



## **Red Antler to relocate headquarters to 160 Varick St.**

January 28, 2025 - Front Section

ManhAttan, NY Hudson Square Properties (HSP), a joint venture of Trinity Church, Norges Bank Investment Management, and Hines, said that Red Antler will relocate its headquarters to 160 Varick St. The creative firm behind some of the biggest emerging and established brands of the 21st century will lease over 10,000 s/f of the building's 10th floor, a cross-borough trend of more creative companies electing to relocate to the Hudson Square neighborhood.

Red Antler's new offices are conveniently situated in the heart of Hudson Square, between Charlton and Vandam Sts. and close to public transportation [on Varick St.]. Originally constructed in 1928, 160 Varick St. has an industrial history, as evidenced by its structure, large windows and loft-like ceilings. The building totals 343,020 s/f across 12 floors and features a newly renovated lobby designed by Studios Architecture.

"Hudson Square Properties, and the neighborhood more broadly, is quickly becoming a hub of innovation and creativity, and Red Antler is exactly the type of tenant the neighborhood is seeking to attract – especially as office leasing activity increases across New York City," said Jason Alderman, senior managing director, and city head of Hines' New York office. "We are excited to welcome the marketing firm to the Hudson Square Properties portfolio."

Hudson Square Properties was represented by CBRE's Howard Fiddle, Paul Amrich, Neil King, Zachary Price and Benjamin Joseph while Red Antler was represented by Joseph Sipala and Lance Yasinsky at JLL.

"We've called Brooklyn home for nearly two decades - it's been a major part of our identity since Red Antler's beginning. We've entered an exciting new phase of growth that has our sights set on Manhattan, and it was crucial that we found the right partner to continue our journey across the river," said JB Osborne, co-founder and CEO of Red Antler. "Hudson Square has been attracting businesses driving some of the most exciting innovation happening today, and we couldn't be more excited to join the community and experience first-hand all the neighborhood has to offer."

Last month, Brandtech Group joined the campus at 155 Avenue of the Americas, which sits on the border of Hudson Square and Soho. The marketing firm executed a 10-year lease for the entire 11th floor and will lease 15,500 s/f at the 15-story office building, which boasts a newly renovated building lobby designed by the architectural firm A+I, and a rooftop deck amenity.

The HSP partnership continues to attract exciting new tenants, as leasing activity across the city

ticks up in highly sought out neighborhoods. The partnership welcomed Equinox, Daniel Humm, Port Sa'id, Cava, Glaze, and MakiMaki. Additionally, earlier this year, HSP announced that David Yurman, a leading global jewelry brand, signed a long-term lease renewal and expansion for its headquarters at 200 Hudson St.

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