



Marc and Michael Schoen of Savitt Partners negotiate leases for Connected International and SRP Apparel at 530 Seventh Avenue

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530 Seventh Ave., fashion's top destination for stylish showroom space, added two fashion companies to its growing roster of tenants. Connected International Showroom, a multiline rep took 2,400 s/f in the tower, and SRP Apparel Group Inc. signed a lease for a high end pre-built 1,700 s/f showroom.

Savitt Partners' team of Marc Schoen and Michael Schoen negotiated all the transactions on behalf of the tenant and ownership.

Connected International Showroom, distributes clothing and accessories to department stores and specialty stores. The contemporary showroom carries hip and edgy brands for fashionistas and trendsetters alike, including Jimmy Taverniti, Kid Dangerous, Finn Cultured and Cured, Vintage Laundry, Miss Wax, Hon Cholo, Intium Eyewear, Teach Heart, Maui and Sons, Thirty Five Millimeter and Gregory Quinn.

In addition, the newly formed company of SRP Apparel Group Inc. represents upscale clothing brands such as Per Se, Absession and Julie Brown.

"This new group of showrooms adds an exciting element to 530 Seventh Ave.," said Marc Schoen.

"We continue to attract the hottest players in the fashion industry and these showrooms are joining the most creative, contemporary and fashion-forward collections from around the world."

Built in 1930, the Art-Deco 530 Seventh Ave. is widely-recognized as the premier location for many of the hottest fashion companies in the contemporary, junior and missy category, as well as, designer, bridge, menswear, urban, footwear and accessory industries. Other high-profile tenants in the property include Perry Ellis, Max Mara, Chaus, New Balance, Nike Swimwear, Kenneth Cole, Level 99, Baby Phat, as well as multiline showroom reps Point A Showroom, TKE, Lerner Et Cie, and Focus Showroom, to name a few.

About Savitt Partners

Savitt Partners is a full-service commercial real estate company headquartered in New York City. Founded by Bob Savitt, the firm owns and/or operates a portfolio totaling nearly two million square feet of office and showroom buildings in Manhattan, including 530 Seventh Avenue, 525 Seventh Avenue, 218 West 40th Street, 499 Seventh Avenue 11 West 19th Street and 101 Fifth Avenue. In addition to overseeing the leasing and management of its own assets, the firm provides superior leasing, asset and property management and investment services to other quality owners and tenants.