



Alex Mill leases 1,752 s/f

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Manhattan, NY Fashion brand Alex Mill has signed a lease at Rockefeller Center, slated to open holiday season 2024. Alex Mill's new location at 1 Rockefeller Pl. will be the brand's third brick and mortar store and span 1,752 s/f.

The brand was originally founded in 2012 by Alex Drexler, with the mission to make the perfect shirt. His father, Millard Drexler, is the company's chief investor and chairman. In 2019, Somsack Sikhounmuong joined the brand as creative director and co-founder to relaunch the brand.

"Alex Mill is a prime example of the types of creative businesses Rockefeller Center is excited to bring to campus," said EB Kelly, senior managing director, Tishman Speyer and head of Rockefeller Center. "Craftsmanship and attention to detail are in our DNA as stewards of Rockefeller Center, so this is a perfect match. We can't wait to welcome Alex Mill to the Rockefeller Center community this fall."

Alex Mill's addition to Rockefeller Center is part of the Center's ongoing success in attracting a diverse range of both local and international brands. Other recent retail additions include luxury Australian brand Aesop, piercing studio Studs, and vintage soccer jersey retailer Saturdays Football.

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