

Swanky Loafer Peddler Picks 44 Mercer for U.S. Flagship

By Laura Kusisto
September 28, 2010 | 8:19 a.m.

44 Mercer Street

Ash Footwear is stepping into 44 Mercer Street with Italian loafers so soft they should barely make a sound.

The decade-old retailer will open its U.S. flagship store with a **10-year** lease for **2,800 square feet**, along with an additional **4,000-square-foot** storage space.

Appropriately, the unfinished store currently resembles a shoebox, making it "ready for construction to begin the new, high-end buildout," said **Pedro Carrillo** of **SBC Associates**, who represented the tenant along with **Robert Buckley**.

The retailer passed up Bleecker Street, even though the street is something of an accessories mecca, because it wanted more space to display its luxurious Italian loafers, which start around \$200 a pair.

"Originally, they had looked at Bleecker Street, but everything's a bit smaller there," Mr. Carillo told *Crain's*. "This presented an opportunity to do something on a grander scale."

Landlord **Mordechai Lipkis LLC** was represented by **Christine Emery**, **Yair Staav** and **Jane McVerry** of the **Lansco Corporation**.

The asking rent was **\$111 a square foot**, according to *Crain's*, which first had news of the deal.

Source URL: <http://www.observer.com/2010/commercial-observer/swanky-loafer-peddler-picks-44-merc-er-us-flagship>

