



The Penthouse at 7 Harrison Street, Tribeca Page 6

TIME IS THE LAST LUXURY

The world is drowning in luxury. A plethora of ultra luxurious new buildings are on the market now in New York and many more are coming over the course of the next 18 months. Each developer is trying to out-do one another with the newest, most distinctive, unique and luxurious finishes, fixtures and amenities. Refrigerated counter-tops? Warm or bright light options for your master bathroom vanity lights? A private swimming pool on you penthouse terrace? The list goes on and on. Every product today catering to the wealthy is ambitiously trying to out-do one another on the luxury scale: have we arrived now at the point where the only luxury left that truly matters is..... time?

While all these luxuries are wonderful and indeed make the lives of those wealthy enough to afford them better and more comfortable and satisfying, in today's 365-24-7 global economy time is escaping all of us. Our time is being over-consumed by a volume of messaging and communication and other activities unlike any other time before us. So while architects, developers and interior designers of the world over seek out the next finish or fixture, all should be acutely aware that anything and everything that streamlines or saves time should be the guiding force.

Technology that functions well will play an important role in this challenge, but its high time for those designing luxury products everywhere to be more mindful of just how important time is to their audience. Once upon a time electric windows and a sunroof were super-luxury items only found on the most expensive cars: today they are everywhere at every price-point. The traditional luxuries of the past have become the expected items of today. Sameness in design will simply be unacceptable to the highest end consumers as their tastes and exposure advance. Esthetic awareness keeps expanding and the eyes of our audience are becoming much more sophisticated and tuned in.

The high end consumer, while still enjoying the sumptuousness of traditional luxury, is becoming increasingly aware of how limited our time is on earth. Freeing up time for the wealthy (and everyone else) to add time and allow them to enjoy their success more will deliver fan-club-worthy appreciation and give design a more substantive and human dimension that actually matters and delivers real value. The challenge to all in the real estate community now needs to focus on time as the priority. The seconds add up to minutes. The minutes to hours, and the hours to days.

Leonard Steinberg

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"Soho's highest collector-quality perch."

158 MERCER STREET | PH | SOHO | \$37.5m

The most exceptional duplex Penthouse Downtown: Hovering over SoHo with breathtaking, panoramic, protected views in the full service New Museum building on the most prime coveted SoHo cobblestone block. With 6 bedrooms and 6 baths and 2 half baths. Multiple, extraordinary terraces. Two fireplaces.



"West Chelsea's ultimate penthouse."

200 ELEVENTH AVE | PH | CHELSEA | \$20m

Mesmerizing views from 80 feet of direct, protected frontage of the Hudson River & skyline set the tone for this magnificent residence. Renowned for an En-Suite Sky Garage that sits alongside the PH, accessible via a drive-in elevator, providing unparalleled convenience & privacy. 3 bedrooms, 2 large loggia terraces, 3,500sf+.



"Build your dream home today."

18 WEST 11th STREET TOWNHOUSE | GREENWICH VILLAGE | \$13.5m

Perfectly perched on the most desirable of all Greenwich Village blocks, this 22ft wide townhouse is delivered with full detailed Landmarks-approved plans to create a spectacular contemporary showpiece with 6,500SF of living space over 6 floors, including an elevator servicing each floor.



47 WEST 12th ST | GREENWICH VILLAGE | \$12m
 Classic Greek Revival *townhouse* with 5 income-producing units, delivered vacant. Fastidiously kept. South Facing gem on best Gold Coast block.



120 ELEVENTH AVENUE | CHELSEA | PH | \$10m
 PENTHOUSE: Sensational double height ceiling living space, collector worthy landscaped terrace on the Hudson River edge. 3 bedrooms.



200 ELEVENTH AVENUE | CHELSEA | \$8.5m
 Exceptional 3 Bed, 3.5 Bath Duplex with 23ft ceilings and open views. En Suite Sky Garage for your car. Protected Park and River views. Exceptional!



