

# WHAT'S NEW

Prudential Commercial Real Estate



August 23, 2010

## Italy's ToyWatch Timepieces Arrives in a New York Minute



The leasing and sales team of Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president of Prudential Douglas Elliman Real Estate's Retail Group has brought the First Lady's favorite fun watchmaker ToyWatch to its first U.S. location at 509 Madison Avenue, between 52nd and 53rd Streets, across the street from Tourneau.



Launched in 2005, ToyWatch is known for its multi-colored wristwatches in hundreds of playful styles. Described as the "anti-luxury statement," ToyWatch has become the "it" wristwatch and the "must have" item among influential stylists and tastemakers. The watches are sold worldwide.



"These are totally fun must-have accessories, so we placed them in a corridor that is a world-renowned center of eclectic luxury," said Ms. Consolo. "Last month we brought DeLaneau, with its million-dollar bejeweled timepieces, to 681 Madison Avenue and this month, it's the 'it' watch 10 blocks south."



Added Mr. Aquino, "We have Toywatch facing the world's largest watch manufacturer and retailer, Tourneau. You might say we're creating a timeless experience along Madison Avenue with fine timepieces.



Ms. Consolo and Mr. Aquino represented both the landlord and tenant in the transaction.