

REAL ESTATE WEEKLY

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DEALS & DEALMAKERS

L&T honchos reveal how to reinvent a legend

Lord & Taylor general manager David L. Clements and Dominick Ponti, senior vice president of design, construction and facilities for the retailer, pulled in a capacity crowd during a presentation at the ICSC conference last week.

The pair were invited to address a Special Interest Group (SIG) event hosted by Faith Hope Consolo, chairman of Prudential Douglas Elliman's Retail Group, at New York National Conference, held December 6.

The program, "Lord & Taylor: Reinventing Their Legend and Yours," centered on Lord & Taylor's nine-month revitalization and renovation program, which is already becoming a benchmark for department stores nationwide.

From overviews of the improvements program through descriptions of reinvented departments and layouts, Ponti and Clements provided the rationale behind the multi-million dollar project. They also elaborated on the positive consumer response, recent successes at the flagship and plans to build nine new units nationwide.



Pictured l-r at the SIG panel are: David Clements, Debra Hazel, Faith Hope Consolo and Dominick Ponti

"We were expecting a strong response, given the stature of our guest speakers and the timeliness of the topic," pointed out Consolo. "But the crowd far exceeded our expectations and included a diverse mix of media, real estate professionals and groups from related industry associations, such as NYCREW and AREW."

The Women in Real Estate roundtables were launched by Consolo in May 2010 at ICSC RECon in Las Vegas, as part of the organization's Special Interest Group (SIG) initiative.

Focusing on specific disciplines within the retail and real estate industries, the SIGs have enabled professionals in the field to meet and share common ideas, interests and challenges.

They provide excellent opportunities for networking through informal, interactive discussions.

Throughout 2010, Consolo has spearheaded round-tables and presentations at ICSC conferences around the country, including in Boston, Orlando, San Diego, Chicago and Atlanta, culminating with this year's program at the New York National Conference.

Consolo will again chair the Women's SIG program for ICSC in 2011. The next Women in Real Estate SIG will be held at the ICSC Mid-Atlantic Idea Exchange in National Harbor, MD on February 22- 23, 2011.

Additional SIGs are scheduled next year for the following ICSC conferences: RECon in Las Vegas, May 22; New England Idea Exchange in Boston, July 13-14; Florida Conference in Kissimmee, FL, August 14-16; Western Conference in San Diego, CA, September 7-9; Chicago Deal Making in Chicago, October-27-28; Southeast Conference in Atlanta, October 31-November 2; Texas Conference in Grapevine, TX, November 14-15; and New York National Conference and Deal Making, New York City, December 5-7, 2011.