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Thor Equities leases 15,000 s/f building to Dolce & Gabbana at 155 Mercer Street, SoHo

March 23, 2015 - New York City

Thor Equities has leased its entire 15,000 s/f building at 155 Mercer St. in SoHo to Dolce & Gabbana for the brand's flagship retail store, according to company executives.

Originally built in 1855 as Firemen's Hall, the historical property was most recently home to dance performance venue the Joyce Theater. Dolce & Gabbana is recreating 155 Mercer's original brownstone facade. The four-level building includes 50 ft. of frontage on Mercer St.

"As a leading luxury design house and fashion forward brand, Dolce & Gabbana is an ideal fit for the increasingly trendy Mercer St. corridor and surrounding SoHo neighborhood," said Joseph Sitt, CEO of Thor Equities.

Located between Houston and Prince Sts., 155 Mercer is surrounded by SoHo art galleries, the trendy Mercer Hotel, and fashion retailers including Vera Wang, Prada, Marc Jacobs, Balenciaga, Marni and Versace.

Thor Equities represented themselves in-house.

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