

THE REAL DEAL

NEW YORK REAL ESTATE

November 5, 2010

Fulton Mall more akin to 34th Street than Fifth Avenue, Consolo says

"Don't hold your breath for a Tiffany's unit or the next Saks Fifth Avenue" at the revamped Fulton Street Mall, Prudential Douglas Elliman retail queen Faith Hope Consolo wrote in a Brooklyn Paper op-ed today. While the retail corridor is indeed undergoing a major transformation, "cheap chic" (see: H&M, Aeropostale, Filene's Basement/SYMS) is what's en vogue for Downtown Brooklyn right now, she said. "More realistically, Fulton Mall has begun to mirror such successful corridors as West 34th Street and East 14th Street/Union Square," Consolo argued. "You could also say it's Brooklyn's answer to Fordham Road." And perhaps, as new restaurants start to move in to feed hungry shoppers, "the next Smith Street."



Faith Hope Consolo