

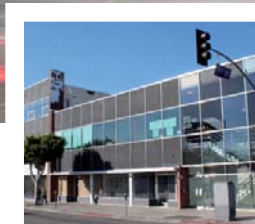
DISTRICT LA BREA

101 So. La Brea Avenue ■ Los Angeles, CA



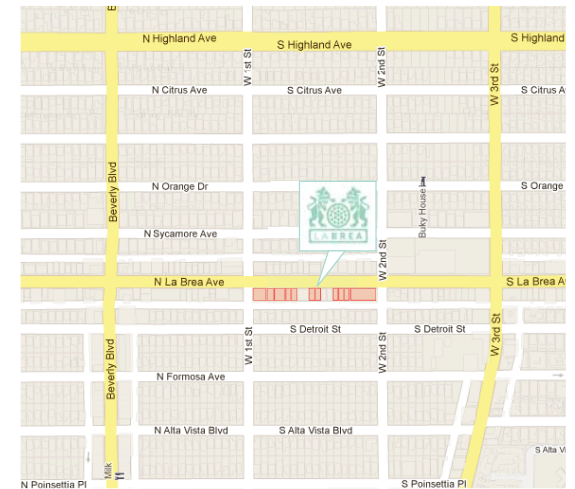
CREATIVE OFFICE SPACE

AVAILABLE FOR LEASE



Located within the center of Los Angeles, La Brea represents a 90,000 square-foot adaptive re-use development project situated between 1st and 2nd Streets along La Brea Avenue.

The property was designed to compliment an eclectic mix of emerging regional and local retail, dining and creative companies that would capitalize off of nearby successful models such as Robertson Boulevard, 3rd Street and Melrose Avenue. Over the past two years, the project has undergone significant improvements, highlighting each building's unique characteristics, including wood truss ceilings, exposed brick and steel beams. Today, La Brea home to a host a complementary mix of creative office users, retail and dining.

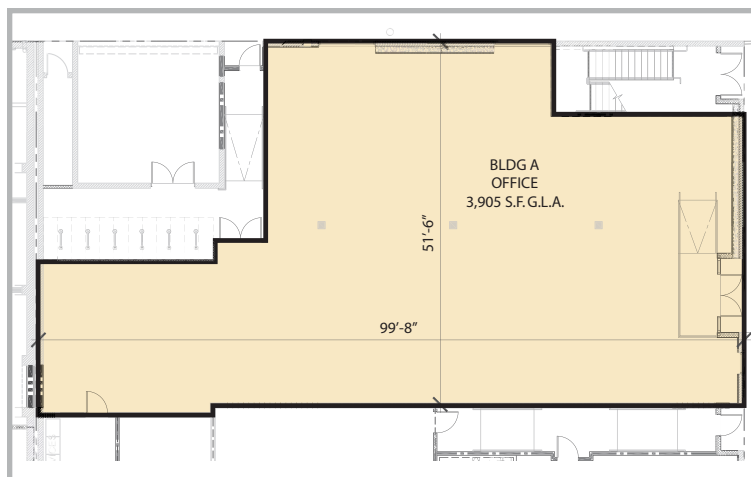


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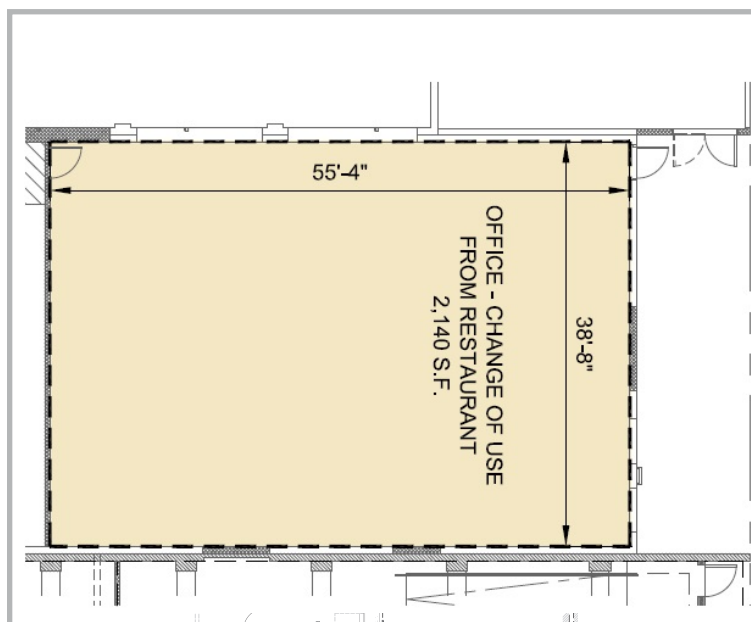
SPACE A1c

