



## **Aquino of JAACRES completes three leases**

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New York, NY Joseph Aquino, president of JAACRES has completed multiple deals.

Aquino arranged the 1,350 s/f lease of a Madison Ave. boutique for Ice-Blue, (women's apparel) at 1339 Madison Ave. between 93rd and 94th Sts. in the Carnegie Hall section of Manhattan. The Ice-Blue concept will offer women both high fashion and contemporary styles from Europe. The price-points will be moderate, and customers will find a selection of many one-off pieces assuring them that no one else will be wearing their outfit at their holiday party. JAACRES dealt directly with the property owner Adlin Realty. The store boasts a Pop-Up Concept which brings with it some excitement, however the term is for five years. Nicole Nicolson, the founder is originally from Tunisia and speaks fluent French. This will be her twentieth year in business.

Aquino also represented MP-IMC in the leasing of their new office at 19 West 21st St. in the Flatiron District in Manhattan. MP-IMC is the preeminent public relation firm to the beauty industry. They

collaborate with brands and experts at any stage of their business, from pre-launch to rebrand, ensuring that they are positioned as leaders in their respective category.

Aquino also represented IHPR in the leasing of their office space at 19 West 21st St. . IHPR is a full-service PR-based strategy and communications agency based in L.A. IHPR helps their clients break through the ever-growing amount of marketplace noise while being the trusted partner they're looking for.

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