



Lansco Corp. represents landlord for 800 s/f at 898 Madison

June 05, 2009 - Shopping Centers

898 Madison Ave., an 800 s/f retail space located on the ground floor of the famed cooperative apartment designed by Rosario Candela and Mott Schmidt in the early 1900s, was leased by French perfume retailer, Editions de Parfums, according to The Lansco Corp., the real estate agent for the landlord, the 19 East 72nd St. Corp. This was one of the first times in over 60 years that this particular retail space of the landmark building was available for lease.

Editions de Parfums, which specializes in high quality, personalized scents, signed a 10-year lease for the space which features 14-foot ceilings. The perfumer will occupy one of the retail spaces of the 19 East 72nd St. cooperative.

"Given the history of this beautiful limestone cooperative, the landlord was looking for a very special retailer that would be in keeping with the character of both the building and neighborhood to fill this space," said Alan Victor, an executive vice president of Lansco, a member of the X Team Retail Services Network, who represented the landlord in this transaction along with Lansco director Amie Claps.

"Even while a landmark building can create certain limitations for a retailer, we believe that Editions de Parfums' planned interiors that will mimic a grand parlor, signature smelling booths and the well trafficked Upper East Side location, will quickly make this a destination for shoppers that is well fitting with the elegance of the neighborhood," said Claps who added that the interiors will be designed by Patrick Elie Nagger, winner of The Best Designer 2008 by the Foundation Center for Luxury and Creation in Paris, France.

Ron Teitelbaum of Ron Teitelbaum Properties, Inc. represented Editions de Parfums in this transaction. Located a block from Central Park, the retailer's neighbors also include Ralph Lauren's Rhineland Mansion, Manrico, Silvano Lattanzi, and the Arader Gallery of New York.

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 X Team Retail Services Network, 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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