



Thor Equities welcomes Brioni Flagship to 680 Madison Avenue

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Thor Equities, a global leader in urban real estate development, leasing and management, has leased 7,000 s/f of retail space at 680 Madison Ave. to high-end fashion house Brioni for its new flagship store.

The Brioni flagship will be designed by a world renowned architect to emphasize the company's recent evolution, with tailored clothing, sportswear and accessories on the ground floor and the brand's famed custom suiting on the second level.

"With two levels overlooking one of the premier blocks on the Upper East Side, 680 Madison is the ideal location for luxury fashion brands in New York City," said Joseph Sitt, CEO of Thor Equities. "Madison Ave. has long been a premier destination for high-end retailers and shoppers, and Brioni is continuing this trend."

Running the entire length of Madison Ave. between 61st and 62nd Sts., 680 Madison includes two levels of luxury retail space owned by Thor Equities totaling 38,500 s/f, with 200 feet of frontage on Madison.

Thor purchased the building's retail condominium space in 2013, signing Qatari clothier Qela to 6,230 square feet in 2014, and exclusive eyewear collection Morgenthal Frederics earlier this year. 680 Madison Ave. is immediately surrounded by leading luxury retailers Hermès, Brunello Cucinelli, Berluti, and the flagship Barneys New York store.

Built in 1951 by the Astor Estate as a hotel, 680 Madison later became the Helmsley Carlton House before being converted to a luxury residential and retail property.

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