

## DEAL SHEET: Retail Leases

ADDRESS	<b>885 Third Avenue</b>
SIZE	2,500
TENANT / REP	<b>Crimson &amp; Rye / n/a</b>
LANDLORD / REP	IRSA; Marciano Investment Group / J. Roseman, NGKF; G. Nocera, Herald Square Properties
NOTES	The restaurant signed a lease.

## *Charlie Palmer to open Lipstick Building restaurant*

Star chef and restaurateur Charlie Palmer is scheduled to open Crimson & Rye in the northern lobby of the Lipstick Building at 885 Third Avenue.

Blessed with the building's soaring marble-clad ceilings and elliptical shape, the approximately 2,500 s/f space will feature indoor seating to accommodate approximately 70 guests.

There will also be a wraparound covered sidewalk cafe underneath the building's columns. The previous tenant was Sprig.

"To have a restaurant of this caliber again at the Lipstick Building is an indication of all we have accomplished since acquiring the property three years ago," said Daniel Elsztein, director of IRSA, a co-owner of the building with Marciano Investment Group.

"From a global perspective, this building is the epitome of New York sophistication and its tenants, both corporate and retail, reflect that cachet."

Representing the landlord for the transaction were Newmark Grubb Knight Frank's Jeffrey Roseman, executive vice president, and Gerard Nocera, principal, Herald Square Properties, co-asset manager of the building.

With the newest tenant signed, retail space at the Lipstick Building is fully leased, which includes Wolfgang's at 200 East 54th Street in the standalone section of the building. The office space is more than 90 percent leased, with only two remaining full-floor availabilities, comprising the 17th floor with 19,270 square feet and the 28th floor with 13,200 square feet. In addition, two units of the Gensler pre-built space on the 19th floor are available, consisting of 3,864 square feet and 4,928 square feet.

JULY 8, 2014 - IRSA IN THE NEWS

## Charlie Palmer to open new restaurant at Lipstick Building



The Lipstick Building

Star chef and restaurateur Charlie Palmer is scheduled to open Crimson & Rye in the northern lobby of the iconic Lipstick Building at 885 Third Avenue.

The approximately 2,500 s/f space will feature indoor seating to accommodate approximately 70 guests. In addition, there will be a wraparound covered sidewalk café underneath the building's columns. The previous tenant was Sprig.

“To have a restaurant of this caliber again at the Lipstick Building is an

indication of all we have accomplished since acquiring the property three years ago,” said Daniel Elzstain, director of IRSA, a co-owner of the building with Marciano Investment Group. “From a global perspective, this building is the epitome of New York sophistication and its tenants, both corporate and retail, reflect that cachet.”

Representing the landlord for the transaction were Newmark Grubb Knight Frank's Jeffrey Roseman, executive vice president, and Gerard Nocera, principal, Herald Square Properties, co-asset manager of the building.

Crimson & Rye is being designed to elicit a “cozy” ambiance with leather armchairs, antique rugs and burnished woods. The centerpiece will be a large oval bar with artisanal cocktails and bar service overseen by master mixologist Luis Mendez, formerly of the Mercer Kitchen. The menu, under the direction of former Metrazur executive chef Stefan Bahr, will include small plates, raw bar, charcuterie and cheeses, as well as main dining entrees.

With the newest tenant signed, retail space at the Lipstick Building is fully leased, which includes Wolfgang's at 200 East 54th Street in the standalone section of the building.

The office space is more than 90 percent leased, with only two remaining full-floor availabilities, comprising the 17th floor with 19,270 square feet and the 28th floor with 13,200 square feet. In addition, two units of the Gensler pre-built space on the 19th floor are available, consisting of 3,864 square feet and 4,928 square feet.

# COMMERCIAL OBSERVER

October 22, 2012 - LEASE BEAT - By Michael Ewing



Courtesy of Wikipedia

## Goulston & Storrs Grabs 18th Floor of the Lipstick Building

**Goulston & Storrs** has inked a deal at the **Lipstick Building**.

The international law firm will be moving from **750 Third Avenue** in favor of a 19,270-square-foot office that spans the entire 18th floor of Argentine-based **IRSA's 885 Third Avenue**.

