



Variazioni signs long term lease at 1043 Third Avenue

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Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president of Prudential Douglas Elliman's Retail Group have arranged another location for boutique Variazioni at 1043 Third Ave., between 61st and 62nd Sts. Neighboring stores in the area include Arche Shoes, American Apparel, Pookie & Sebastian and Urban Outfitters.

For more than three decades, Variazioni has been known as a one-stop-shop for hip styles and hard-to-find labels, such as Joe's Jeans, Rock & Republic, Kier + J and Hudson Jeans. The new store will be its sixth Manhattan location, with two stores on the Upper West Side, and one each in Soho, Greenwich Village and Little Italy. Outside of New York, the retailer has one suburban unit in Millburn, NJ, for a total of seven stores in the Greater New York area.

More significantly, the new location is the brand's first foray into the Upper East Side. To test the waters, Variazioni originally opened a pop-up shop at the location last spring. After seeing how it was welcomed in the area after just a few months, it signed a long-term lease. Adding to the desirability of the location, the building is currently undergoing a multi-million dollar renovation that includes the plaza directly in front of the store. In addition to the Variazioni store, Consolo and Aquino are the exclusive agents for three additional spaces at the site.

"Placing an established hip boutique in the heart of one of the city's most active shopping districts was an obvious choice," said Consolo. "Ironically, we initially met some resistance because the owners needed to be convinced that Midtown East contained the right mix of super chic- and funky fashion lovers. But the pop-up store solved that problem completely."

According to Aquino, "Faith and I have worked with the owners of Varizioni for many years and truly understood their consumer base and its needs. To us this location was a no-brainer, but knowing how pleased the owners are already makes this an even better deal."

Consolo and Aquino represented both the landlord and the tenant for the long-term lease transaction.

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