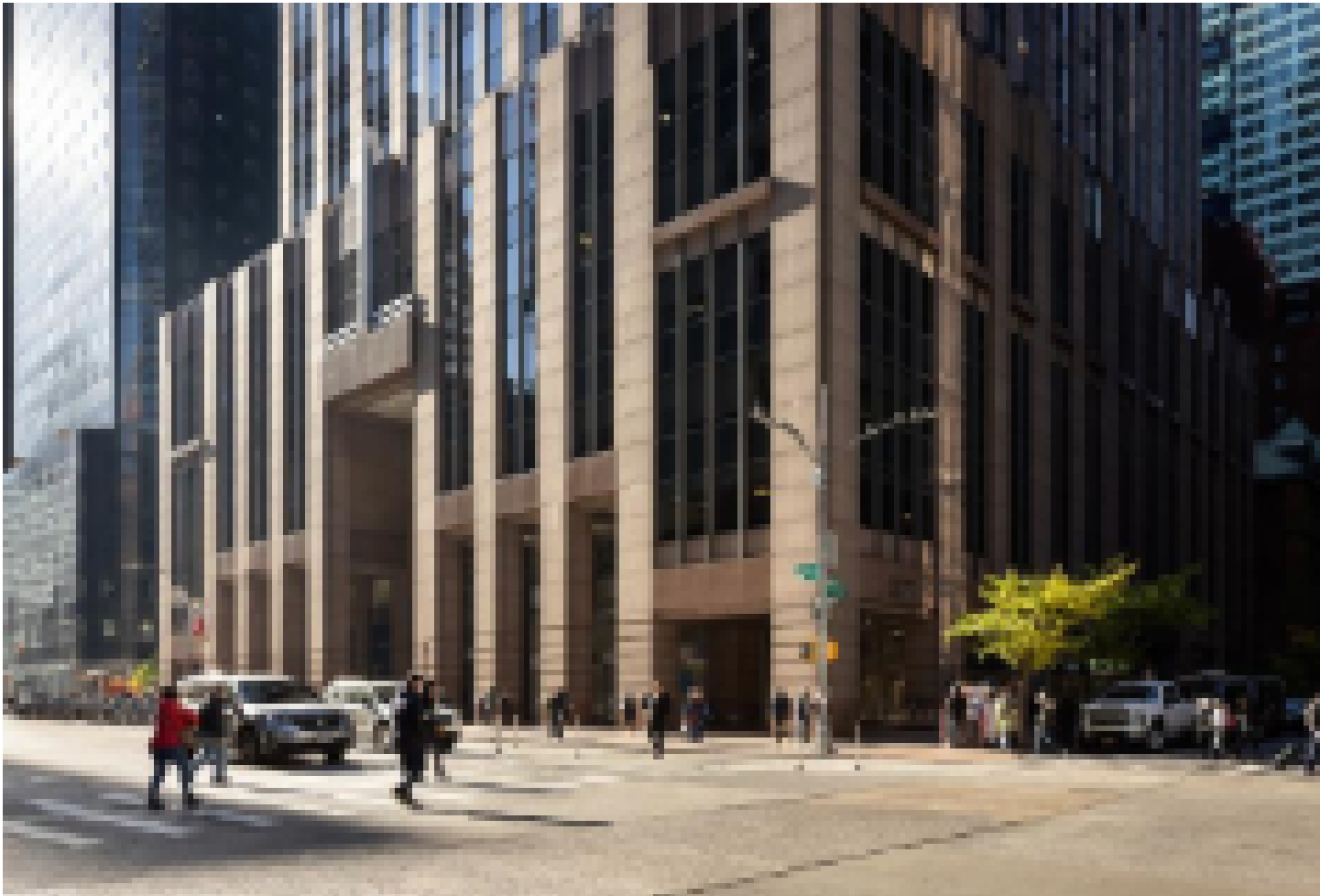




Cushman & Wakefield arranges flagship lease for Naya at 1177 Avenue of the Americas

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Manhattan, NY Cushman & Wakefield has arranged a long-term, 3,120 s/f lease for Naya, a growing Middle Eastern fast casual restaurant chain, at 1177 Avenue of the Americas. This lease marks Naya's eighth new store with Cushman & Wakefield in the New York Metro area in 2024 and will serve as their newest flagship location.

Cushman & Wakefield's Neil Seth, Kenji Ota, Jennifer Konefsky and Kathryn Cruz are exclusively representing Naya in the New York metro area. The landlord, Silverstein Properties, was represented by Newmark's Rich Gelber and Gary Alterman.

"This flagship lease is just one part of a larger story," said Seth. "Over the past 9 months, we have successfully represented Naya in eight leases as part of their expansion strategy in the New York

metro area. We are excited to continue building off this strong momentum and success, with potential additional store openings to close out the year.”

Naya's new flagship is located at the base of a one million s/f office building in proximity to Rockefeller Center, Times Square and Bryant Park, making it a prime spot for foot traffic from nearby Midtown destinations.

"We're delighted to welcome Naya to 1177 Avenue of the Americas," said Joseph Artusa, senior vice president of Silverstein Properties. "The building's prime location in the heart of Midtown, combined with its accessibility and convenience, makes it an ideal fit. Naya will offer a fantastic dining option for Silverstein's office tenants and others in the neighborhood."

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