



Global Holdings rebrands rental building 51 Irving Place to Anagram Gramercy

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Manhattan, NY Global Holdings, the international real estate development and investment firm founded and led by Eyal Ofer, unveiled the rebranding of the Gramercy Park rental building at 51 Irving Pl. to Anagram Gramercy, marking the third residential tower under Global's Anagram umbrella, with more planned in the future.

The addition of Anagram Gramercy further establishes the Anagram brand and builds upon Global Holdings' commitment to offering an elevated, luxury urban living experience known as the "Anagram Lifestyle." Anagram Gramercy joins Anagram NoMad, which underwent an extensive renovation in 2021, resulting in a full lease up and Anagram Columbus Circle, a ground-up luxury development, opened its doors in 2023 and has just achieved full occupancy.

Fully occupied, Anagram Gramercy has 56 units ranging from studios to two-bedroom apartments. Each unit has high-end finishes including new oak hardwood floors and custom kitchens with stainless appliances and Caesarstone countertops. Amenities include a 24/7 virtual doorman, an entry courtyard that offers an escape from the city, elevator access, and in-house laundry services.

“Learning from our success from luxury residential developments in the city that include 15 Central Park West, Greenwich Ln. and 520 Park we see that the Anagram brand is synonymous with quality, offering a coveted lifestyle in idyllic locations where demand and rental prices are at a record high,” said Eyal Ofer, chairman of Global Holdings. “Anagram Gramercy specifically offers a blend of historic charm and modern luxury. The addition of this property to our Anagram portfolio marks our continued commitment to delivering premier residential experiences in New York and beyond.”

An internationally recognized firm, Global Holdings is responsible for some of the most significant luxury residential developments in New York City including 15 Central Park West and The Greenwich Lane. The firm is committed to continuing to expand the Anagram brand, with a specific focus on renovating existing buildings with potential for full modernization and unique luxury living experiences.

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