



Haddad and Abrams of Lansco broker 741 s/f lease for Dalyah

April 27, 2009 - Shopping Centers

New York-based jewelry designer, Dalyah, known for creating fine diamond and gemstone jewelry, has signed a 10-year lease for 741 s/f of retail space at 625 Madison Ave. on the corner of East 58th St. for one of its first area retail locations. Sylvia Haddad and Robin Abrams of the Lansco Corp. represented the tenant. Jeffrey Roseman and Gregg Gropper of Newmark Knight Frank represented the landlord, SL Green Realty Corp.

"This is a well-trafficked Midtown location nestled among leading brand-name retailers and the most luxurious hotels in Manhattan," said Haddad, an executive managing director at Lansco. "This space will provide excellent exposure for the up-and-coming jewelry designer and was a smart choice for the retailer's first New York City store."

Dalyah is part of Protea Diamonds, one of South Africa's largest privately owned diamond companies dealing in rough and polished diamonds, diamond jewelry and other precious gems. Although a new division within the company, Dalyah has shown remarkable growth over the past few years and has become a core component of Protea's current and future business plans.

"In this market, jewelry retailers continue to vie for great retail space," noted Abrams, an executive vice president with Lansco. "Jewelers are able to secure high profile storefronts in desirable locations, such as along Madison Avenue, because their extremely small products command high prices. Because Dalyah has access to precious gemstones through Protea, the retailer can offer quality products at very reasonable prices, thus setting themselves apart from most high-end luxury jewelry retailers on Madison Avenue."

Dalyah's new retail space is in close proximity to the five-star Four Seasons Hotel and luxury retailers such as Fratelli Rossetti, Stuart Weitzman, Swarovski Gallery Store, Baccarat and Eres.

The Lansco Corp., founded in 1965, is a New York-based full service real estate firm providing strategic advisory, sales and leasing services to the commercial office and retail marketplace. The firm represents national and international tenants, as well as major developers and landlords. Through partnerships with CORFAC International and XTEAM, Lansco is active throughout the United States and in over 80 international markets worldwide. Over its rich history, The Lansco Corporation has become a trusted partner and expert advisor to its local, national, and international clients.

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