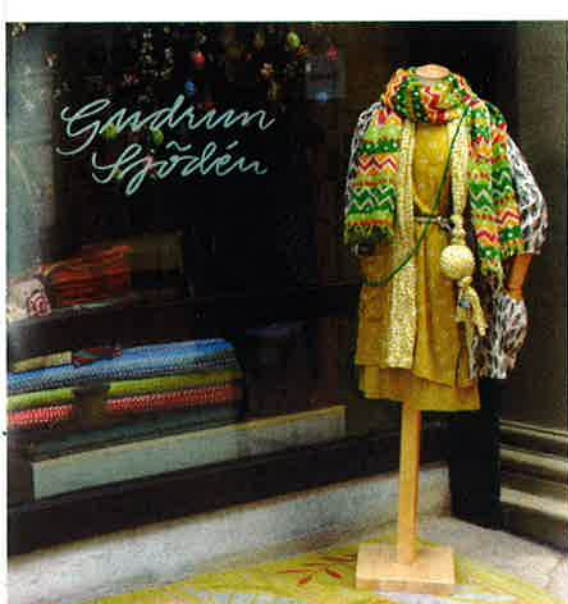


TOP WOMEN IN REAL ESTATE



Cheryl McKissack Daniel
Annemarie DiCola
Debra Duneier
Kelly Gedinsky
Roxana Girand
Nicola Heryet
Anita Konfederak
Audrey Novoa
Dana Panzarino
Alexis Tener Petrus
Laura Yablon Rapaport
Bonnie Schnitta
Lina Telese
Esther Zar
and one man...
Kenneth D. Levien

Annemarie DiCola, CEO
Trepp, LLC



DISTRICTS FOR DESIGNERS

**FAITH'S
FASHION
FOCUS:**

Spectacular Soho

One of the great neighborhoods of New York City, SoHo arguably has gone through the greatest transformation - from a manufacturing district to an artist haven to the home of billionaires, from hardscrabble to haute couture. And now is the perfect time to explore this 26-block National Historic Landmark.

ABOUT SOHO

The name SoHo refers, of course to its location South of Houston Street; it also is bounded by Lafayette Street and Centre Street to the east, Canal Street to the South and West Broadway to (yes) the west. In the 1600s, though, it was part of a land grant given to freed slaves of the Dutch West Indies Company, and became the first Black settlement in Manhattan. It remained rural until well after the American Revolution, when mosquito-filled canals and ponds were filled in, creating a safe environment for development. By the middle of the 19th Century, the area's now-landmarked cast iron buildings began to arise, as did major retailers such as **Lord & Taylor** and **Tiffany & Company**. In time, though, so did less savory businesses, effectively turning some streets into a red-light district. The theaters eventually became factories, and SoHo lost a significant part of its population. By World War II, even those buildings had been abandoned, as the textile makers utilizing them relocated to other parts of the country. There even was talk in the 1960s of razing many of the buildings

for a superhighway to connect the East River bridges with the Holland Tunnel.

A collaboration of young artists attracted to the high ceilings (and cheap rents) of those buildings, and historic preservationists eager to preserve the cast iron architecture saved the neighborhood. In 1971, SoHo was rezoned as residential (many of the artists were living in the buildings anyway), followed by its declaration as an Historic District in 1973. Gentrification had begun, and continues to this day as ever more affluent residents continue to flock to the area for wide spaces, lots of light and a now established retail and restaurant scene.



by **Faith Hope Consolo**
Chairman, The Retail Group,
Douglas Elliman Real Estate

SHOP IN SOHO

Retail in SoHo extends over several main streets (with increasing interest in side blocks, as well). To catalog them all would take volumes! However, each street has several highlights, with Greene Street, Spring Street and West Broadway of particular interest.

Greene has become a headquarters for boutiques, particularly for international names looking to enter the United States. It also has one of the few remaining art galleries that reflect the neighborhood's history: **Jacques Carcanagues** Gallery at 21. **Acne Studios** brings men's and women's apparel from Sweden to 33. Make your home as stylish as your wardrobe at **Jonathan Adler** (47). More style from Scandinavia: Sweden's **Gudrun Sjoden** has its first U.S. (and very colorful women's wear) shop at 50. Get the latest sound equipment at **Bang & Olufsen** (63). **Diesel Denim Gallery** (68) is a headquarters for casual wear. Visit **Onassis** (71) for terrific menswear. Shirts and more for men and women are found at **Seize Sur Vingt** (78). **Kiki de Montparnasse** (79) offers saucy lingerie. True proof that

haute style has come downtown: **Etro's** prints at 89 and **Chloe's** new boutique at 93. Also at 93: **Anne Fontaine's** beautiful blouses. **Tiffany** has an outpost at 97. **Jitrois'** amazing leather apparel is at 98. **Space NK** has some of the best skincare and cosmetics in the world at 99. **Galeria Melissa's** colorful footwear comes from Brazil to 102. **Original Penguin's** casual style is at 103, while **Stella McCartney's** haute looks are at 112. In between, learn more about art at **Taschen's** book store at 107, and find premium jeans at **AG Adriano Goldschmied** (111). E-commerce eyewear titan **Warby Parker** has made its brick-and-mortar debut at 121. **Kisan** (125) has clothing and accessories for the entire family at 125. **Alessi's** divine home design is at 130. **Dior Homme** (133) outfits the men in luxury.

