



George Comfort & Sons signs 62,000 s/f lease with consumer goods company

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New York, NY George Comfort & Sons, Inc. has finalized a new long-term lease agreement with a major consumer goods company at 135 West 50th St., its newly renovated Midtown tower. The company will occupy approximately 62,000 s/f of space in the building beginning in the fourth quarter of 2022.

Working with renowned global design and architecture firm Gensler, George Comfort & Sons recently completed an extensive renovation and modernization of 135 West 50th St. Ownership has reimagined the lobby and entrances, created a new tenant amenity center, and incorporated a series of health-focused improvements.

“The tenant was attracted to the full-floor opportunity we provided at 135 West 50th Street, and we were able to accommodate their needs due to the building’s large and flexible floorplates,” said George Comfort & Sons president and CEO Peter Duncan. “The response we’ve received so far to the upgrades at this building has been overwhelmingly positive. We’re so pleased to offer an enhanced office environment, as well as access to the stunning new amenity center and food hall, to all of our tenants and guests.”

Matt Coudert, Andrew Conrad and Alexander Bermingham represented George Comfort & Sons in-house, while Jeffrey Peck and Daniel Horowitz of Savills represented the tenant.

As part of the repositioning program, George Comfort & Sons constructed a 20,000 s/f amenity center for the exclusive use of building tenants. Managed by workplace provider Industrious, “Club 135 by Industrious” is located on the second floor with direct access from the lobby. The space includes a multipurpose room that can host events for up to 200+ guests, collaborative workspaces, executive conference rooms, a game room and lounge areas with comfortable seating. It also features a bar area which can be accessed by individual tenants for casual seating at their leisure or reserved to host larger gatherings.

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