

DAILY NEWS

Real Estate

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Far left: Noel Jeffrey designed this cavernous foyer. Left: a rendering of The Mark's lobby scheduled to open late this summer.

Super-Luxury

For Louise Sunshine, who coined the term "five-star living" when she marketed the multi-million-dollar residences at the Time Warner Center four years ago, "super-luxury" controls today's market. Currently working with the Alexico Group, Sunshine oversees sales and marketing for perhaps the most luxurious hotel and residential project in New York — The Mark Hotel.

Headed by French interior designer Jacques Grange, international furniture manufacturers and interior designers have constructed unique furniture for the lobby and common spaces of The Mark. Grange, who has designed interiors for Yves Saint Laurent and Princess Caroline of Monaco, has furnished several residential units for sale with custom-designed pieces specific to the project. For Sunshine, it's this confluence of

categories that bring her term "super-luxury" to life in New York real estate.

"In the 1990s, luxury was about bricks and mortar and space," says Sunshine. "The spaces have become much bigger now. To build a super-luxury product, you have to combine art, fashion, architecture and design. People are buying lifestyle. In New York, that is luxury."

What Sunshine means is that luxury in real estate has overflowed into other product categories where luxury is more apparent. Fashion, with

thousand-dollar price tags on T-shirts or shoes, has consumed our attention for decades. For hundreds of years, fine art, such as a Picasso painting or a Michelangelo sculpture, provided the most expensive and appreciative assets (besides an always risky stock and bond portfolio). Now it's real estate.

In terms of design, New York has gone through a transformation of what's considered luxurious. Interior designer and furniture manufacturer Noel Jeffrey, who has been designing exclusive New York residences from Park Ave. to Tribeca for 39 years, has noticed a movement toward younger clients demanding a different kind of style.

"My clients today are in their 20s and 30s," says Jeffrey, who has designed a room at the Kips Bay Designer Show House 10 times. "Being young, they don't know as much about design. Their requirements are different. In the past, they were older and more easily categorized into traditional English or French. Now their tastes are more adventurous than before, more eclectic, more personal. For them, a Crestron touchpanel system, where they can control the climate, the shades, the lighting in their entire apartment, that is pure luxury."

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