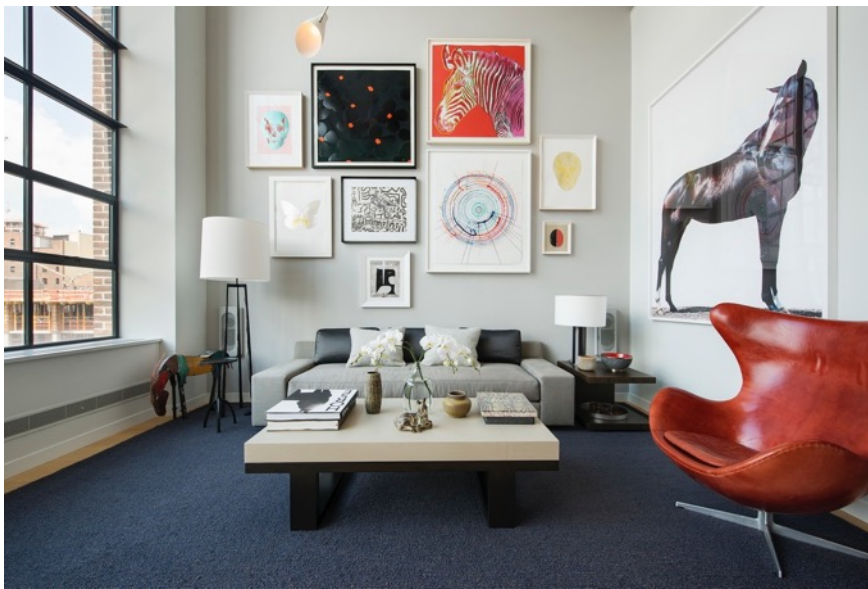
450 WEST 25th STREET | CHELSEA | \$9m
 Gut renovated & re-built townhouse with sleek contemporary finishes moments from Avenue's School, the Highline Park. 6-7 bedrooms possible.



147 WEST 27th STREET | CHELSEA | \$5m
 Pre-War Loft. 4,000sf private floor loft with 3 beds and 2 baths with over 40 feet of window frontage overlooking tree tops.



515 WEST 23rd STREET | CHELSEA | \$6.95m
 Contemporary architectural masterpiece hovering over the Highline Park. Unique views South, North & East. 2-3 bedrooms, 3 bathrooms. Perfection.



456 WEST 19th STREET | CHELSEA | \$5m

Exquisitely appointed duplex loft designed by Shamir Shah with Western views & double height ceilings moments from the Meatpacking District, The New Whitney Museum and the Highline Park.. 2-3 bedrooms, 3 bathrooms. MINT. 24-hour doorman.

345 WEST 13th STREET | WEST VILLAGE | \$5.95m

Sprawling duplex 4,000sf+ Maisonette Loft with superb volume and authentic pre-war detailing. Enormous lower level recreation room with separate entrance, natural light and a full bathroom. A-grade full-service building. 3 bedrooms. Sellers can install gut renovated bathrooms and kitchen if desired.



28 LAIGHT STREET | TRIBECA | \$5.75m

Enormous, renovated 3,577SF loft on charming cobblestone street. 3 large bedrooms. 24-hr DM.



456 WEST 19th STREET | CHELSEA | \$3.35m

Loft like duplex with private terrace and modern finishes in top full service building next to Highline.

For more information or to schedule an appointment please call: 646.780.7594

“A Collector-
Quality Urban
Mansion of
epic
proportions”



2 NORTH MOORE STREET | TriBeCa | TOWNHOUSE | \$ 48m

This collector-quality Urban Mansion is a rare and unique find, perfect for the most discerning buyer. With 65 feet of frontage, on the most desirable TriBeCa corner, this Wayne Turret-designed 11,300sf 7+ bedroom townhouse boasts a combination of superb light and views, amenities, (include a garage for up to 3 cars), a high speed large elevator and craftsman-quality finishes and fixtures the likes of which are simply impossible to replicate in New York.



“Steven
Gambrell’s
Village vision
at its very
best.”

763 GREENWICH STREET | WEST VILLAGE | TOWNHOUSE | \$ 20m

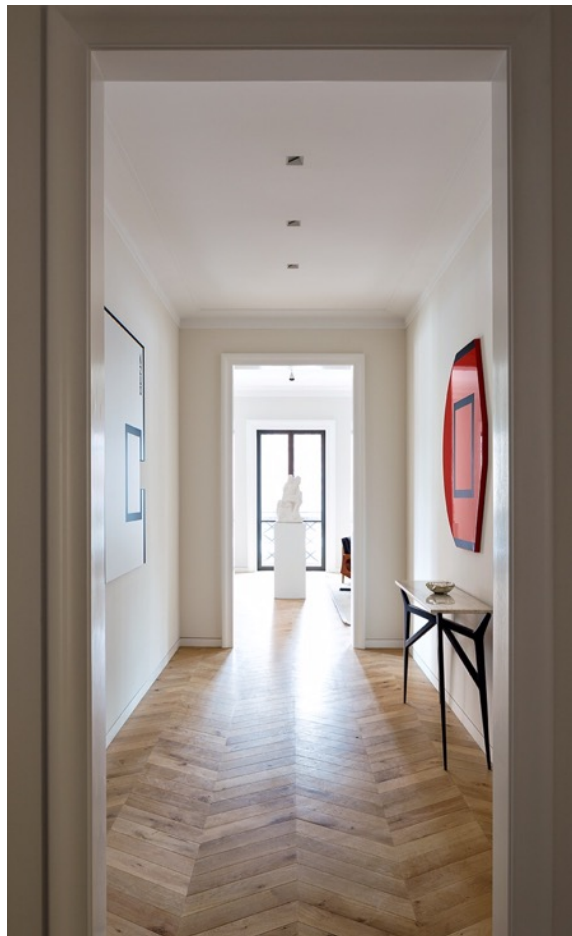
MINT, MOVE-IN, GUT-RENOVATED PRIME WEST VILLAGE TOWNHOUSE: Designed by Architectural Digest 100 designer Steven Gambrell, this immaculate townhouse nestled amongst the finest of all Downtown homes and moments from the new Whitney Museum, the Meatpacking District, The Hudson River Park and the Highline Park, has to be the finest example of historic integrity and modern convenience.

