

September 20, 2019

Kanye West's Former SoHo Apartment Returns To New York Market For \$4.7 Million



Hip-Hop artist Kanye West. (Mike Marsland/WireImage) GETTY

Well that didn't take long. Kanye West's former SoHo apartment is back on the block—this time, listed for an ambitious \$4.7 million. The rapper, aspiring real estate developer and budding designer, sold the 25 West Houston Street one-bedroom bachelor pad (inside the discreet SoHo 25 building) last summer at a nominal loss for \$3 million. He reportedly invested \$3.14 million to acquire the property.



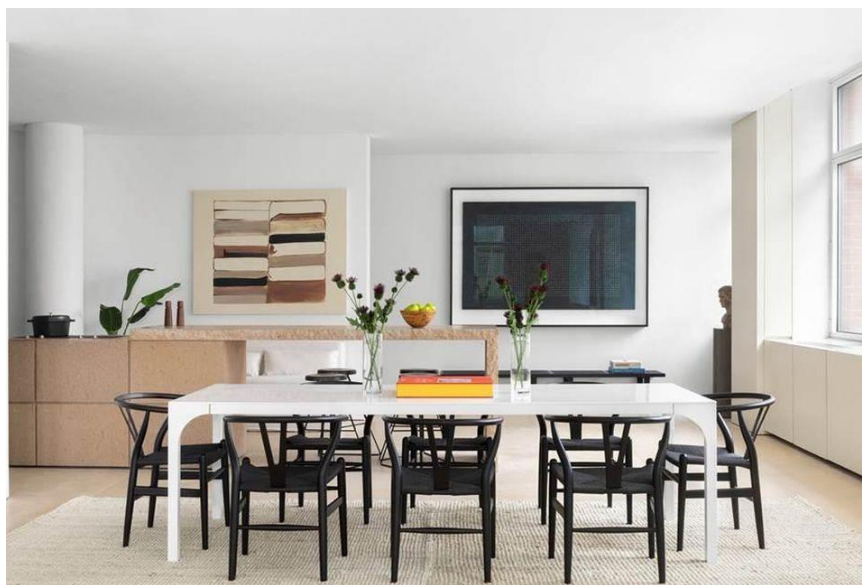
The 13 oversized windows offer sweeping views. TIM WALTMAN FOR CORE/ASH NYC STAGING

Current owner, Geoff Lieberthal of private equity firm Lee Equity Partners, cut a great deal, buying West's condo under list price, despite the musician's reported quirky taste (a cupid statue and a monumental granite tub near the bed) and prior \$4.5 million ask.



The 2,427-square-foot condo was a collaborative design by Kanye West and Claudio Silvestrin. TIM WALTMAN FOR CORE/ASH NYC STAGING

Now it's Lieberthal's turn to spin the condo's greatest hits, especially since it's priced significantly higher in New York City's more challenging luxury real estate market. He'll bank on some fame inflation and stylish stage crafting by ASH NYC. Can he pull off that magic? Well, he made partner with a particular set of skills (buying and selling businesses), so it's a safe bet.



The minimalist condo offers wide open monochromatic spaces with high quality materials, natural hues, and luxury amenities. TIM WALTMAN FOR CORE/ASH NYC STAGING

“The home is an oasis of serenity and calm, which is priceless in a city like New York,” says Lieberthal, keenly aware of the condo’s salient selling points. After all, he lives it daily.



The SoHo 25 condominium is near Washington Square Park in New York City. (Ray Tamarra/GC Images) GETTY

He hypes the Houston Street condo’s centralized proximity to local landmarks—where he meets friends for drinks at nearby Mercer Hotel, shops SoHo’s elite fashion brands, and walks his Vizsla dog “Harry” to Washington Square Park for dog runs, picnics and live band performances on weekends.



Geoff Lieberthal, current owner of Residence 4BC, meets friends at the nearby Mercer Hotel on Prince Street. (James Leynse/Corbis via Getty Images) GETTY

In SoHo, Lieberthal says one can keep up on the latest fashions and designs just by walking around the neighborhood (which explains the high rate of celebrity sightings). And then there's his condo's convenient in-unit washer/dryer.



Model Heidi Klum is one of many celebrities seen in SoHo. (Raymond Hall/GC Images) GETTY

“When I moved in and went to do laundry for the first time, I opened the dryer to find a load of Kanye's laundry in there,” says Lieberthal. “I am fairly convinced we use the same detergent.”



