

A black and white photograph of a building facade, likely the Metropolitan Museum of Art. The image features large, multi-paned windows with decorative mullions. The building's facade is adorned with intricate carvings and sculptures, including figures and floral motifs. The overall tone is dark and dramatic, with the text overlaid in a light, elegant font.

seven twelve

F I F T H A V E N U E

*The address that
started it all*



Home of the original Millionaire's Row...

Now the most prestigious luxury retail destination in the world.

At the forefront of global fashion and luxury.

Elite brands...Cartier, Dior, Ralph Lauren and Chanel have all chosen to call the address home.

What is the most prestigious and cutting-edge address?

712 Fifth Avenue.



RESIDENTIAL 5TH AVENUE

1871

Constructed as elegant brownstone in upscale residential neighborhood



1908

Its transformation to a luxurious storefront spurs and encourages a new era of retail on Fifth Avenue



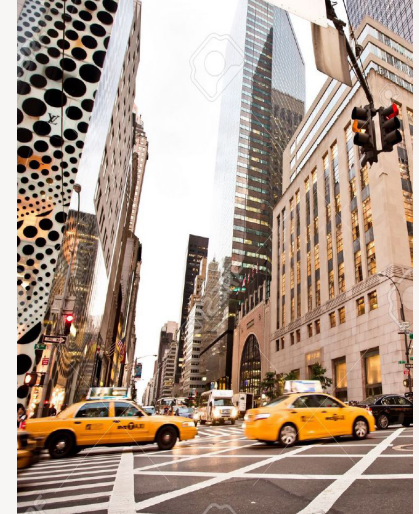
1912

In an ahead-of-its-time collaboration between art and commerce, Francois Coty commissions Rene Lalique, famed glass artist, to craft 276 window panes for the building



1985

Receives landmark status due to the historical significance of the Lalique windows. The facade undergoes an extensive restoration to bring it back to its full glory



IMMERSIVE 5TH AVENUE

Current day

Uniquely poised to usher in a new era of luxury retail



by the numbers

26,000

Average number of people on foot every afternoon on 5th Avenue between 54th and 55th streets in 2018

159,100

Residents of the Upper East Side and Midtown neighborhoods.

65.2M

Tourists visited New York City in 2018

\$44B

Tourism spend in 2018 in New York City

\$1.2M

Median yearly income of top 5% of residents on the Upper East Side

6

Train lines within 2 blocks

situated to **INNOVATE**

Millionaire's row has given way to billionaire's row, and luxury high-rises are going up at a record-setting pace. There are younger, more affluent consumers in the neighborhood, attracted by the myriad cultural, culinary, and shopping experiences that the Plaza District has to offer. The neighborhood is ripe for innovation.

luxury TRANSFORMED

The face of luxury is changing—and quickly. Today's consumer is younger, wealthier, and looking for immersive, creative ways to connect. In a sea of sameness, today's luxury consumer wants engaging, new, and different, and has more capital to spend finding it.



YOUNGER

Generation Z and Millennials will represent approximately 55% of the 2025 market and will contribute 130 percent of market growth over the period.



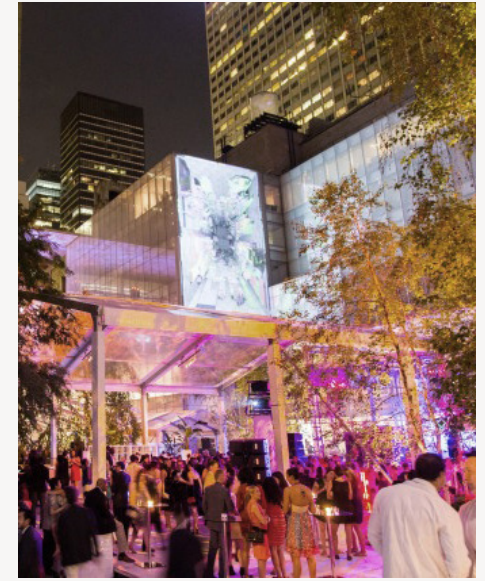
WEALTHIER

The United States has the largest concentration of billionaires in the world, with one fifth of them calling NYC home.



EXPERIENCE-FOCUSED

Experiences are the fastest-growing segment in the luxury market, and are poised to comprise 67% of the market by 2022.



