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Ivanka Trump collection moves from Madison to Mercer

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The leasing and sales team of Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president of Prudential Douglas Elliman's Retail Group has arranged major shifts in two significant corridors with the move and expansion of the Ivanka Trump Fine Jewelry collection to a 3,100 s/f space at 109 Mercer Street, and the simultaneous transfer of Aaron Basha's collectible charms to Tramp's former 1,100 s/f store at 685 Madison Avenue, across the street from his original shop in the Helmsley Carlton House.

"Sometimes simple isn't that easy," pointed out Con solo. "This was a complicated series of transactions but the move for Aaron Basha has secured a bigger space and better presence on a ratified block he is so completely identified with. And the downtown direction for Ivanka Trump is an important step for her bold and dramatic designs because it takes her to a distinctive center of innovative style."

Added Aquino, "we have orchestrated the ultimate musical chairs of retail real estate, and each tenant will benefit from these efforts."

Located between Spring and Prince Streets in the former Alaska House, 109 Mercer Street is situated on one of Soho's most significant "fashionista" streets, which also includes such new arrivals as Balenciaga, YSL, Agent Provocateur and Rag & Bone.

Consolo and Aquino, have introduced dozens of retail businesses to SoHo over the years, most recently, RoundAbout at 115 Mercer Street end Realm at 98 Greene Street.

Additionally regarded as maestros of Madison Avenue retail, particularly along the bejeweled streets of the sixties and seventies, the duo has brought at least one luxury retailer to every block along the corridor, including such world-renowned names as Cartier, Cesare Paciotti, DeLaneau, Fogal, Godiva, Jimmy Choo, Kwiat, Longchamp, Paul & Shark, Sermoneta, and Soigne K. "Uptown or downtown, we understand the synergy between the streets and businesses," said Consolo. "These relocations will make important differences in the amount and quality of consumer that reaches each store."

Consolo and Aquino represented both tenants, as well as the landlords, Continental Ventures

Realty for 109 Mercer Street, and Spitzer Enterprises for 685 Madison Avenue.

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