

HAVE YOU HEARD ...

HIS Serene Highness Prince Alexander of Fürstenberg has flipped his pricey Park Avenue pad to a discount chain dynasty.

The son of fashion designer **Diane von Fürstenberg** and bi-sexual German aristocrat Prince Egon von Fürstenberg paid \$10.75 million for the two bedroom, 2.5-bath last October.

It was listed by **Tal and Oren Alexander at Douglas Elliman** in February for \$11.995 million.

But city records show Fürstenberg walked with what he paid for the luxury apartment in a deal with the Cheheber family, owner of the Rainbow chain of discount apparel stores.

The apartment – now on its third owner since the Harry Macklowe cloud-buster opened in 2015 – has 12.6 ft ceilings, a corner living and dining room, windowed eat-in kitchen, semi-private elevator landing and service entrance.

Fürstenberg runs Ranger Global Advisors, a family office focused on opportunistic investing.

The Cheheber family has owned the Rainbow Group since 1908, growing it to 1,300 stores across the US.