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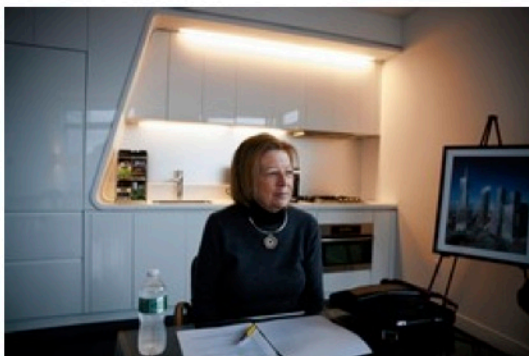
'Furnished' Gets New Meaning at W Tower

By JOSH BARBANEL And LAURA KUSISTO



Natalie Keyssar for The Wall Street Journal

A marketing effort led by Louise Sunshine to provide fully furnished condos atop the W New York Downtown Hotel, lower left, has boosted sales.



At the residential condominiums atop of the 58-story W New York Downtown hotel, a new marketing strategy has quickly nudged up sagging sales in the modernist glass tower just across from the World Trade Center site.

The strategy starts with offering furnishings for the luxury condos but takes the degree of furnishing to a new level.

The result is that buyers can now choose among condos complete with Frette sheets, Warhol prints, coffee-table books, vintage lamps and mirrors as well as pots, can openers and dinner service for six.

Apartments are also offered for sale with big-screen TVs, DVD players, iPod docking stereos and even books on the shelves.

The turnkey condos at the W have attracted interest from investors wanting to buy units and then immediately rent them out. Interest also have come from foreign buyers looking for personal *pied-à-terres*.

The new condo interiors were created by Louise Sunshine, a doyen of real-estate marketing in New York, as part of a new venture called "Sunshine Select Residences" that she hopes to expand at expensive condo developments across the country. She said she has been in discussions with other New York developers.

"It is a way to increase the number of sales per month and increase prices in a challenging market," Ms. Sunshine said.

For the W, Ms. Sunshine hunted antique shops for midcentury artifacts and picked out accent details such as animal-skin throw rugs and grass cloth wall covering. She also commissioned original art work to include with the condos.

W Downtown developer Joseph Moinian brought in Ms.