

## POST FOCUS ON COMMERCIAL REAL ESTATE

# Touch of Paris



**BETWEEN THE BRICKS**

**LOIS WEISS**

**UI** oui! The French fashion house Louis Vuitton is opening a pop-up storefront at Brookfield Place. It will debut on Friday in conjunction with its "Volez, Volez, Voyagez — Louis Vuitton" exhibition that will start the same day at the American Stock Exchange building at nearby 86 Trinity Place.

The 1,800-square-foot store will carry a curated selection of travel accessories, fragrances and leather goods, with hot-stamping personalization available. While the exhibition runs through Jan. 7, the store will remain at least through March 2018.

In keeping with the "Sail, Fly, Travel" — of course with luggage — theme of the nearby exhibit, the store's façade will be layered with travel stickers and the designers gold monogram. The walls will also evoke the diamond-like "malletage" interior of the brands' archival trunks, designed to protect important possessions while crisscrossing the globe.

The storefront is on the lower, southeast side of the Winter Garden next to Hermès and Omega and was one of the last available spots.

Brookfield's **Michael Goldban** negotiated the deal directly with Louis Vuitton's in-house team. "We are always seeking the most innovative and prominent brands in luxury retail, and the world-renowned legacy of Louis Vuitton is a perfect complement to this collection," Goldban said.

The exhibition itself originated in Paris in 2015 before traveling to Tokyo and Seoul, but for its North American debut, it will have a new "chapter" dubbed "Louis Vuitton Loves America," with celebrity red-carpet designs, editorials and founder Gaston-Louis Vuitton's 1893 archives at the World Expo.

Along with numerous historical artifacts, the three floors display bags, trunks,



**48 'ROCK':** The Rockefeller Center area will get more than a touch of additional "glass" when this building opens at 12 W. 48th St. *ArsLonga*

## Fresh façade for Midtown

suitcases and items previously owned by Ernest Hemingway, Lauren Bacall and F. Scott Fitzgerald.

A petite glass-fronted retail and office building is rising just south of Rockefeller Center, mid-block at 12 W. 48th St.

DNA Development drafted Ennead Architects — the former Polshek Partnership — to design a jewel box with an angled, all-glass façade to provide visibility from both Rockefeller Center and Fifth Avenue just steps away.

DNA's **Alex Sachs** says the firm is targeting tenants that can use all 30,939 square feet for retail or use one or more

of the upper floors for offices. "For a foreign brand, it's a bite-sized opportunity to have offices and retail below," he said. "You can plant your own flag and be in a branding location."

Floor sizes start with the 20-foot-high, 7,286-square-foot ground floor, with 5,707 square feet on the second floor, which also has a 20-foot-tall ceiling and could include an outdoor patio, another 5,707 square feet on the third floor, and 4,714 square feet on the fourth. The roof can be made into a deck, and there is a 7,525-square-foot basement

with a 15-foot-high ceiling.

Broker **Kenji Ota** of Cushman & Wakefield said the asking rent is at a "significant" discount to Rockefeller Center and Fifth Avenue spaces.

DNA bought the old seven-story garage from **Gary Barnett's** Extell Development for \$372 million a year ago and is about to put up the steel.

The firm is also about to start closing on its Brooklyn residential condo at 280 St. Marks Place and is working on the conversion of 350 W. 71st St. into another condo.

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## Untuckit sews up 2nd NYC store

Untuckit is opening another city location, in the Flatiron District at 103 Fifth Ave.

The shirtmaker will take the space vacated by shoe seller Sperry Top-Sider, which has 1,889 square feet on the ground and a 1,500-square-foot basement.

**Michael O'Neill** and **Taylor Reynolds** of Cushman & Wakefield represented Untuckit.

**Jason Pruger** and **Harrison Abramowitz** of Newmark Knight Frank represented building owner Harlington Realty, which had an asking rent of \$600 per square foot.

The digital and content agency Definition 6 is moving from the Flatiron to the Garment Center.

The Atlanta firm has leased a prebuilt of 13,750 square feet taking up the entire second floor of 218 W. 40th St. between Seventh and Eighth avenues.

The building is diagonally across from the New York Times headquarters, and the area is often called Times Square South as it is rapidly changing from fashion to TAMI (technology, advertising, media and information) tenants.

**Jarod Stern** and **Ken Ruderman** of Savills Studley acted on behalf of Definition 6, which is moving from 79 Fifth Ave. by East 15th Street near Union Square.

**Brian Neugeboren, Nicole Goetz** and **Bob Savitt** of Savitt Partners represented the building owners, with an asking rent of \$55 per square foot.

The open-floor-plan space has glass conference rooms and a kitchen and bistro area along with updated bathrooms.

Free People, Urban Outfitters and Avery Dennison are among the tenants. *Lois Weiss*