



Q&A with Malessa Rambarran and Candice Milano, Sales Team at Monogram New York



Malessa Rambarran and Candice Milano, Sales Team at Monogram NYC

Midtown East is currently undergoing a residential transformation. Long perceived as just a commercial hub, the neighborhood is rapidly evolving into one of Manhattan's most vibrant, connected, and desirable luxury residential enclaves.

At the forefront of this transformation is [Monogram New York](#), a striking new luxury condominium developed as a textured, Art Deco-inspired antidote to the area's sea of monotonous glass boxes. Boasting warm, world-class interiors by the acclaimed Shanghai-based firm Neri&Hu and a frictionless, high-touch lifestyle by luxury hospitality group, Anthology, the building has captured the attention of highly discerning luxury buyers both domestically and internationally.

To break down the project's remarkable sales momentum—which crossed the pivotal 50% sold mark—and explore how it stands out from its Midtown East competitors, we sat down with the project's powerhouse sales team, [Malessa Rambarran](#) and [Candice Milano](#) of [Brown Harris Stevens](#).

For Candice: Let's start with the neighborhood. Midtown is going through this massive, undeniable renaissance right now. What is the single biggest misconception buyers still have about "New Midtown," and how does walking into Monogram completely shatter it?

The biggest misconception is that Midtown is purely commercial or transitional. Buyers often think of it as a place to work, pass through, or visit, but not necessarily as a place to truly live. Monogram changes that perception immediately.

The moment you walk through the doors, the energy shifts. The lobby feels warm, residential, and beautifully considered. It has this sense of calm that

surprises people because it is set within such a dynamic part of Manhattan. That contrast is exactly what makes the building special. You have all the access and connectivity of Midtown, but inside Monogram, you feel like you have stepped into a private urban sanctuary.

For Malessa: What is your absolute favorite neighborhood hidden gem—the spot you make sure to mention to every prospective buyer to sell them on the lifestyle?

My favorite thing to point out is how close you are to Grand Central and the energy around it. It is not a hidden gem in the traditional sense, but from a lifestyle perspective, it is incredibly powerful. You can live at Monogram and feel connected to the entire city, the Hamptons, Westchester, Connecticut, and the airports with such ease.

For dining, I always mention Avra, The Grill, Le Rock, and all the great spots around Rockefeller Center and Grand Central because they show buyers that this is not just a convenient location. It is a lifestyle location. You can have a beautiful dinner, a client breakfast, a last-minute drink, or a quiet walk home and everything feels within reach.

For Malessa: The Manhattan skyline is crowded with ultra-modern glass boxes. Monogram is explicitly not that—it's an Art Deco-inspired antidote. Why is this return to classic, textured New York glamour resonating so deeply with today's luxury buyer?

Today's luxury buyer is looking for something with soul. There has been so much glass and sameness in the market that buyers are responding to architecture that feels rooted in New York's history, but still completely fresh.

Monogram has that balance. It references the glamour and confidence of classic New York, particularly the Art Deco period, but it is interpreted through a modern lens. The result feels elegant, textured, and enduring rather than trendy. Buyers understand that. They want something that feels timeless, something that will still feel beautiful ten or twenty years from now.

For Candice: Neri&Hu completely knocked the interiors out of the park. Between the Calacatta Monet marble and the fluted light oak, it is insanely beautiful. What specific design details in these residences get buyers excited? What features make it easy to picture their live in that space?

The kitchens are always a major moment for buyers. The honed Calacatta Monet marble, fluted light oak cabinetry, dark bronze uppers, reeded glass, and integrated Gaggenau and Bosch appliances create a space that feels refined but also very livable. It does not feel like a showroom kitchen. It feels warm, functional, and beautifully integrated into the home.

The bathrooms also make a big impression and create a very spa-like experience. Buyers can immediately picture their morning routine or coming home at the end of the day and decompressing. That emotional connection is what makes the design so successful.

