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## **Synergy signs ASICS to 43,721 s/f lease at 179 Lincoln St. - Savills represents tenant**

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Boston, MA Synergy, a leading real estate investor, operator, and manager, has arranged a new lease agreement with global athletic footwear and apparel brand ASICS at 179 Lincoln St., a premier office and retail property located in the city's Leather District.

ASICS will occupy 43,721 s/f at 179 Lincoln St. The newly repositioned, 221,474 s/f office building features expansive, flexible floor plates with high ceiling heights and expansive window lines. Spanning an entire city block along The Rose Fitzgerald Kennedy Greenway, this five-story, LEED Silver-certified property offers unparalleled accessibility with proximity to South Station and I-90 and 93.

The lease pays homage to the building's unique history as a shoe factory and signifies a strategic move for ASICS as it deepens its footprint in the city, a city long recognized as the sneaker capital of the U.S. and a global hub for sports, innovation, and fitness.

"As we navigated this relocation within Boston, it was important for us to find a partner who understood the unique needs of the brand; we found that partner in Savills," said Barbara Turner, chief administrative officer of ASICS America. "We are so pleased with our new home at 179 Lincoln St. The heritage and design of the building, coupled with modern amenities and LEED certification makes this the ideal space and location for our business and Boston-based team members."

"ASICS' decision to establish a presence at 179 Lincoln St. is a strong endorsement of both our building and the city," said Dave Greaney, founder and CEO of Synergy. "We're proud to welcome

ASICS to the portfolio and to represent this renowned brand in one of Boston's most dynamic neighborhoods."

ASICS was represented by Savills vice chairman, Steve Card; executive managing director, Ron Perry; senior managing director, Chris O'Connor; corporate managing director, Matt Perry; and associate Juliette Pucci.

"ASICS engaged Savills to explore relocation opportunities and identify a high-quality, move-in-ready space for its team," said O'Connor. "Following a targeted market search, we secured a strategic opportunity with Synergy, a fully built-out space that aligned perfectly with ASICS' turnkey needs and enables a seamless, swift transition."

Completed in early 2023, a comprehensive \$3 million repositioning effort transformed 179 Lincoln's lobby, central core, and all common areas into bright, welcoming spaces designed to support a wide range of work styles and collaboration needs.

179 Lincoln St. offers a blend of historic character and modern amenities, making it an attractive destination for global tenants seeking creative space in close proximity to South Station, the Financial District, and Boston's innovation corridor.

Boston's sports culture continues to be a major draw to top athletic brands, with the Boston Marathon, the world's oldest annual marathon, at the heart of the city's identity. The region's deep ties to sports make it a natural home for ASICS, a brand synonymous with performance and endurance.

This new lease adds to the momentum of the Leather District's continued transformation into a thriving hub for forward-thinking brands and businesses.