

Three more luxury retailers headed to ‘Gansevoort Row’

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Familiar Control

What retail drought?

Three more luxury retailers are heading to “Gansevoort Row,” a large portion of a city block in the Meatpacking District that is being redeveloped by Aurora Capital and William E. Gottlieb Real Estate.

Italian fashion brand Brunello Cucinelli, jacket seller Belstaff and clothing store Frame will join Hermes and [Keith McNally’s Pastis restaurant along the Gansevoort St. block](#) that sits between Washington and Greenwich streets. The Gansevoort Row development project includes ten buildings with 150,000 square feet.

Brunello Cucinelli will move to 50 Gansevoort between Hermes and Pastis. In a deal signed directly with the Italian brand, the fashion house will have three floors encompassing over 6,100 square feet with a large private terrace on the second floor. Its 683 Madison Ave. lease is up at the end of the year it will be giving up that space, sources said. The label focuses on the elegance of its understated clothes and accessories that have been handmade in the founder's hometown of Solomeo since 1978.

Belstaff, a nearly century old British outerwear brand will move from its only US store at Madison Avenue to 62 Gansevoort Street. The two floors will span over 3,200 square feet and sell among other items, the signature waxed jackets that have had a cult celebrity following. Michael Hirschfeld of JLL represented Belstaff.

Denim brand Frame, founded by Jens Grede and Erik Torstensson and based in both Los Angeles and the UK, will have two stories totaling 3,324 square feet at No. 64. Beloved by celebrities like Taylor Swift and Gigi Hadid, Frame joins several other clothing brands in the Meatpacking District that have stakes owned by fashion-guru Andrew Rosen, including Theory, Helmut Lang, Rag & Bone and Alice + Olivia. Michael Leifer of Runyon represented Frame.

Joel Isaacs of Isaacs and Company represented the Aurora/Gottlieb partnership in all the retail leases along Gansevoort Row. Asking rents on the block range from \$500 per foot to \$650 per foot on the corners.

New additions brought to the area by Aurora and Gottlieb include Restoration Hardware's Flagship Gallery, which is a six-story, 70,000-square-foot mega-store that includes a rooftop restaurant and bar; the new Hermès emporium at 46 Gansevoort; the huge Starbucks Reserve at 61 Ninth Ave. and Keith McNally's Pastis, the local and celeb filled restaurant that reopened in June after a five-years hiatus.

<https://nypost.com/2019/07/30/three-more-luxury-retailers-headed-to-gansevoort-row/>