For Malessa: It's one thing to sell square footage, it's another to sell an experience. How do you convey the feeling of living in a tranquil urban sanctuary (which Neri & Hu has designed Monogram to be) in a neighborhood that is known for its high energy?

We do not lead with square footage. We lead with the feeling of arrival.

When buyers walk into Monogram, they immediately understand the contrast between the energy of Midtown and the calm of the building. That is the story. You are in the center of everything, but your home feels composed, warm, and deeply intentional.

The residences continue that feeling with clean lines, natural materials, oversized windows, and efficient layouts that feel serene rather than busy. Then the amenities reinforce it, from the wellness spaces to The Sphere Club on the roof. It is a building designed around transition, from the pace of the city into the comfort of home.

For Candice: When someone chooses Monogram over a neighborhood comp or a property in another Manhattan neighborhood, what is the core emotional driver behind that “yes”?

The emotional driver is ease. Buyers feel that Monogram makes life simpler, more beautiful, and more enjoyable.

They are choosing a building that gives them design, service, wellness, convenience, and a true sense of home in one address. It is not just about buying a condominium. It is about buying back time, comfort, and quality of life. That is what makes the decision feel very personal.

For Malessa: Let’s talk lifestyle, because condominium buyers are expecting the most from their building amenities today. Paint a picture of a day in the life at Monogram?

A day at Monogram can start with a workout or a wellness moment downstairs, followed by coffee in the lobby’s grab-and-go space before heading into the city.

During the day, the concierge can help coordinate everything from housekeeping to dinner reservations or travel plans.

In the evening, you might come home, decompress in your residence, and then head upstairs to The Sphere Club. You can read by the fireplace, meet friends for a drink, host a private dinner with catering, or simply step out onto the terrace and take in the skyline.

That is the beauty of Monogram. It supports both privacy and connection. It gives you the option to retreat, entertain, work, recharge, and live beautifully without leaving home.

For Candice: True luxury today is entirely about time and frictionless living. Monogram partners with LIV unLtd for concierge services. Give me an example of how this specific service elevates the day-to-day reality for an ambitious founder or executive living here.

For a founder or executive, time is the ultimate luxury. LIVunLtd allows residents to offload the small but important details that make life run smoothly.

For example, someone could be traveling for work, hosting clients, and managing a full schedule. The concierge can help coordinate housekeeping, arrange a private chef, secure restaurant reservations, assist with travel, or help plan an intimate event in the private dining room. It turns the building into an extension of their lifestyle and support system. That level of service is incredibly valuable for people whose lives move quickly.

For Malessa: Monogram recently crossed the 50% sold mark. What does that milestone say about the emerging Midtown luxury condo market?

Crossing the 50% sold mark is an important validation point. It shows that buyers are responding to Midtown when the product is right.

The Midtown luxury condo market is becoming more nuanced. Buyers are not just looking for location anymore. They are looking for design, service, lifestyle, and long-term livability. Monogram checks those boxes, and the sales momentum reflects that.

We are seeing buyers understand that Midtown offers something very compelling: access, architecture, transportation, culture, dining, and convenience, all in the center of Manhattan. Monogram's success speaks to a larger shift in how people are viewing the neighborhood.

Recent market reports also point to strength in Manhattan condos and new development, with demand active but selective, especially for move-in-ready product with clear differentiation.

For Candice: You've both navigated shifting markets in your successful careers. What is your prediction for luxury development in Manhattan in 2026 and specifically in Midtown?

In 2026, I think luxury buyers will continue to be very discerning. They are not buying just because something is new. They are buying when a building has a clear point of view, strong design, thoughtful amenities, and a lifestyle that feels genuinely useful.

Midtown is especially well-positioned because it offers what buyers increasingly value: access, transportation, culture, restaurants, offices, and a level of convenience that is hard to replicate. We are also seeing broader momentum

around Midtown's evolution, including new housing, conversions, and renewed investment in the district.

For luxury development, the winners will be the buildings that feel timeless, service-driven, and deeply livable. Monogram is very much aligned with that direction.

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