

THE REAL DEAL

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Japanese cosmetics firm inks large lease at 390 Madison Shiseido takes 226K sf in 15-year deal



Renderings of 390 Madison Avenue and Shiseido products (Credit: L&L Holding and Shiseido)

Shiseido inked a 225,800-square-foot lease at L&L Holding's 390 Madison Avenue.

The Japanese cosmetics firm is paying a whopping \$100 per square foot under the 15-year deal, Bloomberg reported. Shiseido will be moving out of its current headquarters at 900 Third Avenue.

L&L is currently redeveloping the 900,000-square-foot tower at the corner of East 47th Street, increasing its floor count from 24 to 32. The company plans to finish the renovation next year.

Last year, law firm Hogan Lovells signed a [206,750-square-foot lease](#) at the tower. [\[Bloomberg\]](#) — *Konrad Putzier*