No. of Floors	1; Ground Floor
Sq. Ft.	3,905
Approx. Ht.	15' - 2"



SPACE D2

No. of Floors	1; Ground Floor
Sq. Ft.	2,160
Approx. Ht.	26'





Lease Plan

Office Space

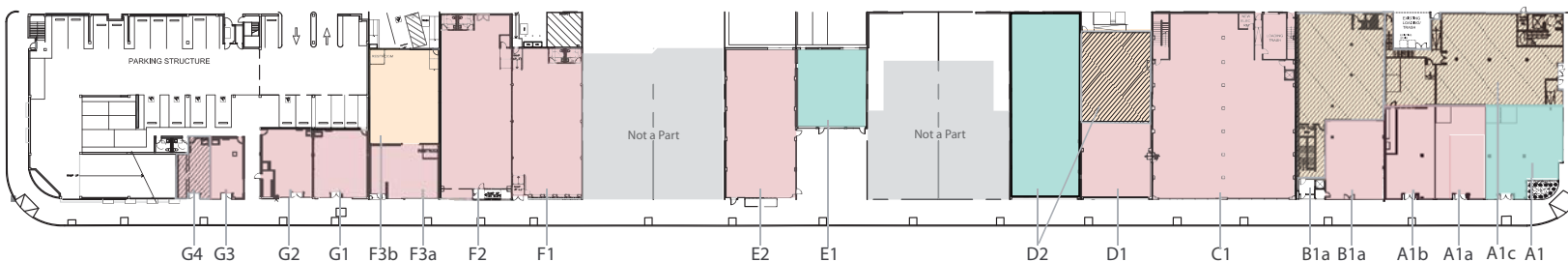
Space	Tenant	Sq Ft
A1c	Available	3,905
B1a	Available	2,771
B2	Troika	24,919
B3	Renewable Resources Group	5,171
D2	Available	2,150
F3b	Standard Time	2,130

Retail/Restaurant Space

Space	Tenant	Sq Ft	Space	Tenant	Sq Ft
A1	Sugar Fish	1,498	E2	Leased	3,423
A1a	Bonobos	500	F1	What Goes Around Comes Around	3,300
A1b	GANT	2,600	F2	Shelter Half	4,188
B1a	Undeafated	1,478	F3a	Garrett Leight	1,233
C1	Leased	7,439	G1&2	A+R	2,219
D1	Steven Alan	1,491	G3	Kelly Cole	660
D2	Odys & Penelope	4,156	G4	Available	597
E1	Sycamore Kitchen	1,800			

Space Legend

- Restaurant
- Office
- Retail
- Parking
- In Lease Negotiations/ Discussions
- Available



Curbside Valet Parking Attendant

La Brea Avenue



Tenant Summaries



SPACED1 Steven Alan

- > The launch of Steven Alan’s first collection in 1999, including his now-signature Reverse Seam Shirt, created a loyal following for Steven’s unique brand of casual, smart, self-assured essentials for both men and women.
- > Steven now sells his collections at six eponymous New York stores, and in 2008 introduced three locations in Southern California.
- > The Steven Alan Collection also reaches a global audience, and is now sold in over 300 stores worldwide.
- > Creating a mini-fashion world grounded in classic American roots—fashioned with a twist”



SPACEE1 Sycamore Kitchen

- > Quinn and Karen Hatfield, the owners behind Hatfield’s on Melrose Avenue, opened Sycamore Kitchen, a bakery café, in the summer of 2012
- > The restaurant emphasizes an in-house bakery and serves breakfast, lunch and dinner as well as to-go dishes
- > Menu items pastries such as chocolate babka muffins, salted caramel pecan rolls, brown butter and sour cherry scones, lemon polenta cake, brioche fritters, oatmeal stout gingerbread loaf, whole grain quinoa muffins, fresh fruit crostatas and galettes, cookies and bars.



SPACEF1 What Goes Around Comes Around

- > What Goes Around Comes Around is a NYC-based vintage lifestyle brand. A modern take on a vintage lifestyle – with a rock ‘n roll edge.
- > WGACA’s creative hubs house one of the most extensive vintage clothing and textile libraries in the world.
- > Vintage aficionados from across the globe, editors, stylists and the industry’s top designers frequent WGACA to delve into its world-famous collection.

Tenant Summaries



SPACEF3a
Garrett Leight

- > Garrett Leight California Optical was created in 2010 and is fueled by a group of young, passionate purveyors of eyewear, dedicated to creating classic design by combining perfect craftsmanship with timeless aesthetics.
- > Garrett opened his first retail store in Venice Beach in 2009. Offering a unique assortment of hand selected goods from all over the world including vintage and contemporary eyeglasses, footwear, apparel, books & music- this store was the first of its kind, combining the knowledge and service of licensed opticians with the assortment and style sense of a fashion boutique.
- > Garret Leight is committed to sourcing the best materials in the world including hinges, plaques, acetates, CR-30 lenses, glass lenses, polarized lenses and anti-reflective coatings.



