

25 MERCER

*BE A PART OF SOHO.
OWN A PIECE OF HISTORY.*



SOHO

Represents the sophisticated intersection of fashion, art, and business. Nestled in between the West Village and TriBeCa, this legendary neighborhood is the downtown destination for shopping, galleries, and dining.

Within the fabled SoHo Cast Iron Historic District, Mercer Street is one of the most desirable cobblestone streets.



25 MERCER

Built in 1867, the building represents the architectural beauty of New York's elegant Gilded Age. Five exclusive residences, ranging from a townhouse, to lofts, to a penthouse, offer a modern interpretation of the classic Soho loft building, balancing perfectly restored cast iron detailing with sophisticated modern design.







THE TOWNHOUSE

Beautifully renovated, open-plan living spaces and outdoor courtyard, are accessible through a private keyed elevator, with handcrafted kitchens, luxurious bathrooms and high ceilings.





TOWNHOUSE MASTER BEDROOM

25 Mercer's townhouse boasts numerous unique outdoor spaces including two private roof terraces, and a beautiful courtyard at the kitchen level. A private oasis in the midst of one of New York City's most dynamic neighborhoods offers the ultimate in urban luxury.







THE LOFTS

Every detail of the lofts at 25 Mercer has been lovingly refurbished, from the cast iron columns and exposed beams to the light filled windows. These features, combined with luxurious finishes, custom fixtures and soaring ceilings, reimagine Manhattan loft living for the 21st century.





2ND & 3RD FLOOR KITCHEN & GREAT ROOM



THE PENTHOUSE

A magnificent, light-filled duplex penthouse crowned with a spectacular private rooftop. North, East, and West facing windows and a skylight flood palatial living spaces with brilliant natural light.



PENTHOUSE KITCHEN & GREAT ROOM



MASTER BATHROOM & POWDER ROOM



An exclusive oasis in the sky awaits atop the penthouse, offering panoramic 360 degree views of downtown Manhattan. Perfect for entertaining guests or dining al fresco on a grand scale.





THE TOWNHOUSE

4,800 s.f. of interior space over 3 floors & 1,680 s.f. of multi-level private outdoor spaces. 5-6 bedrooms, 7 bathrooms. Up to 12' ceiling heights. Wide white oak hardwood floors & imported natural stone & marble throughout. Keyed elevator with private lobby, Elevator access to all floors. 24-7 Virtual doorman. Central AC with controls for each room. Digital controls for iPad, iPhone and other mobile. New dedicated boiler and mechanicals. Utility room with washer and dryer.



COURTYARD & KITCHEN
Gaggenau appliances in kitchen
Custom kitchens and cabinetry
Dornbracht kitchen faucet
Central glazed private garden courtyard



LIVING ROOM
Integrated gas fireplace
Fleetwood courtyard windows
Wide plank hardwood floors
12' ceilings



MASTER BEDROOM
His and hers master walk-in closets
Wide plank hardwood floors
Soaring ceilings



EAST ROOF TERRACE
1,680sf multi-level private outdoor spaces
Multiple entertainment areas
Views towards Mercer Street



MASTER BATHROOM
Heated floors
Heated towel rails
Imported marble and stone



WEST ROOF TERRACE
1,680sf multi-level private outdoor spaces
Multiple entertainment areas

THE PENTHOUSE

4,580 s.f. of interior space over 3 floors & 2,600 s.f. private outdoor roof terrace. 5 bedrooms, 6 bathrooms. Up to 13' ceiling heights. Wide white oak hardwood floors & imported natural stone & marble throughout. Keyed elevator with private lobby. Kitchen and feature stair skylights. Windows facing north, east and west. 24-7 virtual doorman. Central AC with controls for each room. Digital controls for iPad, iPhone and other mobile. New dedicated boiler and mechanicals. Utility room with washer and dryer.



