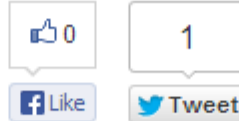




*Real estate broker Jay Luchs; photography by Tyler Kandel*



## Double Agent

by Alexandria Abramian-Mott | Angeleno magazine | July 23, 2012

It's no surprise that fashion journalists love Jay Luchs. He has the insider's lease-signing skinny well before the masses realize that Scoop is landing on Beverly Drive or that Tommy Hilfiger will open a nearly 7,000-square-foot Robertson location. He can also synthesize all of that raw real estate data and turn it into a compelling narrative about L.A.'s very own retail recovery act. And as someone who's brokered deals for Lanvin, Céline, Jimmy Choo and

countless local businesses, the 40-year-old Maryland transplant (whose name is plastered on virtually every high-end vacant space from Beverly Hills to Malibu) says humility is still the best game in town.

### **On L.A.'s hottest retail spots of the moment...**

Melrose Place, Melrose Avenue, Robertson, Rodeo, Brentwood and Malibu. I can't name just one. Each one has had really good brands open up doors in the past year. And now Rodeo Drive is at a point where you really can't find a space. It's now back to a place where there are three to four tenants competing for the same space. That's the first time that's happened in four years.

### **On his most noteworthy deal of the year...**

I did the Dash store on Melrose for the Kardashians. The whole thing was televised but the weird thing is that there wasn't one part of it that wasn't real.

### **On where he would shop if he had just one day...**

It would depend on what I needed, but in terms of spending a day somewhere, I'd probably say Malibu. It's the kind of place where you go to get away. And between the Malibu Lumberyard and Malibu Village, there's such a great mix. I worked on leases for both areas, and was really sensitive to the locals as well as to visitors. We've kept the local vibe of a shoe repair and a dry cleaner, and mixed it with other brands to make it special in its own way. It's like this mix of New York, SoHo, the Meatpacking District and the Hamptons. A Chipotle is going to be opening up next to Lanvin. That's a combination that I could only see happening in Malibu. I love that.

### **On whether he's recovered from the recession yet...**

Yes, but I've also learned. Namely, that you can't take anything for granted anymore. It does not mean we're back; we're not in 2006 right now. Every deal that you sign, you have to be thankful for it and keep calm.