



Retail by MONA secures Cremieux to 1,200 s/f at Vornado Realty Trust's 650 Madison Ave.

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Manhattan, NY According to Retail by MONA, menswear brand Cremieux has signed a long-term lease at Vornado Realty Trust's 650 Madison Ave. The 1,200 s/f space, located on East 60th St. between Madison and Fifth Aves., will serve as Cremieux's New York City flagship store.

Founded in Saint-Tropez in 1976, Cremieux is a family-owned luxury brand renowned for its timeless menswear. The new location positions the brand near neighbors such as Tod's, Brunello Cucinelli and Hermes. They have locations in Paris, London, Capri, St. Tropez, Bal Harbour and Palm Beach. Cremieux recently opened their new U.S. headquarters in New York City at 445 Park Ave. which led to their decision to secure retail space at 650 Madison Ave.

Eric Le Goff, vice chair and head of luxury, Retail by MONA said, "The challenge was to identify and secure a retail space giving Cremieux the maximum brand exposure and reaching profitability in the near term."

Eric Le Goff and Max Kreinces of MONA represented Cremieux, while Vornado's in-house team represented the landlord.

"Thanks to Retail by MONA, we were able to successfully secure our new home at 650 Madison Ave. that will serve as our new New York City flagship store, but more importantly, a place for men to purchase one-of-a-kind pieces that exude true elegance, authenticity, allure and style" said Cremieux's CEO, Stephane Cremieux. "With Cremieux's passion for high-quality fabrics and French origins, I want to bring true French hospitality to the New York menswear world."

"I am thrilled that Retail by MONA's luxury retail team assisted luxury menswear brand, Cremieux on finding their premier retail space in the Madison Avenue trading area," said Brandon Singer, founder/chief executive, Retail by MONA. "Madison Ave. has experienced a significant retail revival since 2021, with availability having dropped to a record low of 5.9% in early 2024, attracting both established luxury and emerging brands."

650 Madison Ave. features 28 floors, a modernized lobby and high-end retail tenants such as Celine, Moncler, Tod's and Roger Vivier.

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