



Press Contact:

Great Ink Communications – 212-741-2977

Sara Williams Sara@greatink.com

Francisco Miranda Francisco@greatink.com

Roxanne Donovan Roxanne@greatink.com

FOR IMMEDIATE RELEASE

**Marx Realty Adds Made-to-Order Menswear Brand Proper Cloth to
Tenant Roster at The Herald Building in Washington, DC**

NYC-Based Custom Clothier Enters DC Market with 4,685-Square-Foot Showroom

(Washington, DC – April 10, 2024) – [Marx Realty \(MNPP\)](#), a New York-based owner, developer and manager of office, retail and multifamily properties across the United States, has finalized a 10-year, 4,685-square-foot retail lease with Proper Cloth at The Herald office building at 1307 New York Ave. in Washington, DC. Proper Cloth, a bespoke menswear brand that offers custom tailored menswear, will be opening its first DC showroom in the ground-floor retail space at The Herald.

“We are excited to welcome Proper Cloth to The Herald,” said Craig Deitelzweig, president and CEO of Marx Realty. “The aesthetic and client base of Proper Cloth aligns seamlessly with The Herald brand and adds to the vibrant ambiance.”

Ken Patton & Tucker Farman of JLL represented Proper Cloth in the transaction while William Stern, Eli Barnes and Lauryn Harris of Avison Young represented Marx Realty.



The award-winning Herald set a precedent as the first office building in Washington, DC to embrace a hospitality-infused aesthetic, blending a New York club-like vibe with the sophistication of a DC design sensibility. Originally constructed in 1923 and acquired by Marx Realty in 2020, this 114,000-square-foot building showcases a distinct Beaux Arts style infused with a luxury hotel sensibility, bringing a fresh and innovative workplace concept to the DC market. Every intricate detail pays homage to its past as the former home to the offices and printing presses of the Washington Times-Herald where the legendary Jaqueline Kennedy Onassis (then Bouvier) began her career as the “Inquiring Camera Girl,” both as a photographer and reporter.



The sensory journey at The Herald starts at the entry with its welcoming portal, intimate foyer, and expansive lobby designed to evoke its newspaper office and production heritage. Adorned with walnut wood, copper accents, plush seating areas, and soaring ceilings, the building and its design details capture Jackie O’s timeless grace and sophistication. A uniformed doorman attends oversized wooden entry doors as The Herald welcomes tenants and guests with mood music and Marx Realty’s signature scent, further blurring the lines between a commercial building and a luxury hotel.

The Herald boasts an expansive suite of amenities including a 40-seat boardroom, European-style café, and the Bouvier Lounge – a meticulously curated 8,800-square-foot club floor featuring historic photos, artwork, newspaper printing memorabilia and a fireplace. Additionally, the Marx Mobile, a 2023 Tesla Y, is available to tenants via the MarxConnect app and gives tenants access to a house car in line with services offered at the world’s finest hotels. The well-appointed fitness center, *Press Fitness*, offers boxing facilities, private workout rooms featuring individual pelotons, Hydrow rowers, and Mirror fitness system with historically significant and modern artwork throughout.

“The Herald is an architectural gem with timeless character and sophisticated charm and we reignited that ambiance with our top-to-bottom renovation,” continued Deitelzweig. “The results speak for themselves as we continue to see incredible tour velocity and have effectively set a new bar for the workplace experience in DC.”

The Herald is the result of the ongoing successful collaboration between Marx Realty and Studios Architecture, continuing the hospitality-meets-office repositioning success at 10 Grand Central and 545 Madison Avenue, both in New York City.

The tenant roster at The Herald includes government and public affairs firms Locust Street Group and CGCN, financial services firm FS Vector and commercial real estate industry group SIOR (Society of Industrial and Office Realtors).

About Marx Realty

Marx Realty is a division of Merchants' National Properties (MNPP). Founded in 1915, its current portfolio of properties includes over 5 million square feet of commercial office, retail and residential space as well as five mixed-use projects currently under development. Marx Realty is vertically integrated and involved in all phases of real estate management, development, construction and leasing. The company's assets comprise 67 properties in 17 states.

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