



Stone of GFP Real Estate leases 12,875 s/f to Billie, Inc.

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Manhattan, NY GFP Real Estate, LLC said that Edgewell Personal Care, LLC, d.b.a. Billie Inc., a popular subscription-based razor and body care brand for women, has signed a five-and-a-half-year lease renewal for its 12,875 s/f of headquarters office space on the fourth floor of 100 Crosby St., bringing the historic office building to 100% leased.

Billie Inc. provides a subscription service for razors and shaving creams with ingredients that do not harm the skin and are completely non-irritating. The company's new lease extension — its longest to date — solidifies its long-term commitment to the boutique SoHo office building as its national headquarters. Known for its affordable prices, Billie Inc. has expanded its footprint several times since the company first moved into the building in 2019.

Neith Stone of GFP Real Estate, represented the landlord, GFP Real Estate, in the transaction; Joe

Cybulski of CBRE represented the tenant, Billie Inc. As the largest office tenant, Billie Inc. occupies a custom-built, corner unit designed by contemporary interior designer, Michael Yarinsky.

“We have worked closely with Billie over the years to add space to accommodate their rapid growth — now they are the building’s largest tenant,” said Stone. “Billie’s decision to extend its lease long term speaks to the value they find in 100 Crosby St. and its incredible location. We are thrilled to continue our relationship with Billie as they continue to grow and further solidify their place in the industry.”

In November 2021, Billie was acquired by Edgewell Personal Care Company — a leading pure-play consumer products company — for \$310 million. In its announcement, EPC noted that Billie plans to expand its presence into more brick-and-mortar retail stores moving forward. Billie also partners with several women-first organizations, including Every Mother Counts, YWCA, Black Girls Code and more, and uses its space at 100 Crosby St. for offices. Edgewell’s HQ is located in Connecticut.

Built in 1884 and designed by architect Thomas Stent in a neo-Grecian style, 100 Crosby St. is a six-story, 175,000s/f office building. Located in Soho’s cast-iron historic district, 100 Crosby St.’s relocated lobby and entrance celebrate the unique architectural character of the surrounding neighborhood featuring materials such as backlit “bullet-glass,” exposed brick, white marble and large original timber beams that were salvaged during renovation and hung from the lobby’s ceiling.

Retail tenants at 100 Crosby St. include Converse and Canadian womenswear retailer Aritzia, and is surrounded by high-end fashion retailers, hotels, restaurants, and bars in Manhattan’s most iconic shopping district. Fintech firm Rho also renewed it’s 6,927 s/f in the building earlier this year. The property offers tenants a convenient commute from anywhere in the city with access to the R and W trains at the building and the 6 train only one block away.

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