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**Headline**

**Fluevog Shoes' Deal Reflects Retailers' Growing Interest in NoLita**

By Anthony Garritano

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NEW YORK CITY-Increasing numbers of retailers are foregoing trendy SoHo addresses for an alternative to the average \$350 per sf rents. Many see the \$150 per sf averages in NoLita reason enough to relocate, but the added bonus of a growing level of trendiness isn't hurting either it seems. The latest defection is from Vancouver, Canada-based John Fluevog Shoes.

John Fluevog Shoes has signed for 1,200 sf of space at 46 Prince St. in NoLita after being in SoHo for 10 years. In fact, the tenant won a bidding contest with 11 other outfits after the space. Edmund Li of Helmsley-Spear represented the owner, Wah Kok Realty Corp. and Garrick-Aug's vice chairperson Faith Hope Consolo represented the tenant.

"After looking around the area we noticed that SoHo has changed quite a bit," reports Brahm Kornbluth, sales manager of John Fluevog. "SoHo is a great location but it's becoming more established and our audience is a bit younger, a bit more urban-street. We wanted something that was more edgy and funky, which seems to be NoLita these days."

"Fluevog said that they needed a bigger store in a more cutting-edge area," says Consolo. "Fluevog will move from a mid-block shop to a corner."

"When we got so active in NoLita by placing international retailers like fresh inc., Melissou and Lunettes et Chocolat, to name a few, people took notice," explains Consolo. "The area is really very exciting. Also, the retail interest shows a real transition in the market in that there are retailers out there in the market today that recognize the value of NoLita."

Fluevog is set to roll out a new concept for this store with John Fluevog himself coming in to design the store, with a look that will cross the country as part of an expansion effort. In addition, expanded exclusive product lines are also expected to debut here.

Anthony Garritano is Assistant Editor of Real Estate New York and Real Estate New Jersey.

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