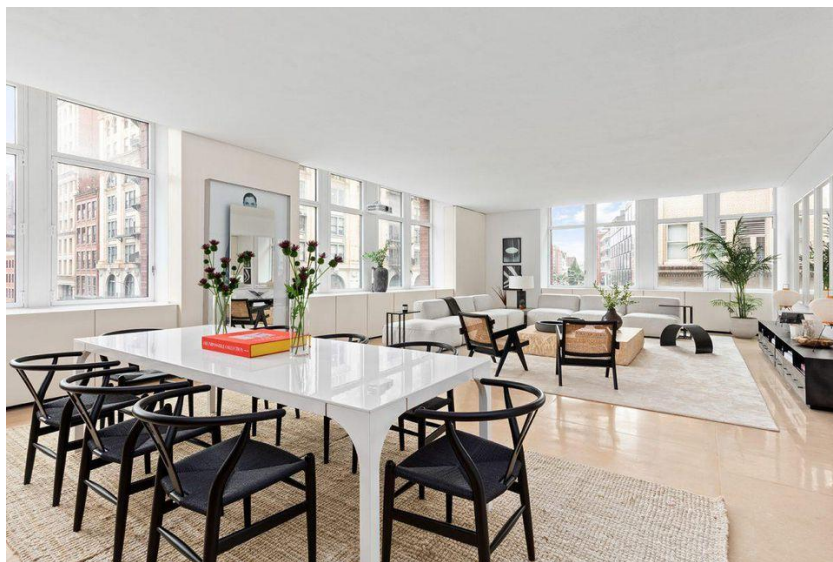
Chanel store in SoHo. (Drew Angerer/Getty Images) GETTY

This is where West lived the “*Good Life*.” The hip-hop superstar left more behind than Yeezy brand permanent press socks. Like his addictive beats, West’s supreme creative presence is still distinctly omnipresent here.



SoHo is world-renowned for its high luxury shopping. (Spencer Platt/Getty Images) GETTY

For good reason. The modern, organic home is his collaborative design with famed Italian architect Claudio Silvestrin. The 2,427-square-foot minimalist condo offers grand scaled monochromatic spaces (larger than most single-bedrooms) with high quality materials, natural hues, and amenities reminiscent of a boutique hotel, all in the heart of SoHo. West’s Yeezy fashion line was even inspired by Silvestrin’s signature tonal apartment designs, according to *Vanity Fair*.



The apartment features clean lines, wide open spaces, natural woods and polished stone surfaces. TIM WALTMAN FOR CORE/ASH NYC STAGING

“The clean lines, wide open spaces, natural woods and polished stone surfaces all combine to create a peaceful, ethereal vibe in the apartment,” says Lieberthal, an expectant father who will relocate to a larger family-oriented apartment. “As someone with a visual mind, I may feel the design’s impact more than most, but it really has a real calming effect on me from the moment I walk into the apartment.”



Listed for \$4.7 million, the apartment is on the market for the second time in a little over a year. TIM WALTMAN FOR CORE/ASH NYC STAGING

The intimate apartment has an expansive foyer featuring “*All of the Lights*” one would need (softly illuminated and hotel moody), French limestone flooring, pearwood cabinetry, stone surfaces, hidden floor-to-ceiling storage, and 13 oversized windows with sweeping views to the north and east.



The kitchen is anchored by a monolithic stone island and premium appliances. TIM WALTMAN FOR CORE/ASH NYC STAGING

The home's continuous, unrestricted layout space is primed for entertaining, highlighted by wide-open living-dining room spaces and a luxury kitchen framed by nearly 10-foot-high ceilings and vast walls—a welcome canvas for modern art. The kitchen is anchored by a monolithic stone island with premium Subzero and Miele appliances, and a Gaggenau cooktop.



Residence 4BC is an oversized one-bedroom sanctuary. TIM WALTMAN FOR CORE/ASH NYC STAGING

“SoHo 25 is a discrete luxury condominium building with 32 apartments and top-tier amenities, nestled above prime and bustling SoHo,” says Core broker Emily Beare, who has the listing. “[This] home is almost a piece of art itself. You walk in and immediately embody the monochromatic, minimalist style. The stonework is what sets it apart, as found in the kitchen and bathrooms. There is a spa-like vibe—it is a true reprieve from the city below.”



