



Kith leases 7,120 s/f at Rubenstein's 25 Kent

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Brooklyn, NY Rubenstein Partners' 25 Kent signed a 12-year, 7,120 s/f lease with fashion and lifestyle brand, Kith at 25 Kent Ave. in Williamsburg. "Kith as a brand embodies the nature of Brooklyn's ever-growing creative community and fits in seamlessly with the burgeoning scene of artistry and innovation in the Williamsburg neighborhood," said Joe Zuber, regional director – NY Metro & New England at Rubenstein Partners.

"We are proud to continue growing our partnership with Kith and to serve as the home of the iconic brand's first Williamsburg retail location."

Kith's 25 Kent storefront will include the full range of the brand's premium products, inclusive of apparel, footwear, accessories and lifestyle offerings for men, women and children. Additionally, the location will house the brand's in-house cereal bar concept, Kith Treats. Currently available in nine out of twelve Kith locations worldwide, Kith Treats offers a variety of dairy and non-dairy frozen foods, desserts and pastries, alongside a wide selection of cereals and additional mix-ins.

Kith was one of the first luxury fashion and lifestyle brands to relocate from Manhattan to Brooklyn in an effort to maintain Brooklyn's historic role as home to the garment industry. First joining the 25 Kent community in 2019, Kith relocated from their previous Soho location to a 57,679 s/f maker space at 25 Kent.

Developed as a partnership between Rubenstein Partners and Heritage Equity Partners, 25 Kent is ideally located in a neighborhood that is young, vibrant and filled with entrepreneurs, artists and artisans. The building occupies a full block bounded by Wythe and Kent Aves. and North 12th and North 13th Sts., directly across the street from Bushwick Inlet Park, the city's newest waterfront park, recently opened to the neighborhood.

A product of collaboration between design architect Hollwich Kushner (HWKN) and design development architect Gensler, this newly completed eight-story, 500,000 s/f commercial office building is the first of its type erected in North Williamsburg in more than 40 years.

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