

bloomie's

— MOYNIHAN TRAIN HALL —

VORNADO
REALTY TRUST

NEWMARK



THE PENN DISTRICT

Area Transformation

EPICENTER of the West Side

\$5 BILLION Private and Public Investment since 2015

PHASE 1 DISTRICT COMPLETION: 5.2M SF of property at Farley, PENN 1 and PENN 2

1,100,000 SF of New Curated Retail

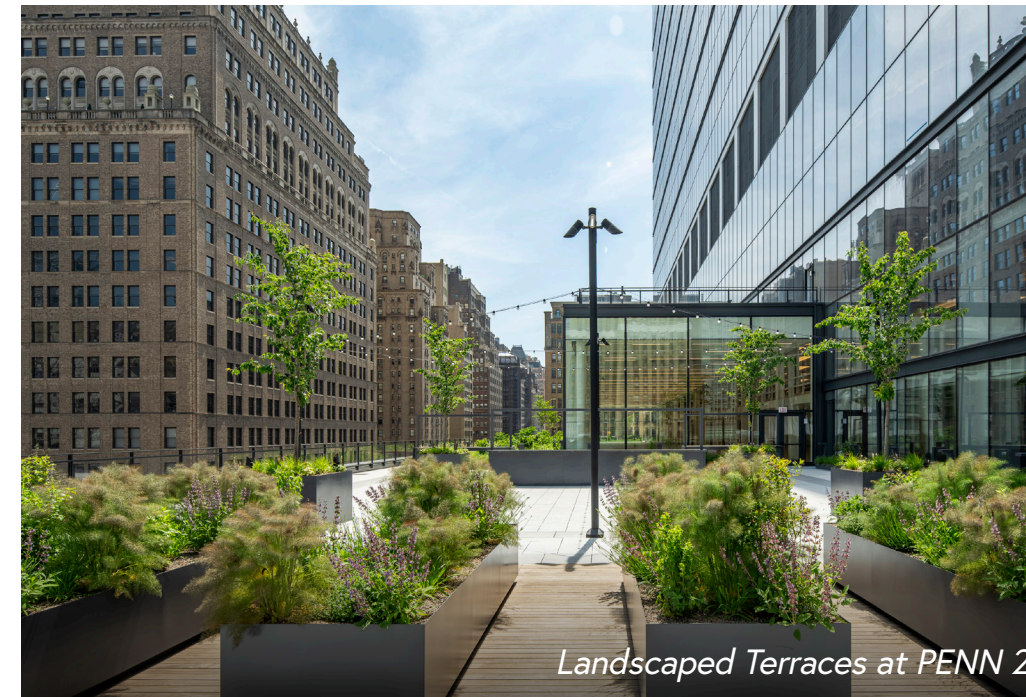
300,000 SF of New Landscaped Plazas and Sidewalks

TWO NEW TRAINS HALLS Moynihan Train Hall and Penn Station

Creation of New **PENN DISTRICT Public Safety Task Force** in conjunction with Mayor's Office including Vornado, NYPD, MTA and MSG personnel

15 SUBWAY Lines in the Most Connected Location in New York City

NEW Penn Station Access (Metro-North Railroad)



