



Optimum Asset Management relaunches residence as 222 LES Tower + Lofts

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Manhattan, NY Optimum Asset Management’s luxury tower and reimagined landmarked loft building is relaunching as 222 LES Tower + Lofts, with sales and marketing now led by Corcoran Sunshine Marketing Group. With a 6,700 s/f private park and suite of newly furnished amenities by Paris Forino, 222 LES Tower + Lofts offers tranquility and charm surrounded by culture and creative energies on the Lower East Side.

“We’re proud to introduce 222 LES Tower + Lofts with Corcoran Sunshine Marketing Group,” said Matthew Barry, CEO, Optimum Asset Management USA. “Offering modern design, an abundance of amenities and panoramic views, 222 LES Tower + Lofts provides the sought-after immersive experience that buyers are looking for in one of New York City’s most culturally rich neighborhoods.”

Situated on the corner of East Bdwy. and Clinton St., 222 LES Tower + Lofts connects a new 28-story luxury tower with a reimagined 11-story landmarked loft building to comprise a boutique collection of 70 light-filled residences, many with skyline and river views. Inspired by the Lower East Side, the New York-based architectural firm, SLCE Architects, together with the architectural design studio S4 Architecture designed 222 LES Tower + Lofts to fit into the historic surroundings of the neighborhood.

Ranging from studio- to four-bedrooms, including limited tower full-floors and two exquisite duplex loft penthouses, 222 LES features warm, crafted interiors by the award-winning Paris Forino. With details including white oak flooring, custom kitchens with fluted glass cabinetry, Waterworks fixtures, and appliances, modern luxury exudes at every touchpoint. Many residences showcase views of the East River and New York City skyline, while select homes feature private terraces.

“We’re thrilled to represent this thoughtfully laid out collection of homes and lead sales at 222 LES Tower + Lofts,” said Katie Sachsenmaier, senior sales director for Corcoran Sunshine Marketing Group. “This building embodies the best of the Lower East Side and we’re confident its balance of historic and modern design will resonate with buyers seeking an elevated lifestyle in this charming neighborhood.”

Complementing this elevated offering, 222 LES Tower + Lofts features 14,000 s/f of indoor and outdoor amenities, most notably the park with areas dedicated to relaxation and entertaining. The fitness and wellness programming includes a 40-ft. indoor swimming pool with cabanas and locker rooms, and fitness center with yoga studio. Additionally, the amenities provide space for gatherings and co-working with direct access to the private park, as well as areas dedicated to creative pursuits. Residents of 222 LES Tower + Lofts are welcomed by a 24-hour doorman attended lobby and have access to a live-in resident manager, bicycle storage, cold storage with room for fresh food and flower deliveries, and private storage for purchase.

Photo credit: Rich Caplan

Courtesy of 222 LES Tower + Lofts

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