



Photo by David Paler | Renderings of the Laurel by Pandiscio

# Louise Sunshine

## QUEEN OF LUXURY

By Julie Jacobs

**L**ouise Sunshine apologizes for being just a tad late for her *Lifestyles Magazine* interview. She sports a silver and gold sun medallion around her neck, an oft-worn business and personal logo. Considered by many to be a legend in New York City real estate circles, Sunshine has a clear business philosophy.

"Bricks and mortar are greatly enhanced by lifestyle. What has created a great deal of value for bricks and mortar is lifestyle. You can't have one without the other," says Sunshine, settling into the conference room at the sales office for The Laurel, an upscale residential property on the Upper East Side that she's currently working on with developers Izak Senbahar and Simon Elias.

When Sunshine talks about the lifestyle factor in real estate, she says she is referring to "the life that one leads in a building. What are the finishes like? What are the amenities like? What is the ambience like? Is it easy to live there? Are there [hotel-like] services available? Does the building pack and ship a resident's art, for example?"

Based on what a building can offer its residents, The Laurel might just make history with the inclusion of a triathlon center, fully equipped with both regular and resistance swimming pools. The idea was inspired by the location, which is on the New York City marathon