

The logo for 'bricks & mortar' features the text in a white, lowercase, sans-serif font. The text is centered within a graphic of vertical red bars of varying heights, resembling a barcode or a stylized brick wall.

## bricks & mortar

### **Consolo & Aquino Secure Lease For Florsheim By Duckie Brown**

SoHo leasing and sales specialists Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president of Prudential Douglas Elliman's Retail Group, have arranged New York's first dedicated Florsheim by Duckie Brown store at 109 Mercer Street, between Spring and Prince Streets.

The cutting-edge label is produced by one of the country's leading men's footwear manufacturers and the "queen and king of pop-ups" have orchestrated a befitting solo debut in the center of SoHo, in a prominent space featuring 1,850 square feet at ground level and a 1,300-square-foot selling basement. Among its many glamorous neighbors are Hugo Boss, Prada, Vera Wang, Marni and Rag & Bone.

"Introducing downtown buyers to this exciting brand in such a bold way is inspired," said Consolo. "Over and over again we've seen pop-ups become permanent, and this is the kind of fashion statement that will absolutely resonate with the buyers who come here, specifically, for new and different."

Added Aquino, "At the same time, we will continue to show the space to find a long-term tenant. But with a colorful, modern designer brand, it will show to everyone's advantage."

Consolo and Aquino represented the property, and the tenant's broker was Isaacs & Company.