

REAL ESTATE WEEKLY

L'Oréal Moves Into New Digs at 10 Hudson Yards

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After nearly 60 years in Midtown Manhattan, L'Oréal USA announced today that its first employees have officially moved into the company's new U.S. headquarters at 10 Hudson Yards. Over the next few months, 1,300 L'Oréal USA employees will occupy 10 floors of the building, spanning more than 400,000 s/f of the 1.8 million-square-foot Platinum LEED-designed Tower on Manhattan's West Side.

L'Oréal's is the second Hudson Yards tenant to move into the new neighborhood. Ten Hudson Yards officially opened its doors June 1 to welcome the first wave of Coach employees to their new global headquarters.

The majority of L'Oréal USA's corporate functions and brand teams including Essie, Garnier, Lancôme, La Roche-Posay, L'Oréal Paris, Matrix, Maybelline, Redken and SkinCeuticals will be housed at the 10 Hudson Yards building, a modern glass office tower alongside the High Line.

"Hudson Yards has a dynamic and creative energy that aligns with the culture we are building at L'Oréal USA," said Frédéric Rozé, president and CEO at L'Oréal USA. "L'Oréal is a 107-year-old company with the heart of a startup. Hudson Yards and the evolving West Side represent the

new entrepreneurial spirit of Manhattan, and the spaces we've created are a modern new home for L'Oréal USA that will inspire the future of our company."

Working with Gensler, L'Oréal USA custom-designed the Hudson Yards office space with collaboration in mind. The layout features an open floor plan with floor-to-ceiling windows and a cutting-edge lighting and solar shade system that adjusts to occupancy and the amount of outdoor light.

Energy-efficient appliances, a vacuum waste collection system and a bio-digester in the cafeteria for food waste align with the company's Sharing Beauty With All sustainability commitments.



The state-of-the-art office features an interactive virtual retail room for advanced retail planning, a technical salon and treatment room for product evaluation, and a learning center for employee training. An employee café and 4,000 s/f terrace features indoor and outdoor seating areas with views of the Hudson River and downtown skyline, and includes a juice and coffee bar and a daily menu of healthy food options.



Other employee amenities include a flagship company store, an employee nail salon, an on-site employee concierge and a wellness suite with four mother's rooms and two meditation rooms to support healthy minds and bodies.

“L’Oréal USA has been a fixture in New York City for more than half a century and is one of the most innovative global consumer brands, using science and technology to redefine beauty. This culture of creativity and forward-thinking will

thrive in the iconic 10 Hudson Yards tower, and we are thrilled to have them as one of our inaugural tenants,” said Stephen M. Ross, chairman and founder of Related Companies. “Today is another milestone resulting from years of work and preparation for the development team, and we couldn’t be more excited for the L’Oréal USA team to enjoy this amazing space at Hudson Yards.”

Some 150 employees, including creative teams from across L’Oréal USA’s brand portfolio and The Body Shop, recently relocated to the nearby Terminal Stores building, a revitalized West Chelsea warehouse complex that used to be home to a transfer station for the New York Central Railroad.