CULTURED

Generation Z will make up 35% of global consumers with 80% saying that “expressing themselves creatively is important”.

The future of **LUXURY IS HERE.**

in the neighborhood

● BILLIONAIRE'S ROW

One57, 432 Park Avenue, 252 E 57th, 111 W 57th, 225 W 57th, 220 Central Park South, 53 W 53rd, 520 Park Avenue

● LUXURY HOTELS

The Plaza, The Ritz-Carlton, The Pierre, The Peninsula, The Carlyle, The Four Seasons, The St. Regis, The Mandarin Oriental, The Aman Hotel

● LUXURY RETAIL

Bergdorf Goodman, Louis Vuitton, Chanel, Van Cleef & Arpels, Gucci, Rolex, Cartier, Dior

● MICHELIN-STARRED DINING

Daniel, Marea, Jean-Georges, Masa, Per Se, The Modern, Caviar Russe, Aquavit, Le Bernadin

● NEW YORK CULTURAL DESTINATIONS

Central Park, MoMA, The Met, The Guggenheim, Rockefeller Center, St. Patrick's Cathedral, Museum of Arts and Design, The Frick Collection, Park Avenue Armory

● MEMBER CLUBS

Metropolitan Club, Core Club, Harmonie Club, The Union Club, The Knickerbocker Club, The University Club



712

F I F T H A V E N U E

3

TOWNHOUSES

6

FULL FLOORS

80,000

S Q U A R E F E E T O F
P O S S I B I L I T I E S



create infinite POSSIBILITIES

4TH FLOOR

Define the ultimate personal experience with atelier studios, collection display and personal suites for discerning clients.

3RD FLOOR

Unparalleled service. Personal shopping, salons, concierge, and made to measure can power the retail experience.

2ND FLOOR

Create a destination for retail infused with hospitality, lifestyle presentation and exclusive experiences.

GROUND FLOOR

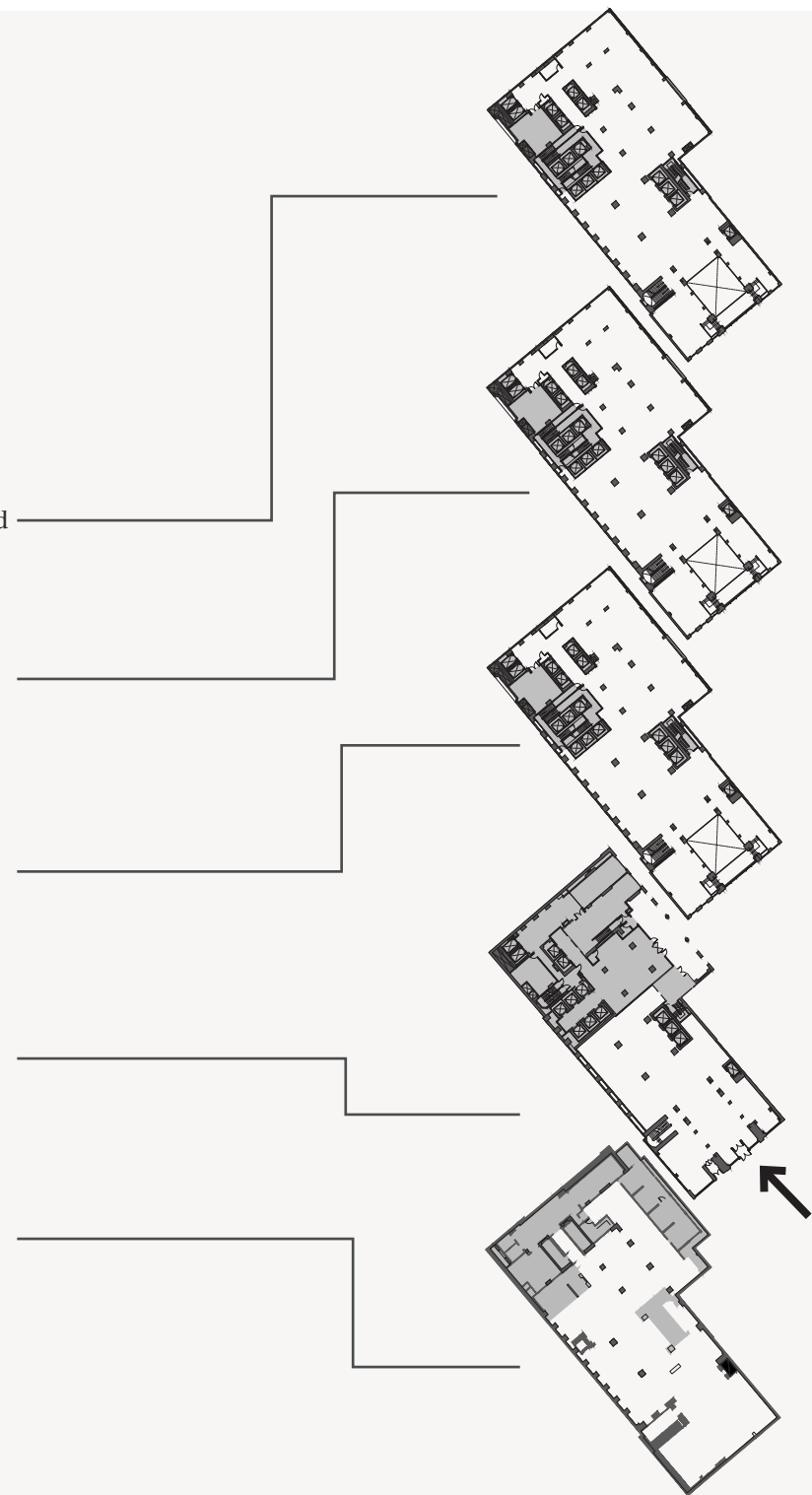
Impress and invite through dramatic installations, curated products and memorable experiences.

