



Winick Realty Group leases 3,300 s/f to Dear Rivington

July 28, 2014 - New York City

Dear Rivington, the designer fashion boutique selling clothing, eyewear, pottery and jewelry, has signed a lease to relocate the brand to 37 Great Jones St. in NoHo. The bi-level store features 2,000 s/f of ground floor space with high ceilings and a beautiful built-in skylight. Dear Rivington will also occupy 1,300 s/f on a selling lower level.

"NoHo has changed considerably, with Great Jones Street in particular becoming an exclusive fashion destination," said Winick Realty Group's Aaron Fishbein, noting that 3.1 Philip Lim and Filson recently signed leases across the street. "Dear Rivington was drawn to not only the neighborhood and its proximity to SoHo but also many of the unique features of the space itself, including the distinctive storefront with landmarked oversized barn style doors that give the store a private feel which the customers appreciate.

"Dear Rivington owners Moon Rhee and Hey Ja Do are excellent designers and fashion business people," Fishbein continued. "We are happy to have assisted in the new store."

Fishbein and Winick Realty Group executive vice president Darrell Rubens represented Dear Rivington, which will open its NoHo storefront in October. Landlord DIB Management was represented by Rebecca Bruce of Daizy Realty.

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