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BUSINESS REALTY CHECK

Chinese retailer Miniso signs lease at JEMB Realty's 150 Broadway



Miniso signed a 5,000 square-foot lease at JEMB Realty's 150 Broadway at Liberty Street. JEMB Realty

FiDi's sagging retail scene just got a badly needed boost. Chinese "lifestyle" and consumer goods chain Miniso, which has more than 6,000 stores worldwide including two in Manhattan, signed a 5,000 square-foot lease at JEMB Realty's 150 Broadway at Liberty Street.

The vacant corner was last home to Sephora.

JEMB leasing head Joseph Hamway said the new tenant will enjoy "[one of the best retail corners in Manhattan](#) with more than 50,000 pedestrians daily."

JEMB said the asking rent was \$400 per square foot.

Hamway and Jacob Jerome repped ownership in-house. Cushman & Wakefield's Joanne Podell and Michael Shalom repped Miniso.

Retail leasing powerhouse Podell said she recommended the location to Miniso because of "the area's density, which includes residents, office workers, and visitors to the World Trade Center and over twenty museums."

<https://nypost.com/2024/06/02/business/chinese-retailer-miniso-signs-lease-at-jemb-realtys-150-broadway/>