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Armani Group and SL Green to redevelop 760 Madison Avenue

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Manhattan, NY The Armani Group and SL Green have launched plans to redevelop the Giorgio Armani boutique at 760 Madison Ave. The fully reimagined 97,000 s/f building will be home to a new flagship Giorgio Armani retail boutique and 19 residences designed by Giorgio Armani. Giorgio Armani will conceive the residential interiors and the designer intends to take up residence within the building upon its completion. New York architecture firm COOKFOX will serve as architect on the project and redesign the new building to reflect the evolution of the Armani brand which has become a perfect complement to the Upper East Side.

760 Madison Avenue - Manhattan, NY

The proposed project is designed to be in harmony with Madison Ave.'s streetscape while reflecting the history of the district. The building's natural stone materials, including brick and limestone, will contribute to and balance the existing neighborhood. The new building will include a series of setbacks and outdoor terraces that break up the massing, create definition from the street and provide a visual connection to Central Park.

The team also includes historic preservation consultants, Higgins, Quasebarth and Partners, and zoning consultants, Greenberg Traurig, LLP, to help ensure that each aspect of the building design will be appropriate for the Upper East Side Historic District. The plan will require approval of the Landmark Preservation Commission. Construction is expected to begin in 2020 and be complete in 2023.

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