



TF Cornerstone signs lease with Warby Parker

September 24, 2024 - Front Section

Manhattan, NY TF Cornerstone (TFC) negotiated a new lease signing with Warby Parker at the ground floor of The Fairfax at 69th St. and 3rd Ave. The eye care lifestyle brand opened its doors at The Fairfax in August.

Representing TF Cornerstone, Steven Baker, Daniyel Cohen and Tom Galo of Winick Realty Group assisted Warby Parker's new 1,400 s/f lease at the Upper East Side location.

Formerly the FBI's New York City headquarters, The Fairfax blends sophistication and comfort to form a distinctive yet modern Upper East Side luxury apartment. The building's studio, one-, two-, and three-bedroom apartments offer unique layouts featuring luxurious closet space, sleek kitchens, and sound-resistant windows. Many units also feature private terraces, duplex layouts, and 9-ft. beamed ceilings. These luxury Upper East Side apartments offer a modern fitness facility, a children's playroom, and a landscaped roof deck.

The Fairfax is a few blocks away from Central Park. With its architectural design, modern aesthetic, and upscale location, The Fairfax is the perfect choice for your cosmopolitan lifestyle. The Upper East Side is a cultural destination, home to Museum Mile, an iconic stretch of world-class museums that include the Metropolitan Museum of Art, the Guggenheim and the Cooper-Hewitt, as well as some of Manhattan's most fashionable boutiques, clubs and salons. This large and inviting neighborhood is also home to a mix of residents whose diversity is reflected in the types of businesses located here: Hip coffee shops sit around the corner from iconic cocktail lounges, and casual cafés bustle next door to Michelin-starred restaurants. TF Cornerstone is thrilled to welcome Warby Parker into the neighborhood at The Fairfax.

Winick Realty Group represented TFC to secure the deal.

Warby Parker is known for disrupting the prescription glasses and sunglasses market with its holistic business strategy, offering eye care online and through its retail locations, and mission to provide premium quality and stylish products without charging exorbitant pricing. Warber Parker maintained its status as a DTC brand before opening its first brick-and-mortar store in 2013, and now operates more than 250 locations across the United States and Canada. The brand offers designer-quality eyeglasses and sunglasses with an array of lenses such as blue-light-filtering, contact lenses, and other related accessories, as well as eye exams and telehealth services. Through the company's Buy a Pair, Give a Pair program, Warby Parker has distributed more than 15 million pairs of glasses to those in need.

“Warby Parker is an exciting addition to the TFC portfolio, and we are thrilled to welcome them to our Fairfax property in the Upper East Side. It’s exciting to be a part of Warby Parker’s expansion efforts as they advance the important mission of providing consumers with high quality, accessible and affordable eyewear,” said Steve Gonzalez, vice president of retail leasing at TF Cornerstone.

“As a proud New York-based company, we’re excited to further connect with the local community and offer holistic eye care to the neighborhood,” said Sandy Gilsean, Warby Parker’s chief retail and customer experience officer. “We aim to meet customers where they are, and even more Upper East Siders will now have access to in-store eye exams by an on-site doctor, as well as our full assortment of optical and sun offerings.”

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