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LEASE BEAT

By RONALD LI

'Royalty of Horology' Inks U.S. Flagship on Tony Madison Stretch

681 Madison Avenue
Geneva-based watchmaker DeLaneau has signed a lease for a flagship store at 681 Madison Avenue, its first U.S. location.

Faith Hope Consolo and **Joseph Aquino** of **Prudential Douglas Elliman** represented the landlord and the tenant.

"DeLaneau opening here at this time is a testament to New York's vaunted position on the world's luxury stage," Ms. Consolo said. "This section of Madison Avenue is comparable to the Place



Vendome, which makes it the perfect setting for the royalty of horology."

"The rarified clientele drawn to DeLaneau in Geneva or Dubai is also here in the U.S. And now the people who are already shopping at Michael Kors, Hermes, Bruno Cucinelli and Calvin Klein will have access to one of the grandest statements money can buy on their own home turf," Mr. Aquino added.

