



Savills Studley secures 40,000 s/f for Bonobos at 45 West 25th Street

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Bonobos, the largest Internet-launched apparel brand in the United States focused on delivering great fit, excellent customer experience with a fun approach to menswear, has doubled its office and showroom space at 45 West 25th Street. The company previously occupied two floors and has now expanded to two additional floors for a total of 40,000 s/f.

The showrooms referred to as Guidesshops, offer shoppers the unique experience to try on merchandise before committing to an online purchase. Savills Studley the leading commercial real estate services firm specializing in tenant representation, has been retained as Bonobos' exclusive real estate advisor since 2011. In 2013, the firm negotiated an extension and expansion for Bonobos on the fourth and fifth floors. Now, just over a year later, the company will occupy floors two through five.

The space, which houses the company's headquarters in addition to one of their e-tail Guidesshops, creates a relaxed and inviting atmosphere. The building is located in the Silicon Alley / Flatiron District of Midtown-South, just a few blocks from Madison Square Park, Shake Shack and Eatly.

"Bonobos has had tremendous success with their Guidesshops," said Savills Studley executive managing director Jeffrey Peck. "The 'Clicks to Bricks' retail model is both innovative and transformative."

Peck's colleague who also represented Bonobos, senior managing Director Jason Perla said, "Showrooms are an essential requirement for fashion companies to represent their brands in a physical capacity."

associate director Christopher Foerch also represented the tenant in the transaction. "Even though Bonobos already occupied space in the building, we were able to leverage their brand to achieve a below-market transaction," Foerch said.

Bonobos currently has 14 Guidesshops located across the country including two New York City locations, 45 West 25th St. in the Flatiron District and 35 Crosby St. in SoHo. A third New York City location will soon open at 200 Vesey St. in Brookfield Place.

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