



Zelnik & Co. closes two leases totaling 1,850 s/f

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Variazioni recently signed a 10 year lease for 650 s/f on the ground and basement at 153 Prince St. Both Variazioni and the landlord, BLDG Management Co. were represented by Zelnik & Company LLC. The asking rent for the dual level space was \$15,000 per month.

After opening its first store in Manhattan 30 years ago, the brand has grown to six locations in the New York area. Translated from Italian as "variations," Variazioni offers its shoppers a unique collection of beautiful and exquisite women's fashion garments.

Retail leasing agents Cory Zelnik and Jason Turner, of Zelnik & Co., assisted Variazioni.

"What attracted our tenant to the storefront was its location," said Turner. "Prince St. is one of the most prominent and well trafficked streets in SoHo. And 153 Prince's proximity to the corner of West Broadway only made it more appealing to Variazioni."

Formerly home to Girl Props, Variazioni plans to open at 153 Prince St. this winter.

Comptoir des Cotonniers has signed a 10 year lease at 182 Columbus Ave. for 1,200 s/f on the ground floor. The lease represents Comptoir des Cotonniers second area location. The asking rent for the space was \$300 per s/f.

Taking over the former home of Peter's Restaurant on the Upper West Side, Comptoir des Cotonnier is slated to open this winter and will join neighbors like Rag & Bone, Intermix and Uggs.

Turner and Anna Rhein, of Zelnik & Company LLC, represented the tenant on the deal. The landlord, AIMCO, was advised by Henry Goldfarb and Stanley Lindenfeld of Grubb & Ellis Co.

Zelnik & Company LLC is a boutique retail real estate firm based in Manhattan. With over 24 years of experience and several million square feet rented on behalf of both tenants and landlords, Zelnik & Company holds steady as one of New York's preeminent commercial firms.

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