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Shiseido Americas Corp. Comes to Redeveloped 390 Madison Ave.



Global beauty company Shiseido Americas Corp. has leased 225,818 square feet for its U.S. headquarters at 390 Madison Ave. in Midtown Manhattan.

“390 Madison and its groundbreaking re-design represents a new approach not only to commercial architecture, but to workspaces in general,” said Marc Rey, president and CEO of Shiseido Americas.

[By 2018, building owner L&L Holding Company will complete a redevelopment](#) that will transform the original 24-story building into a 32-story tower with 13 outdoor terraces, massive, column-free spans, and a new façade of transparent, floor-to-ceiling glass.

“This beautiful new space will foster the kind of interplay that encourages us to think and create in exciting new ways,” says Rey.

Michael Geoghegan, Ralph Giordano, Lauren Crowley, Brian Ertel, and Adele Huang of CBRE represented Shiseido in the transaction. David C. Berkey, Andrew Wiener and Jim Traynor of L&L represented the landlord in-house. Asking rents ranged from \$90 to \$125 per square foot.

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