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For Immediate Release

## **Koeppel Rosen Announces 11,986 RSF Lease with Ford Models at 36 East 31st Street**

**New York, NY – (March 17, 2026)** – [Koeppel Rosen LLC](#), leasing and management agent for the Rosen family portfolio, and stewards for a number of historic Manhattan office properties, announced that Ford Models, Inc., a globally recognized modeling agency, has signed a new 11,986 rentable square foot office lease at 36 East 31st Street in Manhattan’s Midtown South neighborhood.

Ford Models will occupy the entire 8th floor of the property under a lease term of five years and five months and will utilize the new space as its New York office. The space is currently being built out to meet the tenant’s needs; during the construction period, Ford Models will temporarily occupy space on the 9th floor at 135 Madison Avenue, another building in the Koeppel Rosen portfolio.



Max Koeppel, Director of Leasing at Koeppel Rosen, represented ownership in the lease negotiations. Bradley Cohn and Alan Bonett of Adams & Company Real Estate, LLC represented Ford Models.

“We are pleased to welcome Ford Models to 36 East 31st Street,” said Max Koeppel. “This lease reflects the continued demand we are seeing from established companies seeking well-located, efficient office space in Midtown South and we believe the building will provide an excellent long-term home for Ford Models.”

Founded in 1946, Ford Models, Inc. is a leading international modeling agency headquartered in New York City. The firm represents top fashion models and creative talent across editorial, runway, advertising, and digital media. Over the decades, the company has played a significant role in shaping the modern modeling industry, discovering internationally recognized talent and collaborating with many of the world’s most prominent fashion brands and designers.

Constructed in 1914, 36 East 31st Street is a 12-story mid-rise loft and office building in the Midtown South neighborhood of Manhattan. Situated between Park Avenue and Madison Avenue, the building

offers 146,199 rentable square feet and is recognized for its distinctive fluted column façade. The building is near several local Midtown including restaurants and attractions, and is close to numerous public transportation options.

Current tenants at 36 East 31st Street include North Shore Community Services, Inc., Gramercy Park Administrative Services, Clover II Corporation, and Hilldun Corporation.

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**About Koeppl Rosen**

A prominent presence for generations in the New York City real estate market, the Koeppl and Rosen families have combined their decades of experience into a partnership that provides well-located, meticulously managed, and competitively priced properties to tenants seeking office space in Manhattan. For more details, visit <https://www.koepplrosen.com/>.