

# THE COMMERCIAL OBSERVER

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## Austrian Jeweler Takes Madison Space Asking \$1K a Foot

By Roland Li

### 727 Madison Avenue

Madison Avenue continues to be the go-to street for luxury retail.

Austrian fashion jeweler **Frey Wille** will open its first New York store at 727 Madison Avenue, taking an **883-square-foot space**. The store will carry enamel jewelry and accessories for men and women.



**Ilyssa Rothfeld** and **Dan Harroch** of **PBS Real Estate** represented the tenant.

"This transaction is indicative of the renewed activity on Madison Avenue," said PBS principal **Laura Pomerantz** in a statement. "The demand for spaces of 750 to 2,000 square feet 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."

**Robert Gibson** and **Molly Beal** of **Cushman & Wakefield** represented landlord **Furla**.

The asking rent was **\$1,000 per square foot**, according to Crain's, which had news of the lease on June 30.