The floor itself served as the computer and filing floor for Bernie Madoff's \$65 billion dollar Ponzi scheme that operated out of three consecutive floors in the building. But the office, under the newest owner's program, will be built-to-suit for the incoming law firm.

"Thanks to the vision of the current ownership, Lipstick is again considered a destination for international law firms and Fortune 500 companies," said **Michael Reid**, a principal of co-asset manager **Herald Square Properties**, in a prepared statement. "The investment they have made in terms of infrastructure and design is tangible and the turnaround is quickly attracting the best tenants."

**Newmark Grubb Knight Frank's** executive vice president and principal **Scott Klau** and senior managing director **Erik Harris** represented the landlord in the transaction. **Stuart Eisenkraft**, vice chair of **CBRE**, was on the opposite side of the table negotiating for Goulston & Storrs.

885 Third Avenue, otherwise known as the Lipstick Building for its red granite and steel facade resembling a tube of lipstick, was built in 1986 and has served as a 34-story class A office tower in Midtown. The previous owners filed for bankruptcy in 2010 and IRSA purchased the building and upgraded infrastructure and design.

# THE COMMERCIAL OBSERVER

Online Tuesday, October 9, 2012 - LEASE BEAT - By Daniel Geiger

## LIPSTICK BUILDING & IRSA IN THE NEWS



### GOULSTON & STORRS

Bernie Madoff's old office space is fast getting filled.

**Goulston & Storrs**, a law firm, just signed a deal for 19,270 square feet at **885 Third Avenue**, taking the 34-story building's entire 18th floor for rents in the \$70s per square foot.

**Scott Klau**, who is part of an agency from the brokerage **Newmark Grubb Knight Frank** that handles deals at the tower, said the deal is part of a wave of activity at the 640,000-square-foot property, which is popularly known as the **Lipstick Building** for its distinct oval floorplate and reddish stone facade.

Mr. Klau said a deal is in the process of being negotiated for the property's 17th floor and that a portion of the 19th floor had also been leased.

Mr. Madoff, who is serving the rest of his life in a North Carolina federal prison, used to occupy the three floors at the property where he used to conduct both his successful market-making business and also a multi-billion dollar ponzi scheme that was the largest in U.S. history.

When Mr. Madoff was arrest by FBI agents in 2008 and his offices were shuttered.

The building has gone through problems of its own since then that have stood in the way of filling lingering vacancies. In 2010, Metropolitan 885 Third Avenue LLC, went bankrupt after overpaying for the property. By 2011, the Argentinian investment company **IRSA** recapitalized the building and took control. Mr. Klau said the restructuring restored capital necessary to begin arranging leasing deals, including money to pay for incentives such as construction work.

"We created pre-built office units on the building's 26th floor," Mr. Klau said. "When Goulston saw the level of quality in that space I think it really helped sell them on the property and what we could do. We're building out a similar installation for them on 18."

There are several vacancies on Third Avenue, a market that typically lags the rest of Midtown in rental rates and occupancy. **Mark Weiss**, another NGKF executive who works on the agency team, said the **Lipstick Building** stands out as one of Third Avenue's most iconic and prestigious locations and is considered by tenants not in relation to neighbors but other top buildings in Midtown.

"The tenants looking at Lipstick are also considering space on Park or Fifth Avenue, not Third Avenue," Mr. Weiss said. "Compared to those buildings we usually are a discount."

(EXCERPT)

## Lipstick lands legal tenant

The Lipstick Building has landed a 20,000 s/f legal tenant.

Having completed infrastructure, lobby and plaza revitalization programs since purchasing the iconic property in 2010, the newest owners are preparing build-to-suit offices for Goulston & Storrs at the iconic property at 885 Third Avenue.

The law firm, which was founded in 1900, has signed a 10-year lease for the entire 18th floor, comprising 19,270 s/f, and will be moving from 750 Third Avenue.

“Thanks to the vision of the current ownership, Lipstick is again considered a destination for international law firms and Fortune 500 companies,” said Michael Reid, a principal of Herald Square Properties, co-asset manager for the building.

