



Crown Aquisitions brings Hollister and 24 Hour Fitness to 600 Broadway

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Crown Acquisitions' 600 Broadway, former home to SoHo's iconic DKNY billboard and the Pottery Barn SoHo flagship, this week celebrated the opening of Hollister and 24 Hour Fitness, two of the most important new retail tenants in New York. Located on the corner of Broadway and Houston Sts., the multi-level property will now house the flagship location for Abercrombie & Fitch's mall-based, teen fashion brand Hollister, as well as one of the first 24 Hour Fitness locations in the borough.

"As property owners with a three-generation background in retailing, we treasure the retail components of our buildings and are keenly focused on matching the right tenant to the right location. There is no question that these operations are ideally suited and destined for success at 600 Broadway," said a company representative.

Marketed as "The Epic Hollister Store" and totaling more than 40,000 s/f on four levels, A&F's Hollister is set to quickly become a shopping destination for locals and tourists alike.

In addition to Hollister, 600 Broadway will a 24 Hour Fitness.

Founded in 1983 in San Leandro, Calif., 24 Hour Fitness has grown to become the largest privately-owned U.S. fitness center chain with more than 425 athletic clubs in 16 states and 25 clubs in Asia, called California Fitness. An industry pioneer, 24 Hour Fitness is widely credited with introducing a variety of innovations to the health club landscape including, the first athletic clubs to be open 24 hours a day and the first to introduce month-to-month gym memberships.

Stanley Chera's Crown Acquisitions is one of the largest private owners of retail and office property in North America, with a portfolio of ownership interests in 15 million square feet of assets. Crown Acquisitions is recognized for its ability to maximize its assets by working with top retailers to redevelop and invigorate prime retail thoroughfares, including Brooklyn's Fulton St. where the company got its start more than 50 years ago. Crown Acquisitions owns properties in major cities such as New York, Chicago, Toronto, Philadelphia, Boston and Miami, as well as other metropolitan markets, where its assets are situated in precise locations that feature excellent transportation arteries. Crown Acquisitions also develops and redevelops properties on behalf of retailers throughout the tri-state region. The company's portfolio includes 666 Fifth Ave., 358-362 Fifth Ave., 1 West 34th St., World Trade Center, Herald Center and 600 Broadway in New York City; 645 North Michigan Ave. in Chicago, IL; Lexington Ave., Baltimore, MD and the Miami Merchant's Mart in Miami, FL.