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Your Guide To New York Real Estate And More

Off The MRKT, is a real estate lifestyle website based in New York City.

212 Fifth Avenue Is 100% Sold

JULY 02, 2019 IN REAL ESTATE



After the groundbreaking sale of The Crown Penthouse 212 Fifth Avenue Is now 100% Sold.

Designers Pembroke & Ives and David Helpert fused pre-war design and contemporary features into the residences, including marble entry foyers, gallery hallways, grand living rooms, open kitchens with custom ash mill-work, Calacatta marble counters and top-of-the line Gaggenau appliances.

“Discerning buyers seek out and appreciate exceptional design and execution, and the impeccable combination of classical luxury and enduring value brought us to this milestone,” said Robert Gladstone, CEO of Madison Equities. “Closing out sales at 212 Fifth Avenue marks an impressive achievement in Downtown Manhattan as the sales cycle remained strong from the project’s beginning stages, all the way to completion.”

Select residences at 212 Fifth Avenue and the penthouse showcased a once-in-a-lifetime collaboration with partners Luxury Living, Axoim Fine Arts, Design Studio 15, Gandia Blasco, IMG, Interior Styling Inc., DinaburgArts, Westwood Gallery, and the property’s creative agency, BRDAR.

“The Sotheby’s International Realty sales team was instrumental in the building’s success, executing on a tactful sales and marketing strategy,” added Gladstone. “Our public relations firm Relevance International was also integral in crafting and delivering the message.”

Senior Global Real Estate Advisors Nikki Field, Kevin Brown, Mara Flash Blum and Brad Ingalls of Sotheby’s International Realty lead sales for the project. For more information on 212 Fifth Avenue, please visit www.212FifthAvenue.com.