CONCOURSE 1

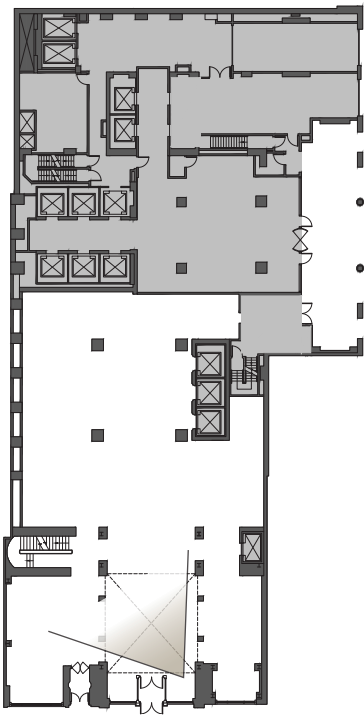
Host clients in a brand curated dining experience.

CONCOURSE 2 (NOT SHOWN)

Fulfill clients' needs with on-site venue for replenishment



revolving
DISPLAY



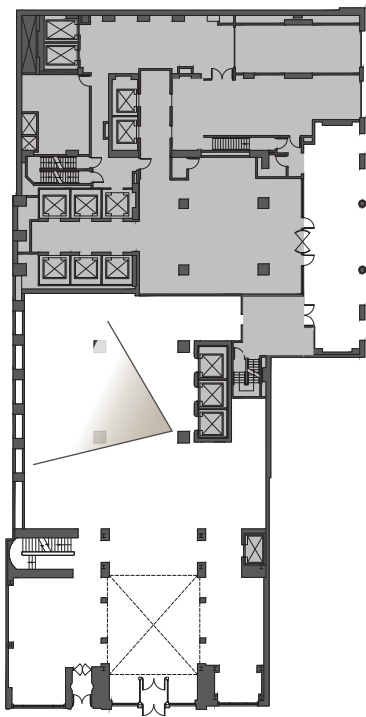
4-STOREY ATRIUM



possibilities

MUSEUM/GALLERIES
POP-UP/POP-IN

staircase SHOWCASE



GROUND FLOOR

9,187 Square feet

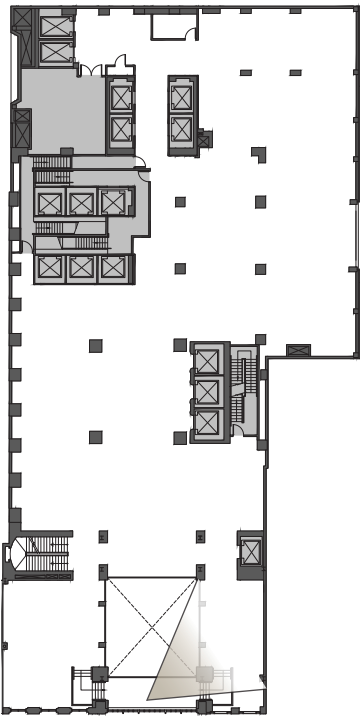


possibilities

EXPERIENCE
HOSPITALITY
ACCESSORIES

BEAUTY & FRAGRANCE

CROSS CATEGORIES



SECOND FLOOR

14,457 Square feet



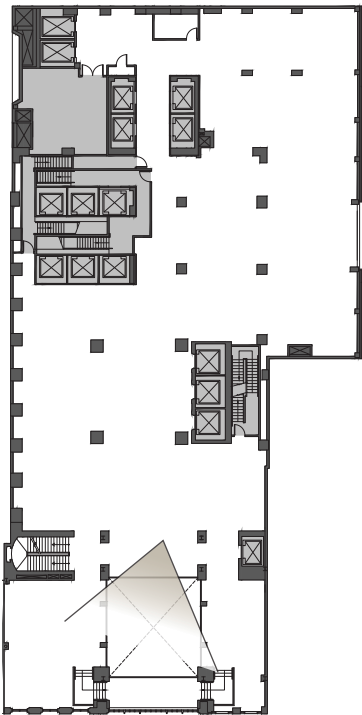
possibilities

RTW
SHOES & ACCESSORIES

PRIVATE SHOPPING &
FITTING ROOMS
LOUNGE

MUSEUM/EXHIBITS
BOH/OFFICES

cocktails & CONVERSATION



SECOND FLOOR

14,457 Square feet



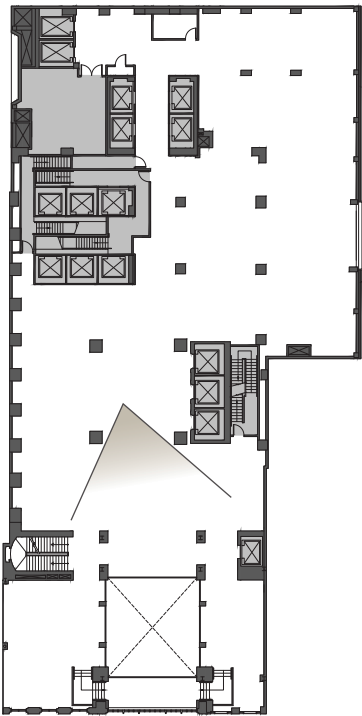
possibilities

RTW
SHOES & ACCESSORIES

PRIVATE SHOPPING &
