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ON THE MARKET

Six Former Showhouses Turned Particularly Stylish Listings

by [Sarah Firshein](#)



The balls-to-the-wall initiative known as the showhouse serves many purposes. On the most basic level, it's a dedicated space for interior designers to (literally) show their work. When it's tied to media—say, *Elle Decor*—it shines a bigger spotlight on advertisers and corporate sponsors and brings additional recognition to the magazine brand. Often it gives the public license to ogle an expensive, professionally decorated space. And it may have a philanthropic angle, with proceeds from ticket sales benefiting a charity or nonprofit. In all cases, showhouses are painstaking, teeth-and-hair-pulling projects with oft-stunning results. Take the one held at NYC luxury building The Aldyn in Sept. 2010. Organized by the **CFDA** (the Council of Fashion Designers of America), the showhouse [featured](#) apartments decorated by fashion bigwigs such as Diane von Furstenberg, Elie Tahari, Nicole Miller, Lambertson Truex, and more. While some of the units have sold, there are two four-bedroom units that still linger on the market, both at **\$4.5M**.



