



Staged To Sell Home joins Industry City at Sunset Park in 23,856 s/f lease

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Courtesy of Industry City

Brooklyn, NY Industry City, the 35-acre mixed-use complex comprising sixteen waterfront buildings in Sunset Park, with Staged To Sell Home, an interior decoration and home staging firm, arranged a seven-year deal for a 23,856 s/f space in Building 22, which will serve as its office as well as a showroom for inventory used in its projects.

The lease was negotiated by Brad Blum, Industry City's leasing agent. Noah Jay of Compass represented Staged To Sell Home.

The deal represents a milestone for Staged To Sell Home, which serves a clientele of homeowners, real estate agents and developers led by its founder and design tastemaker, Jason Saft. The company joins Industry City's tenant roster of renowned designers and brands including Le Labo, Roman and Williams Guild, Lindsey Adelman and more.

"When I toured Industry City, I was immediately drawn to the vibrant community of design titans that have put down roots there," said Jason Saft, founder of Staged To Sell Home. "It's rare to find a work environment that checks every box as this one does. We are eager to make the space our own and look forward to keeping our team inspired with everything the campus has to offer, from the creative atmosphere to the myriad dining, retail and entertainment opportunities."

The Industry City Design District is a hub for homewares shopping, with over 125,000 s/f of design retailers located along the 2nd Ave. corridor, in Building 1, and inside the Makers Guild, a collection of bespoke studios that double as immersive retail experiences. Industry City's offerings make it a one-stop shop for designers and design enthusiasts.

The IC Design District is made up of both national name-brand retailers and local artisans and craft-makers including West Elm, Kohler, Porcelanosa, Design Within Reach Outlet, RH Outlet, Shakuff Lighting, abc carpet & home Outlet, IC Store by WantedDesign, vintage furniture and artifacts retailer CityFoundry, and block textile brand Soil To Studio, among others.

"From the moment we toured the campus and started talking to Jason, the synergies between IC and Staged To Sell Home were clear to both of us," said Jeff Fein, senior VP of leasing. "As a campus that is a hub for architects, artists, and furniture retailers, we're a key resource for NYC's design community and Staged To Sell Home will be a great addition, contributing to the creative energy that defines us."

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