



## **TF Cornerstone signs Optima Salon Suites to a lease at 95 Horatio St.**

November 22, 2022 - Front Section

Manhattan, NY TF Cornerstone (TFC), a New York City real estate development firm, have completed the lease signing of Optima Salon Suites, a company that leases customized spaces to beauty professionals including hairdressers, barbers, estheticians, lash technicians and more. Located on the ground floor of TFC's residential development at 95 Horatio St. Optima Salon Suites signed a 15-year lease for approximately 4,500 s/f of space. Pre-leasing has begun. The site will open by the end of this year.

"Optima Salon Suites is a welcome addition to both 95 Horatio Street and the neighborhood. Their unique business model is giving professionals the chance to build their own brand in a prime location," said Steve Gonzalez, senior director of Retail Leasing at TF Cornerstone. "Our residents will be excited to know they will have multiple beauty services at their doorstep."

Founded in 2018, Optima Salon Suites provides the framework and structure to help beauty professionals launch their business. The suites range in size from 95 s/f to over 1,000 s/f depending on individualized business needs, and tenants have the freedom to design and decorate their space with artwork, furniture and other decor. Tenants are charged a set fee on a weekly basis. WiFi, all utilities, onsite laundry and access to the Optima Booking app are included in the fee.

At 95 Horatio, the 4,500 s/f lease will be parsed out into 29 studio spaces. This is Optima Salon Suites' 17th location and its first in New York.

"At Optima Salon Suites, we give beauty professionals the freedom to be their own boss. They can customize their own space, set their own hours and pricing, and keep 100 percent of their profits, unlike the typical salon business model which takes a significant cut of earnings," said Rome Mehr, head of leasing at Optima Salon Suites. "After four years building out locations throughout California, we're ecstatic to be in New York offering creative beauty professionals here the chance to be in business for themselves, but not by themselves."

Steven Baker, Daniyel Cohen, and Spencer Planit from Winick Realty Group represented TFC in the lease signing, while Optima Salon Suites represented themselves.

95 Horatio - now known as The West Coast - is located at the southernmost part of the High Line, next to the Whitney Museum. The building offers 318 rental apartments ranging in size from studios to four-bedrooms, including duplex and triplex homes. Many of its original architectural features

have been retained, including ceiling heights of up to 14 feet and exposed brick walls and architectural beams. Amenities include a landscaped roof deck, a children's playground, indoor playroom, teen room, fitness center and valet dry-cleaning service.

Additional retail tenants at 95 Horatio include Intermix, Christian Louboutin, Maman, Simo Neopolitan Pizza and web development company WIX.

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