



Year in Review 2018: Faith Hope Consolo, Douglas Elliman Real Estate

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Name & Title: Faith Hope Consolo, Chairman of the Worldwide Retail Marketing, Leasing and Sales Team

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What market trend(s) will impact your industry in 2019?

Food, Fitness and Beauty will continue to be the big three. Online brands will persist in embracing clicks to bricks. Shoppers need a reason to go to the store and brands will continue to up the ante by offering immersive experiences that are exciting and memorable.

What was your most notable project, deal, transaction or professional achievement in 2018?

As I always say, Food is Fashion and this was the year of the chefs and their food concepts. Innovative 'eatertainment' options are driving the rebirth of retail around the City and am proud to be a part of these exciting times. James Beard-nominated chef Joseph "JJ" Johnson and co-author of cookbook "Between Harlem and Heaven" is focused on establishing rice as culture in his restaurant Field Trip at 109 Lenox Avenue. The owners behind Torishiki in Japan, a Michelin Star restaurant with a current one-year wait list, will be bringing their yakitori (Japanese-style skewers) concept for their first location in the United States, Torien at 292 Elizabeth Street. Expanding from Port Chester, NY, SoFresco will tap into the color and flair of South America creating fresh takes on traditional

Columbian fare for its first New York City location at 95 Greenwich Avenue. And master mixologist Ektoras Binikos is bringing his renowned unique talent of creating 'art in a glass' with co-founder Simon Jutras to their first-ever craft cocktail lounge Sugar Monk at 2292 Frederick Douglass Blvd.

What was the best decision that you made in 2018 and how did it impact your business?

The market is like the tide; ebbs and flows constantly. You need to move with the market and react to retail with razor sharp focus and embrace a mindset to manage and motivate.

What was an unexpected event that occurred in 2018, and how did it impact your career or personal life?

Despite all the nay sayers, shoppers are still making purchases in-store. Shopping habits have changed and retailers are reinventing the traditional shopping experience in order to compete in today's retail market. It is our job to guide the retailers and the Landlords and the challenges of the current retail landscape are only energizing our creativity.

Do you have any New Year's Resolution(s)?

I don't make New Year's Resolutions; every day is a New Year for me!

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