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**RETAIL BY MONA INKS 11,500 SF DEAL FOR SHOWFIELDS' SECOND
NEW YORK CITY OUTPOST**

Lifestyle Discovery Store Brings Curated Retail Experience to 187 Kent Ave. in Williamsburg

BROOKLYN, NY – April 21, 2022 – Retail by MONA, the leasing and advisory firm guiding tenants and landlords through an evolving retail landscape, announced today that experiential lifestyle discovery retailer **Showfields**, dubbed “The Most Interesting Store in the World,” will open its second New York City outpost – **House of Showfields**. The omnichannel retailer will launch its new concept – a house within a building -- at 187 Kent Ave. in New York’s Williamsburg neighborhood.



“The curated experience created by Showfields is a journey of discovery in lock step with the ambiance of this red hot Manhattan submarket,” said Brandon Singer, CEO of Retail by MONA. “The company is



redefining retail and, as such, was keen on bringing its brow-raising brick and mortar experience to Williamsburg, in the culmination of an exhaustive search for the perfect location.”

A Retail by MONA team led by CEO **Brandon L. Singer** along with **Michael Cody** and **Max Kreinces**, Showfields in the deal. Asking rent was \$125 per square foot.

“We’re excited to unveil our Brooklyn location which is our first of four new stores coming in 2022,” said Tal Zvi Nathanel, CEO of Showfields. “Besides growth, what I am most excited about is that House of Showfields takes all we’ve learned until today to create a better discovery and shopping experience. This is more aligned with today’s customer but also creates a new and effective acquisition tool for brands to have as part of their omnichannel strategy.”

Upon entering the location at 187 Kent Ave., guests will experience a concept designed to mimic a six-room home, replete with a living room, dining room, foyer, lounge, kids’ area and a courtyard emulating the outdoors. House of Showfields will offer an exceptional roster of brands including premium sneaker label, GREATS, popular wellness company WTHN and break out brands such as gender-neutral clothing line The Phluid Project and organic skincare brand OGEE.

187 Kent Ave. is located in a sought-after enclave of Williamsburg, proximate to two subway stations and a variety of residential, retail and dining options. Floor to ceiling windows will give passersby a glimpse at the chic sensory experience. Situated on the bustling corner of Metropolitan Avenue and Kent Street, Showfields will enjoy broad exposure generated the foot traffic from the myriad built-in neighborhood amenities such as the waterfront and Domino Park as well as the Music Hall of Williamsburg and numerous shopping and dining options.

Launched in September 2020 as the retail sector absorbed the impact of a global pandemic, the Retail by MONA team has signed over \$300 million of aggregate retail transactions in New York and Miami. The team’s forward-thinking approach is helping tenants and landlords successfully navigate the continued evolution of the retail sector.

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About Retail by MONA

MONA is singularly focused on the renaissance of retail. The firm uses its knowledge base and methodology to better serve its clients and partners in all aspects of the new age of retail, including traditional brick and mortar, restaurant, direct to consumer, clicks to bricks, entertainment, grocery, pharmacy, education, fitness, health and wellness, experiential concepts, retail logistics and fulfilment. For additional information visit www.retailbymona.com or Instagram @retailbymona.

About Showfields

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Launched in 2019, Showfields is a lifestyle discovery store featuring rotating, themed curations of mission driven products, art, and events that can be found "IRL" for the first time. With stores in Manhattan, Miami and Los Angeles, Showfields has created a unique opportunity for brands to run measurable retail campaigns in the world's most desirable retail locations.