



Wecker of Newmark Retail signs 4,649 s/f flagship outpost for Hästens at 132 Madison Ave.

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Manhattan, NY Newmark Retail has secured a new 4,649 s/f flagship retail lease at the base of the 69-story, 199-unit condominium at 132 Madison Ave., known as Madison House, for Swedish manufacturer Hästens.

Newmark director Jason Wecker represented the tenant, which signed a long-term lease to occupy the ground floor and lower-level retail spaces.

A joint venture between JD Carlisle and Fosun International, ownership, was represented by Collier's David Green and Alexander Green.

"This transaction speaks to the demand we've been witnessing from luxury home goods and furnishing companies seeking space on this Madison Ave. design corridor," said Wecker. "Hästens will make for a great addition to the neighborhood."

Since its inception in 1852, Hästens has earned acclaim for crafting premium beds and sleep accessories. Particularly noteworthy is the demand for Hästens' handcrafted Grand Vividus, which takes 600 hours to construct while commanding prices up to \$1 million, resulting in a waiting list.

Originally established by Pehr Adolf Janson as a saddler business, the company has maintained its status as a family-owned enterprise with its headquarters in Köping, Sweden.

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