

WHAT'S NEW

Prudential Commercial Real Estate



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Commercial Network News and More

Consolo & Aquino Continue to Impact Retail Sector in New York City

The leasing and sales team of **Faith Hope Consolo**, chairman, and **Joseph A. Aquino**, executive vice president of Prudential Douglas Elliman Real Estate continue to represent major world renown retailers looking for quality space in NYC.

Erno Laszlo Institute, a leader in fine skincare, returned to New York City thanks to the efforts of Ms. Consolo and Mr. Aquino, who arranged a long-term net lease at 382 West Broadway, the last stand-alone building in Soho. Founded in Hungary in 1927 by Dr. Erno Laszlo, a dermatologist and skincare master who discovered the secrets to beauty through his fine skincare line and treatments, the brand's loyal customers include Jennifer Aniston, Hilary Duff, Jessica Alba and Madonna.



“When Dr. Laszlo opened his first center on Fifth Avenue in the late 1930s, it was a destination for all the great stars of the day, such as Garbo, Hepburn and Monroe,” said Ms. Consolo. “Now the Institute is returning to its fashionable origins with a new flagship in London’s Covent Garden and a standalone spa in the center of New York celebrity, Soho.” Added Mr. Aquino, “The Erno Laszlo brand has had sections in many of the finest department stores for decades, but a dedicated center downtown provides a special environment. The location is also conveniently close to the Soho Grand Hotel, for out-of-town visitors in need of immediate rejuvenation and skincare treatments.”



This formidable team also arranged the first New York flagship for Perrin Paris at the Carlyle Hotel on Madison Avenue between 76th and 77th Streets. Founded in 1893, the exclusive family-owned company has an original location on the rue des Petits Champs in Paris, and another on North Beverly Drive in Beverly Hills, CA. With a fourth generation at the helm, the House of Perrin is renowned for its elegant and

timeless leather gloves, handbags and accessories. The distinguished manqué is distributed worldwide. “New York flagship is essential for European luxury brands,” stated Mr. Aquino. “Perrin Paris would do well anywhere along Madison Avenue, but locating it in the Carlyle will provide an instant, international customer base.”