



Gural-Senders and Richer of GFP broker seven leases at 230 Fifth

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Manhattan, NY GFP Real Estate, LLC negotiated seven new long-term lease transactions totaling 11,294 s/f at the Flatiron District's 230 Fifth Ave., also known as The New York MarketCenter building. The specialty showroom building is the New York hub of the home textiles industry, home to over 140 home fashion accessories companies from across the globe.

GFP Real Estate principal Jane Gural-Senders and executive managing director Harvey Richer represented the landlord, GFP Real Estate, and the tenant in each of the direct lease transactions.

- JS Royal Home USA Inc., a privately owned wholesale textile manufacturer based in Charlotte, N.C. that provides products at factory-direct pricing, signed a five-year lease for 5,800 s/f on the 12th floor, doubling its footprint from its previous 2,600 s/f showroom space on the 11th floor of the building.
- Innovated Designs LLC, (d.b.a. ID Home Fashions), a home textile company, signed a four-year lease for an additional 1,510 s/f on the 16th floor, bringing the company's total footprint at the building to 5,433 s/f.
- Triangle Home Fashions LLC, a home textiles company focused on the design, quality and innovation via its three brands, Lush Décor, Peanut Butter & Jelly and Hello Spud, signed a three-year lease for 1,325 s/f on the 9th floor. The company was previously located at 295 Fifth Ave.
- Urban86 Inc., a producer of quality floor coverings and home decorations, signed a three-year lease for 1,342 s/f on the 10th floor. The company, a previous tenant at the building, had closed its US-based showroom at the building during the pandemic and is pleased to be back at its original location.
- CasaRovea USA Inc., a company that produces Italian-made, hotel-quality bed, bath and table linens, signed a three-year lease renewal for 1,317 s/f on the 19th floor, expanding from its 381 s/f on the 13th floor of the building.

"As one of the last remaining true showroom buildings in New York, The New York MarketCenter offers the ideal space for companies looking to showcase their home textiles, decorative accessories, home furnishings, architectural products, art and more to an international audience," said Gural-Senders. "At 97 percent leased, 230 Fifth Ave. continues to see strong demand from companies across the globe."