



## **Klinger and Brandes of SCG Retail lease 3,000 s/f to Heyday at 1130 Broadway**

June 23, 2015 - New York City

Heyday opened at 1130 Broadway, between 25th and 26th Sts. SCG Retail represented this new retail concept. The 3,000 s/f ten-year deal was signed last December. Heyday has 1,500 s/f on ground, and 1,500 s/f on the lower level.

"Heyday will allow facials to become a part of the regular routine for both men and women. A focus on skincare is a natural next step in the beauty, health and wellness category," said Jacqueline Klinger, one of the SCG Retail brokers who represented the tenant. "Heyday's NOMAD location opens at 7 a.m. and closes at 10 p.m., servicing both young working professionals and the neighborhood before work, during lunch or after the gym."

Founded by Adam Ross and Michael Pollak, Heyday was created to solve a simple problem: Building a healthy skincare routine that isn't difficult - as many people perceive it to be.

Taryn Brandes of SCG Retail said, "Heyday makes getting a facial convenient and accessible for all women and men. They also curate their shop with fabulous products and teach their clientele how to incorporate skincare into one's lifestyle. Heyday's brand and approach give this concept the potential to grow rapidly."

"There's a lot of lifestyle retail, food and services coming into the area," said Klinger. "In the last year Sweetgreen, Soul Cycle, Dig Inn, Rizzoli Books (not opened yet) and The Smith (not opened) have had a positive effect on the young professionals and residents in the neighborhood."

The landlord is Sitt Asset Management, who owns the retail component of the building, and was represented by Tess Jacoby at RKF.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540