



## **JB Star signs long-term lease at ATCO'S 555 Fifth Avenue**

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Jewels By Star, a.k.a., JB Star, a prominent New York-based fine jewelry designer and manufacturer, has signed a 15-year, 10,153 s/f lease for a portion of the 7th floor at the 20-floor boutique office property 555 Fifth Avenue, located on the southeast corner of East 46th Street.

Founded in 1979 and known as one of the leading jewelry manufacturers in the industry, JB Star handcrafts wedding/ anniversary bands, necklaces, bracelets and rings exclusively to fine retail jewelers throughout the United States. The company, presently located at 579 Fifth Avenue, expects to relocate to 555 Fifth Avenue in the spring of 2014.

Avi Ben-Ishay, managing director of Norman Bobrow & Co, Inc. represented the tenant in the long-term transaction, while Peter Goldich, Managing Director of ATCO Property Services represented the landlord. Asking rents were \$46.50 per s/f.

"We're delighted to welcome this premier and respected leader of jewelry craftsmanship to our building," Goldich said. "JB Star's passion and dedication to artistic excellence align perfectly with 555 Fifth Avenue's stylish marble lobby, fashionable Midtown location and close proximity to luxury retail brands."

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