

Luxury Fashion Brand Haute Hippie Signs Lease at The Kaufman Organization's Madison Square Portfolio

Renowned Brand Takes Full Floor at 15 West 27th Street & Serves as First Fashion Tenant in Building



The Kaufman Organization (Kaufman), a full-service commercial real estate firm, announced today that the company secured a 5,909-square-foot, three-year lease for Haute Hippie, a chic lifestyle fashion designer, within its Madison Square Portfolio at 15 West 27th Street (15W27). The luxury brand, found in high-end department stores including Bergdorf Goodman, Saks Fifth Avenue and Neiman Marcus, to name a few, will encompass the entire sixth floor.

"We are excited to have Haute Hippie as 15W27's first fashion tenant as the brand further diversifies the building and contributes to its modern style," said Michael Heaner, partner at Kaufman. "15W27 is becoming a building where tenants want to go as the space is centrally located and attracts a variety of businesses."

Heaner, along with Grant Greenspan and Elliot Warren represented the landlord, 13W27 Leasehold, LLC, in the transaction while Glenn Isaacson of CBRE represented the tenant, Haute Hippie House LLC. Asking rent was

\$65-per-square-foot. Haute Hippie will move into the space September 2016.

15W27 is an 11-story, 65,578-square-foot, mixed-use commercial building centrally located in NoMad (North of Madison Square Park), Midtown South between West 27th and West 28th Street at the corner of Fifth Avenue. The building provides tenants close proximity to numerous public transportation options, including the N, R, 4, 5 and 6 MTA subway lines.

The building offers flexible, open loft-style spaces that are fully customizable to meet the needs of the 21st century tenant. Each full-floor space is equipped with top-line amenities, including HID cards that allow employees secure access to respective floors and 24/7 access to high-speed broadband. Capital improvements include a custom-designed lobby by Design Republic, elevators with graffiti art commissioned by Skott Marsi and upgraded plumbing and electrical systems.

Haute Hippie joins a notable roster of tenants at 15W27, including Barstool Sports, a popular sports and men's lifestyle blog, Fernando Romero Enterprise (FR-EE) a global architecture and design firm, and Pondicheri, a modern Indian restaurant.

15W27 is outfitted with full-floor spaces currently available for lease in the building, including a duplex spanning the ninth and 10th floors with an interconnecting staircase, as well as space on the second floor with a retail presence facing 27th Street.

