



## **Retail by MONA leases 9,000 s/f to Maison Goyard**

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Manhattan, NY According to Retail by MONA, French leather goods maker, Maison Goyard, has signed a long-term lease at 699 Madison Ave., relocating from their space at 20 East 63rd St.

The 9,000 s/f space will house both Goyard's retail footprint as well as its corporate offices. The relocation to this larger prime Madison Ave. space with greater frontage and visibility will allow the iconic brand to establish itself as more in line with its peers. The historic block, which reflects the true heritage of Goyard is newly home to several well-established luxury brands including Hermes (706 Madison) and Van Cleef & Arpels (690 Madison).

Maison Goyard was founded in Paris in 1853 by Francois Goyard and is home to handmade luxury trunks, leather goods, and handbags. The new Madison Ave. location will be a testament to the original heritage of the rue Saint-Honoree address.

Eric Le Goff, vice chairman of Retail by MONA said, "Having had a long-term relationship as a trusted advisor to Goyard, I am thrilled to have been able to guide one of the most iconic luxury brands through this complex transaction. Goyard's new store will open on the most sought-after block on Madison Ave. in 2025"

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