

# COVET·NYC

CURATED DESIGN



## COVET NYC AT 172 MADISON AVENUE

HOME STAGING PARTNERSHIP BETWEEN  
COVET NYC AND TESSLER DEVELOPMENT IN A LUXURY  
RESIDENTIAL CONDO IN MIDTOWN SOUTH

The Staging project between **TESSLER DEVELOPMENTS** and **COVET HOUSE** makes “The Mansion” at 172 Madison Avenue the most coveted address for Design Lovers and Professionals in the Big Apple. **COVET NYC** is fully decorated with a curated selection of furniture, lighting, upholstery and accessories from the best European luxury brands, namely BOCA DO LOBO, DELIGHTFULL, BRABBU, KOKET, MAISON VALENTINA, CIRCU, LUXXU, ESSENTIAL HOME, RUG’SOCIETY PULLCAST and FOOGO.



Acorn LE4005  
by Pullcast

Rug  
by Rug’Society



Tycho Wall lamp  
by Luxxu



Olympus Firepit  
by Foogo



Limb EA1025  
by Pullcast

“

*It’s the first time our brand is presenting such a unique experience in New York City, so COVET HOUSE is amazed for being part of the wonderful new project that is COVET NYC. We could never say no to such an opportunity.*

”

Ricardo Magalhães, Creative Director of COVET HOUSE



Flow EA1039  
by Pullcast



*“When I found an opportunity to build a new tower – in the very heart of New York City, a block from the Empire State Building, and on the most distinguished avenue in America – I jumped and never looked back.”*

Yitzchak Tessler, CEO and President of  
TESSLER DEVELOPMENTS.

With a wide range of successful endeavours including luxury condos, **TESSLER DEVELOPMENTS** is one of the leaders of the real estate development market in New York City. The company set the benchmark within the luxury real estate market by consistently delivering unique and outstanding developments thereby raising the standards for luxury living in the city.

On November 11, New York City will feel the impact of the inauguration of “The Mansion” at 172 Madison Avenue.



## *172 Madison Avenue is not just a Luxury Condo. It's a story.*

172 Madison is made for those who want More: More city, with its incredible and historical location. More space, provided by the high ceilings nearly 11 feet tall and up to 23 feet in the SkyHouse. More light, with natural light provided by the amazing walls of glass, intensified by a brilliant and creative design, where COVET NYC will insert their most iconic designs so that each home has its own elegant style. More luxury, from the latest technologies to the finest soundproof insulation, plus all the conveniences you could ever desire.

The luxury condo was designed to include the finest amenities so it could be both practical and amusing: from the Pool to the Steam Rooms, from the Pet Spa to the Playroom or from the Health Club to the Club Room. 172 Madison is not just a place to live, it is a place to enjoy the cosmopolitan Luxury lifestyle of Today.

As you enter, the first iconic residence you get is The Mansion. Located on the third floor, The Mansion boasts 18-foot ceilings, nearly 3000 square feet indoors with an additional 3000 square feet surrounding the terrace, which includes a one of a kind private outdoor pool.



In the living room area, there will be an iconic center table by **Boca do Lobo**: Metamorphosis Center Table with a gorgeous marble finishing. To provide you the comfort you deserve, the Imperfectio Sofa and Armchair by Boca do Lobo will be a warm presence in the living room. We didn't forget the lighting and it's the Supernova Chandelier that will brighten your darkest days.

Imperfectio sofa and armchair  
by Boca do Lobo

Supernova chandelier  
by Boca do Lobo

Metamorphosis center table  
by Boca do Lobo

One of the best areas for memorable and family moments is the dining room, where everyone gets together. Therefore, we wanted to make sure you'll feel the best comfort and high quality. The fantastic Agra Dining Table and 8 Bourbon Dining Chairs from **BRABBU** make that possible.



Naicca suspension lamp  
by Brabbu

Bourbon dining chair  
by Brabbu

Agra dining table  
by Brabbu



Hanna Floor Lamp  
by DelightFULL

**DelightFULL** will make sure you have the best contemporary lighting in The Mansion. For example, some unique pieces you'll be presented with are Brubeck Wall Lamp XL and Hanna Floor Lamp, which bring a unique statement into the Mansion's living room.



Tycho round suspension lamp  
by Luxxu

Littus dining table  
by Luxxu Home

Charla dining chair  
by Luxxu Home



Eternity Chandelier  
by Koket



Privé Day Bed  
by Koket

**Luxxu Home** will have an essential play in your office's design since the Empire Center Table, Navis Sofa and Charla Dining chair will offer you the elegance and luxury that you've been longing for all this time.

As we go through, the master bedroom will be covered by glamour with singular masterpieces by **Koket**, for example, the Privé Day Bed and the Orchidea Night Stand. Adding even more passion, the Eternity Suspension Lamp will be gracefully hanging from the high ceiling.

Rug  
by Rug'Society



N° 4 and N° 1 Cushions  
by Rug'Society



Boulevard desk  
by Boca do Lobo



Charla dining chair  
by Luxxu Home

Even though luxury and unique design will be predominating, you won't miss the cosiness feeling: **Rug' Society** will cover the floor with circular and rectangular rugs featuring an outstanding design.

Obviously, everyone wants their loved ones to feel happy all the time and home is where we spent more time as a child. So, the junior bedroom will have some incredible and whimsical **Circu** designs: the Cloud Big Lamp and Fantasy Air Night Stand are some of them.





*This is more than a Staging project and a Showroom. COVET NYC is a Luxury Experience and the most powerful tool to increase an interior designer's creativity, right in the heart of New York, the city that never sleeps, and the most inspiring place in the world.*

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## NOTES TO EDITORS

FOR MORE INFORMATION, INTERVIEWS AND HIGH-RESOLUTION IMAGES,  
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