

# A RETAIL UNICORN

NY'S ONLY INDOOR & OUTDOOR STORE

ROCKEFELLER CENTER | MIDTOWN | TIMES SQUARE | U.S. | WORLD



EXTRAORDINARY  
SOMETHING



# EXTRAORDINARY PROPOSITION

For your consideration is an extraordinary opportunity: leverage and monetize this marketplace, this retail space, this customer engagement platform to drive sales through your cash registers and e-commerce sites; influence tens of millions of consumers yearly; directly connect with hundreds of thousands customers daily and build brand awareness globally.

This will be your company's:

- DTC Superstore
- Omni-Channel Sales Monster
- Social Media Megastar
- U.S. Brand Showcase
- Product Launching Pad



# EXTRAORDINARY OPPORTUNITY

## **The Opportunity**

Acquire the new, retain the loyal, recapture the lost and convert the casual on the grandest of scales, front and center to the largest audience in the U.S.

## **The Location**

An iconic building central to the highest concentration of buying power to capture, of social media activity to leverage and people to influence in the U.S, if not the world.

## **The Real Estate**

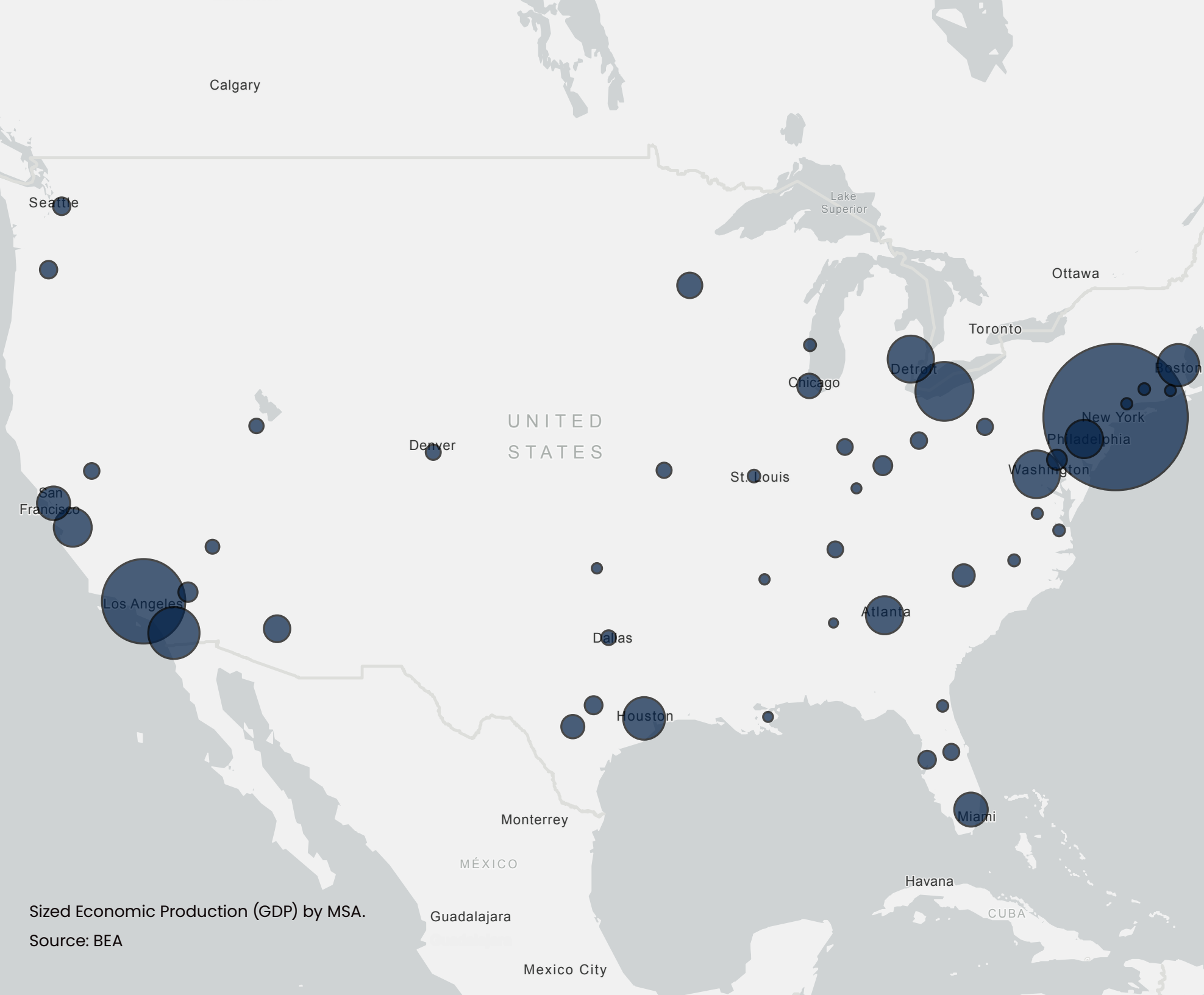
A multi-format, multi-channel platform to build brand, sell product, promote values and engage customers. Formerly occupied by Chase, this 20,404 SF retail space plus it's famous plaza and fountain – a center stage to program and activate – is available to lease for the first time in 55 years.

