

AUGUST 10, 2020 - HSP REAL ESTATE GROUP IN THE NEWS



Deals & Dealmakers Featured

Fashion designer inks first post-COVID lease in Garment District

by REW August 10, 2020 0 695

Hip Hop fashion designer Alan King has signed a new lease for showroom and office space in the Garment District.



EVAN LIEBERMAN

And as the neighborhood slowly tries to reopen, apparel company NYC Idol Apparel, Inc. has also taken space in a neighborhood relocation to 226 West 37th Street.

"Our goal now is to help fashion companies stay in the garment center, and these leases are among the first that haven't been sitting in the pipeline for months, pre-pandemic," said Evan Lieberman, a senior director with HSP Real Estate who brokered the leases.

"They signify a renewed optimism that attests to the continued vibrancy of the District as a center for fashion."

Alan King LLC has signed a five-year lease term at 214 West 39th Street, between 7th and 8th Avenues, moving from its previous offices at 248 West 35th Street.

Embraced by hip-hop artists to electro-house DJ's, the brand produces multiple cutting-edge collections and more recently, face masks that include python and vegan python selections, priced at \$100 to \$185. The landlord, Granite Management, was represented in-house by Ernie Vallarano.

Asking rent for the 1,000 s/f space was \$47 psf and the tenant is taking immediate possession in the turnkey space.

NYC Idol Apparel, Inc. has taken a 1,500 s/f space at 226 West 37th Street, between 7th and 8th Avenues.

Formerly located at 214 West 39th Street, the firm produces such collections as Decode Men's and Women's Activewear, US Forces Apparels, and a variety swimwear, casual tops and boys clothing lines. NYC Idol Apparel is also manufacturing medical supplies, ranging from disposable masks to disposable protective clothing and shield masks.

Landlord Yorol LLC was represented in-house by Roy Moussaieff for the three-year lease with an asking rent of \$45-per-square-foot.

Working with Lieberman on behalf of the tenants for both leases was Michael Dylan of Inceptum Inc.



BARBARA BLAIR

Barbara A. Blair, president of the Garment District Alliance, welcomed the new leases.

She said, "Our local businesses have been reopening over these last few weeks, and we're starting to see New Yorkers return to the neighborhood. The Garment District has been working tirelessly

to provide local business owners with valuable resources to help them safely operate again, including masks, messaging tools, sidewalk signage featuring social distancing protocols, ongoing newsletter updates and more. We are fostering a strong sense of community that will ultimately help us to rebuild together."