Evan Lieberman, Senior Director, HSP Real Estate Group, a member of NAI Global, has arranged a lease for upcoming women’s fashion collection Maree Pour Toi at 241 West 37th Street. The transaction, totaling approximately 1,400 square feet, represents the first office/showroom for the firm, which specializes in plus-size women’s apparel. The 12-story office building is located between Seventh and Eighth Avenues in Midtown South.

“MAREE POUR TOI’S CENTRAL LOCATION OFFERS TREMENDOUS ACCESSIBILITY TO ITS CUSTOMER BASE,” SAYS MR. LIEBERMAN. “THE BUILDING’S 24/7 ACCESS AND PROXIMITY TO GREAT SHOPPING AND MAJOR SUBWAY HUBS WILL ENSURE THE FIRM’S CONTINUED RELEVANCE IN MODERN FASHION.”

Other tenants at the 87,000-square-foot building include In Moda, Volo USA and Vinci Enterprise. Working with Mr. Lieberman on the lease was Michael Dylan of Inceptum, Inc. The landlord, 241 37 Realty Group, was represented by Alex Grumet of Liberty Star Management. The asking rent was $45-per-square-foot and the lease term is roughly 4 years. The tenant took possession in August 2018.