

HAVE YOU HEARD ...

NEW YORKERS love their abbreviations, but gone are the days of the simplistic, practical shorthand like UES, UWS and LES.

Everybody who's anybody has a flashy, marketable nickname in today's housing market, but the latest to surface — DoBro — hasn't yet gained the traction of its predecessors.

Though the blogosphere has dubbed Downtown Brooklyn "DoBro," there's little evidence of brokers using the moniker for marketing purposes.

Perhaps the blogs have taken poetic license too far, the neighborhood isn't 'trendy' enough to be abbreviated, or we're all too burnt out to learn more shorthand. Either way — this one hasn't stuck.

And that's surprising when you consider everything else NY real estate has adopted in its vocabulary: FiDi (Financial District), SoHo (South of Houston), NoLiTa (North of Little Italy), TriBeCa (Triangle Below Canal Street), DUMBO (Down Under the Manhattan Bridge Overpass) and BoCoCa (Boerum Hill, Cobble Hill and Carroll Gardens).

FOR the second consecutive year, RE/MAX is listed among the top 2% of U.S. companies that have made a commitment to America's veterans and military families.

RE/MAX was named to the 2010 Top 100 Military Friendly Employers list by G.I. Jobs magazine. Companies were judged on criteria that included the percentage of new hires with prior military service, and also their policies toward National Guard and Reserve service. Many RE/MAX employees and top ranking officers, including **Dave Liniger**, have served on active duty in the military.

"RE/MAX is a global company built on the American values of our nation; liberty, independence and hard work. Members of the American military and their families make sacrifices for our country everyday and we are proud of RE/MAX's efforts to provide employment to American veterans and support to military families," said **Henry F. Weber**, regional director of RE/MAX of New York, Inc.

The award — one of the highest given to civilians — was presented to **Gail Liniger**, vice chairman of the board and co-founder, in a special Pentagon ceremony last month.

AN Edie Sedgwick look-alike might be just the inspira-

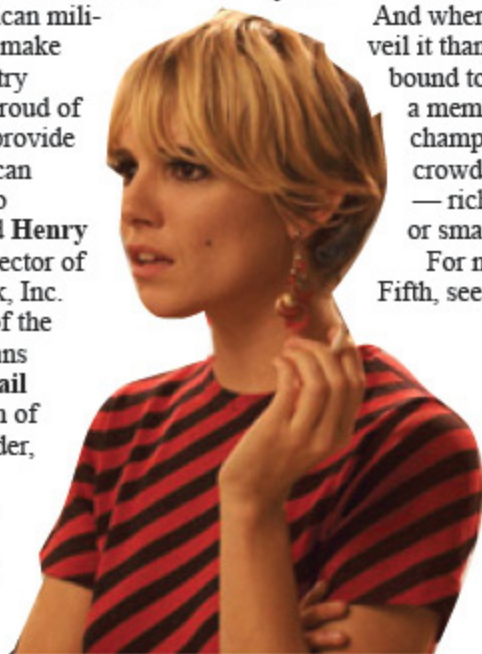
tion **CORE** star **Emily Beare** needs to sell the \$12 million cupola penthouse at 141 Fifth Avenue.

A doppelganger of the famous Andy Warhol muse — complete with inch-long eye lashes and unlit Marlboro — was part of the scenery at a swanky Warhol-themed soiree hosted by Dom Perignon at the 3,200 s/f penthouse last week.

The champagne house is set to release a limited edition vintage with Warhol-inspired packaging later this year.

And where better to unveil it than a home that's bound to be bought by a member of the champagne-swilling crowd Warhol loved — rich, famous and/or smart.

For more on 141 Fifth, see Page D5.



Sienna Miller as Warhol muse **Edie Sedgwick** in the movie, *Factory Girl*.