



Ear piercing and earring brand, Studs, signs 10,524 s/f lease at 594 Broadway

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New York, NY According to GFP Real Estate, LLC, Studs, a “next-gen ear piercing experience and earrings brand,” has signed a seven-year lease for 10,524 s/f of office space on the second floor of 594 Broadway in SoHo.

“Studs is a great example of how we work closely with tenants at 594 Broadway as they grow and need to expand quickly. This will be Studs’ third move within the building since the company signed its initial 1,767 s/f lease in 2020,” said Donna Vogel, senior managing director of GFP Real Estate. “We look forward to our continued relationship with Studs Inc. as they continue to grow.”

Studs Inc., offers a wide assortment of affordable, on-trend earrings paired with modern, design-focused, convenient locations for safe and healthy piercings. The growing company, which has nine Studs retail locations across the United States, including one in SoHo, has been a tenant at 594 Broadway since 2020. Studs will use its new, larger space for its corporate team, photo studio and team training.

Vogel represented the landlord, GFP Real Estate in this direct lease transaction.

Built in 1898 and formally known as the Lyons Building, 594 Broadway is a 12-story, 250,000 s/f building was designed by Buchman & Deisler. The building offers loft-like office spaces and features exposed brick walls, high ceilings, wooden floors, original architectural columns and large windows providing an abundance of natural light. Located along Broadway between West Houston and Prince St., the building is surrounded by renowned dining and retail offerings and is conveniently positioned near the 6, R, W, B, D, F and M trains.