

# Guerlain Spa checks in at the Waldorf Astoria

Eric Goldschmidt, senior partner at Scarsdale, NY based Goldschmidt & Associates, announced that his firm's hotel division partner, Scarsdale International, arranged a 14,000 s/f lease for the luxury international spa operated by its client, Guerlain Spa at the world famous Waldorf Astoria in New York City.

Goldschmidt & Associates created Scarsdale International to combine their expertise in retail and commercial leasing with The Pilgrim Group, a well-known company involved in the hospitality field around the world.

Their first client, Guerlain, the renown cosmetic company based in Paris, France, created a spa division under its own brand and with the Spa Chakra brand.

Scarsdale International has already been involved in transactions in Asia, Europe, and recently in Bal Harbour, Florida. An spa opportunity was created at The Waldorf and Guerlain/Spa Chakra was chosen. Also, through its introduction to the Waldorf, a division of the Hilton chain, Spa Chakra is now the exclusive spa operator of the newly branded Waldorf Collection.

Scarsdale International also recently arranged the purchase of the famous Cornelia Spa on 57th Street

and Fifth Avenue, now called Spa Chakra on Fifth.

Pam Bren Goldschmidt and Fern Wagner represented Goldschmidt & Associates' interest in Scarsdale International. "Pam and Fern's retail leasing experience truly manifested itself in finding the right locations for Guerlain," Goldschmidt said.

"Each location needs to perfectly fit the product and the brand and the Waldorf Astoria and Guerlain were a great match. We are now looking at other locations through out the United States, Canada, and Europe and hope to announce new deals very soon."



Guerlain Spa is seeking other premises through the US after opening in The Waldorf.