



RUBENSTEIN PUBLIC RELATIONS, INC.

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Joseph P. Day's Richard J. Brickell and fashion editor Nicole Philip check out the exclusive lounge created for Accessories Week.

Lounge act is a big hit during Accessories Week

The newly opened Buyers Lounge located within the New York Accessories Exchange building at 366 Fifth Avenue in Midtown Manhattan successfully welcomed buyers, general merchandise managers and other accessories professionals during August Market Week last week.

Professionals in the accessories industry took a "time out" from their schedules to unwind in the lounge, a collaboration between NYAE and Accessories magazine.

The eighth floor space was transformed by The Stern Group, who remodeled the lounge to feature free wireless Internet stations, a flat screen television, fashion photos, complimentary coffee and snacks, chairs, desk space and conversation areas. The space was open daily August 2-6 specifically for Market Week. It is expected to re-open for the next Market Week, scheduled November 1-5.

"We created the Buyers Lounge to give accessories professionals an ideal spot to rest, relax and refresh between appointments," said Richard J. Brickell, senior vice president of Joseph P. Day Realty Corp and director of leasing and management at NYAE. "We were pleased with the turnout and look forward to spreading the word so the November turnout will be even greater."

Everyone who visited the lounge and dropped off a business card was entered to win a free Fall/Winter 2011 Swatch Book from Accessories magazine's Directions Trend Forecasting Service. Completed in 1907, 366 Fifth has a tenant roster comprised of leading names in the fashion accessories world including Fossil, Max Leather Group-Cipriani, Cellini, Colors In Optics, Erica Lyons, Isaco International Corp., Amiee Lynn Accessories, Swany, Shedrain, Majorica Jewelry.

