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**crain's** new york business.com

## United Nude opts for Bond-age

By Adrienne Pasquarelli

**Published:** March 30, 2010 12:00 AM

United Nude, the footwear brand formerly sold at the Terra Plana shoe store in NoLita, is stepping into its own space. The company recently signed a seven-year lease for about 2,100 square feet at 25 Bond St., between Lafayette Street and Bowery, in an 18-month-old condominium building.

Asking rent was \$87 a square foot. A year and a half ago, retail spaces in the neighborhood were fetching almost double that, brokers say.

United Nude, which sells shoes starting around \$200, is expected to open for business in mid-May. It will join other high-profile retailers in the area, including apparel shop Oak and furniture store Loben Modern.

"They're trying to turn the area into a very high-end, exclusive block for residential tenants, and they've been purposely looking for the right kind of tenant to bring allure," said SBC Associates Inc. broker Pedro Carrillo in reference to landlord Shinbone Alley Associates and area developers such as Ian Schragar and Adam Gordon.

Mr. Carrillo and his colleague Bob Buckley represented the tenant in the transaction. The owner was represented by Joel Isaacs and David Baker of Isaacs and Co.

*Clarification: An earlier version of this article, published March 30, 2010, should have made it clear that Pedro Carrillo and Bob Buckley of SBC Associates represented the tenant in the transaction.*

### Details:

Tenant broker firm

SBC Associates

Tenant broker

Pedro Carrillo & Bob Buckley

Square feet

2,100 sq ft.

Floor

1

Asking rent

\$87 per sq ft.

Type of Deal

Lease

Lease length

7 years

Neighborhood

NoHo

Move Date

May 15, 2010

Landlord name

Shinbone Alley Associates

Landlord brokerage firm

Isaacs and Co.

Landlord broker

Joel Isaacs & David Baker

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