



amika and Eva NYC lease 19,000 s/f office space at Rubenstein's 25 Kent

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Brooklyn, NY Rubenstein Partners' 25 Kent, a mixed-use office, retail and light manufacturing building located in Williamsburg, has signed a 10-year, 19,000 s/f lease with amika and Eva NYC, Brooklyn-born haircare brands. Both brands continue to experience growth. amika and Eva NYC will utilize 25 Kent for their office operations upon move-in in the fall of 2024.

Sam Seiler of JLL represented the landlord (Rubenstein Partners) and Michael Berman & Whitten Morris, also of JLL, represent the tenant (amika and Eva NYC) tenants in the deal.

“We’re thrilled to welcome amika and Eva NYC to 25 Kent as the building continues growing into a leading destination for the most innovative businesses and brands,” said Joe Zuber, regional director, NY metro & New England, Rubenstein Partners. “Rooted in Brooklyn and with a highly inclusive professional and cultural ethos, amika and Eva NYC further add to the growing community of creativity being fostered across the property.”

“As a brand native to Brooklyn, we are so happy to have found the perfect fit for our office needs in 25 Kent,” said Chelsea Riggs, amika CEO. “It’s so important for us to stay true to our roots, while maintaining our position at the forefront of trends and cultural relevance. This new office will allow us to foster growth and creativity at amika.”

“We are excited for our new office headquarters and its prime NYC location in Williamsburg, where we were founded,” said Annie Kolemäinen, Eva NYC Brand President. “The new space is a reflection of our brand’s growth and commitment to provide our hybrid teams with an inspiring and dynamic office environment.”

amika and Eva NYC’s creative office space at 25 Kent will be situated in the Southwest corner of the building’s third floor and equipped with views of the Manhattan skyline, the East River and the surrounding Williamsburg neighborhood and waterfront.

Founded in Brooklyn in 2007, amika is one of the largest and most-loved independent haircare brands in the nation ranking as #5 prestige brand in the US according to Circana data. The brand’s clean and highly effective portfolio of haircare products and tools has earned myriad accolades and has flourished through partnerships with retailers like Sephora and over 70,000+ stylists & salons.

“After a thorough survey of the Brooklyn commercial market, amika and EVA NYC chose 25 Kent as the optimal headquarters for their burgeoning business,” said Michael Berman and Whitten Morris. “They were captivated by the building’s innovative design, its sweeping vistas of Manhattan’s skyline and the East River, all blended perfectly with an undeniably Brooklyn feel—these elements immaculately matched their vision and image for the company’s future.”

Eva NYC was founded in Brooklyn in 2012 and is one of the fastest growing ‘masstige’ haircare brands in the U.S. The brand’s award-winning clean, clinically proven and environmentally conscious hair products can be found in some of the nation’s largest retail chains, including Walmart, Target and Ulta.

25 Kent has emerged as the epicenter of Brooklyn’s commercial leasing velocity, signing over 100,000 s/f of space to an array of today’s most diverse and prominent companies, with two serving as Brooklyn’s largest transactions in 2024. Companies that have recently joined the property include La Sirena Events, Othership, Altana, and Mindspace. Other notable companies operating at 25 Kent include KITH and Amazon Music.

25 Kent is located in a neighborhood that is young, eclectic and filled with entrepreneurs, artists and artisans, a community aligned with amika and Eva NYC's diverse team and customer base that transcends generations, categories, and cultures. Developed by Rubenstein Partners, the building occupies a full block bounded by Wythe and Kent Avenues and North 12th and North 13th Streets, directly across the street from Bushwick Inlet Park, the city's newest waterfront park development. The building provides various notable amenities for the tenants. These include a well-equipped, high-end fitness facility for health and wellness pursuits, private outdoor terrace, and the practical advantage of on-site parking. All these features significantly enhance day-to-day convenience and comfort in a professional context.

A product of collaboration between design architect Hollwich Kushner (HWKN) and design development architect Gensler, this eight-story, 511,000-square-foot commercial office building is the first of its type erected in North Williamsburg in more than 40 years. It's conceived to be a hub of innovation in which the tech, creative, design, production and light manufacturing industries can collaborate and grow together. 25 Kent's unique architectural combination of red brick and glass highlights its character and industrial heritage with sleek design, amazing views and an abundance of light.

Photo Credit: Ty Cole

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