

Naturopathica Opens a Third Location on Madison Avenue

The brand's signature health centers offer wellness-oriented services.



Naturopathica, once a hippie spa shack with a cult following in East Hampton, is becoming a full-fledged brand in the mainstream wellness market and its latest stop is Madison Avenue.

The brand has opened a third location of its signature health centers at 667 Madison Avenue. The space is home to Naturopathica's wellness-oriented services, including its signature herbal remedy consultations, massage therapy and facials. It will also carry the brand's full line of clean skin care, and offer alternative therapies such as crystal and energy work, IV therapy and community workshops.

The Madison Avenue location is opening a year after the brand quietly sold a majority stake of its business to GF Capital Private Equity in May 2018. Founder Barbara Close, a wellness guru who opened the brand's original location on the East End in 1995, is still involved with Naturopathica's product innovation and education.

The space consists of two levels, each 1,000-square feet, with treatment rooms downstairs, and space on the first floor for community events such as meditation workshops and children’s movement classes.

Emma Froelich-Shea, president of Naturopathica, admitted it was a “bold step” to open a retail store across the street from the Barneys Madison flagship in the wake of the retailer’s bankruptcy and its sale to Authentic Brands Group. The Naturopathica store is adjacent to the Mark Cross store, another GF Capital-owned brand, and the two will be connected by an adjoining door.

“The customer is no longer shopping for just a handbag and just a moisturizer — it’s a mind-set of need states,” said Froelich-Shea. “The retail concept is designed to maximize that experience.”

Froelich-Shea, an Upper East Sider herself, said Naturopathica’s Madison location will be a welcome respite for tourists and neighborhood locals alike.

“I grew up on the Upper East Side and know what achievement addiction is — I was suffering dreadfully from the physical manifestations of that lifestyle, and [I know] all the things my cohort is going through,” said Froelich-Shea. “So it’s really personally exciting to open Naturopathica in this particular community and help Upper East Siders and tourists find the balance and deeper **beauty** as we support them on their path to wellness from the inside out.”

Naturopathica’s product line, which includes facial skin-care, body care and treatments formulated with natural ingredients, is said to be growing in the double-digits. Popular sku’s are hero items like the Manuka Honey Cleansing Balm, and new launches, such as the brand’s Chill Full Spectrum CBD line.