



Pep Real Estate throws gala fashion party to introduce 54 Crosby Street to retailers

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Pep Real Estate, one of SoHo's most preeminent real estate management and finance companies, has thrown a fashion gala party to which it invited many of New York's fashion and jewelry retailers to view its 54 Crosby St. building in the heart of SoHo.

The party consisted of a devilishly sexy fashion show of Baci Lingerie organized by cutting-edge fashion designer Hillary Flowers. A parade of more than 20 models showed 500 admiring guests the latest in sexy lingerie. Prior to the fashion show, guests enjoyed a menu of international foods and imbibed a selection of premium wines and liquors."

The chairman of Pep Real Estate, John Pasquale, said, "54 Crosby St., which borders Bloomingdale's, is an ideal retail location for a fashion or jewelry store. It is in the heart of a hip Soho neighborhood that attracts affluent consumers from all over the globe. The building is glass-fronted with two basement levels, each designed by the internationally celebrated artist Arturo Di Modica. The two basements and the ground floor each has 2,000 s/f; the second floor has 1,750 s/f, plus there is a 750 s/f mezzanine. And to top it all off is a magnificent 400 s/f roof garden, ideal for entertaining as well as a perfect spot for warm weather dining."

Pep Real Estate is a third generation real estate company run by John and Ronald Pasquale and is located at 25 Howard St. in SoHo. The firm provides full panoply of real estate services. For further information please visit www.peprealestate.com or www.54crosby.com or e-mail office@peprealestate.com.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540