

# THE COMMERCIAL OBSERVER

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## LEASE BEAT

The Commercial Observer's almost-exact breakdown of the last week's ten biggest deals

### Moda Operandi

24,882 square feet



**Moda Operandi**, an online retailer of ready-to-wear goods, is moving into its own Hudson Square-area office space.

The firm will be moving from its current offices at **72 Madison Avenue** to **315 Hudson Street**, where it will take a 24,882-square-foot space on a portion of the fifth floor.

**Brett Greenberg**, managing director of **Jack Resnick & Sons**, the owner of the building, represented the firm in-house.

**Cushman & Wakefield's Owen Hane** represented Moda Operandi in the deal. Asking rents in the building are in the mid-\$40s per square foot. The lease is for 10 years.

Calls to Mr. Hane were not returned by press time.

**315 Hudson Street**, a 427,972-square-foot Class B office building, just recently completed extensive renovations to its lobby and is currently pursuing LEED certification, Jack Resnick & Sons announced in a press release.

The Moda Operandi lease brings Jack Resnick & Sons' Hudson Square portfolio, which includes **250 Hudson Street**, to 100 percent occupancy, the company announced today.

That could change, however: **315 Hudson Street** expects to have 52,000 square feet of availability by the fourth quarter of 2013.

The space for the Moda Operandi deal was freed up after **Amsco Publishing** scaled back its space from a full floor to half a floor.

"We were impressed with their business model and the executives, and we think they are a great tenant," said Mr. Greenberg.

Moda Operandi was launched in 2011 by **Áslaug Magnúsdóttir** and **Lauren Santo Domingo**, a former executive at Gilt Groupe and a contributing editor at *Vogue*, respectively.

The site curates "exclusive online designer trunkshows" that give its customers access to handbags and shoes, among other luxury items.

The "pretailer" is among the latest in a line of fashionable businesses to move their base of operations to Hudson Square.—  
*Daniel Edward Rosen*