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RoundAbout Makes 2nd Home in Manhattan

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RoundAbout, the clothing store famous for providing clients with couture fashions for low prices, is rapidly growing and staking their claim for a second time in Manhattan. Two years ago the price friendly high fashion boutique moved into an Upper East Side location, and thanks primarily to

a reportedly 50 percent increase in sales over the past year, *RoundAbout* signed a 10 year lease for prime real estate in Soho. The store gained its reputation by selling couture fashion, and thanks to Prudential Douglas Elliman, they will continue doing business next to some of the most premier and prestigious names in fashion such as Prada Soho, Dolce & Gabbana, Louis Vuitton, and Michael Kors.

This prime location is a two-level space at 115 Mercer St., between Prince and Broome Streets, the Mecca for the fashion forward in Soho. With 3,100 sq. feet of space, which includes the ground floor and basement, founders Laurie Perrin and husband Richard, expect to offer high-end designers like Chanel on the first floor and lower-priced sales from designers such as Diane von Furstenberg and Theory on the bottom level.

Faith Hope Consolo, Chairman, and Joseph Aquino, Executive Vice President of Prudential Douglas Elliman's Retail Group, brokered the deal that brought this fashion industry premier player to this location. Both individuals believe that *RoundAbout* offers the types of services that only increase their success and will be a serious force in fashion.

Consolo points out "this is a retailer who carries a cachet that is exclusively shared among those 'in the know.'" Aquino, who shares this point of view, said "*RoundAbout* is all about high fashion and twice we have found the right Manhattan locations to serve its typical buyer."

Haute Living recommends taking the stroll down to the heart of Soho and checking out New York's newest haute spot.