



## **Podell and Seigel of Cushman & Wakefield ink 6,800 s/f**

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According to Cushman & Wakefield, DEDON, an outdoor furniture brand, has leased 6,800 s/f of retail/showroom space on the ground and lower level floors of 76 Greene St. in Soho, located between Spring and Broome Sts.

This is the first U.S. location for DEDON which was founded 20 years ago in Munich and operates in locations worldwide. DEDON was the first to weave synthetic fiber into luxury outdoor designs, thereby revolutionizing the business of outdoor furniture.

Joanne Podell and Matthew Seigel of Cushman & Wakefield were the sole brokerage professionals involved in the transaction. The team will also represent DEDON in other U.S. urban markets.

"DEDON chose Greene Street in Soho because it is the premiere address for luxury home furnishings and design," said Podell, a Cushman & Wakefield executive vice president. "Furthermore, the space is spectacular and gives DEDON an opportunity to further elevate its distinctive brand in the U.S."

Seigel said, "This is a significant new retail lease for Manhattan, as there is no other luxury retailer of its kind in the area. The location is absolutely ideal for DEDON, with strong foot traffic and highly distinctive brands."

Other major retailers nearby include B+B Italia, Molteni, Moroso and Kartell.

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