



LeeNYC brokers two leases totaling 4,300 s/f

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36 West 36th Street - Manhattan, NY

Manhattan, NY According to Lee & Associates NYC (LeeNYC), the firm has closed the following leases:

Catherine O'Toole, executive managing director/principal, Gregory Gang, executive managing director/principal, David Scher, managing director, Milana Kakuriyeva, director, and Sergio Turaev, associate, of LeeNYC have negotiated a second-floor, 1,900 s/f lease at 36 West 36th St., between Fifth and Sixth Aves., for Eksprovocator Hair Club, which will take occupancy on December 1st.

O'Toole represented the owner, 36 West 36th Street Assets LLC, along with Scher and Kakuriyeva while the tenant was represented by Gang and Turaev. The lease term is five years and asking rent was \$43 per s/f for the first year.

This will be the third location for the Russian-based hair salon brand which currently has outposts in Moscow and St. Petersburg. The brand also boasts more than 375,000 followers on Instagram.

"Since this location represents their first foray into the United States, the opportunity to be located right off the internationally recognizable Fifth Avenue was a major draw," said O'Toole, who represented the owner, 36 West 36th Street Assets LLC, along with Scher and Kakuriyeva.

"The Eksprovocator Hair Club team wanted to be located in the center of Manhattan and this bustling Garment District corridor, with its multitude of transportation options nearby, was a perfect fit," said Gang.

The future home of Eksprovocator Hair Club is close to the B, D, F, M, N, Q, R and W trains at the 34th St.-Herald Sq. station. Surrounding retailers and restaurants include Amazon Books, Barn Joo, Monarch Rooftop Lounge, Keens Steakhouse and Macy's at Herald Sq.

Gang and Turaev negotiated a third-floor, 2,400 s/f lease at 123 Fifth Ave., between East 19th and East 20th Sts., for Crystal Design. The company operates two wedding gown and eveningwear brands: Crystal Design and Eva Lendel. The owner, Torkian Group, was represented by Gina Ignatieva of ABH Realty. Crystal Design is expected to take occupancy on August 15, 2019. Asking

rent was \$53 per s/f.

“Positioned squarely in the midst of the shopping mecca that is the Flatiron District, 123 Fifth Ave. is a fantastic location for a bridal salon tenant’s introduction to New York City,” said Gang, whose leasing team represented Crystal Design. “This retail outpost will be ideally positioned for maximum foot traffic on Fifth Avenue and will enjoy business from both tourist and local brides-to-be.”

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