

REAL ESTATE WEEKLY

July 18, 2012

Resnick clicks with big online retailer

Moda Operandi, an online luxury retailer, has leased 24,822 s/f of space comprising a portion of the 5th floor at Jack Resnick & Sons' 315 Hudson Street for its new headquarters.

The firm, which produces virtual trunkshows featuring ready-to-wear styles, shoes, handbags, jewelry and accessories, expects to relocate from 72 Madison Avenue to its new facility this Fall.

Brett Greenberg, managing director of Jack Resnick & Sons, represented the building owner in the 10-year leasing transaction while Owen Hane of Cushman & Wakefield represented Moda Operandi.



OWEN HANE

According to Dennis Brady, Resnick executive managing director of leasing, the Moda Operandi lease brings his firm's Hudson Square portfolio (a total of nearly a million square feet at 250 and 315 Hudson Streets) to 100% occupancy, although a 52,000 s/f full floor will be available at 315 Hudson starting in the fourth quarter of 2013.

Already Energy Star certified, 315 Hudson Street is presently pursuing LEED certification and recently completed an extensive lobby renovation. Asking rents at the building are in the mid-\$40s.