

REAL ESTATE WEEKLY

July 14, 2010

Austrian jeweler to sparkle on Madison

PBS Real Estate announced that Austrian fashion jeweler Frey Wille has signed an agreement to open its first New York retail store at 727 Madison Avenue.

Ilyssa Rothfeld and Dan Harroch of PBS Real Estate represented Frey Wille in the

transaction.

With 70 jewelry boutiques located in major markets worldwide from Moscow to Hong Kong, this will represent Frey Wille's second free-standing store in the U.S.

Prominently located

among neighboring retailers including J. Mendel, Chopard and Chanel, Frey Wille will occupy 883 s/f and will offer a wide range of its artistic enamel jewelry.

"This is the perfect space for Frey Wille's NY flagship, in a highly-visible retail loca-

tion that best represents the brand," said Rothfeld.

Laura Pomerantz, principal of PBS Real Estate, added, "This transaction is indicative of the renewed activity on Madison Avenue.

"The demand for spaces of 750-2000 s/f is keen, and Madison Avenue is a fashionable street where there has been availability. Frey Wille is a great example of a European brand with a strong point of differentiation that is now taking advantage of the New York market."

Founded in 1951 by the Austrian artist Michaela Frey, Frey Wille is an internationally renowned manufacturer of fine enamel jewelry. Each piece of jewelry is handcrafted in Vienna and produced only in limited quantities.

There are 70 Frey Wille boutiques in major markets around the world, including Los Angeles, Paris, London, Hong Kong, Beijing and Moscow.



Frey Wille jeweler coming this fall.