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Synergy by Calvin Klein: Design Icon to Unveil Furniture Line at Soho Development

BY **DANA RUBINSTEIN** | SEPTEMBER 30, 2008 | TAGS: REAL ESTATE CALVIN KLEIN SOHO MEWS



Soho Mews.

Property Shark

Calvin Klein will launch a brand-new line of home furnishings by temporarily taking over one of the new Gwathmey Siegel-designed townhouses at **Soho Mews**. He's dubbed it "the Calvin Klein Townhouse at Soho Mews."

While the fashion house already sells linens, including its Organic Cotton Flowers and Petal King collections, this is the first time that Calvin Klein has ventured into the furniture business.

"For many years we've been wanting to get into the furniture business to really round out our home lifestyle product," Tom Murry, Calvin Klein Inc's. president and CEO, told *Furniture Today*. "This is a little more complex business to get into than some of the others. But we're there now and we're going to start shipping product the first of the year."

Calvin Klein is actually launching two furniture lines—the Curator from Calvin Klein Home and Calvin Klein Furniture, with City, Weekend and Destination sub-lines—both of which will be represented at Soho Mews.

The designers will debut the furniture on Oct. 2 at a cocktail party at the Calvin Klein-furnished townhouse at the two-building project, which stretches from Wooster Street to West Broadway, between Grand and Canal streets. There, we hear, architects Charles Gwathmey, Robert Siegel and Art Production Fund co-founder Yvonne Force Villareal will sip spirits among low-slung modernist settees. In these days of integrated marketing, it probably goes without saying that this is also a chance for developer **United American Land** to show off the nearly completed development, which has 59 lofts, five townhouses and four penthouses, the largest of which has an asking price of \$11.55 million. (The cheapest unit is a two-bedroom, 1,225-square-foot unit going for \$2.33 million.)

We've been told that anyone interested in buying the townhouse, complete with Calvin Klein furnishings, will be happily obliged.

drubinstein@observer.com

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