



Cushman & Wakefield arranges lease for Staple Pigeon’s first permanent U.S. retail store

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Manhattan, NY Cushman & Wakefield has arranged a 4,500 s/f lease for Staple Pigeon at 21 Mercer Street, marking the streetwear brand’s first permanent retail store in the United States. The 10-year lease includes the ground and lower level of the mixed-use property.

Cushman & Wakefield’s Alan Schmerzler, Catherine Merck and Eric Hazen represented the tenant in the transaction. Richard Skulnik from Ripco Real Estate represented the landlord, Premier Equities.

“Our team conducted a widespread search on the fringes of SoHo and The Bowery with the specific purpose of capturing the authenticity of the brand. The decision to pursue 21 Mercer was strongly influenced by the edginess of the location, the excellent condition of the store and the heritage of the address,” said Schmerzler. “Over 15 years ago, I represented the prior owner in a lease to Nike for the brand’s first ever specialty/designer sneaker store, so it felt like coming full circle with Jeff Staple and his incredible team.”

Staple Pigeon has grown organically since its founding in 1997 by Jeff Staple. In 2005, Nike asked Jeff to create a special commemorative sneaker that would represent New York. The STAPLE x Nike Dunk Pro Low SB "NYC Pigeon" was conceived and led to much fanfare upon its release and exposed Staple—as well as sneaker culture—to the masses.

The ground floor of the property spans 2,700 s/f, while the lower level offers an additional 1,800 s/f. The property is located in SoHo. The property is surrounded by numerous dining, retail and entertainment options and is accessible via numerous public transportation options.

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