“The investment they have made in terms of infrastructure and design is tangible and the turnaround is quickly attracting the best tenants.”

Representing the building during the transaction were Newmark Grubb Knight Frank’s Scott Klau, executive vice president and principal, and Eric Harris, senior managing director.

The tenant’s broker was Stuart Eisenkraft, vice chair at CBRE.

# DAILY NEWS

August 17, 2012 -THE CLOSER

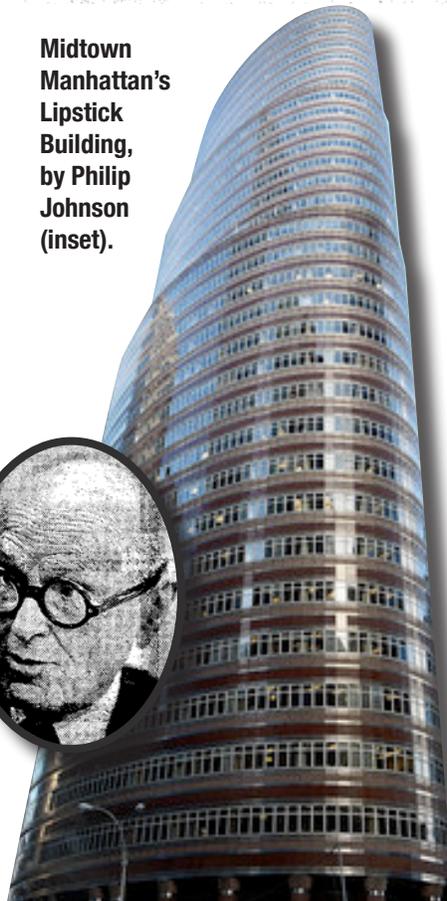
## LIPSTICK BUILDING IN THE NEWS

✿ **Philip Johnson's Lipstick Building** at 53rd St. and Third Ave. isn't just an intriguing structure; it's a perfect example of modernist architecture. Built in 1986 and shaped like a lipstick tube, it has new owners — **IRSA** and **Marciano Investment Group** — that like it, too.

Through October, they are sponsoring a free exhibition in the Lipstick lobby on its architect, curated by world-renowned Johnson authority **Hilary Lewis**. Composed of multiple panels showing more than 60 years of Johnson's drawings, the display is educational and cultural.

Johnson's mark on local architecture is as strong as anyone who worked in New York. He's famous for his **Glass House** in New Canaan, Conn., the **AT&T Building** (now the **Sony Building**) at Madison Ave. and 56th St., and **Four Seasons Restaurant** in the **Seagram Building**. At the restaurant, still one of the most beautiful spaces in the city, the steel curtains shimmer. They're stunning.

Midtown Manhattan's Lipstick Building, by Philip Johnson (inset).



## LIPSTICK BUILDING IN THE NEWS

### The Closer: Flips and splits of New York's real estate community

**Path Café epitomizes Greenwich Village, MOMA Design Store expands its offerings for kids and the Lipstick Building holds an exhibit on its architect.**



(Midtown Manhattan's Lipstick Building;  
photo credit: DANIEL BARRY/BLOOMBERG NEWS)

Philip Johnson's Lipstick Building at 53rd St. and Third Ave. isn't just an intriguing structure; it's a perfect example of modernist architecture. Built in 1986 and shaped like a lipstick tube, it has new owners — IRSA and Marciano Investment Group — that like it, too.

Through October, they are sponsoring a free exhibition in the Lipstick lobby on its architect, curated by world-renowned Johnson authority Hilary Lewis. Composed of multiple panels showing more than 60 years of Johnson's drawings, the display is educational and cultural.

Johnson's mark on local architecture is as strong as anyone who worked in New York. He's famous for his Glass House in New Canaan, Conn., the AT&T Building (now the Sony Building) at Madison Ave. and 56th St., and Four Seasons Restaurant in the Seagram Building. At the restaurant, still one of the most beautiful spaces in the city, the steel curtains shimmer. They're stunning.

(EXCERPT)

