



Zar of Zar Property and Kubie of LSL Advisors broker 2,500 s/f lease

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250 West 54th Street - Manhattan, NY

Manhattan, NY Prodigy Brands, a footwear company with showrooms in New York and Florida has signed a 2,500 s/f lease at 250 West 54th St. in Midtown. They signed a 10-year lease for the partial suite on the 6th floor of the 13-story building owned by Zar Property NY.

David Zar,
Zar Property NY

Joel Kubie of LSL Advisors represented the tenant and the landlord was represented in-house by David Zar of Zar Property NY.

“Growing demand for multi-tenanted suites in the building has allowed us to differentiate ourselves from other Class B buildings in the neighborhood with the ability to provide turn-key installations in a modernized, Midtown loft property” said Zar, one of the firms principals. “Our product continues to be competitive in the marketplace and we look forward to attracting additional tenants seeking creative, modern space in this specific neighborhood.”

Existing tenants in the building include Magnolia Bakery, Tarisio Auctions and Crunch Fitness.

According to the tenants website, the company represents brands such as Bruno Magli, English Laundry & Hart Schaffner Marx and sells to boutiques, specialty stores and department stores nationwide.

According to costar the building underwent a complete renovation and is the 11th signed lease signed at the property since Zar’s 2017 acquisition.