

BEVERLY HILLS REAL ESTATE

BEVERLY HILLS COURIER | JUNE 29, 2018
Page 11

New York Comes 'A-Selling' to Los Angeles Crowd At The SoHo House

By Victoria Talbot

Last week, the SoHo House was the backdrop for an exclusive preview of two new properties in New York City.

The Elad Group showcased 108 Leonard, and One West End, the newest launch in their extensive portfolio and the first LA launch event of its kind.

Wondering why a New York property is being marketed here?

According to Samantha

Sax from Elad, in 108 Leonard's case, the building's second highest traffic source outside New York is in Los Angeles.

The two buildings possess qualities that Elad says are particularly appealing to the Hollywood lifestyle, including large interior spaces and private motor courts.

The landmark 108 Leonard boasts a 19th century McKim, Mead & White-designed Italian Renaissance Revival exterior,

which has been under scaffolding for the past 17 years. A new portion of the building will be revealed this summer as the restoration continues. The building cannot be recreated today, making it a unique property, which is one reason it appeals to Hollywood's creatives.

Because of its historic landmark status, 108 Leonard has already drawn inquiries among



SPACE AND STYLE- Modern elegance and interiors feature high ceilings, gallery walls for displaying an art collection and wooden flooring. *Photos by DBOX*



108 LEONARD- A dramatic 19th century Italian Renaissance Revival façade graces the building

those who understand that a truly great historic building bears the intrinsic value of timeless design.

The appealing architectural features include high ceilings, gallery walls perfect for displaying art collections, and a long private driveway offering covered privacy and discretion.

The building has marble kitchens and baths, and interiors by hospitality visionary Jeffrey Beers International.

Beers is also a key member of the design team behind One West End on Manhattan's West

Side, where he custom designed Scavolini kitchens just for that building as well as all of One West End's amenities, interiors and retail spaces.

Both buildings feature luxurious amenities.

Locally, the Elad Group is known for the Carlyle Residences, located on the Wilshire Corridor in Westwood, a stunning 100 percent sell out. Elad Group is also behind the historic conversion of New York City's Plaza Hotel.

The SoHo house event was part of a media tour of Los

Angeles by Elad's sales and marketing team including Elad's Chief Marketing and Design Officer Samantha Sax, Bravo TV Million Dollar Listing star Douglas Elliman agent Fredrik Eklund and his selling team John Gomes and Julia Spillman and top-selling agent Frances Katzen (also with Douglas Elliman) and Raphael De Niro (son of actor Robert De Niro).

The SoHo House showcase event represents the latest trend in New York sales for a bi-coastal market.