# EXTRAORDINARY TRADE AREA

1251 Avenue of the Americas is central to the greatest concentration of buying power in the U.S. It's a trade area where more goods and services are produced, where more wealth is created and where more money is spent than all but a few countries on Earth.

How extraordinary is the area's buying power? The NY metro area contributed \$2.16 TRILLION of economic activity (GDP) in 2022 to the nation's \$25 TRILLION of total output. No other metro area comes close. It's economy would rank 9th in the world between Russia and Canada. Of that, NYC contributed \$1.2 trillion with Manhattan contributing \$800 billion.

1251 AofA puts your product, image, brand, cash registers and e-commerce site front and center to this extraordinary buying power that grows by hundreds of billions per year.



Sized Economic Production (GDP) by MSA.  
Source: BEA



# EXTRAORDINARY PLACE

Around 1251 AofA, there are more customers to induce to buy and to inspire with your presence than anywhere else in the U.S.

Driven by the area's early morning to late night draws and attraction, business activity and transit, there are up to 1 million people ready, willing and able to walk into your store or to view your programming every day of the week, every day of the year.

In front of 1251 AofA, up to 200,000 pedestrians per day pass by on peak winter or summer days, with another 25,000 per day walking on 49th Street and 50th Street.



# EXTRAORDINARY EXPOSURE

1251 AofA is front and center to the most social media activity and the most content creation in the nation.

Light up social media by drawing and attracting these influencers, content providers and media companies and convert them into your earned media megaphones, distributing your company's messaging and content to their followers all over the world.

Even more earned media is driven by the area's international tourists, domestic tourists, day-trippers, theater-goers, museum-goers, diners, pedestrians, commuters, workers and others who then share/post/tweet their 1251 AofA experience to friends and family across the globe.

