

**19**  
**89** | **OVER**  
**TWENTY**  
**FIVE**  
**YEARS**



**Seigel and Edmunds of Thor lease 3,500 s/f**

April 16, 2018 - Shopping Centers

Matt Seigel, Thor

Rachel Edmunds, Thor

Manhattan, NY Thor Retail Advisors, a premier retail real estate advisory firm, has secured retail space at 81 Greene St. in SoHo for Anine Bing, according to company executives.

81 Greene Street, SoHo - Manhattan, NY

“Anine Bing chose the heart of Greene St. for their next N.Y. store, because it has become home to the best names in the elevated contemporary space,” said Matthew Seigel, executive vice president of Thor. “Anine has built a successful fashion business by leveraging social media channels, and this commitment to a SoHo store further evidences the importance of an in-store experience even for the next generation of retailers as they build out their omnichannel strategies.”

Neighboring retail tenants include Veronica Beard, ALC, Frame, Theory and Acne. Other recent lease signings in SoHo include Aerie at 75 Spring St., Kendra Scott at 126 Spring and Scanlan Theodore at 117 Prince St.

Built in 1900, 81 Greene St. is a five-story co-op building with seven residences and one retail unit. Previously home to Helmut Lang, the 3,500 s/f space features frontage on the west block between Spring and Broome Sts. Seigel and Rachel Edmunds of Thor represented Anine Bing. Andrew Kahn and Christian Stanton of Cushman & Wakefield represented the landlord.

Launched in 2012 with headquarters in downtown Los Angeles, Anine Bing has flagship stores at 330 Bleecker St. in the West Village as well as in Los Angeles, Antwerp, Paris, London, Barcelona, Madrid and Berlin.

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