

Recession Boosts Cheap-Chic Shop's Fortunes

As retail rents in Manhattan tumble, retailers are seizing the moment to open up shop in previously out-of-reach neighborhoods, such as SoHo or the Upper East Side.

By [ADRIANNE PASQUARELLI](#)

RoundAbout

113-115 Mercer St., Manhattan

Tenant broker firm

Prudential Douglas Elliman

Tenant broker

Faith Hope Consolo and Joseph Aquino

Square feet

2,000 sq ft.

Asking rent

\$150 per sq ft.

Type of Deal

Lease

Lease length

10 years

Neighborhood

SoHo

Landlord name

Aion Partners

Landlord brokerage firm

Cushman & Wakefield Inc.

Landlord broker

Alan Schmerzler

After opening its first Manhattan location two years ago on the Upper East Side, upscale consignment and designer-discount shop **RoundAbout** is in expansion mode. The company, which has seen sales rise as much as 50% over the past year thanks to consumers' increasing appetite for designer duds at reasonable prices, recently signed a 10-year lease for 3,100 square feet at 113-115 Mercer St., between Prince and Broome streets. The asking rent for the space was about \$150 a square foot.

The deal, which puts RoundAbout near designer tenants including Phillip Lim, is another vote of confidence in Mercer Street.

"It's a very strong indication that retailers are becoming active in markets that are off of Broadway," said Alan Schmerzler, the Cushman & Wakefield Inc. broker who represented landlord Aion Partners.

The lease includes 2,000 square feet on the ground floor and 1,100 in the basement. Laurie Perrin, who founded RoundAbout with her husband, Richard, plans to sell couture from high-end designers like Chanel on the first floor, and to have lower-priced offerings from designers such as Diane von Furstenberg and Theory on the lower level. The Perrins have two RoundAbout locations in Connecticut. They expect to open the SoHo store for business in August.

"It's a recession-proof tenant," said **Faith Hope Consolo**, the Prudential Douglas Elliman broker who, along with colleague **Joseph Aquino**, represented **RoundAbout**. "There are a lot of residents in TriBeCa and SoHo that shop at Century 21, and **RoundAbout** is going to capture those."