Kanye West acquired two apartments that make up Residence 4BC in 2004 and 2006. He sold the home to Geoff Lieberthal, partner at Lee Equity Partners for \$3 million. (Patrick Kovarik/AFP/Getty Images) GETTY

West acquired one residence for \$1.89 million in 2004 and another studio for \$1.25 million in 2006, merging the two into Residence 4BC—a flexible larger apartment that can be converted to two bedrooms. West first tried to unload the home for \$4.5 million in 2013, without success.



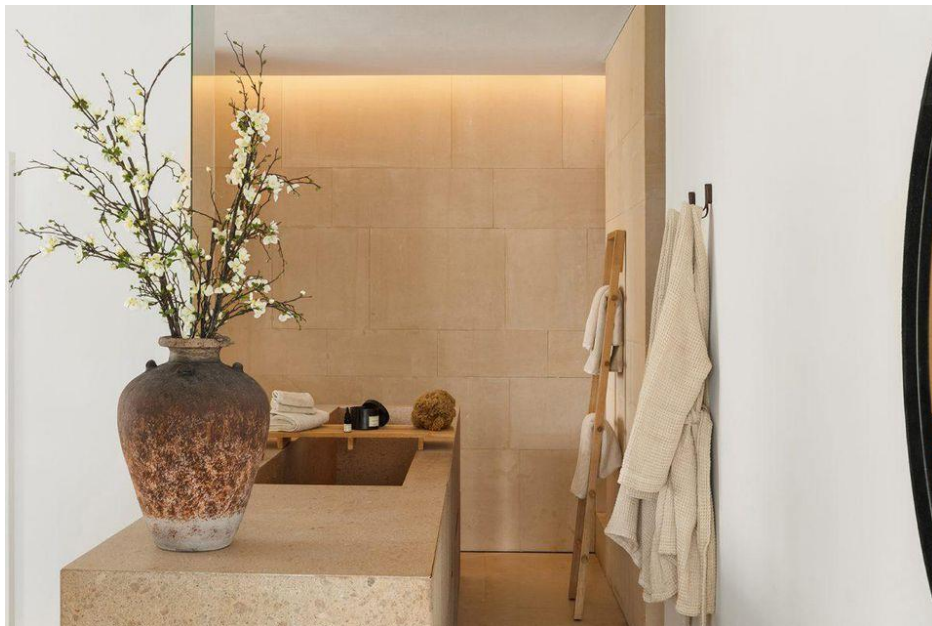
The large one-bedroom condo can be converted to two bedrooms. TIM WALTMAN FOR CORE/ASH NYC STAGING

Residence 4BC's spacious master suite serves as a minimalist sanctuary, boasting a large closet, radiant floor heating, natural lighting, and another stone island in the master bath. Overall, the home boasts one-and-a-half baths (including a powder room).



The apartment features natural hues and soft lighting. TIM WALTMAN FOR CORE/ASH NYC STAGING

The Savant home technology system includes automated window shades, custom lighting and wired audio. The purchase also comes with two private storage units. Building amenities include a 24-hour doorman, and a landscaped rooftop deck with panoramic views of downtown Manhattan.



The master bath has a stone island and limestone floor. TIM WALTMAN FOR CORE/ASH NYC STAGING

To elevate Silvestrin’s interior design, ASH NYC incorporated natural, simple and even raw materials—a mix of wood, clay, travertine, and concrete for the structured components as well as cotton, linen, and sheepskin for upholstery and textiles. To visually expand and utilize the space, ASH NYC installed a large modular L-shaped sofa paired with signature armchairs and stools, atop an oversized custom area rug.



ASH NYC staged the home with a collection of furniture, art, and a limited color scheme. TIM WALTMAN FOR CORE/ASH NYC STAGING

“[We staged the home] with a restrained and intentionally somewhat austere collection of furniture and art, all in a limited color scheme,” says Andrew Bowen, ASH NYC’s staging director. “These pieces are balanced by sculptural natural elements such as trees and branches that provide a soft yet calculated burst of life. The result is an almost spa-like retreat of relaxation and comfort.”



A unique serpentine hallway. TIM WALTMAN FOR CORE/ASH NYC STAGING

Now why would anyone “Runaway” from that? Design, scale, ambition, and provenance in one residence. Advice for the future buyer though—check that dryer before closing.