



## **Fantasia of RKF reps Bonobos in 4,000 s/f lease at 95 Fifth Ave.**

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Bonobos, one of the largest Internet-launched men's clothing brand in the U.S., will expand upon its pioneer Guideshop retail concept with the June launch of its first flagship location in the Flatiron District, which will be one of the largest E-Commerce stores of its kind ever and the first on Fifth Ave.

Bonobos Guideshop Fifth Ave. will occupy a two-story, 4,000 s/f space at 95 Fifth Ave., on the southeast corner of Fifth Ave. and 17th St.

The Bonobos Guideshop concept is an E-Commerce store first designed by the brand in 2011 as a solution to challenges of the traditional retail experience. Guideshops are staffed by Bonobos Guides, who are experts trained in fit and style that guide customers through the range of Bonobos merchandise, which includes fine tailored suits, Italian dress shirts, blazers and outerwear, casual shirts, American-made denim and the brand's signature chinos. Bonobos Guides provide the hybrid service of a fit expert and style advisor in a relaxed, one-on-one environment without the stress and hassle of a traditional retail store.

"The Bonobos team is thrilled to open our highest profile Guideshop in the heart of one of Manhattan's most prominent shopping destinations, just blocks from our headquarters," said Andy Dunn, CEO and founder of Bonobos. "We're excited to introduce our phenomenal brand and revolutionary way of shopping on the world stage and to meet our guy where he works, lives, and plays downtown."

"This is an amazing branding opportunity for Bonobos," said Justin Fantasia, an associate at RKF who represents the tenant and negotiated the lease on their behalf. "With the Flatiron District's strong residential demographics and its booming start-up and technology workforce, 95 Fifth Ave. presented an opportunity that simply could not be passed up. It allows the brand to plant a flag front and center in a market brimming with their core customer."

RKF vice president Beth Rosen and managing director Richard Gelber represented the landlord, an affiliate of KLM EQUITIES INC., in the 10-year lease; Kenneth Cole previously occupied the space.

Bonobos is recognized as a pioneer of the online to offline no inventory model, testing the Guideshop concept in 2011 at BonobosHeadquarters in the Flatiron District in New York City; sales per square foot were five times the industry average, a result that Bonobos attributes to the high-touch service model. Following its success and official launch in Spring 2012, Bonobos opened its first stand-alone Boston location in May 2012.

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