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# **New Loft Collection and Inventory Released at 389 E 89 in Upper East Side as Sales Velocity Continues**

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NEW YORK, NY – 389 E. 89, New York City’s top selling new development of 2016, continues its strong sales velocity into 2017. With closing underway and residents moving in, 389 E. 89 has sold an additional 28 residences within the first six months of 2017 and is releasing new inventory to keep up with the strong demand.

“We have found a way to differentiate our building in today’s market – offering quality craftsmanship and attainable pricing – all in a location that keeps getting better,” said Ben Shaoul, Founder and President of Magnum Real Estate Group “Also, there is very little inventory coming to the Upper East Side and the demand continues to increase, especially for buildings near the new Second Avenue subway that you can move into immediately.”

389 E. 89 is unveiling its new Loft Collection, a mixture of 32 loft style residences unlike anything available on the Upper East Side. New models have just been revealed, furnished by Taylor Spellman, noteworthy interior designer and star of Bravo TV’s “Yours Mine or Ours”. The residences feature the high ceilings and open layouts of a downtown style loft blended with the spaciousness and refined finishes found in a luxury Upper East Side development.

“The combination of high ceilings with amazing windows creates an inspirational and natural palette for an effortless aesthetic,” said Taylor. “The clean lines of the finishes and well thought out materials immediately lends itself to great design.”

Located on floors three through six of the 33-story tower, homes within the Loft Collection range from 562 to 1,079 square feet, offering ceiling heights exceeding 10.5 feet and oversized windows overlooking quiet, tree-lined street vistas. In anticipation of this new release, eleven of the Loft Collection residences have already gone into contract.

Having set a new standard for refined living on the Upper East Side, 389 E. 89 is already over 65% sold. Reimagined throughout by acclaimed designer Paris Forino, the building was designed to capture classic uptown living with a modern touch, offering a unique residential experience that combines elegance with urban living. Residences range in size from open lofts to three bedrooms, and most feature open city skyline and river views.

With amenities slated to open this summer, 389 E. 89 will offer its residents a multitude of communal spaces designed for wellness, leisure and entertaining. Residents can experience the landscaped and furnished garden terrace replete with grills and adjacent lounge, the landscaped rooftop terrace with city skyline views, as well as a fully equipped fitness center and children’s playroom.

Located on 89th Street between First and Second Avenues, the building is within short walking distance to Central Park to the west and Carl Schurz Park to the east. 389 E. 89 is surrounded by fine dining options, cultural institutions, notable primary schools and public transportation, including the newly unveiled Second Avenue subway.

Pricing for the Loft Collection starts at \$825,000, and remaining tower residences start at \$1,350,000 for one bedrooms. Corcoran Sunshine Marketing Group is the exclusive marketing and sales agent for 389 E. 89. For more information or to schedule an appointment, please call 212.987.8989 or visit their website at [389e89.com](http://www.389e89.com)