



Gedinsky and Rapuano of Winick lease 3,270 s/f

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According to the Winick Realty Group team of Kelly Gedinsky and Charles Rapuano, two new locations have been leased to European Wax Center. Gedinsky and Rapuano represented European Wax Center in both of the long-term leases totaling 3,270 s/f.

European Wax Center will occupy 1,500 s/f of retail space at 2409 Broadway, the former Cardinal Camera Store located between 88th and 89th Sts. Landlord 2409 Broadway Associates was represented by Jason Pruger and Ross Kaplan of NGKF.

The retailer also leased 1,770 s/f at 805 Columbus Ave., located within the Columbus Sq. Development. Gedinsky and Rapuano represented ownership, along with Winick executive VP Lori Shabtai.

"The brand is in full expansion mode," both brokers said. "And they are currently focused on building their presence on both the Upper East and Upper West Sides."

"European Wax Center has very specific layout requirements and these two stores were able to accommodate both the 10-foot ceilings they need to install their signature arch and the 20-foot storefront needed to achieve the seamless store flow their customers have come to know and love," said Gedinsky and Rapuano. "Even though the two stores are only approximately 10 blocks apart, Columbus Square has such a unique feel that the tenant felt both neighborhoods were drastically different."

Gedinsky and Rapuano are currently working with European Wax Center to secure an additional location on the Upper East Side above 59th Street. Please submit applicable sites to Kelly@winick.com or crapuano@winick.com.

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