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Downtown developer's style is catching on fast uptown

Blesso Properties Corp. has sold 25 percent of the units at Loft 124, its new luxury residential property located at 138-140 W. 124th St.

The developer has brought its signature downtown aesthetic to the heart of Harlem with the building, the area's first true loft conversion. Blesso Properties launched its sales effort for Loft 124 on Sept. 26 and has already sold five of the 21 units available.

Loft 124 soars above Harlem's classic brownstones, offering unparalleled 360-degree views of the Church of St. John the Devine, Central Park, the Midtown skyline, the East River and Yankee Stadium. The property offers modern, high-end lofts in a turn-of-the-century structure that features barrel-vaulted, terra cotta ceilings and spacious floor plans.

"Loft 124 is a remarkable opportunity for buyers looking for more than the white-box condos that are typical of the Harlem market," said Matthew Blesso, principal of Blesso Properties. "We spared no expense in this project, incorporating the same unparalleled finishes that we put into projects in the most prime downtown neighborhoods."

Originally built in 1906 as a warehouse for the Koch Department Store on 125th Street, the building was connected by an underground tunnel that allowed Koch employees to transfer expensive furs directly into the store without exposing them to the elements. The building also was once home to a speakeasy, frequented by the renowned jazz acts of Harlem's nearby Lenox Lounge.

Loft 124's vast industrial interior has been meticulously reconfigured into 21 residences, all featuring fireplaces and direct elevator access. The one-bedroom and two-bedroom units range in size from 960 square feet to 2,028 square feet. In addition, Loft 124 offers two penthouse apartments and two residences with 25foot, double-height ceilings.

"Until now, brownstones were the only condominiums available for high-end, Uptown buyers," said Vie Wilson, senior vice president with Corcoran Group. "The residences of Loft 124 offer distinctive spaces matched with downtown features. In particular, the double-height apartments are surely the most unique units in all of Harlem, if not all of Manhattan."

Loft 124 condominiums range in price from \$399,000 to \$1.9 million. Corcoran Group serves as exclusive marketing and sales agent for the property.

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