

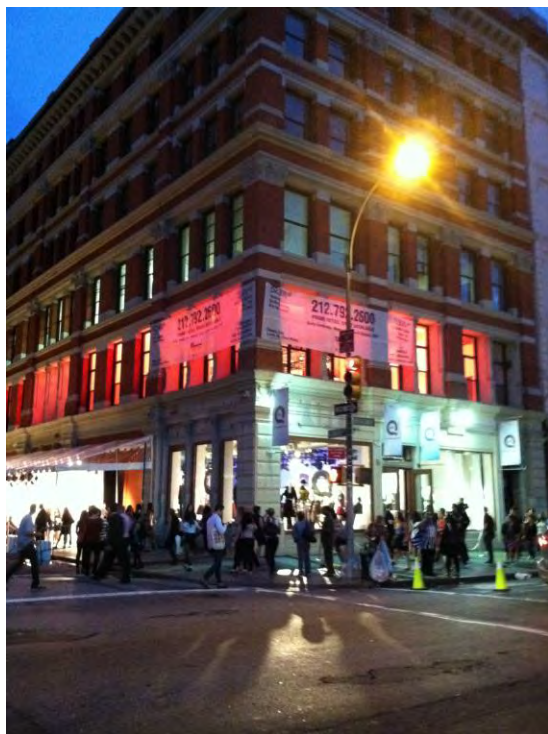
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Catwalk Faves Snatch Soho Spot



SoHo's last remaining corner availability caught the eye of two of New York Fashion Week's most powerful players.

QVC and Vogue joined forces for Fashion Week by signing a two-week lease at 428 Broadway on the southeast corner of Howard Street.

While in the past this powerhouse combination has utilized office space for their runway shows, live QVC broadcasts and other events, this year they were drawn to 428 Broadway's 7,500 s/f ground floor retail space and newly-excavated lower level.

The second floor of the corner building on Broadway in SoHo also caught their eye and prompted the deal for a total of 23,500 s/f for a Fashion Week pop-up.

"With the city's full attention on the fashion world, the convergence of these two power figures at 428 Broadway shows just how important this site is. It's truly

a downtown style destination in one of the world's chicest cities," said Winick Realty Group LLC executive vice president Lori Shabtai, who represented both the tenant and ownership in the short-term deal along with Director Monica Kass and Associate Director Kelly Gedinsky.

The team is continuing to work with ownership after Fashion Week to find the ideal long-term tenant to occupy the flagship opportunity on the highly-trafficked retail corridor.

The six-story building offers 7,500 s/f floor plates on the retail ground floor, a newly-excavated selling loser level and available upper floors 2 through 6 as either retail or office use. The entire building is also available for net lease. Neighbors include Topshop, Prada and Bloomingdale's SoHo.

Winick Realty Group LLC—Licensed Real Estate Brokers

655 Third Avenue, 8th Floor, New York, NY 10017 T: 212-792-2600 F: 212-792-2660 www.winick.com