

NOLITA is in the jeans

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Andrew A. Pittel & Company, LLC has negotiated a 1,400 s/f retail space at 219 Mulberry Street in NOLITA on behalf of property owner, Vintage Real Estate Services, Ltd. announces Andrew Pittel, president of the firm.

The celebrity-loved brand Tsubi, which is renowned for its wild flair and twist on denim, will add to the roster of fashion forward stores in the ever-growing area just north of Little Italy.

"Tsubi is a fantastic, fun and innovative clothing label and a lifestyle created by a group of young Australian guys," notes Mr. Pittel, who also represented the tenant in this double-sided deal.

"It raises the barometer of hipdom in New York. This charming, double storefront location is located in an old-world building in the best section of Manhattan's fashionable NOLIta district."

Previously occupied by Swedish women's clothier SMAAK, the asking rent was \$100 per square foot. Tsubi plans to open later this spring.