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WHO.A.U. to open flagship location on 34th Street

WHO.A.U. California Dream, an international youth-oriented casual fashion chain from Seoul, Korea, will open its flagship New York City store at 22 West 34th Street.

The transaction was handled and announced by the leasing team of Faith Hope Consolo, chairman, and Joseph Aquino, executive VP of the Prudential Douglas Elliman Retail Group.

WHO.A.U. has leased a two-level, 12,000-sq.-ft. site close to other street newcomers such as Aeropostale, Geox, Esprit and Desigual, creating a new focus for the legendary retail corridor.

The store represents WHO.A.U.'s first foray outside suburban malls in the United States.

“This is such a significant new entry for the retail mix along 34th Street,” said **Consolo**, who with **Aquino** is spearheading the chain’s U.S. expansion on an exclusive basis. “The move positions WHO.A.U. in the heart of the hottest shopping district in the country for youth market shoppers and brings its presence to the forefront.”

WHO.A.U. made its U.S. launch in 2007. Its New York City debut will be in a site adjacent to the Empire State Building, and facing such other retail giants as Banana Republic, Forever 21, H&M, Victoria's Secret and Old Navy.