



GFP Real Estate signs Athleta to 4,500 s/f lease at 594 Broadway

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New York, NY According to GFP Real Estate, LLC, Athleta, a performance lifestyle brand with a mission of empowering a community of active women and girls, has signed a five-year lease for 4,590 s/f of retail space at 594 Broadway in SoHo.

“Athleta joins a growing list of brands that have established a presence on Broadway at the entry point to one of the most iconic shopping destinations in all of Manhattan. These brands have performed well throughout the pandemic as consumers continue to shop for stylish, on-trend clothing from brands that are simultaneously ethically and environmentally responsible,” said Donna Vogel, senior managing director of GFP Real Estate.

Andrew Taub and Benjamin Birnbaum of Newmark—as well as Vogel of GFP Real Estate—represented the landlord, GFP Real Estate in the transaction; Ariel Schuster and Justin Fantasia of Newmark represented the tenant. The space comprises 3,200 s/f of ground-level space as well as 1,390 s/f of lower-level storage. The new location is expected to open in late 2022.

Athleta, a certified B corporation, offers versatile premium performance and lifestyle apparel, designed by women for women with inclusivity at its core. Founded in 1998, Athleta integrates performance and technical features across its collection to support women across their entire lifestyle—from yoga and training to travel and sleep. The growing brand has more than 220 retail stores across the United States and Canada.

The company’s new location at 594 Broadway will be its fourth store in New York City, joining nearby retailers The North Face, REI, Wilson, Vuori, Prada, American Eagle and BOSS.

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