



Vogel of GFP Real Estate leases 12,875 s/f at 100 Crosby to Billie

November 22, 2022 - Front Section



Manhattan, NY GFP Real Estate, LLC said that Billie Inc. signed a one-year renewal lease for 12,875 s/f on the 4th floor at 100 Crosby St. in SoHo.

Donna Vogel, senior managing director of GFP Real Estate, represented the landlord, GFP Real Estate, and the tenant, Billie Inc., in this direct transaction.

Billie Inc. provides a subscription service for razors and shaving creams with ingredients that do not harm the skin and are completely non-irritating. The viral razor company is most well-known for its affordable prices, as they took away the Pink Tax to make quality razors accessible to everyone. Billie also partners with several women-first organizations, including Every Mother Counts, YWCA, Black Girls Code and more, and uses its space at 100 Crosby St. for offices.

In November 2021, Billie was acquired by Edgewell Personal Care Company—a leading pure-play consumer products company—for \$310 million. In its announcement, EPC noted that Billie plans to expand its presence into brick-and-mortar retail stores moving forward.

“100 Crosby St. continues to attract well-known brands and creative tenants, as it is known as one of the best office buildings in SoHo due to its unparalleled location and unique architectural character,” said Vogel.

Built in 1884 and designed by architect Thomas Stent in a neo-Grecian style, 100 Crosby St. is an eight-story, 175,000 s/f office building. Located in Soho’s cast-iron historic district, 100 Crosby St.’s newly renovated lobby and entrance celebrate the unique architectural character of the surrounding neighborhood featuring materials such as backlit “bullet-glass,” exposed brick, white marble and large original timber beams that were salvaged during renovation and hung from the lobby’s ceiling.

Retail tenants at 100 Crosby St. include Converse and Canadian womenswear retailer Aritzia, and is surrounded by high-end fashion retailers, hotels, restaurants, and bars in Manhattan’s most iconic shopping district. The property offers tenants a convenient commute from anywhere in the city with access to the R and W trains at the building and the 6 train only one block away.

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