



CBRE and Savills lease 6,514 s/f to Peachy at 1245 Broadway

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Manhattan, NY Corem of Sweden, and GDS Development Management (GDSNY) signed a five-year lease at 1245 Broadway with Peachy, the NYC-based personalized Botox studio focused on wrinkle treatment and prevention, founded by Dr. Carolyn Treasure and Eric Zhang. Peachy has

taken 6,514 s/f of office space over a full tower floor.

Peachy currently operates seven retail locations throughout NYC, including in West SoHo, NoMad, NoHo, Williamsburg, Brooklyn Heights, Manhattan West, and Grand Central. Peachy's fresh approach to preventive science-based skincare offers all the benefits of clinical care in an approachable environment that departs from the sterility of a traditional doctor's office. Its skincare concept is grounded in a science-based, clinical methodology, and its services include a preventative blend of Botox, prescription retinoids, and daily-use sunscreen for every face and skin type.

1245 Broadway is a 23-story class-A office building at the corner of 31st St. and Broadway, in NoMAD. Designed by Skidmore, Owings & Merrill, the building features architectural cast-in-place concrete, large triple-glazed windows, a private club, F&B catering to tenant floors, and panoramic views of the city. The building will be LEED-Gold certified and offers the very latest in touchless technology and air quality.

"We are very pleased to announce another signed lease at 1245 Broadway, this time with Peachy. We see a continued trend by premium tenants to high-quality office buildings and consequently a continued recovery in the market for premium office buildings in New York," said Eva Landén, Corem's CEO.

"We are so delighted to welcome another innovator to 1245 Broadway," said Michael Kirchmann, CEO of GDSNY. "Peachy is a paradigm-breaking company that understands the value that a quality, well-designed office environment brings to their work."

GDSNY and Corem were represented by Paul Amrich and Neil King of CBRE. Brandon Cooperstock of Savills represented Peachy.

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