



John Turturro in Rag & Bone's Bayes jacket (\$795)

THE CASE FOR COOL

As if anyone needed more evidence of its casualwear cred, **Rag & Bone** has enlisted nine inimitable men, including *The Night Of's* lovably unlucky lawyer, **John Turturro**, to don some of its fall pieces for the Men's Project campaign. The initiative is timed perfectly to the opening of the new men's store in Tribeca. "Turturro is the epitome of a New York guy," says Marcus Wainwright, the brand's founder, CEO, and creative director. "He's just cool, he never has to try too hard. We tapped him because he's a master of his craft." 228 West Broadway, 646-277-8362; rag-bone.com

TORY BURCH

Chic patterns and relaxed, easy silhouettes make Tory Burch an enduring favorite of Manhattan's glitterati. 797 Madison Ave., 212-510-8371; toryburch.com

JEWELRY & WATCHES

40NINE WATCH

A unique collection of colorful sport watches for men and women. *Danielle B Jewelers*, 871 Seventh Ave., 212-459-1400; teno.com

AURÉLIE BIDERMANN

This French jeweler recently opened a shop on Madison Avenue with an exclusive capsule collection. 957 Madison Ave., 212-628-2125; aureliebidermann.com

BULOVA

Bulova made history in 1960 with Accutron, the world's first fully electronic watch. *Allen M Jewelers*, 668 Lexington Ave., 212-308-8550; bulova.com

DAVID YURMAN

Jewelry designer David Yurman is famous for his signature cable bracelet. 712 Madison Ave., 212-752-4255; davidyurman.com

DE GRISOGONO

Founder and creative director Fawaz Gruosi creates pieces that contrast

generous volumes with sensual lines. 824 Madison Ave., 212-439-4220; degrisogono.com

FOREVERMARK

Each Forevermark diamond is beautiful, rare, and responsibly sourced. *De Beers Diamond Jewellers*, 703 Fifth Ave., 212-906-0001; debeers.com

HERMÈS

Since 2001, Pierre Hardy has created jewelry designs that put a modern spin on the brand's equestrian heritage. 691 Madison Ave., 212-751-3181; hermes.com

JENNIFER FISHER

This celebrity jewelry designer specializes in architectural cuffs and stackable rings. 103 Fifth Ave., 888-255-0640; jenniferfisherjewelry.com

LANCIANI TRAVEL JEWELRY

Each piece is plated with three layers of yellow, white, or oxidized gold, and hand set with cubic zirconia stones. 826 Lexington Ave., 212-832-2092; lanciani.com

LJ CROSS

Jeweler Lisa Jackson creates pieces that convey laidback luxury. 994 Madison Ave., 212-472-5050; ljcrossny.com

MISAHARA

Designer Lepa Galeb-Roskopp is influenced by

her Slavic background and multicultural lifestyle. *The Shops at the Plaza Hotel*, 1 W. 58th St., 212-371-7050; misahara.com

PAUL MORELLI

This jeweler remained Bergdorf Goodman Jewelry Salon's best-kept secret until opening a stand-alone shop in 2014. 895 Madison Ave., 212-585-4200; paulmorelli.com

REINSTEIN/ROSS, GOLDSMITHS

The jeweler is known for contemporary designs rendered with ingots of 18k to 22k gold. 29 E. 73rd St., 212-722-1901; reinsteinross.com

SANJAY KASLIWAL

Sanjay Kasliwal and his expert artisans are masters at traditional Indian enameling techniques. 971 Madison Ave., 212-988-1511; sanjaykasliwal.com

TOURNEAU

New York's go-to emporium is a certified retailer for top brands like Rolex, Patek Philippe, and its namesake watches since 1900. 510 Madison Ave., 212-758-5830; tourneau.com

WEMPE JEWELERS

Since debuting in New York City in 1980, Wempe has been recognized as one of the world's leading purveyors of fine timepieces and jewels. 700 Fifth Ave., 212-397-9000; wempe.com