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<http://newyork.citybizlist.com/article/douglas-elliman-hosts-sales-launch-event-new-boutique-condo-whitman>

Douglas Elliman Hosts Sales Launch Event For New Boutique Condo The Whitman



(L. to R. Dina Lewis, Executive Vice President, Douglas Elliman; Dottie Herman, President and CEO, Douglas Elliman; David Mitchell, President, Mitchell Holdings LLC; Howard Lorber, Chairman, Douglas Elliman; Melanie Lazenby, Executive Vice President, Douglas Elliman)

On Wednesday, February 13th, **Dottie Herman, Howard Lorber, Dina Lewis and Melanie Lazenby** of Douglas Elliman along with David Mitchell of Mitchell Holdings hosted an exclusive broker event for the boutique luxury condominium The Whitman on Madison Square Park. Guests gathered at Eleven Madison Park's private dining room to learn about the condo conversion, meet the Developer, brokers and other building affiliates, and have a glance at the building fixtures and renderings that were on display.

The New Georgian style building, located at 21 East 26th Street, was originally built in 1924 as the corporate headquarters and showroom for textile king Clarence B. Whitman and Sons. Developer David Mitchell purchased the building and along with Jeffrey Cole of Jeffrey Cole Architects and Edward Martell of Maverick Real

Estate Partners, set to reconstruct it into a magnificent four-unit condominium which will be completed this summer.

Located steps away from the Flatiron District, Gramercy Park and NoMad, in one of Manhattan's most fashionable and elegant downtown neighborhoods, each full-floor residence, including the duplex penthouse, will feature wide plank rift white oak floors, 11'-12'4" ceiling heights, exquisite materials, such as custom cabinetry by Italian designer ArcLinea and Dornbracht & Hansgrohe bathroom fixtures. Prices start at \$10 million and the penthouse is on the market for \$22.5 million.

For more information please visit www.thewhitman.com or contact the sales office at 212-488-8660 for an appointment.



(L. to R. Howard Lorber; Herve Senequier, Agent, Douglas Elliman; Natalia Gavrilov, Senior Vice President, Douglas Elliman; Dina Lewis)



(L. to R. Howard Lorber; Howard Margolis, Executive Vice President, Douglas Elliman, The Margolis Group)



(L. to R. Amy Kane Vice President, Director of Business Development, Westchester and Vice President, Director of Sales, TriBeCa Gallery/90 Hudson; Dottie Herman)



(L. to R. John Gomes, Executive Vice President, Douglas Elliman; Dina Lewis)



(L. to R. Andrew Anderson, Executive Vice President, Douglas Elliman; Dottie Herman)



(L. to R. Dina Lewis; Melanie Lazenby)



(L. to R. Andrew Anderson; Karen Mansour, Executive Vice President of Sales and Marketing, Douglas Elliman Development Marketing; Mark Menendez, Executive Vice President, Director of Rentals, Manhattan, Douglas Elliman)

About Douglas Elliman Real Estate

Douglas Elliman Real Estate is New York's largest residential brokerage, with over 70 offices in New York City, Long Island, the Hamptons, Westchester/Putnam, and South Florida with more than 4,000 real estate agents and a network of national and international affiliates. They are strategic partners with London-based Knight Frank LLP for residential business in all of their New York markets. Douglas Elliman ranked in the top four of all real estate companies in the nation in 2007, 2008, 2009, 2010, and 2011. The company also controls a portfolio of real estate services, including Manhattan's largest residential property manager, Douglas Elliman Property Management, as well as DE Title and DE Capital Mortgage. For more information on Douglas Elliman as well as expert commentary on emerging trends in the real estate industry, visit the Douglas Elliman site at www.elliman.com.