

SEPTEMBER 8, 2020 - **HSP REAL ESTATE GROUP** IN THE NEWS

Lieberman of HSP arranges two Manhattan leases totaling 2,500 s/f with Dylan of Inceptum



**Evan Lieberman,
HSP Real Estate Group**

Manhattan, NY **Evan Lieberman**, senior director/leasing at **HSP Real Estate Group**, a member of NAI Global, has arranged two leases. Working with Lieberman on behalf of the tenants for both leases was Michael Dylan of Inceptum Inc.

Alan King LLC signed a five-year lease term at 214 West 39th St., between 7th and 8th Aves., moving from 248 West 35th St. The landlord, Granite Management, was represented in-house by Ernie Vallarano. Asking rent for the 1,000 s/f space was \$47 per s/f. Embraced by hip-hop artists to electro-house DJs, the brand produces multiple collections and more recently, face masks. 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 St., between 7th and 8th Aves. The design/manufacturing firm was formerly located at 214 West 39th St. The landlord, Yoral LLC, was represented in-house by Roy Moussaieff for the three-year lease with an asking rent of \$45 per s/f. NYC Idol Apparel 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.

"I had the pleasure of working with each of these impressive companies when they were start-ups," said Lieberman. "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. Rather, they signify a renewed optimism that attests to the continued vibrancy of the district as a center for fashion."