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7 NYC Spots to Visit, Shop, and Eat, According to a Fashionable Florist

By Lynn Yaeger



Photographed by Steven Meisel, Vogue, June 2004

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Whitney Bromberg Hawkings—the founder of the influential, innovative custom floral company Flowerbx—may live in London, but she’s a New Yorker at heart. Having gone to school in Manhattan, she remains an enthusiastic and affectionate fan of the Big Apple. And this week, Hawkings was in town for the opening of her Flowerbx pop-up at the Tiffany & Co. Flagship Next Door. (The original Tiffany store—the one around the corner on 57th that we all know and love—is undergoing renovations.)

Just in time for Valentine’s Day, the Flowerbx pop-up will transform the Tiffany Flagship Next Door into what the store describes as an urban garden, with floral arrangements showcased in a subway car located in the atrium. These custom arrangements are available from February 5 to the 18, and the pop-up will be inaugurated with a Breakfast at Tiffany’s, an event that Hawkings describes simply as “a dream come true.” We caught up with Hawkings on her latest flying visit to Manhattan, and got the scoop on her favorite insider spots across the city.

<https://www.vogue.com/article/nyc-guide-whitney-bromberg-hawkings-flowerbx>



Whitney Bromberg Hawkings Photo: Angela Pham/BFA.com

Best Art Gallery

“I love to stop by the Gagosian Gallery, hopefully to get a glimpse of my friends Rachel Feinstein and John Currin’s latest works,” Hawkings says. “The pieces don’t come to London anywhere near enough, so seeing their art in real life is always a visual treat.”

Best Places to Shop

Other visual treats await at the legendary jeweler Verdura. “I have always loved the Verdura shop on Fifth Avenue, where I browse their amazing vintage pieces and dream. My husband and I are so obsessed with the Manhattan shop that we copied their woven brass door handles in our living room.”

Gabriela Hearst

And speaking of handles—where to find the most delightful handbags in New York City? Hawkings relies on Gabriela Hearst, because “she makes the best bags in the biz, and I always save up for my trips here to invest in a new handbag. Her shop is an example of pared-down elegance, and I am so excited that she has recently opened her London outpost—although I have to restrain myself from visiting too often.”

The RealReal

For a uniquely American experience, Hawkings pops into The RealReal resale shop. “I am really trying to shop more responsibly, and there are few places I can do it with a clearer conscious, and without sacrificing any style, than at The RealReal. They have great, collectible pieces, and although I buy most things online, it sometimes really helps to try things on.”

Best Facial Spot

And, of course, there are some things that cannot be done online. “Although I am always time-starved, I can’t leave town without a trip to Dr. Barbara Sturm, who leaves me looking and feeling like I’m still a student. Her facials are unparalleled, and the hype is real.”

Best Place to Eat

If she ends up very literally starved with all this running around, Hawkings has a favorite watering hole. “I was so excited to discover that the new Farmacy Kitchen in New York City, started by the wonderful Camilla al-Fayed in London, is just as good and buzzy as its London counterpart. And she has managed to make it feel so cozy and elevated that you forget it’s healthy!” If she’s thirsty, on the other hand, she stops in at **the Mark Hotel**: “There are few places as fabulous to have a cocktail, and it’s made even better by the people watching and the Flowerbx flowers that bedeck the lobby. I always run into lots of friends, both local and European, in the bar; The Mark makes New York feel like home, even though I haven’t lived here for years.”