

LATEST NEWS

Society writer Michael Gross tapped as “in-house” historian at luxury condo conversion

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by **CHRISTOPHER CAMERON**



Kristina Tsirekidze, Michael Gross, Coco Mitchell, Tony Spinelli (credit: Liam McMullan/PMC)

No matter how hard he tries, fashion and society writer, Michael Gross, can't seem to escape real estate. Not long after penning another book on the fashion industry, Gross has been tapped for a unique position – in-house historian for a luxury condo conversion on the Upper East Side.

Gross got his start covering the fashion industry, eventually penning the book “Model: The Ugly Business of Beautiful Women.” But since then, Gross gained a reputation as a real estate writer, publishing numerous articles on NYC's residential market and two books on the wealthiest apartment buildings in the city – [15 Central Park West](#) and [740 Park Avenue](#). Only recently has he returned to his first love, with his newest book “Focus: The Secret, Sexy, Sometimes Sordid World of Fashion Photographers” (check out our [book party coverage here](#)).

But now, it is back to high-end property for Gross. He is coming on board as [12 East 88th Street's in-house historian](#).

So what does that mean, you ask? It means that Gross wrote an in-depth essay focusing on the history of the pre-war Rosario Candela tower for i12 East 88th's [website](#), and that he drafted the marketing materials. He will also provide commentary at numerous exclusive events at the posh model residence.

"A jazzy roofline with complex, visually arresting setbacks that proclaimed that even if the Roaring Twenties were over, New York would never stop reaching for the skies," Gross writes in his essay on the building.

Take a peek at the residences below.





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