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## Dragon Sphere NY Opens New Location on Fashion Avenue

By Michael Ewing 6/07 3:30pm

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DRAGON  
SPHERE NY

Courtesy of Dragon Sphere

Dragon Sphere NY is opening a new retail location on Fashion Avenue, *The Commercial Observer* has learned.

The shop, which specializes in selling women's handbags, will be taking an 11,750-square-foot location at **151 West 30th Street**. The space,

which consists of a 5,750-square-foot ground floor and a 6,000-square-foot basement, will be undergoing extensive interior renovations in an effort to modernize the storefront.

"The store has excellent frontage, 75 feet frontage and large showcase windows with [a] high ceiling on the ground floor," said **Sasha Majerovsky**, a broker at **CityWide Properties, Inc.** "Plus, the location is ideal for their use."

Dragon Sphere NY offers a variety of styles and colors of handbags that are designed to suit the style of women of all ages. The new store, located on the corner of 30th Street and Fashion Avenue, helps appeal to their large demographic because of the exposure and high neighborhood foot traffic, Ms. Majerovsky added.

"They specifically wanted to be in that area, which is comprised of other handbag and fashion accessory wholesalers [and] retailers," she added.

The new shop will open very close to the company's original location, which is located two avenues eastward at **1227 Broadway** on the corner of 30th Street.

Dragon Sphere has future plans to expand in the city but is waiting to have this new location up and running first, Ms. Majerovsky further added.

In a mother and daughter real estate duo, Ms. Majerovsky was joined by her mother, **Maria Majerovsky**, in representing both parties, Dragon Sphere and the landlord, **151 West 30th Street LLC**.

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