



Midtown's skinny supertall 111 West 57th Street will finally launch sales

Sales are set to get underway September 13 with apartments asking from \$18 million

By [Tanay Warekar](#) | [@TanayWarekar](#) | Sep 6, 2018, 1:26pm EDT



A rendering of what the views from some of the living rooms will like. | Hayes Davidson

Setting aside [all of its past troubles](#), the skinny supertall at [111 West 57th Street](#) is finally ready to launch sales. *The New York Times* [had the exclusive](#) on this latest development at the ShoP Architects-designed condo building. Sales will officially get underway on September 13 with prices starting at \$18 million and going up to \$57 million for a duplex penthouse.

The Times also got its hands on a few new renderings for the building, and several new details for the terra cotta and bronze-clad skyscraper, which is currently under construction on Billionaires' Row. The project's 60 condos will be spread out between the skyscraper and the old Steinway & Sons store that sits next to the skyscraper, at its base. Forty-six of the condos will be located in the supertall and the rest will be located within the landmarked space.

Almost all the apartments here will be full floor residences (seven are duplexes), and most will have a private elevator entryway. Some of the features of the apartments include floor-to-ceiling windows; kitchens that have two dishwashers, three ovens, and white quartzite countertops, in most units; and gray oak flooring.



Hayes Davidson

Amenities announced so far include a Steinway grand piano that will sit in the middle of the residents lounge (of course!), a fitness center, a swimming pool, and a barbershop and shoeshine stand (yep!). In all, the amenities will span 20,000 square feet within the skyscraper.

The Billionaires' Row skyscraper is a collaboration between JDS Development Group, Property Markets Group, and Spruce Capital Partners. Sales were originally set to launch in 2015, but with the slowdown in the luxury sales market, the development team decided to postpone the launch. Now three years later, the time is nearly here. When complete, the tower will stand 1,428 feet tall, making it one of the tallest buildings in the city.



What the condo's swimming pool will look like. | Hayes Davidson