

RFR

Contact:

Great Ink Communications, Ltd. – 212-741-2977

Roxanne Donovan (Roxanne@greatink.com)

Eric Waters (Eric.Waters@greatink.com)

Alyson Leiter (Alyson@greatink.com)

For Immediate Release

RFR Announces New Lease with Cotton Citizen at 11 Howard Street

First New York City Retail Location for the Prominent Fashion Brand

NEW YORK, NY – November 20, 2018 – RFR today announced a lease agreement with high-end fashion brand Cotton Citizen at 11 Howard Street, a 207-room boutique hotel that combines cutting-edge Scandinavian design with a socially conscious edict as well as a beautifully appointed ground floor? retail space.

Jordan S. Claffey, Executive Vice President of RFR Realty and Head of Retail, represented the landlord in the lease negotiations. Jeremy Aidan of Isaacs and Company acted on behalf of the tenant.

Born in a premier Los Angeles denim dye house, Cotton Citizen is driven by a passion for craftsmanship, timeless design, unique color stories and innovative wash treatments. The brand incorporates only the finest fabrics with its signature hand-dyed treatments.

“RFR is delighted to facilitate Cotton Citizen’s very first retail lease in the New York City market,” said Mr. Claffey. “They currently have a flagship location on Melrose Place in Los Angeles and another under construction at the Wynn Hotel in Las Vegas, but they were attracted to 11 Howard’s prime location in New York City’s fashionable SoHo district.”

“11 Howard is a perfect fit, and is in line with our plans to open at the Wynn Q1 2019,” said Mr. Aidan. “Our continued expansion will reflect throughout the country.”



11 Howard's guiding principle is conscious hospitality, which means approaching each aspect of the hotel—from the design, to the location, to the amenities, to its ultramodern brand of service—with awareness, purpose, and thoughtful consideration. This consciousness reaches beyond the property to the community, motivating the ownership to give back to charitable organizations that are doing important work.

About RFR

RFR is a fully integrated real estate investment firm based in New York City with a core focus on select urban markets in the United States and Germany. Founded by Aby Rosen and Michael Fuchs in the early 1990's, the firm has been an active force in the New York City and German real estate market for much of the past two decades. RFR's portfolio has grown to include more than 100 properties located in select domestic and international markets. While its property portfolio is anchored in the Manhattan and key German commercial markets, RFR also has significant commercial, residential, hotel, and retail holdings. RFR has a proven track record of adding significant value to the properties it acquires through property-level repositioning and strategic financial engineering. RFR has created an organization with deep experience in all phases of the property life cycle and is positioned to take advantage of market opportunities.