

## 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 [Adrienne 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