Li and Wilpon of CBRE rep Glossier in 26,000 s/f lease at Steller One SoHo Square

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One SoHo Square -
Manhattan, NY

Manhattan, NY Stellar Management and Imperium Capital have completed a deal with beauty brand Glossier to take the entire 10th floor, 26,000 s/f, in the East tower of their One SoHo Square property – a class A office building located on the border of SoHo and Hudson Sq.

Glossier was represented by Sinclair Li and Daniel Wilpon from CBRE, while Brent Ozarowski, David Malawer, Andrew Peretz and Brian Waterman from NGKF represented the owner in this 11-year lease.

"The addition of Glossier to One SoHo Sq. further validates our adaptive reuse model that continues to appeal to some of the best and brightest companies in the city," said Ryan Jackson of Stellar Management. "This is a young, innovative brand and we are thrilled to have them join us in our newly revamped space."

Launched in 2014 by Emily Weiss, Glossier was founded out of Into The Gloss, the beauty blog Weiss created in 2010, which garners 1.5 million visitors monthly. The direct-to-consumer company is a modern beauty brand inspired by real life, and the products have a cult following made up of mostly millennials. Glossier was one of the first brands to launch on social media and then use the platform to grow into the strong community it is today.

"We are grateful for New York State's support in expanding our team in New York City. It's where we've grown from a beauty blog to a beauty brand and built our community. We are incredibly excited to continue building a team in downtown New York City who will work to further Glossier's mission of empowering women to feel proud of who they are today," said Emily Weiss, founder and CEO, of Glossier.

One SoHo Square has one of the largest and most efficient floorplates available in Midtown South, offering floorplates of 26,000 /f within One SoHo Square East – a 15-story building, and One SoHo

Square West – a 13-story building –connected with a brand new side-core configuration. The property affords a variety of different layouts, including thousands of square feet of pre-built space, a building-within-a-building, and a newly re-designed East tower penthouse available in multiple configurations with private outdoor space and the opportunity for a separate entrance/elevators and retail component along Avenue of the Americas. In addition, the building provides a variety of amenities including an exclusive rooftop deck available to all tenants, 24/7 concierge, messenger center, secure bike facilities and private outdoor terraces on certain floors.

"Glossier is the type of tenant that adds a certain cachet to a building and inspires other similar brands to follow," said Brian Waterman, vice chairman at NGKF. "Millenial-focused companies such as this one are looking for interesting, unique spaces that reflect their brand's values and aesthetic, and we're excited that they find those opportunities at One SoHo Square."

One SoHo Square provides the best of both worlds in two of the most vibrant and sought-after neighborhoods in Manhattan- SoHo and Hudson Square. It is located among some of Manhattan's most popular and well-known eateries and retailers – including Dean & Deluca, Cipriani Downtown, Burberry, Chanel and Prada. The building is within walking distance of most subway transit lines, making for a convenient commute from most parts of the city. Additionally, it is within minutes of several main transportation hubs and attractions, including Pennsylvania Station, Grand Central Station, the Port Authority, Rockefeller Center, and the World Trade Center campus.

Designed by Gensler, One SoHo Square will have a new shared glass lobby and modern central core overlooking SoHo Square Park with nine new passenger elevators, new mechanical systems, and new bathrooms with office space sizes ranging from a 12,000 s/f pre-built suite to 90,000 s/f in a contiguous block currently available.