SPACEG1
A+R

- > A+R is British ex-pat Andy Griffith, a former film editor and self-avowed design junkie, and Rose Apodaca, a pop culture and style journalist
- > In late 2005, they opened a tiny shop in the heart of the Los Angeles creative enclave known as Silver Lake, keen on sharing their excitement for great new design with anyone who would listen.
- > They followed up a year later with their online store. And in fall 2007, they moved their store to Abbot Kinney in Venice, CA
- > They love talking about the designers they find locally and from afar, because it only goes to show that this brilliant and bold community is not so much distinguished by geographic or cultural boundaries but bound by the pursuit of aesthetics and innovative ideas.



SPACEG3
Kelly Cole

- > The Kelly Cole brand is a lifestyle brand in motion: an improvisation of creativity and commerce, striving to bring forward a constantly evolving product line of apparel, art, furniture, and accessories. Often using truly recycled vintage elements, all products are made in the USA in the great tradition of classic American brands.
- > The Flagship, Kelly Cole Extraordinary, is located at 7934 West 3rd St. in Los Angeles and carries the Kelly Cole line, as well as a huge inventory of hand-picked vintage items: perfectly distressed blank t-shirts, music tour shirts, boots, jewelry, denim, leather jackets, and more.
- > As a DJ, Venue Creator, Designer, and Actor, Kelly Cole is a lifelong veteran of the Entertainment, Fashion, and Art worlds, and a pioneer in the event industry.

Tenant Summaries



SPACE A1a SUGARFISH

- > SUGARFISH embodies the philosophy of celebrated sushi chef Kazunori Nozawa, wellknown for his Trust Me-style sushi—a take-off from the traditional Japanese omakase.
- > Nozawa concentrates on the purity of basic ingredients—nurturing relationships with the finest fish purveyors across the globe, cutting his fish with an artisan’s painstaking care, and even making his own fresh soy and ponzu sauces.
- > Serving legendary food with quality and efficiency, SUGARFISH defies the conventional wisdom of traditional sushi places featuring only the highest quality items on a simplified scale.



SPACE A1b Bonobos

- > Bonobos is an e-commerce-driven apparel company headquartered in New York City that designs and sells men’s clothing. Bonobos offers a full line of pants, suits, denim, shirts, shorts, swim and outerwear.
- > In 2012, Bonobos’ business model extended of-line with the launch of their e-commerce stores called “Guideshops” as well as a partnership with Nordstrom.
- > Bonobos was named “One of America’s Hottest Brands” by Advertising Age, “Best Men’s Pants” by New York Magazine, one of Inc. Magazine’s “20 Awesome Facebook Pages”, and was awarded Crain’s New York Business “Best Places to Work in New York City”.



SPACE A1c GANT

- > GANT is a Swedish luxury clothing brand of American heritage launched in New Haven in 1949
- > GANT’s products are available from retailers and at signature GANT stores throughout the world, offering clothing for men, women, boys, girls and babies. Home, Time, Fragrance, Footwear, Underwear and Eyewear licenses are also incorporated under the GANT brand name
- > In addition to opening at District La Brea, GANT’s other notable locations include: Abbott Kinney, San Francisco, Chicago, Boston, South Florida and multiple locations in New York, including one on 5th Avenue.

Tenant Summaries



SPACEB1a Undeafated

- > A California based store with a locations in Los Angeles, Silver Lake, Santa Monica, San Francisco, Las Vegas and Tokyo and Shizuoka, Japan. “Undftd” which is short for Undeafated, also have a very popular clothing line.
- > Undeafated is well known in the sneaker shoe world for their exclusives done with Nike and Adidas.



SPACEB2 Troika

- > Troika is an award-winning brand consultancy and creative agency specializing in entertainment media.
- > Some of their high profile clients include ESPN, Food Network, NBC Sports, Discovery Channel, Time Warner Cable Sports and Ford.
- > They are currently located in Hollywood and would be moving their corporate headquarters to La Brea in fall of 2013.
- > More information about the tenant can be found at www.troika.tv.



SPACEB3 Renewable Resource Group

- > Renewable Resources Group Holding Company, Inc. provides environmental advisory services.
- > It offers project development and strategic advisory services relating to various aspects of sustainable and renewable power and water; and alternative fuel transportation, including financing, permitting, and regulatory and political issues.
- > Renewable Resources Group Holding Company, Inc. was founded in 2003 and is based in Los Angeles, California.