



## **Greenspan and Heaner of Kaufman represent landlord in 32,359 s/f lease**

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According to The Kaufman Organization, Geneva Watch Group has signed a 10-year lease for 32,359 s/f at The Fashion District's 1407 Broadway. The full-floor space, which features a wrap-around terrace that runs an entire city block, will house the company's corporate headquarters.

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Grant Greenspan and Michael Heaner of the Kaufman Organization represented the landlord, while Steven Kaplan and Jack Wallis of the Lansco Corp. represented the tenant. Â The company was formerly located in Long Island City, Queens.

1407 Broadway was built in 1950 and is a 42-story, 1.1 million s/f building.

It features 24-hour access, on-site security, banking, food service, on-site management and close proximity to Times Sq., Herald Sq., Grand Central Terminal, Penn Station, The Port Authority and numerous subway lines.

In addition, the building features a "Gallery of Distinguished Designers," by artist Suzanne Couture.

Â The gallery boasts ten detailed busts of famous fashion designers from around the world, connecting the 1407 Broadway lobby to the 533 Seventh Ave. arcade entrance. Â

"Geneva Watch Group is a true pioneer in the fashion accessory industry; we are honored that this remarkable brand chose 1407 Broadway as its home," said Greenspan of Kaufman, the exclusive leasing agent for the building. "This building is a true one stop shop for the fashion world, comprised of big name brands from every corner of the industry."

Founded in 1974, Geneva Watch Company creates timepieces for well known brands Kenneth Cole, BCBG Max Azaria, Betsey Johnson, Mudd, Tommy Bahama, Under Amour and more.

Geneva is one of the leading U.S.-based company in the design, production and distribution of watches and clocks with around 1,800 employees worldwide and locations in N.Y., Michigan, Hong Kong and China. During the year ending March 2008, the group recorded net revenues of \$192 million and sold 25 million watches. Geneva Watch employs over 300 people in the U.S. and 1,500 in the Far East.

The Kaufman Organization, with over 85 years experience and 6.9 million s/f of owned or managed space, has long been considered one of the most prominent and well-respected real estate companies in the N.Y. metro area. The company offers a fully integrated spectrum of leasing and management services to diverse owners and tenants and is continually looking to build its portfolio through property acquisitions.

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