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Italian Shirtmaker Sews Up First U.S. Boutique at 509 Madison



Italian shirtmaker Camicissima is making its first foray into the buttoned-up world of U.S. men's wear. Opening a corner boutique later this month at 509 Madison Avenue, the label has made a name for itself by following the rule of four—selling four shirts to a pack, that is.

In Europe, a four-pack of Italian-tailored men's shirts goes for 99 euros (or about \$148), but Camicissima is dropping its prices to \$99 to make a dent in the Target-saturated American market. To complete the outfit, customers can also snag a three-pack of ties.

"Madison Avenue has become a men's wear destination," said David Tricarico, one of the Cushman & Wakefield brokers who walked the Italian company through its site search. "This location offers a built-in clientele base in the neighboring office buildings, and is several storefronts away from other major men's wear retailers."

Founded in Palermo, Italy, in 1931, the company now boasts 100 stores across Italy. The new store will come in at 1,677 square feet, with 1,074 square feet on the ground and 603 square feet on the building's mezzanine level. Camicissima signed a 10-year lease—just phase one of its plans to extend its transatlantic footprint throughout the tristate area. The company is also adding new stores in Greece, Poland and Spain.

Cushman & Wakefield's Alex Cohen represented Camicissima in the negotiations along with Mr. Tricarico. Landlord Kensico Properties was represented in-house by Larry Schulte and Alan Zimmerman.