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## **Primark signs 9,396 s/f expansion lease at 101 Arch St. with Synergy**

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Boston, MA According to Synergy, a Boston-based, real estate investor, operator, and manager,

Primark has officially signed a lease to expand at 101 Arch St., increasing the size of their U.S. headquarters to 9,396 s/f. This expansion will be adjacent to Primark's flagship Boston store at 10 Summer St.

Primark, an international fashion retailer headquartered in Dublin, Ireland, was founded in 1969 and has 450 locations across Europe and the U.S. Their location in Boston was their very first U.S. store and was their original gateway to U.S. expansion.

Located in the historic Downtown Crossing, 101 Arch St. is a LEED Gold Certified 21-story tower offering over 400,000 s/f of class-A office and retail space. In addition to its central location, just steps from every MBTA subway line, as well as South Station, the building offers amenities such as a parking garage, fitness center, bike storage, tenant lounge, and a café and restaurant.

Primark was represented by CBRE's Jonathan Freni, senior vice president.

With this expansion came the implementation of Synergy's Turnkey approach, allowing for a seamless transition to Primark's new space. Synergy's in-house design and construction experts worked closely with the Primark team to meet their goals for efficiency and space delivery, ensuring that the new space was customized to fit their needs.

"We are delighted for Primark to be expanding their US headquarters at 101 Arch St.," said David Greaney, CEO of Synergy. "This lease represents the kind of collaborative relationship we strive to build with all our tenants, and we look forward to supporting Primark's continued success."

"We are very excited to be expanding our US headquarters at 101 Arch St.," said John Hadeed, VP, US people & culture at Primark. "Moving our Boston-based team into this new office space marks an important milestone for Primark's growth in the US. We are thrilled to continue working with Synergy as their collaborative design and construction process allowed us to create a space better suited to our needs. Our new space enhances our ability to support our trading stores, and colleagues in the US."

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