



ABS signs two fashion tenants at 210 Eleventh Ave. - 6,699 s/f

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Manhattan, NY Newly rebranded as The Chelsea Arts Center, ABS Partners Real Estate has signed leases with two high-fashion tenants at 210 Eleventh Ave., according to Gregg Schenker, president and co-managing partner in ABS. The ABS brokers were Audrey Novoa, Benjamin Waller and Gregg Schenker.

The two tenants are: The designer Gabriela Hearst, who has expanded its space to 11,741 s/f (by adding 2,959 s/f), which comprises the full floor at the building, and Narciso Rodriguez, the fashion designer and fragrance brand, which leased 3,740 s/f of headquarters showroom and office space on the second floor, for five years.

The tenant broker was Allyson Bowen of Savills.

“The Chelsea Arts Center is now 93% leased,” said Schenker. “Indeed, more than half of 210 Eleventh is now high fashion, with such tenants in recent years as APP Group (d/b/a Mackage), IM USA Corp d/b/a Isabel Marant, Citizens of Humanity, Jonathan Simkhai Inc., Michael Stars Inc., Rainbowwave NYC Ltd., Cotton Citizen, Inc., and Scarlett New York, LLC.

“The building is unusually light and airy, which is of course especially appealing to the high-end kinds of tenants who have found a home at 210 Eleventh Ave.,” Schenker said.

The Chelsea Arts Center’s recent improvements include installation of a new card key access system which provides 24/7 building and elevator access, as well as completion of all Local Law 11 façade work, and the repainting of the 11th Ave. lobby, public corridors and restrooms.

Previously, the neighborhood was printing-oriented. Then art galleries started moving in, and now high-end fashion has found a hub on 10th and 11th Aves. generally.

Other artistic tenants at 210 Eleventh Ave. include Voss Events (which does high-end events), NM Creative (a modeling agency), Craig Greenberg Architect, and Moleskine America Inc.

“High fashion tenants have been leasing and expanding in the building,” said Audrey Novoa of ABS, “which was 65% leased during Covid, but has rebounded nicely. And the \$2 million in recent new renovations was a big factor in our success.”

In total, the new leases amount to about 42,000 sf.

ABS Partners Real Estate, LLC is a New York City-based investment led real estate services firm dedicated to providing operating expertise to property owners through hands-on leasing, management, construction management and investment sales, plus a full-service platform for hosting, servicing and advising multiple family offices. ABS Partners’ portfolio currently consists of over 14 million square feet across 11 states.