



## Rice of SCG Retail leases 6,614 s/f to YETI

April 16, 2024 - Front Section



Manhattan, NY TSCG made known that YETI signing a retail lease at 200 Fifth Ave. Spanning 6,614 s/f, the store is divided between 3,770 s/f on the ground floor and an additional 2,844 s/f on the lower level. The store will open in late spring, early summer.

“We were honored to complete YETI’s first New York Metro store in Manhattan,” said Ian Rice, the SCG Retail broker that co-represented the tenant. “Centrally located the Flatiron District is a perfect location for YETI’s flagship store in New York – uniquely situated between Union Square and Nomad. Its’ proximity to Madison Square Park is an ideal fit that allows YETI to highlight their vast array of outdoor products.”

The retail space at 200 Fifth Ave. has nearly 18-ft. ceiling heights on the ground floor with a location adjacent to Eataly and across from Madison Square Park. Jordan Cohn, the Ripco broker

collaborating with Rice on behalf of YETI, said, "Situated in the heart of the district, the space features 45-ft. of frontage and is surrounded by esteemed neighbors such as Eataly (within the building), LEGO, Petsmart, and others. It stands as the perfect setting for YETI's flagship store."

The space was formerly occupied by Marimekko, and Boston Properties acquired the building from L&L during negotiations with YETI. This class A office building, encompassing 875,000 s/f of office space, is home to renowned entities such as Tiffany & Co, DoorDash, and Grey Advertising.

The site is now under construction. Cushman & Wakefield's Alan Schmerzler and Steven Soutendijk represented Boston Properties.

Founded in 2006, YETI, known for its innovative coolers, has evolved into a prominent outdoor lifestyle brand with 21 locations.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540