FITTING ROOMS
LOUNGE

MUSEUM/EXHIBITS
BOH/OFFICES

history & HERITAGE



THIRD FLOOR

15,034 Square feet



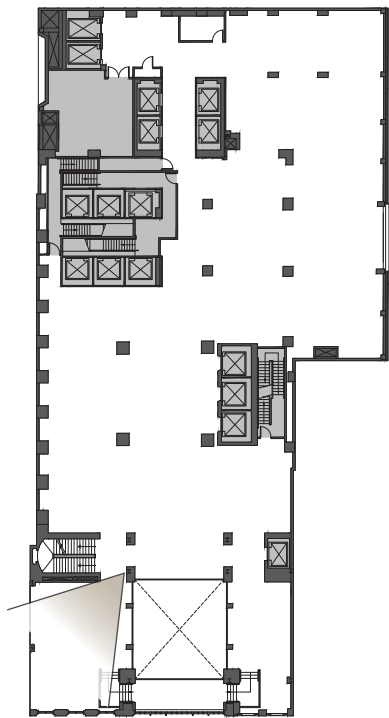
possibilities

RTW
SHOES & ACCESSORIES

PRIVATE SHOPPING &
FITTING ROOMS
LOUNGE

MUSEUM/EXHIBITS
BOH/OFFICES

private & PERSONAL



FOURTH FLOOR

15,026 Square feet



possibilities

ATELIER
PERSONAL SUITES
COUTURE SHOWCASE

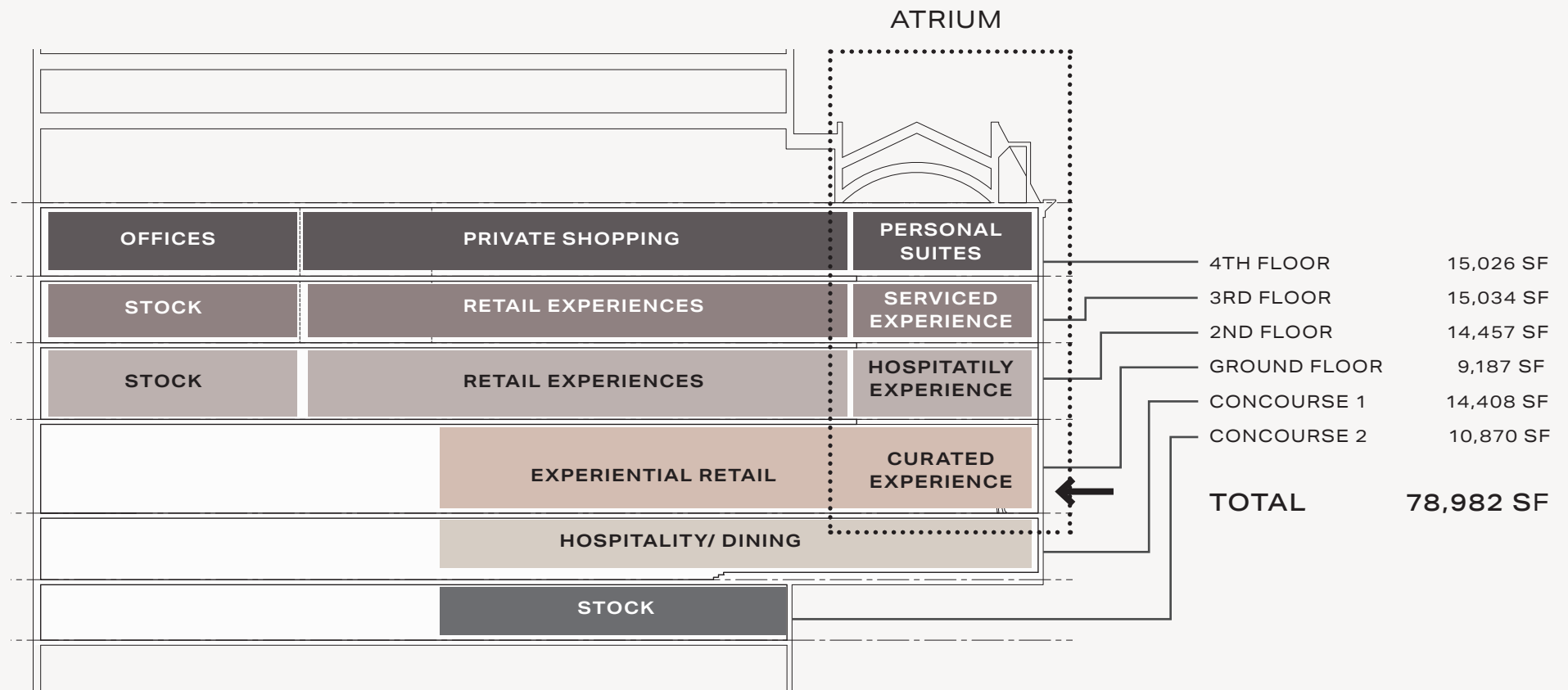
FINE JEWELRY
HOSPITALITY
ENTERTAINING SPACE

OFFICE SUITES

the luxury of SPACE

712 Fifth Avenue offers nearly 80,000 square feet of infinite possibility. Providing space to create immersive, engaging, connective experiences - this is the perfect canvas for the next phase of a brand's evolution.

The future of retail has always been here.





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Paramount Group, Inc.

Paramount Group, Inc. is a real estate investment and management firm with in-house expertise in asset management, property management, leasing, acquisition, repositioning, redevelopment and financing. Established in 1978 by Werner Otto, Paramount is one of the largest publicly-owned real estate companies, headquartered in New York City. Over several decades and numerous market cycles, Paramount has provided first class properties, services and amenities to its tenants. Albert Behler, President and CEO, has led Paramount since 1991 and, along with a seasoned, committed and proven management team, has assembled the company's current 12.5 million-square-foot portfolio of high quality, Class A office building investments, a retail property, as well as debt and equity investments in New York, Washington, D.C. and San Francisco.



AHEAD OF ITS TIME *since the beginning*