

T-SHIRT MOGUL LISTS LOT IN MIAMI BEACH

In Miami Beach, **Seth Gerszberg**, a founder of the Ecko fashion brand, has listed a nearly three-acre waterfront lot for \$13.9 million.

The unusually large, vacant parcel, on Pinetree Drive with about 300 feet on the water, is zoned for as many as three houses and has potential for deep-water dockage. Gerszberg paid \$9 million for the land in 2004. He plans to donate the net proceeds to Tikva, a home for abandoned Jewish children in Ukraine. Ralph Arias and Jorge Uribe of Sol Sotheby's International Realty have the listing.

In 1993, Gerszberg and designer **Mark Ecko** helped found a hip-hop-inspired T-shirt company, Ecko Unltd., whose expanded operations now include a full menswear line and a magazine.

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Ecko's Gerszberg Sells for Charity

Seth Gerszberg, a founder of the hip-hop fashion brand Ecko, last week sold a vacant Miami Beach parcel for \$12.1 million.

The land on Pinetree Drive is a 2.8-acre lot, unusually large for the area, with 300 feet of waterfront and zoned for as many as three houses. The buyer couldn't be learned. When Mr. Gerszberg listed the parcel, he said profit from a sale would go to his charity, Tikva, a home for abandoned Jewish children in Ukraine.

The 37-year-old fashion entrepreneur bought the lot for \$9 million in 2004. He listed it two months ago for \$13.9 million and got 13% below his asking price.

Ecko Unltd. has grown from a graffiti-inspired T-shirt line to a large fashion brand including a full clothing line and accessories. Ralph Arias and Jorge Uribe, of SOL Sotheby's International Realty, represented Mr. Gerszberg.