



Roth of Manhattan Skyline Management and Klotsman of Douglas Elliman lease 925 s/f of retail space to 4GSeller at 107 Sullivan St.

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Caption

Manhattan, NY According to Manhattan Skyline Management Corp., men's luxury reseller, 4GSeller, has signed a lease for a new location at 107 Sullivan St. between Prince and Spring Sts. in SoHo.

Vincent Ferraro, owner and curator of the shop's merchandise, began selling online in 2016 under the handle 4GSeller.

This showroom is Ferraro's second in New York City, occupying 925 s/f across the ground floor and basement levels of Manhattan Skyline's Sullivan Mews apartment building. The shop features 12 ft. of store frontage on Sullivan St. and joins Ferraro's first showroom location also in the neighborhood.

"Luxury resale has exploded in popularity over the past several years, and Vincent has certainly cornered the market for menswear," said Joshua Roth, senior vice president of retail at Manhattan Skyline Management Corp. "We are pleased to welcome 4GSeller to Sullivan Mews as they are a natural fit for our high-end roster of retail tenants in SoHo."

Last May, Manhattan Skyline welcomed hatmaker Ryan Ramelow to the spot adjacent to where 4GSeller now resides.

Roth represented Manhattan Skyline in the long-term lease transaction. 4GSeller was represented by Neal Klotsman of Douglas Elliman.

With new clothing, accessories, shoes and furniture arrivals weekly, visitors can expect brands including Dior Homme, Louis Vuitton, Saint Laurent, Enfants Riches Déprimés and Celine by Hedi Slimane. The showroom also sells 4G private label friends and family hoodies. Visitors are by appointment only and Ferraro, who was a mainstay in New York City's nightlife scene pre-pandemic, is particularly known for his celebrity clientele.

"Our transition from selling exclusively online to having a physical presence has been such a success that it emboldened us to open a second SoHo location," said Ferraro. "This shop gives us the ability to connect directly with our customers on a more personal level and allows them to see and feel the collection."

4GSeller and Ryan Ramelow are located at the base of one of the ten apartment buildings comprising Manhattan Skyline's Sullivan Mews. The Mews provides classic yet fully modernized living environments available in studio, one- and two-bedroom layouts. A total of 155 residences in Sullivan Mews attract Manhattan's young artists and professionals.

Neighboring tenants include Global Table, The Dutch, Blue Ribbon Sushi, Alidoro, Anonymous Hair Salon, Soho Room, Blue Ribbon Brasserie, Altesi Downtown, Dominique Ansel Bakery, Joe & The Juice, Juice Press and La Colombe.