

CRAIN'S

New York Business

November 1, 2011

After 38 years jeweler branches out

Maurice Badler Fine Jewelry will add a second outpost on Park Avenue and East 58th Street that is 10 times the size of the original on Fifth Avenue.

By Adrienne Pasquarelli

After 38 years in business, Maurice Badler Fine Jewelry is expanding. The retailer recently signed on for nearly 1,000 square feet at 485 Park Ave., between East 58th and East 59th streets. Asking rent under the 10-year lease was \$275 per square foot, according to real estate sources.

The new shop, which will open for business within two weeks, is 10 times the size of the jeweler's tiny longtime outpost at 578 Fifth Ave., which will remain open.

"We needed a larger location," said Jeffrey Badler, owner of the company and son of the late Maurice. He noted that the new store will sell high-end brands such as Bez Ambar and Gumuchian. He expects it to be more of a destination in and of itself than the Fifth Avenue store, which is in the jewelry district.

"There are a few other jewelers in walking distance," Mr. Badler added. Meanwhile a big draw, Bloomingdale's, is nearby.

Maurice Badler was represented in negotiations by Winick Realty Group's Lori Shabtai and Monica Kass. It replaces a high-end coffee shop in the space. Landlord 58th and Park Ave. Inc., a co-op, was represented by Gene Spiegelman and Alisa Amsterdam of Cushman & Wakefield Inc.

Winick Realty Group LLC—Licensed Real Estate Brokers

655 Third Avenue, 8th Floor, New York, NY 10017 T: 212-792-2600 F: 212-792-2660

www.winick.com

**Maurice Badler Fine Jewelry
485 Park Ave., Manhattan, 10022**

Tenant

Maurice Badler Fine Jewelry

Tenant brokerage firm

Winick Realty Group

Tenant broker(s)

Monica Kass and Lori Shabtai

Square feet

1,000 sq ft.

Asking rent

\$275 per sq ft.

Type of Deal

Lease

Industry

Retail Real Estate

Lease length

10 years

Neighborhood

Plaza District

Landlord

58th and Park Ave. Inc.

Landlord brokerage firm

Cushman & Wakefield Inc.

Landlord broker(s)

Alisa Amsterdam and Gene Spiegelman

Winick Realty Group LLC—Licensed Real Estate Brokers

655 Third Avenue, 8th Floor, New York, NY 10017 T: 212-792-2600 F: 212-792-2660

www.winick.com