

# Fifty Third and Eighth Offering Plan Declared Effective; Closings to Commence Immediately

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*HFZ Capital Group's latest Hell's Kitchen luxury condominium offers immediate occupancy in the heart of Manhattan*

**HFZ Capital Group**, a leading real estate investment and development firm, announced today that the New York State Attorney General's office has declared the offering plan of Fifty Third and Eighth, the firm's 25-story Hell's Kitchen condominium, effective. Closings will begin with purchasers scheduled to move into their new homes later this month.

Located at **301 West 53<sup>rd</sup> Street**, **Fifty Third** and **Eighth** offers exceptionally designed residences available for immediate occupancy in one of Manhattan's most vibrant neighborhoods, Hell's Kitchen.

"The property has experienced consistent popularity due to its diverse range of flexible layouts, uniquely customizable to fit the variety of lifestyles of modern buyers," said **Ziel Feldman**, Chairman and Founder of HFZ Capital Group. "We anticipate buyer interest to steadily increase especially now that closings and move-ins will begin. In today's market it is rare to have the ability to purchase and move-in quickly, and we have found our buyers are drawn to this immediate opportunity."

Fifty Third and Eighth features 262 contemporary one-, two- and three-bedroom residences. In addition, HFZ has converted the existing layouts of 61 residences to create gracious one- and two-bedrooms with added living and entertaining space. Exclusively represented by Douglas Elliman Development Marketing, the full-service property offers contemporary residences priced from \$975,000 to more than \$3.2 million.

"There has been continued, fervent interest in the property, with no sign of sales slowing down," said **Susan de Franca**, President and CEO of Douglas Elliman Development Marketing. "Buyers have explicitly been drawn to the truly unique blend of attainable price points, including three-bedroom residences which start from \$1.72 million, the exceptional quality of finishes and bright, airy spaces all in a central area of Manhattan."

Through the unique vision of BP Architects, each residence is outfitted with a premium level of finishes including white oak wood flooring, marble baths and custom cabinetry. Homes enjoy an abundance of natural light year-round as residences with western exposures offer panoramic views of the Hudson River, while those facing east feature distinctive Manhattan cityscape views.

Kitchens are outfitted with white quartz countertops, white lacquer and polished chrome cabinets and premium appliances including a Bosch custom paneled refrigerator, Bertazzoni gas oven, stainless steel Bosch microwave and custom paneled energy efficient dishwasher. Two- and three-bedroom residences are outfitted with Bosch washers and dryers. Bathrooms feature exceptional materials and refined finishes including Glassos white marble floors and walls, a stunning accent wall of mosaic Calacatta marble, Kohler faucets and shower sets, Toto toilets and custom designed vanities and medicine cabinets. Three-bedroom residences also include a second bathroom feature wall of Bardiglio marble.

Fifty Third and Eighth is situated in one of Manhattan's most vibrant neighborhoods, Hell's Kitchen, which boasts an eclectic history rich in art and culture. The lively neighborhood is world-renowned for its proximity to a wide range of shopping, dining, entertainment and celebrated attractions, including Central Park, MoMA and the Theater District, and is less than ten blocks away from the cultural epicenter of Manhattan, Lincoln Center. The centrally located neighborhood is also convenient to countless transportation options for easy accessibility within the City, as well as to the surrounding areas.

The on-site sales gallery offers visitors the opportunity to experience the one-, two- and three-bedroom furnished model residences. For more information or to make an appointment, please call [53rdand8th.com](http://53rdand8th.com).

#### **About HFZ Capital Group:**

*HFZ Capital Group is a Manhattan-based real estate investment and development firm with expertise in a broad range of real estate disciplines including underwriting analytics, structured finance, investment, development, construction and asset management. HFZ capitalizes on development and investment opportunities both in the U.S. and abroad and has acquired, owned, developed and operated properties across many asset classes, including residential, hotel, retail, sports and entertainment. Ziel Feldman, HFZ's Founder and Managing Principal, has championed the development of mixed-use luxury properties for over 25 years across a broad range of Manhattan neighborhoods with over 13,000 residential units bought, sold and developed. Today HFZ is managing and developing over 6 million square feet of real estate and bringing nearly 2,500 residential units to market. The company has a stellar reputation for restoring and preserving historic buildings to their original grace and refinement, as well as ground up developments that deliver architecturally significant properties through collaboration with renowned architects and designers.*

[www.hfzcap.com](http://www.hfzcap.com)

#### **About Douglas Elliman Development Marketing**

*Douglas Elliman Development Marketing, a branch of Douglas Elliman Real Estate, offers unmatched sales and marketing expertise for properties throughout New York City, Long Island, Westchester and the Hamptons, as well as throughout the United States. The firm ranks amongst New York City's most prominent sales and marketing firms. Drawing upon decades of experience and market-specific knowledge, the Elliman team offers a multidisciplinary approach that encompasses every aspect of real estate including comprehensive in-house research, product development, marketing and sales, operations, property management, and mortgage financing. Through a strategic international partnership with Knight Frank Residential, the world's largest privately owned property consultancy, the company markets their properties to global audiences in 43 countries across six continents.*

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