



## **The Retail Group at Prudential Douglas Elliman completes 4,500 s/f for Kimaya**

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Kimaya, the leading fashion house of India is bringing its unique retail concept to a lavish 4,500 s/f, multi-level boutique at 717 Madison Ave., a townhouse situated between 63rd and 64th Sts. The Mumbai-based lifestyle retailer is set to create a boutique destination that is reflective of its other stores around the world and will include couture fashion, evening wear, bridal, exquisite jewelry and accessories.

"Kimaya is poised to be one of the most exciting new entries on the New York fashion scene because it is absolutely unique," said Faith Hope Consolo, chairman of the Retail Group for Prudential Douglas Elliman. "Its distinct image is in the way it markets the dozens of international designers, who are now poised to debut in the U.S. market."

Kimaya is a one-of-a-kind concept representing the finest designers in India, Pakistan, Malaysia and South Africa. Among the 110 designers featured are: Abraham & Thakore, Anna Singh; Pam Mehta, Manish Arora and Wendell Rodricks, as well as its own private label. The stores in India are considered celebrity haunts, with endorsements from Indian actresses Diya Mirza, Rani Mukherjee and Sushmita Sen, among others.

The new location positions this bastion of exotic fashion alongside such neighboring jewelers and couture designers as Graff, Mauboussin, David Yurman, Chopard, Jimmy Choo, Chanel and Hermes. Earlier this year, designer Devi Kroell opened her own multi-level shop on the north side of the building at 719 Madison Ave.

"If globalization is the key to 21st Century retailing, then there is no better example of it in the fashion world than Kimaya," Consolo opined. "In less than a decade, it has become the preeminent destination for luxury apparel in India. Now it can introduce many of those designers to New York City, the capital of world fashion."

"Kimaya epitomizes the growth of Indian couture," said Joseph Aquino, executive vice president of the Retail Group. "This location will establish the fashion house as a natural addition to the dazzling designers on Madison."

Prudential Douglas Elliman's Retail Group exclusively represented both the landlord and tenant in this transaction.

Prudential Douglas Elliman's Retail Group is the industry leader in retail leasing, investment sales and consulting services on a local, national and international scale. Its scope of work is comprehensive and extends to virtually every facet of retail real estate and every kind of retail location - from urban and suburban streets to malls, shopping centers, lifestyles centers and power centers. Prudential Douglas Elliman's retail clients come from every segment of the market from luxury fashion to mass merchandising. It works on behalf of private and public investors,

entrepreneurial owners and real estate developers with significant portfolios or single assets.

Offering a strategic platform of services, the Retail Group specializes in creating customized, highly focused solutions on a client-by-client basis, oversees retail operations for the 50 Prudential commercial real estate offices (retail services divisions) nationwide, and is part of a preeminent real estate organization with more than 4,000 agents and a network of national and international affiliates. Ranked in the top five real estate brokerages nationally, Prudential Douglas Elliman Real Estate is an independently owned and operated member of the Prudential Real Estate Affiliates and an equal housing opportunity company.

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