



## **Furniture rental company Feather expands warehouse operations to 33,000 s/f at Brooklyn's Industry City**

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Brooklyn, NY According to Industry City—owned by Belvedere Capital, Jamestown, and Angelo Gordon & Co.—Feather, a direct-to-consumer sustainability-minded furniture rental company, has relocated its newly-expanded warehouse operations to the Sunset Park campus.

Feather, available in several major markets throughout the U.S., including New York City, Los Angeles, San Francisco, Washington D.C., Houston, Austin, Dallas and more, is the latest to join the Design District at Industry City, a community of more than 130 architects, designers, and design retailers including West Elm, Design Within Reach, and Restoration Hardware.

Feather's 33,000 s/f warehouse will be the company's largest space to date to service the region's vast concentration of renters.

“Over the past year, the furniture industry—among other home goods industries—has experienced tremendous growth as people around the world spent all their time at home,” said Kathe Kramer Chase, director of leasing at Industry City. “Feather’s relocation to Industry City’s furniture design hub was not just about the initial attraction to a clean, high ceilinged warehouse space with ample loading; but also the opportunity to partner up with both Industry City and IC design tenants to hold sample sales, stage vacant spaces, host branded experiences, and create co-marketing campaigns.”

In 2020, Feather experienced a 400% increase in demand from the prior year for work-from-home items, in addition to a 260% increase in items they describe as “cozy,” such as chairs and sofas. Feather’s product portfolio is primarily designed by its in-house team, but the company also partners with popular brands such as West Elm—an Industry City tenant— Floyd, and Pottery Barn.

“Over the past year, many customers found themselves in need of functional furniture to accommodate remote working or schooling, however, many manufacturers and retailers had experienced major production delays, which can be incredibly frustrating,” said Ilyse Kaplan, president and COO at Feather. “Our model provides the flexibility to get what you need for now, or for the year, without sacrificing the things that make our spaces feel like home. Our move to Industry City was a seamless transition, and the additional square footage has allowed us to expand our abilities and quickly provide our customers with what they need. We are looking forward to continuing to grow as part of the Industry City campus.”

Industry City was represented internally by Matt Stewart in the transaction.

The campus is accessible by the D, N, R trains and multiple bus routes including the B35 and B37. Parking is available at 37th and 2nd Avenue, along with bike racks and five CitiBike stations.

Founded in 2017, Feather offers stylish yet affordable furniture rental options that fit the flexible lifestyles of city renters who, on average, move every 1-2 years. Feather provides options that evolve with their members and their evolving budgets and spaces. The company, which manages all customer delivery, assembly and cleanup, also provides a variety of rental plans and curated apartment packages, to remove all the pain points from moving.

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