Since then Fishbein has become the architect of a radical transformation of upper Fillmore Street from a jumble of locally owned and largely loved mom and pop shops to arguably the hottest neighborhood-shopping street in America. Already he has brought 10 new fashion and beauty stores to the street by targeting expanding companies eager to open here before they become subject to the city’s limits on chain retailing. Fishbein hopes to remake Fillmore Street for a fashion feeding frenzy.

A fashion feeding frenzy

The street would never be the same.

For years, many neighborhood residents and businesses have lamented the loss of elegant stores that once lined Fillmore Street. Designers want to build a store that expresses their brand and they aren’t going to move into a space with low ceilings and no aesthetic or character,” he says. “And forget what’s on the west side of the street.”

Ironically, Fishbein, who brokered the recent Sandro store, isn’t repping Maje and won’t say who is. He’s got another international angle to announce.

Fishbein’s third deal in three months was a coup, leasing the space at 2326 Fillmore to Peruvian Connection, which sells mostly women’s and children’s apparel from South America.

Another big hit for Fishbein came from Borissova, who liked what she saw and took a flyer on the 1,500 square foot space at Fillmore and Washington. And she gave Fishbein the ultimate thank you gift: a list of women’s wear designers who were burning up the runways in New York, Paris, Milan and Munich. These were labels that had either branched out into retailing or wanted to shed the shackles of department store selling where they had to fight for attention from shoppers and sales clerks.

Through his second lease Fishbein traveled the street to target expanding companies eager to open here before they become subject to the city’s limits on chain stores. And he has more in the works.

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