attempt to ascertain a younger clientele by concentrating on sportswear and gifts, rather than tailored clothing.

The concept store is scheduled to open on Monday, Aug. 15. Rothmans President Ken Giddon said that to transition to Bronxville was an easy decision following the success of the company’s location in Scarsdale.

“We like the idea of introducing the concept in Westchester, where we already are well known,” he stated. “While Bronxville is close by, we believe the retail in the town is up and coming and it is underserved in the men’s market.

Giddon added that the store was named after his grandfather, who helped found the original Rothmans location in Manhattan.

“He was truly a legend in the industry, but his name is being forgotten as many of those who know him are now gone,” he said. “He was a scrapper, coming from a destitute family on the Lower East Side, and he went from having a pushcart of rags to building a major New York City Store.”

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