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## Watch this space

The leasing and sales team of Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president of Prudential Douglas Elliman's Retail Group has brought the First Lady's favorite fun watchmaker ToyWatch to 509 Madison Avenue.

The multi-level space is next to Cellini Jewelers and directly across the street from Tourneau. Other fashionable stores in the area include Links London, Officina Panerai and Dunhill.

Launched in 2005, ToyWatch is known for its multi-colored wristwatches in hundreds of playful styles.

Described as the "anti-luxury statement" and a fashion forward obsession of Hollywood celebrities, the chronograph timepieces are sold worldwide and, up until



Michelle Obama is a ToyWatch fan.

now, only available at luxury department stores in the U.S.

"These are totally fun must-have accessories, so we placed them in a corridor that is a world-renowned center of eclectic luxury," said Consolo.

"Last month, we brought DeLaneau to 681 Madison Avenue and this month, it's the 'it' watch ten blocks south."