Spring Street, too, is home to a diverse collection of shops. **Just Shades** (21) truly does just sell lampshades (not easy to find these days). **Evolution** (120) brings the American Museum of Natural History to you with skulls, bracelets made of beetles and more. **Burberry's** downtown branch is at 131. **Maje** offers French fashion at 145 (and at 10 Prince Street). Find handmade shoes at **Varda** (147). **Flying A** has an eclectic mix of apparel and more at 169. Outfitting your home? Look no farther than **Robert Kuo** at 192.

Not surprisingly, Broadway also is a major international retail destination. **Muji's** inimitable Japanese style is at 455, not far from Chinese-themed **Pearl River Mart** at 477. **TopShop's** British take on trendy value clothing is at 478. **J. Crew's** classic American style is at 484, not far from **Bloomingdale's** luxury at 504. Across the street, **Old Navy** serves value at 503. Britain's **AllSaints** made its New York debut at 512. **Guess by Marciano** has casual fare at 537. **Quiksilver** outfits us for sports at 519 and **Puma's** athletic wear is available at



521. **Steven and Steve Madden** offer contemporary footwear at 529 and 540, respectively. Get what you need for the great outdoors at **Eastern Mountain Sports**, (530). **Uniqlo's** value fashion from Japan is at 546, with **H&M's** take at 558. **Sephora** makes us look our best at 555. One of the pioneering luxury brands in the area was **Prada** (575). Affordable shoes and accessories are found at **Nine West** (577). **American Eagle** and its sister **AE** share 599.

West Broadway has become one of the great shopping streets in the city with a number of national retail names. **Treasure & Bond** (350 Broadway) is a Nordstrom outpost. **Oliver Peoples** offers stylish spectacles at 366, while **Anthropologie's** area branch is at 375 West Broadway. **Bogner** prepares us for more than skiing at 380. **Herve Leger's** famed dresses and more are at 409, while **Emporio Armani's** Italian take on casual is at 410. Montreal's **mo851** has apparel and accessories at 415. **Elie Tahari's** lovely apparel is at 417. **Peter Lik Gallery** has terrific photography at 419. Find baubles at **Alex & Ani** (425) and eyewear at **Robert Marc** (436). **Happy Socks** is a newcomer to the block (and the United States, from its native Scandinavia) at 436. **Thompson Alchemists** has a bit of everything at 449. More Italian chic is at **Max Mara** (450) and **Alberta Ferretti** (452). Get a bit of **Porsche** style at 465. Shoes for the family are at **Keito** (480).

A few others you may want to check around the area: **Alexander Wang's** flagship at 103 Grand Street; **Opening Ceremony** at 35 Howard Street; **Icebreaker** at 102 Wooster Street and **Equipment** at 110 Wooster; and **Helmut Lang** at 93 Mercer Street. Or just wander around – there are too many fabulous and amazing shops to mention!

DINE IN SOHO

Blue Ribbon (97 Sullivan Street) may be one of the most fun restaurants in town, with an eclectic menu, but warning: no reservations. Its nearby sister restaurant **Blue Ribbon Sushi** (119 Sullivan Street) also features terrific cooked cuisine. **David Burke Kitchen** (23 Grand Street), located at the James Hotel (more about that below) features creative American cuisine. **Raoul's** (180 Prince Street) bis-



tro has been a local staple since the 1970s! Also on the bistro front, nothing replaces **Balthazar** (80 Spring Street). Looking for seafood? Look no further than **Aquagrill** (210 Spring Street). Mexican food lovers have havens at **Dos Caminos** (475 West Broadway) and **La Esquina** (114 Kenmare Street). **Peep** (117 Prince Street) serves fabulous Thai Food. **Once Upon a Tart** (135 Sullivan Street), open for breakfast and lunch, is a terrific place for baked goods, soups and salads.

STAY IN SOHO

This is THE neighborhood for the chic boutique hotel. **The Mercer** (147 Mercer Street), a sister hotel to Los Angeles' famed Chateau Marmont, replicates the loft living found in the area. **The James** (27 Grand Street) is an oasis of luxury, with a rooftop pool and David Burke Kitchen restaurant. Best of all, pets are welcome. The **Hotel Azure** (120 Lafayette Street) may have one of the best locations in the area, near Little Italy and Chinatown, but with a distinctly modern décor. Just up the street, the **Holiday Inn New York – Soho** (138 Lafayette Street) offers great value and a full-service restaurant. The **Crosby Street Hotel** (79 Crosby Street) offers contemporary style, afternoon tea, and a screening room! The **Soho Grand** (310 West Broadway) was the first hotel to be built in the neighborhood in more than a century, and replicates much the historic cast-iron architecture of the area. Enter a sumptuous dream at **Mondrian Soho** (9 Crosby Street), where the décor is inspired by Jean Cocteau's "La Belle et la Bête." **The Trump Soho** provides that famous family's attention to detail at 246 Spring Street.

Just spend a day or a weekend meandering – Happy Exploring and Happy Shopping! ■