

COMMERCIAL OBSERVER

Lifestyle PR Firm Moving to 48 West 38th Street [Updated]

BY **LAUREN ELKIES SCHRAM** | 11/25 9:00AM



48 West 38th Street.

Quinn, a lifestyle public relations agency with clients including **Jamestown Properties**, **Brodsky Organization** and **Time Equities' 50 West Street**, is moving its offices to 10,000 square feet within the Garment District come Dec. 1, *Commercial Observer* has learned.

The company signed a lease for 10 years and seven months spanning the entire 12th floor at **Bonafide Estate's 48 West 38th Street** between Fifth Avenue and Avenue of the Americas, according to **Greg McGunagle**, a senior vice president at Quinn. The asking rent was \$42 per square foot.

"We wanted an office with a different look that complements our recent rebranding," **Florence Quinn**, the president of Quinn, said via prepared remarks referring to the shift from Quinn & Company to simply Quinn. "Now, when you step off the elevator

in to our new full-floor penthouse space you get that 'wow' factor—that's what we wanted. The new configuration also gives our team a few more fun and intimate meeting spaces for huddles and allows us to accommodate for future growth."

Kaufman Organization's Michael Kaufman represented the tenant in the penthouse floor deal (Kaufman is a client of Quinn) and **Alan Locker** of Bonafide Estate represented the landlord in-house.

"I understood how important the right space would add to success and culture of Quinn!" said Mr. Kaufman in a prepared statement provided by a colleague. "They are an amazing company that I have grown with over the last 15-plus years."

Mr. Locker declined to comment aside from confirming the building belongs to Bonafide.

Quinn will be moving from 10,000 square feet on the 21st floor at **520 Eighth Avenue**, a space between West 36th and West 37th Streets.

Update: This story was edited to include a comment from the tenant's broker.

QUINN