



## **GFP Real Estate brokers 11 leases at 230 Fifth Ave. totaling 15,525 s/f**

April 26, 2022 - Front Section

New York, NY GFP Real Estate, LLC completed 11 new lease transactions totaling 15,525 s/f at the Flatiron District's 230 Fifth Ave., also known as the New York Market Center. Jane Gural-Senders, principal of GFP Real Estate, represented the landlord, GFP Real Estate in each lease. The building is now 95% leased.

Citizen Watch Company of America, signed a renewal for 1,325 s/f on the 11th floor. Harvey Richer and David Kaye of GFP Real Estate represented the landlord and the tenant in this direct lease.

Jacmax Industries LLC signed a renewal for 811 s/f on the 9th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Nishat USA Inc. signed a renewal for 1,595 s/f on the 6th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Continental Textile Corp. signed a renewal for 660 s/f on the 10th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Biddeford Blankets LLC signed a renewal for 640 s/f on the 15th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Bursali USA Inc. signed a lease for 1,611 s/f on the 4th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Supreme Home Design Inc. signed a lease for 898 s/f on the 15th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Arroya Studio LLC signed a lease for 1,325 s/f on the 9th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Sleepwell Inc. signed a renewal for 1,967 s/f on the 10th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Veritas USA Inc. signed a renewal for 1,995 s/f on the 19th floor. Richer and Kaye represented the landlord and the tenant in this direct lease.

Levinsohn Textile Company, Inc. signed a renewal for 2,698 s/f on the 17th floor. Michael Joseph of Colliers represented the tenant in the transaction, while Richer and Kaye represented the landlord.

Built in 1914 and designed by the architectural firm of Schwartz & Gross, 230 Fifth Ave. is a 20-story, 465,000 s/f Beaux Arts-style office building located in the Flatiron District in Midtown South. Acquired by GFP Real Estate in 1958, the building is home to over 140 showrooms.

“230 Fifth Ave. is New York City’s premier home fashion and design showroom destination—and one of the only specialized buildings left in the city,” said Gural-Senders, principal of GFP. “After seeing a number of companies leave the building after the onset of the pandemic, we have seen a flurry of leasing activity over the past six months, nearly filling up the entire building. Home textile companies understand the value of having their offices and showrooms at the epicenter of the home design and home fashion world.”

The specialty showroom building is the New York hub of the Home Textiles Industry, home to over 140 luxury home fashion accessories companies.

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