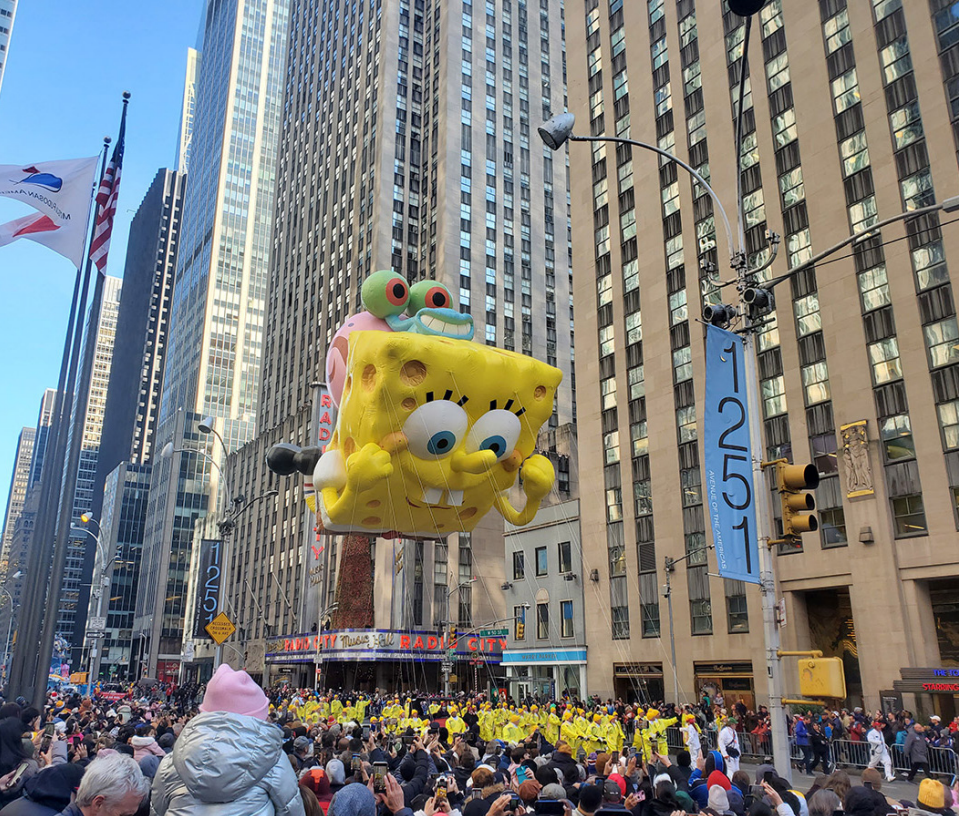
# EXTRAORDINARY PLATFORM

The fountain and plaza at 1251 AofA is one of the most recognized, utilized and photographed places in New York.

It is beloved as a place of calming respite, of people-watching, of eating al fresco and of meeting friends.

It's holiday decorations, parades and public arts program has garnered 100s of millions of worldwide social media impressions.

This plaza and fountain, that is embedded in the social fabric of New York is for the first time in it's 55-year history, offered for activation and programming.





# EXTRAORDINARY FORUM

Activate the center stage to acquire the new,  
retain the loyal, recapture the lost and  
convert the casual.

Create content to...

- Connect
- Engage
- Communicate
- Promote
- Sell
- Etc.

...in an area front and center to the largest  
concentration of Gen X, Gen Y and Gen Z  
consumers in the nation.

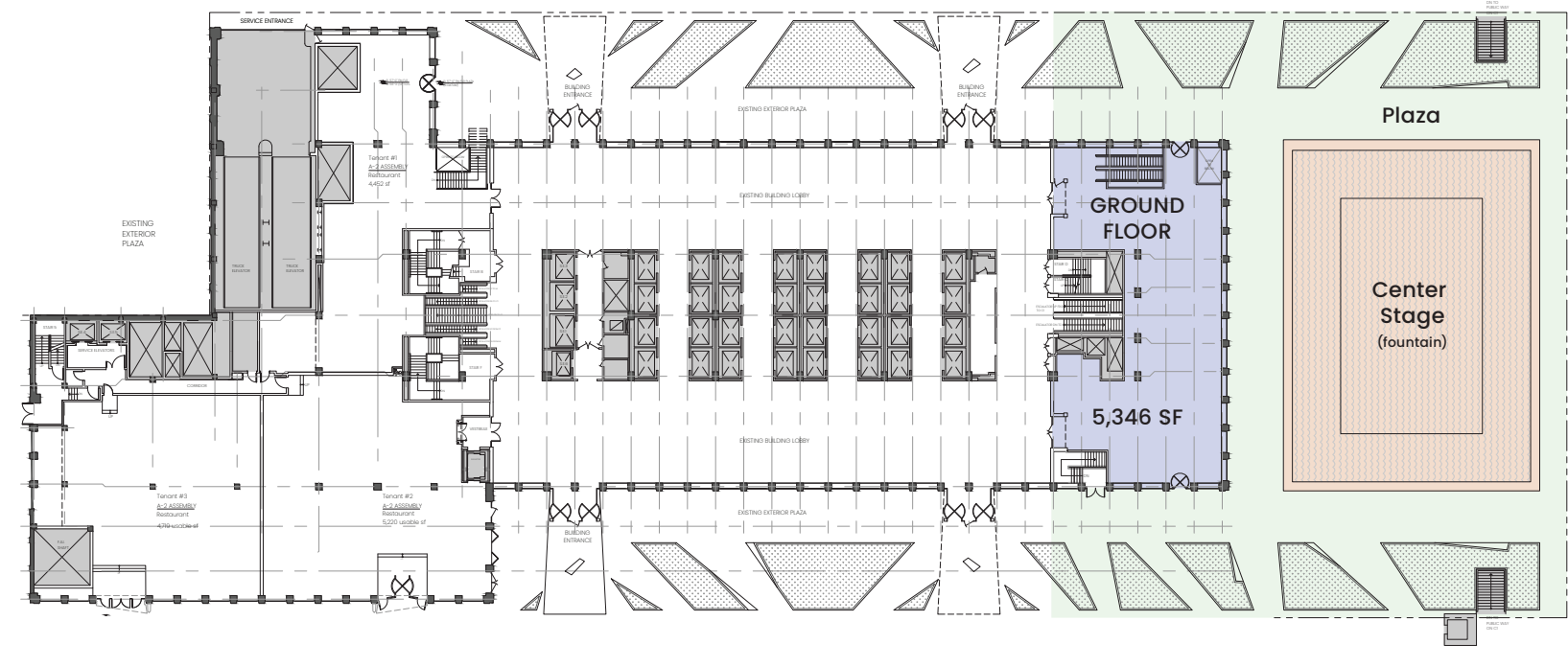


# EXTRAORDINARY TOUCHPOINT

Get your company's best and brightest to create programming such as...