“An instant classic and icon of style.”



SEVEN HARRISON STREET | TriBeCa | \$25m

The Penthouse at Seven Harrison, a striking turn-of-the-century building re-imagined by Architectural Digest 100 architect Steven Harris. Located at the corner of Harrison and Staple Streets in the center of historic Tribeca, Seven Harrison, a twelve-unit building, features this sumptuously landscaped duplex penthouse, a splendid rooftop oasis measuring over 4,200 square feet with four bedrooms and four and one half bathrooms offering open Eastern, Southern and Northern exposures with beautiful views of the downtown skyline. This penthouse may combined with an adjoining unit for over 6,400sf for \$34m.



560 WEST 24th STREET | West Chelsea |

FIVE SIXTY West 24th Street speaks to a cultured life in the heart of the West Chelsea Arts District. Six full-floor 4-bedroom residences and two duplex penthouses in the 11-story building treat authentic materials and use of space in a modern way. This is Architectural Digest 100 architect Steven Harris's first new construction condominium project in collaboration with Adam Gordon and Tavros Development.

The distinctive, yet classically contemporary building is clad in limestone with bronze framed French door-style casement windows with decorative bronze balustrades: These windows are exquisitely framed with a marble Tiffany-style molding detail never seen before in a Downtown residential building. The building features a 24-hour doorman and private storage. Spring 2015.

“740 Park Avenue understatement meets West Chelsea.”

miniLUXE VOLUME UP, PRICING UP

Although smaller, luxury is not compromised, priced between \$1m and 2m

OF PROPERTIES: 155 SIGNED AND CLOSED (UP from last report's high #'s)

AVG PRICE: \$1,487m (\$1,445/sf, UP from previous month)

AVG SIZE: 1012sf (Larger compared to previous month)

OUR ANALYSIS: *Improved activity and pricing continues to strengthen

midilUXE VOLUME UP, PRICING RISES

Mid-sized luxury properties, priced between \$2m and 4m

OF PROPERTIES: 120 SIGNED AND CLOSED (Up from previous report)

AVG PRICE: \$2,729m (\$1,845/sf UP from previous month)

AVG SIZE: 1,511sf (EVEN from last report)

OUR ANALYSIS: *Volume rises and pricing continues escalation.

ultraLUXE VOLUME SOARS, PRICING EASES

Larger, luxurious properties, priced between \$4m and 5m

OF PROPERTIES: 19 SIGNED AND CLOSED (UP compared to last month)

AVG PRICE: \$4,43m (\$2,047/sf EASES compared to last report)

AVG SIZE: 2,157sf (DOWN from last report)

OUR ANALYSIS: *Volume of transactions soars notably. Super-strong November!

megaLUXE VOLUME RISES, PRICING SOARS

Large, exceptional properties, priced over \$5m, many with outdoor space

OF PROPERTIES: 41 SIGNED AND CLOSED (Down compared to last month, yet strong)

AVG PRICE: \$9,067m (\$2,787/sf DOWN SLIGHTLY from last report)

AVG SIZE: 3,259sf (DOWN from last report)

OUR ANALYSIS: *Super-strong volume/pricing. Apartments shrink in size.

houseLUXE VOLUME RISES, PRICING RISES

Larger, Single family townhouses are a rare breed in the downtown market

OF PROPERTIES: 5 SIGNED AND CLOSED (DOWN compared to last month)

AVG PRICE: \$12,75m (UP with last month)

AVG WIDTH: 19 feet

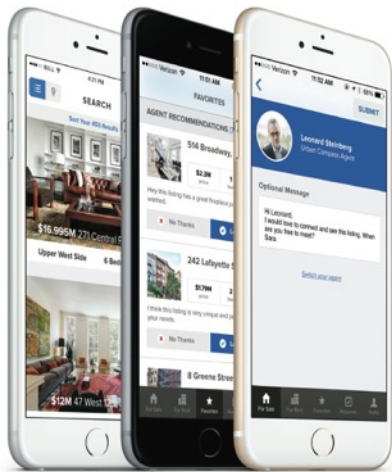
OUR ANALYSIS: *A gut renovated park-facing townhouse sets a Chelsea record.

Urban Compass
19 Union Square West, 10FL
New York, NY 10011



LUXEFIND

This WIREFLOW chandelier emulates the classic in a clever modern way.
By Vibia Inc.



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