

DEALS & DEALMAKERS

Mansion offers Fifth Ave. branding op'

The turn-of-the-century limestone at 10 West 56th Street, known as the former Frederick Edey mansion — as well as the New York home of Liz Taylor and Michael Todd — is being marketed for sale by Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president of Prudential Douglas Elliman's Retail Group.

Most recently the headquarters of Felissimo Universal Corporation of America, the renovated, 11,700 s/f commercial elevator townhouse has six 1,950 s/f floors, plus full basement and sub-basement.

The zoning allows for retail use on the first four levels, with the top two levels dedicated for showroom/office use. Located between Fifth and Sixth Avenues, the building is most prominently visible along Fifth Avenue.

The signature block on which it is situated is steps from Henri Bendel and

Harry Winston, and around the corner from Giorgio Armani, Gucci and Abercrombie. It is also across from the Crown Building, home to Prada and Vidal Sassoon.

"This is the most vital

brand building available for purchase in Manhattan," said Consolo. "Not only can it be clearly seen from Fifth Avenue's exclusive shopping corridor, directly to its west is one of the most dynamic corporate corridors in the world where the likes of Time Warner, CBS and Alliance Bernstein tower over the city in magnificent glass and steel skyscrapers."

"For years this building was identifiable by the Felissimo flags in the front," added Aquino. "But whoever's flags fly or signage shines, this is an unparalleled opportunity for a company to own an important brand building that is as well suited for a fashion house, as it is for hedge fund offices or global headquarters."

Built in 1903 and designed in a modern French style by Warren & Wetmore, the former mansion spans 25- by 100 feet.



10 West 56th Street