



Fantasia and Rosen of RKF lease 1,500 s/f; to Bonobos at 35 Crosby Street

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RKF has arranged a 1,500 s/f lease at 35 Crosby St. in SoHo for men's e-commerce apparel brand Bonobos. Located between Broome and Grand Sts., 35 Crosby is Bonobos' first N.Y.C. street location. The store provides 1,000 s/f on the ground floor and 500 s/f on the lower level. Scheduled to open in mid-May, 35 Crosby St. will become Bonobos' sixth Guideshop location and gives men the opportunity to shop the previously online-only brand in-person with a complimentary Bonobos Guide - an expert trained in fit and style to guide men through the apparel, educate them on fit, and provide style tips to work with their current wardrobe. Bonobos launched the Guideshop concept to make men's shopping experience easy and personalized without the premium price tag and time commitment.

RKF represented both the tenant and the landlord on this long-term lease. Bonobos was represented by RKF associate, Justin Fantasia, while managing director Beth Rosen represented the landlord, DAJ Realty LLC.

"This is a great location with many original details and a lot of character," said Fantasia. "Bonobos will garner plenty of foot traffic while maintaining a destination feel of the hustle and bustle of tourist-heavy Broadway."

The seven-story building, located in the cast iron district of SoHo, was built in 1900 and provides the tenant with a generous amount of glass frontage and original details. Neighboring menswear tenants include Saturday's Surf NYC, Topshop and the J. Crew Men's Shop.

Since 2007, Bonobos has focused on offering men clothing that better bit the contours of their bodies, coupled with great customer service and painless shopping experience, the company continues to grow their presence and reputation in the rapidly expanding menswear market.

About RKF

The country's leading independent real estate firm specializing in retail leasing, investment sales and consulting services, RKF serves a broad spectrum of domestic and global clients in services ranging from national tenant and owner representation to advisory, consulting and disposition. With approximately \$20 billion in aggregate real estate transactions to its credit, RKF has been responsible for identifying scores of real estate opportunities throughout the United States for leading American and international chains, retailers, developers and institutional clients. RKF is headquartered in New York with offices in Chicago, Las Vegas, Los Angeles, Miami, Northern New Jersey and San Francisco.

About Bonobos

Bonobos is a clothing brand focused on delivering great fit, excellent customer experience, and a fun approach to menswear. Launched in 2007 on the Internet with its signature line of better-fitting men's pants, Bonobos is now the largest apparel brand ever built on the web in the United States. In

2011 Bonobos extended offline, launching Bonobos Guideshops, an e-commerce showroom that delivers personalized, one-to-one service to those wanting to experience the brand in-person. In 2012, Bonobos expanded its distribution partnering with Nordstrom, bringing Bonobos apparel into select doors nationwide and to Nordstrom.com. Across channels, Bonobos is focused on delivering a well-targeted brand promise: world-class fit, an innovative shopping experience and an energetic brand spirit. Bonobos was named "One of America's Hottest Brands" by Advertising Age, "Best Men's Pants" by New York Magazine, one of Inc. Magazine's "20 Awesome Facebook Pages" and was awarded Crain's "Best Places to Work in New York City". Visit www.bonobos.com

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