5TH FLOOR KITCHEN & GREAT ROOM
Gaggenau appliances in kitchen
Custom kitchen millwork and cabinetry
Dornbracht kitchen faucet
Kitchen skylight and views to the north



5TH FLOOR GREAT ROOM
Integrated gas fireplace
Imported stone feature stair wall



SECOND BATHROOM
Vola bathroom faucets
Heated floors
Integrated lighting



POWER ROOM
Vola bathroom faucets
Heated floors
Imported marble vanity
Integrated lighting



MASTER BATHROOM
Vola bathroom faucets
Toilets
Heated floors and towel rails
Book-matched marble
Free standing bath tub



EAST ROOF TERRACE
2,600sf private outdoor roof terrace
360° views of downtown Manhattan
Integrated fireplace
Multiple private outdoor entertainment areas



WEST ROOF TERRACE
2,600sf private outdoor roof terrace
Multiple private outdoor entertainment areas

THE LOFTS

2,900 s.f. of interior space per floor. 380 s.f. of private outdoor space on second floor. 3 bedrooms, 4 bathrooms. Up to 12' ceiling heights. Wide white oak hardwood floors & imported natural stone & marble throughout. Keyed elevator with private lobby. Original cast iron columns and wood beams. 24-7 Virtual doorman. Central AC with controls for each room. New dedicated boiler and mechanicals. Digital controls for iPad, iPhone and other mobile. Utility room with washer and dryer.



2ND & 3RD FLOOR GREAT ROOM

Integrated gas fireplace
Large restored loft windows
Access to outdoor terrace on second floor



2ND & 3RD FLOOR KITCHEN & GREAT ROOM

Gaggenau appliances in kitchen
Custom kitchens and cabinetry
Dornbracht kitchen faucet



MASTER BATHROOM

Vola bathroom faucets
Toto toilets
Heated floors and towel rails
Book-matched marble
Free standing bath tub



SECOND BATHROOM

Vola bathroom faucets
Heated floors
Integrated lighting



POWER ROOM

Vola bathroom faucets
Heated floors
Imported marble vanity
Integrated lighting





THE NEIGHBORHOOD

DINING
The Dutch
Aqua Grill
Charlie Bird
Blue Ribbon Sushi
Carbone
Raoul's
Arturo's
Estancia
Cafe Habana
Balthazar
Mercer Kitchen
Lombardi's Pizza
Bar Pitti

CAFES
Dominique Ansel Bakery
Francois Payard Bakery
Georgetown Cupcake
Baked by Melissa
Balthazar
Dean & DeLuca

FASHION
Balenciaga
Burberry
Chanel
Miu Miu
Marc Jacobs
Louis Vuitton
Diane Von Furstenberg
Michael Kors
Paul Smith
Ralph Lauren
Stella McCartney
Versace
Prada

PARKS & PLAY
Washington Square Park
Hudson River Park
Pier 25
Minetta Green
SoHo Sanctuary
The Dogpound

RETAIL
Apple
Bloomingdale's
Dune
Maserati
Tiffany
Dean & DeLuca
Gourmet Garage
Patagonia
Barney's co-op
Addidas
Warby Parker
BDDW
Scoop

ARTS & CULTURE
Judd Foundation
Martin Lawrence Galleries
Pop International
OK Harris
Angelika Film Center
New Museum



SHAFT WAY

176

176

176

Alpino

MANHOLE COVER

SPONSOR WEST 22ND RENEWAL LLC
DEVELOPER GDS DEVELOPMENT
DESIGN GDSNY
SALES & MARKETING JOHN GOMES & FREDRIK EKLUND, DOUGLAS ELLIMAN
BRANDING & DESIGN FABIEN BARON, BARON & BARON
ARCHITECT/DESIGN FOGARTY FINGER ARCHITECTS
VISUALIZATION PHILIP BROWN
WEBSITE HOLIDAY
PHOTOGRAPHY MAXIME POIBLANC

GDSNY
12-16 VESTRY STREET, 7TH FLOOR
NEW YORK, NEW YORK, 10013, USA
WWW.GDSNY.COM

25-27 MERCER STREET CONDOMINIUM, 25 MERCER STREET, NEW YORK, NY 10013 • EXCLUSIVE MARKETING AGENT • JOHN GOMES AND FREDRIK EKLUND • DOUGLAS ELLIMAN DEVELOPMENT MARKETING

SPONSOR MAKES NO REPRESENTATIONS, EXCEPT AS SET FORTH IN THE OFFERING PLAN. THE COMPLETE TERMS OF THE OFFERING ARE SET FORTH IN THE OFFERING PLAN AVAILABLE FROM SPONSOR, WEST 22ND RENEWAL LLC, 12-16 VESTRY STREET, 7TH FLOOR, NEW YORK, NY 10013, FILE NO. CD15-0322. SPONSOR RESERVES THE RIGHT TO MAKE CHANGES IN ACCORDANCE WITH THE TERMS OF THE OFFERING PLAN. ALL IMAGES ARE ARTIST'S RENDERINGS. EQUAL HOUSING OPPORTUNITY.

GDS DEVELOPMENT