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Diamond Manufacturer Inks on West 48th Street

By Daniel Edward Rosen

Shrenuj USA, a 100-year-old diamond manufacturer, will be taking a full floor at 64 West 48th Street, a Midtown building owned by Muss Development, it was announced yesterday.

The company is taking a 4,000-square-foot showroom and executive office space on the 15th floor of the 17-story building.



Brian Given, Lou Prisco, and Eric Lassoff of Colliers International represented The Muss Development in the deal. Mr. Lassoff also represented Shrenuj.

Since buying 64 West 48th Street in 2008, Muss Development had spent millions upgrading the building's lobby, elevators, and facade, among other improvements.

In the past 18 months the firm has leased space to On Press Graphics, Frank Blancato LLC, World of Travel, City Sports, and Weight Watchers.

When The Muss Development signed Weight Watchers in March, the firm decided to experiment with its traditional approach to its office spaces by giving Weight Watchers a 3,000 square foot "meeting space" for its users to attend weigh-ins and group meetings.

"With Shrenuj we now only have two remaining full floors in the building, and expect those to be leased by year's end, if not before," said Jason Muss, principal of Muss Development, in a statement.

Asking rent in the building is in the high-\$40s for the top portion of the building and the low-\$40s for the lower floors.

Shrenuj is an integrated gem and jewelry conglomerate that operates in 14 countries and employs over 2,000 people worldwide. The company, which does diamond

processing and jewelry manufacturing and retail, has diamond manufacturing facilities in India, Bostwana and Israel.

