

Case Study

Lipstick Building



- ◆ IRSA International hired Herald Square Properties to restore reputation of iconic Lipstick Building, a 34-story, 635,800 rentable square foot Class A office building
- ◆ Property was tarnished by poor management, bankruptcy of prior ownership and related deferred maintenance, and notoriety of the tenancy of Madoff
- ◆ Immediately addressed key issues:
 - Repair relations with the anchor tenant, lead lender, City Planning and the MTA
 - Operational issues relating to two poorly planned restaurants and an escalator servicing the subway that had not operated for five years
- ◆ Assembled top tier team including Gensler Architects to design the pre-build program, Moed de Armas & Shannon to upgrade the lobby and plaza and Stanton & Company to devise a marketing program to rebrand the asset
- ◆ Currently achieving taking rents of \$75+ per square foot, significantly in excess of Third Avenue submarket