



HOMES FOR SALE SOHO FOR SALE IN NYC

## Designer's maximalist Soho loft seeks \$10M

*Stylist and designer Lori Goldstein bought the apartment at 10 Sullivan last year*

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Closings only began last year at [10 Sullivan](#), the Cary Tamarkin-designed condo that [towers over Soho](#), but one of its apartments—and a very colorful one at that—is already back on the market. Designer and stylist Lori Goldstein, whose work can be seen in *Vogue*, *Vanity Fair*, and plenty of other high-end places, listed her [fifth-floor pad](#), which she purchased in 2016, for \$10 million.

Goldstein's [website](#) explains that her credo is “everything goes with anything,” which is a philosophy that apparently extends to her living spaces, too. “Maximalist” is an understatement here, with the decor spanning various design styles and eras.







Memphis Milano pieces, including an Ettore Sottsass floor lamp, share space with luxe fur throws and midcentury consoles. The effect may be too much for some, but you can't say it doesn't have personality.

As for the apartment itself, it's a three-bedroom, two-bathroom space, and it comes with not one, but two terraces totaling around 1,300 square feet. Like other apartments in 10 Sullivan, it has a marble-covered bathroom, high-end fixtures, a smart home system, and other swank touches.









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