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Marx Realty signs Sweetgreen and Eleventy to new leases at 98-102 Greenwich Ave.

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Greenwich, CT According to Marx Realty, a New York-based owner, developer and manager of office, retail and multifamily property across the United States, their in-house team has signed health-conscious salad chain Sweetgreen and Italian luxury clothing brand Eleventy to new locations at Marx Realty’s building on 98-102 Greenwich Ave. Sweetgreen signed a 10-year, 3,100 s/f lease while Eleventy signed a short-term, 2,125 s/f lease. Both brands will benefit by opening their first Connecticut locations on the most desirable retail shopping destination in the state.

Marx Realty was represented in-house by Henry Henderson on both deals, vice president of leasing. Sweetgreen was represented by Jacqueline Klinger of The Shopping Center Group. Eleventy was represented by Davie Berke of JLL.

“We are thrilled to welcome both Sweetgreen and Eleventy to a fantastic new location in Greenwich,” said Craig Deitelzweig, president and CEO of Marx Realty. “On top of being surrounded by numerous national retailers along Greenwich Ave., both properties are on a high-pedestrian traffic area and also offer the option to set up outdoor seating, especially key as we continue to navigate the ongoing COVID-19 pandemic.”

Marx Realty and Sweetgreen had previously signed a 3,500 s/f lease in January for a new location at 10 Grand Central, a 35-story Ely Jacques-Kahn designed office tower located in the heart of Manhattan’s Midtown East neighborhood. Sweetgreen joined 10 Grand Central as Marx Realty was finishing the hospitality-infused redesign of the building, including a new façade, lobby, and a lounge and terrace.

Sweetgreen chose to move forward with a second lease with Marx Realty as they believe the Marx team has strong design sensibility that aligns with its brand. Marx understands Sweetgreen's specific needs and is in sync with today's ever-changing consumer tastes. This location is expected to open late summer.

Eleventy was looking to expand their presence in the east coast and into Connecticut. This short-term lease will enable them to set up a pop-up store in town with potential for becoming a permanent fixture in the area with a long-term deal. The Italian luxury brand's new Connecticut store is officially opening on August 15th.

Sweetgreen was founded in 2007 as a destination for simple, seasonal, healthy food and currently operates in 100 locations throughout 10 states. The company's mission focuses on inspiring healthier communities by connecting people to real food and maintaining an important link between growers and consumers while taking special care with its approach to design. As with all their locations, this new space will preserve and honor the look and feel of the building and will include an open kitchen aesthetic that reflects Sweetgreen's commitment to transparency.

Also founded in 2007, Eleventy dresses every person who aspires to self-improvement with tailored and responsible Italian elegance. The company is focused on creating beautifully constructed garments for men and women at reasonable prices, while introducing sustainability and ethics into its practices.

Marx Realty is a division of Merchants National Properties (MNPP). Founded in 1915, its current portfolio of properties includes over 5 million s/f 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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