

LEASE BEAT

'Couture Cognoscenti' Magnet Branching Out to Soho

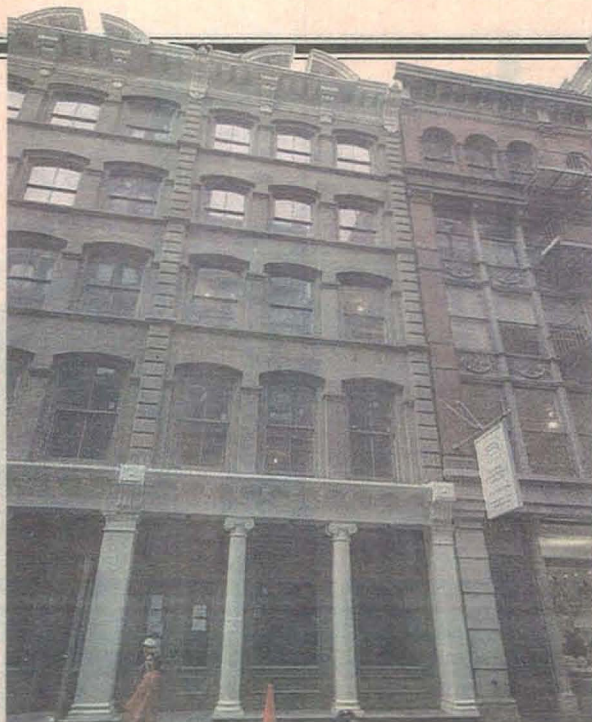
115 Mercer Street
RoundAbout, an Upper East Side wonderland of recycled couture tucked away in a multileveled mansion, is the kind of curious and curiouser place where a spurned frock can play a part in a new wearer's dream, where what's out is in, and what's old is always new again. It's not much of a leap of logic, however,

that the store, after a successful spin uptown, is now branching out downtown in—where else?—Soho.

"RoundAbout is where the couture cognoscenti go to find vintage Hermes, Chanel and Armani, much of it with labels still attached," said Faith Hope Consolo, who, along with Prudential Douglas Elliman colleague Joseph Aquino, repre-

sented the shop. "This is a retailer who carries a cachet that is exclusively shared among those 'in the know.'" The brokerage team also worked with the shop on its Upper East Side location.

The landlord of the 3,100-square-foot Soho store was represented by Alan Schmerzler of Cushman & Wakefield.



Lids Opening on Times Square: Retailer Picks Paramount, Sherwood Spaces

1501 Broadway, 2 Times Square
Lids, the international retailer hinged to the concept that most people will willingly brand themselves, is opening not one but two new locations in Times Square. One of the Lids, set to open this spring, will peddle its blend of largely athletic and collegiate logos at 1501 Broadway, joining Times Square logo luminaries like Levi's, Bubba Gump Shrimp Co. and the Hard Rock Café. Another Lids will operate on the site of the Marriott Renaissance Hotel, where its neighbors will include Jamba Juice and Olive Garden. Indeed, where better to open a logo shop (or two) than Times Square?

"Tourists are a key component of the Lids business, and Times Square is one of the world's top tourist destinations," said Stephanie L. Snyder of Crown Retail Services, who, along with colleague Haim S. Chera, represented Lids in both transactions.

Paramount Group, owner of 1501 Broadway, where Lids' retail space will take up 1,340 square feet, was represented by Jeffrey Roseman of Newmark Knight Frank. At 2 Times Square, the Marriott Renaissance site, Lids will take 1,000 square feet. Landlord Sherwood Equities was represented in-house.



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