

Italian footwear seller laces into SoHo

Ten-year-old upscale retailer to open first U.S. store in new building on Mercer Street; passed on Bleecker Street as units too small.

By [Adrianne Pasquarelli](#)

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Ash Footwear International, which began in Florence, Italy, 10 years ago, has just signed on for its first U.S. store. The company signed a 10-year lease for 2,800 square feet at 44 Mercer St., between Broome and Grand streets in SoHo. Asking rent for the space, which also includes a 4,000-square-foot selling basement, was \$111 a square foot.

The retailer, selling women's and men's Italian-made shoes starting at \$200, already operates stores in London, Paris, Barcelona and Rome. It chose the Mercer Street space, a new building that is owned by Mordechai Lipkis, for its size and downtown location.

"Originally, they had looked at Bleecker Street, but everything's a bit smaller there," says Pedro Carrillo, the SBC Associates broker who, along with colleague Robert Buckley, represented Ash. "This presented an opportunity to do something on a grander scale."

Currently under construction, the new store should open for business this winter. The landlord was represented by Yair Staav and Jane McVerry of the Lansco Corp.

CORRECTION: Ash International Group was founded in Florence, Italy. This fact was misstated in an earlier version of this article.

Details

Tenant

Ash Footwear International

Tenant brokerage firm

SBC Associates

Tenant broker(s)

Pedro Carrillo

Square feet

6,800 sq ft.

Floor

basement and ground

Asking rent

\$111 per sq ft.

Type of Deal

Lease

Industry

Commercial Real Estate

Lease length

10 years

Neighborhood

SoHo

Landlord

Mordechai Lipkis

Landlord brokerage firm

The Lansco Corp.

Landlord broker(s)

Yair Staav