



Ezra and Getz of RKF broker 8,700 s/f retail lease for Adidas' first flagship location in Brooklyn at 454 Fulton Street

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RKF has secured an 8,700 s/f lease for athletic shoe and apparel retailer Adidas. When it officially opens this summer at 454 Fulton St., this will become Adidas' first flagship store in the borough.

RKF's executive vice president Jeremy Ezra and associate Ernie Getz arranged the lease on behalf of Adidas. The landlord, Crown Acquisitions, was represented in-house.

The new downtown store, located on the south block between Hoyt St. and Elm Place, will feature 4,500 square feet of retail space and an additional 4,200 s/f on the lower level. The property is situated in the heart of the revitalized Fulton Mall, an area that's home to a thriving downtown shopping district with more than 150 stores, including nearby co-tenants such as Modell's, Nordstrom Rack, TJ Maxx, Macy's and H&M, as well as forthcoming retailers like Target, Armani Exchange and Century 21.

"This is Brooklyn's biggest shopping district with a solid mix of national retailers that will continue to strengthen with the development of CityPoint and thousands of new units in the neighborhood," Ezra said. "Given the amount of new residential construction in the area, it's easy to see why this was an optimal location for Adidas in the market."

The Adidas Manhattan flagship is located at 610 Broadway in NoHo. The brand also has additional nearby locations on Wooster Street in SoHo, as well as Elmhurst, Queens and Jersey City.

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