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RHYS Comm'l. brokers lease with Priscilla of Boston

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Priscilla of Boston operates 15 signature salons and its gowns are sold in select specialty stores nationwide. Its latest salon will open at 289 Greenwich Ave. this spring.

RHYS Commercial brokers Cory Gubner and Dominick Musilli represented the landlord, Wilcon Holdings, LLC in the transaction. According to Musilli, executive vice president and principal of RHYS Commercial, Priscilla of Boston signed a long term lease for 6,058 s/f at the former Best & Co. retail shop. Wilcon Holdings is a subsidiary of the Willett Companies, a Rye, N.Y.-based owner and operator of trophy assets throughout the New York Metropolitan Area.

"This transaction is continued proof that Greenwich Ave. is the street of choice for high-end national retailers," said Musilli. "This building is an ideal fit for Priscilla and I believe they will do great sales numbers as a result. Priscilla is an extraordinary operator and they will enhance the retailing currently on Greenwich Ave."

Cory Gubner, president and CEO of RHYS Commercial said, "Our firm continues to attract fantastic retailers to the buildings we represent. Our local markets continue to recover and the future looks very bright. The desirability of retailers to be on Greenwich Ave. coupled with the quality and uniqueness of 289 Greenwich Ave. gave us a good head start on our marketing efforts and we are pleased to have completed a long term lease with a great retailer like Priscilla of Boston."

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