

# Cosmetic Company Inks Deal for Garment District Headquarters

BY NICHOLAS RIZZI MAY 14, 2019 3:28 PM

REPRINTS



42 WEST 39TH STREET. PHOTO: COSTAR GROUP



A cosmetics distributor co-founded by the creators of **E.l.f. Beauty** will move its headquarters to a full-floor in a Garment District building, Commercial Observer has learned.

**AS Beauty** signed a 10-year lease for 9,585 square feet on the entire ninth floor of **Adams & Co.**'s **42 West 39th Street** between Fifth Avenue and Avenue of the Americas, the landlord said. Asking rent was \$49 per square foot.

“The Garment District continues to attract many top firms in a variety of industries including beauty, fashion, luxury goods and tech given its central location and prime positioning in The Transit Triangle,” **David Levy**, a principal at Adams & Co. who represented both sides in the deal. “[The building] features a recently renovated lobby and new windows that allow in plenty of natural light creating a comfortable environment for the AS Beauty team.”

AS Beauty was founded by E.l.f. Beauty founders **Alan** and **Joey Shamah** along with the Azrak family, which makes pajamas, and primarily distributes Korean beauty products. In January, AS Beauty **bought the bankrupt Glansaol**—owner of brands **Laura Geller Beauty**, **Julep** and **Clark’s Botanicals**—for \$18 million, Women’s Wear Daily reported.

The company plans to move into its new digs in the 18-story 42 West 39th Street in July, according to Adams & Co.

Other tenants in the 158,000-square-foot building include home goods and kitchenware brand **Core Home**, e-commerce retailer **Bluefly** and underwear brand **Spanx**.