

## shop talk

### Haute Vintage Boutique Arrives In Heart of Soho

One fashionista's couture faux pas is about to become another's haute bonanza when RoundAbout, the chic exchange reseller of luxury design clothing for the rich and famous (and those who want to look the part), expands to Soho thanks to the renowned leasing team of Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president, of Prudential Douglas Elliman's Retail Group. The new location puts them in a deluxe two-level space at 115 Mercer Street, between Prince and Broome Streets, the epicenter of Soho chic. The 3,100-square-foot store is close to such exclusive neighbors as Prada Soho, Dolce & Gabbana, Louis Vuitton and Michael Kors.

Mercer Street will be the sixth unit for the distinctive retailer and its second in Manhattan, where it is located at 897 Madison Avenue in a multi-level mansion also procured by Consolo and Aquino. For nearly two decades, the chain has been known among fashion insiders for its understated presence in such affluent environs as Scarsdale, NY and Greenwich, Westport and Darien, CT.

"RoundAbout is where the couture cognoscenti go to find vintage Hermes, Chanel and Armani, much of it with labels still attached," Consolo pointed out. "This is a retailer who carries a cachet that is exclusively shared among those 'in the know.'"