



MATTHEWS NEGOTIATES PIPERLIME FLAGSHIP LEASE IN NYC

Press Release

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[David Matthews](#) negotiated the first store lease for Gap Inc.'s fashion boutique brand, Piperlime. The store opened September 6 to much publicity.

The 4,000 square foot venue, in New York City's uber-trendy SoHo neighborhood, is Piperlime's flagship store. Giving Piperlime a brick-and-mortar presence is a new move for Gap Inc. While Gap Inc. also has been building stores for Athleta, its formerly online and catalog active-wear brand, Piperlime is different because it doesn't have its own label and instead combines third-party merchandise with style advice. Styled as a boutique, the store features iconic fashion brands like Milly, Frye and Citizens of Humanity as well as little known designers including Tinley Road, Ash and Maison Scotch.

Piperlime opened the store during New York's Fashion Week, and hosted several events in coordination with the celebrated annual fashion industry show.



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