

gather

January 27th, 2012

'Selling New York' Recap: Esquire Magazine Partners with the Kleiers

Selling New York goes to Chelsea and Dumbo this week with *Esquire Magazine*.

Parul Brahmabhatt, of *CORE*, attempts to price and sell a unique 1,800 sq ft. zeppelin lovers' loft. She has no idea how to price it so she brings in Shaun Osher, the CEO of *CORE*. The loft is being sold as is, with everything included - including the hanging mini zeppelins from the ceiling. It looks more like a museum than a home. The loft is on 29th Street in Chelsea and the seller wants \$2 million. Shaun tells Parul that's not going to happen.

Parul tells Jeremy Noritz, the seller, it should be priced at \$1.75 million. He's resistant but he finally agrees. The marketing is going to be tough. Parul heads to Connecticut to meet Joey Marsocci, Lead Designer of *Dr. Grymm Laboratories*. He's an expert in the steampunk movement. Parul tells Joey she's never heard of steampunk...like the rest of us. He explains it's a Victorian elegance style with a modern technology twist...more strange than elegance.

Parul decides to have the first steampunked open house event at the Noritz home. Joey is invited and he brings twenty of his friends. The event gets tons of press in New York and as far away as Scandinavia.

Next up, the Kleiers go to the *Hearst Corporation* and *Esquire Magazine* to find the ultimate bachelor pad. The first place they head to is in Dumbo. It's the clock tower loft, the price - \$23.5 million. But this place has 360-degree views, a glass elevator, and four working clocks that provide drama and energy to the space. Stephen Jacoby, Associate Publisher of *Esquire* says, "You picked a winner for us." But he wants to keep looking.

Next up for *Esquire*, *Trump Park Avenue* priced at \$33 million. This space is much more elegant than the clock tower but it's lacking in uniqueness. Stephen tells Michele, "It doesn't have enough of an edge." He still likes the clock tower.

The Kleiers take the group to a third property with killer views of the Hudson River. This Chelsea apartment lists for \$22 million. Alana Frumkes, the Design Director for *Esquire Signature Space* notes, "The space is exceptional." Yes, Michele likes the space too but in the end she says she would choose the clock tower.

So *Esquire* ends up choosing the clock tower loft, duh. They throw a party and it's incredible. There's a DJ, food, and drinks. Then, Michele gets an offer... but it's still in the working. Did it go through?

The outcome with the zeppelin place... No offers are on the table but they have received more publicity. A slow week for New York.