



Feil of The Feil Org. leases 1,600 s/f to MÃ-AÃ-C Cosmetics at 853 Broadway

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MÃ-AÃ-C Cosmetics is staking a claim to Union Sq., signing a long-term 1,600 s/f lease at 853 Broadway, according to The Feil Org., the building's owner and manager. The store is expected to open in time for the holiday shopping season.

MÃ-AÃ-C Cosmetics will occupy space on the ground floor, and have a two-level storefront with 25 ft. of frontage along 14th St., giving it tremendous visibility in the expanding retail district, said Brian Feil, vice president of leasing for The Feil Org.

"In recent years, Union Sq. has become a new headquarters for style. Other retailers in the area include Nordstrom Rack, lululemon athletica, an upcoming Reebok Fit Hub and CrossFit gym, and one of the best Whole Foods Markets in the country," said Feil, who represented the building in the transaction. "MÃ-AÃ-C Cosmetics is a perfect complement to that fashionable shopper."

MÃ-AÃ-C (Make-up Art Cosmetics), a leading brand of professional cosmetics, was created in Toronto, Canada, in 1984 and is part of The EstÃ©e Lauder Companies, Inc. The company's popularity has grown through a tradition of word-of-mouth endorsements from makeup artists, models, photographers and journalists around the world. MÃ-AÃ-C is now sold in 92 countries/territories worldwide.

MÃ-AÃ-C was represented in the lease transaction by RKF's Robert Cohen and Jackie Totolo.

Located at the southwest corner of Broadway and 14th St., the 157,000 s/f 853 Broadway is in the retail district in and around Union Sq. Pedestrian traffic totals 350,000 people daily, and nearly 250,000 consumers visit the nearby Union Sq. Greenmarket weekly. The Union Sq. subway station is the fourth busiest in N.Y.C., with more than 34 million riders yearly.

A faÃ§ade renovation for the first five floors of the 21-floor office building will be completed in July. In addition, Feil is upgrading the rest of the storefront around MÃ-AÃ-C.

"With a stunning new glass faÃ§ade extending four floors, this will be a standout building in Union Sq.," Feil said. "The addition of MÃ-AÃ-C will make it even more of a landmark in the area."