- Product launches
- Live events
- Guest appearances
- Product demonstrations
- Etc.

...in a area central to the highest concentration of eyeballs, wallets and phones any time of day, any day of the year.

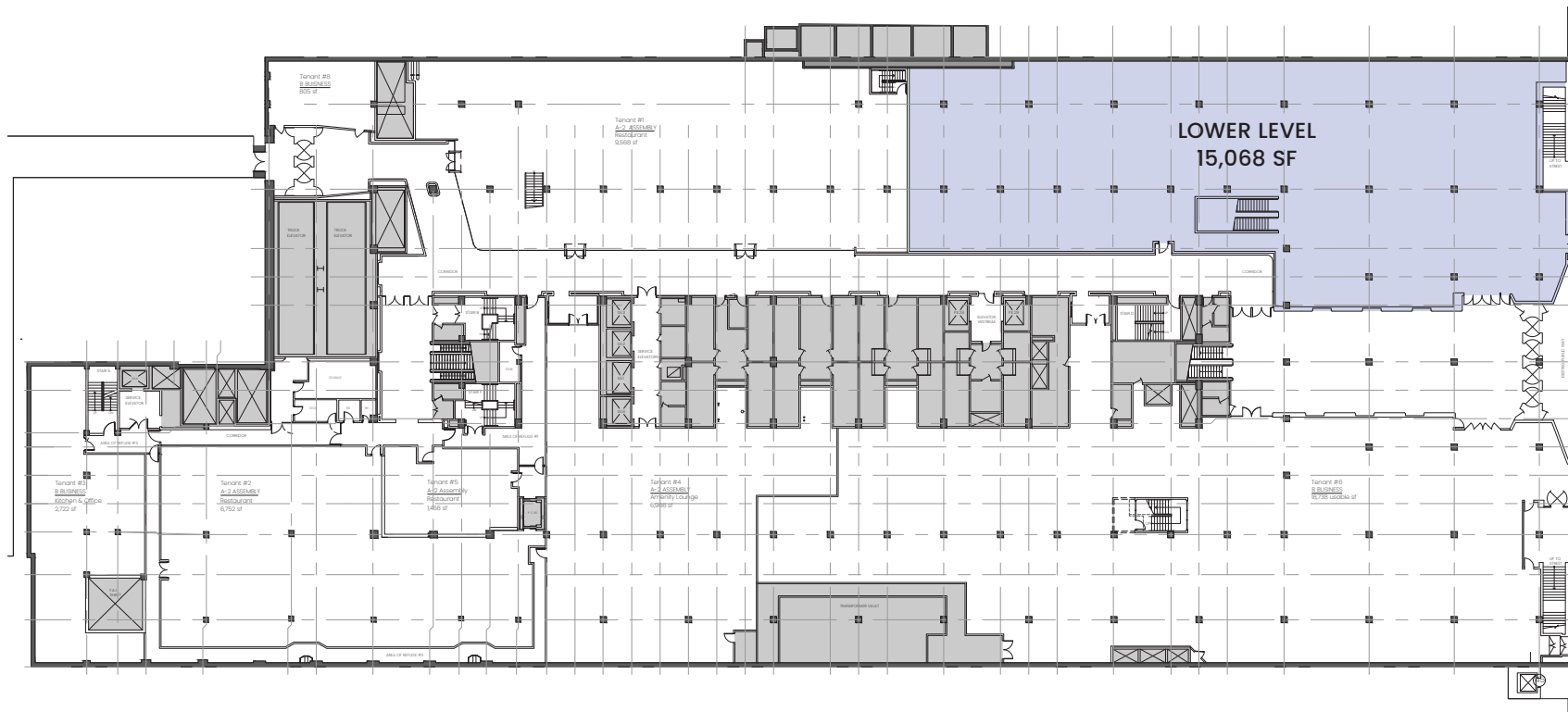


WEST 49TH STREET

# EXTRAORDINARY SPACE

The retail space is a light-filled and airy bi-level box that has extraordinary presence, exposure, volume and floor plates, offering exceptional usability for any and all concepts and programming.

- 20,404 total square feet
- Dual corner exposure
- 30 foot ceilings
- 200 feet of wraparound frontage
- Broad column spacing
- Ample storage



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