Landscaped Terraces at PENN 2



New Restaurant at PENN 1



PENN 15



PENN 1 East Plaza



The Landing at PENN 1



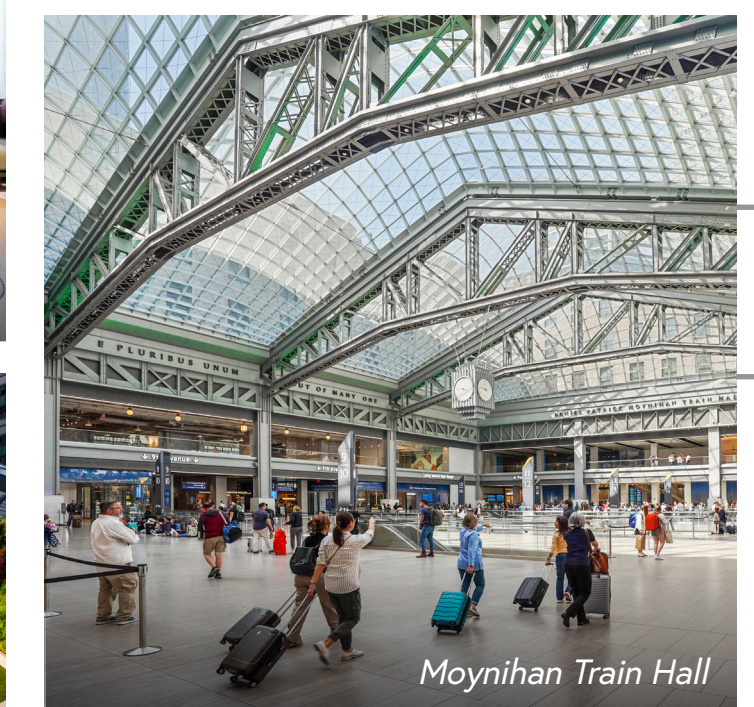
New Rooftop Park at PENN 2



Outdoor Dining at 330W34



New 33rd Street Plaza at PENN 1



Moynihan Train Hall



New Plaza and Landscaping along 33rd Street

THE PENN DISTRICT

Headquarters for the World's Most Iconic Companies

Meta

amazon

cg/Canaccord Genuity

cisco

DELL

roivant

Morgan Stanley

SAMSUNG

WELLS FARGO

THE MADISON SQUARE GARDEN COMPANY

MLS MAJOR LEAGUE SOCCER

UNIVERSAL UNIVERSAL MUSIC GROUP

verizon

Apple

amc NETWORKS

20,000 SF of upscale Mediterranean dining anchors
The Moynihan Collective in THE PENN DISTRICT

One of the most expensive gym memberships in
Manhattan, with monthly dues at \$379/month

Madison Square Garden's 350+ events attract over
4,000,000 guests a year

Macy's 2.5M SF flagship location attracts over
20,000,000 visitors annually

Midtown West

A Talented Neighborhood
Connected Through Bloomie's

HUDSON YARDS AND MANHATTAN WEST TENANTS

accenture

A

B

ALLIANCEBERNSTEIN

amazon

BlackRock

BCG

BSF

BOIES
SCHILLER
FLEXNER

CLIFFORD
CHANCE

CNN

COACH

cognizant

coinbase

Cooley

CRAVATH

Crowell

DATADOG

DE Shaw & Co

DEBEVOISE & PLIMPTON LLP

Deloitte

DNB

EY

Guardian

HBO

HSBC

Intercept

JPMORGAN CHASE & CO.

KKR

KPMG

Liberty Mutual

L'ORÉAL

lyft

Market Axess

MARSHALL WACE

McKool Smith

Meta

Milbank

NHL

NewYork-Presbyterian
The University Hospital of Columbia and Cornell

OXFORD

PELOTON

Pfizer

Point72

RELATED

R/GA

SAP

servicenow

SIDEWALK LABS

SILVERLAKE

Skadden

THIRD
POINT

TimeWarner

Turner

VAYNERMEDIA

VISTA
EQUITY PARTNERS

WARNERMEDIA

World Wide
Technology

15 HUDSON YARDS

35 HUDSON YARDS

55 HUDSON YARDS

30 HUDSON YARDS

THE SPIRAL

50 HUDSON YARDS

10 HUDSON YARDS

5 MANHATTAN WEST

2 MANHATTAN WEST

1 MANHATTAN WEST

HUDSON COMMONS

330W34

PENN 1

PENN 2

PENN 11

100W33

7W34

EMPIRE STATE BUILDING

11th AVE

10th AVE

9th AVE

8th AVE

7th AVE

6th AVE

34th ST

33rd ST

32nd ST

31st ST

30th ST

bloomie's

MOYNIHAN TRAIN HALL

amazon

Apple

Meta

SAMSUNG

UNIVERSAL
UNIVERSAL MUSIC GROUP

verizon

ADP

amc

Anthem

CG/Canaccord
Genuity

Capgemini

cisco

current

Deutsche

DELL

gusto

HomeAdvisor

THE HARTFORD

hp

IAC

IPG

Jacobs

LIFETIME

MADISON SQUARE GARDEN
ENTERTAINMENT

MLS

Morgan Stanley

Pernod Ricard

Polycom

roivant

SIEMENS

STRUCTURETONE

TIBCO

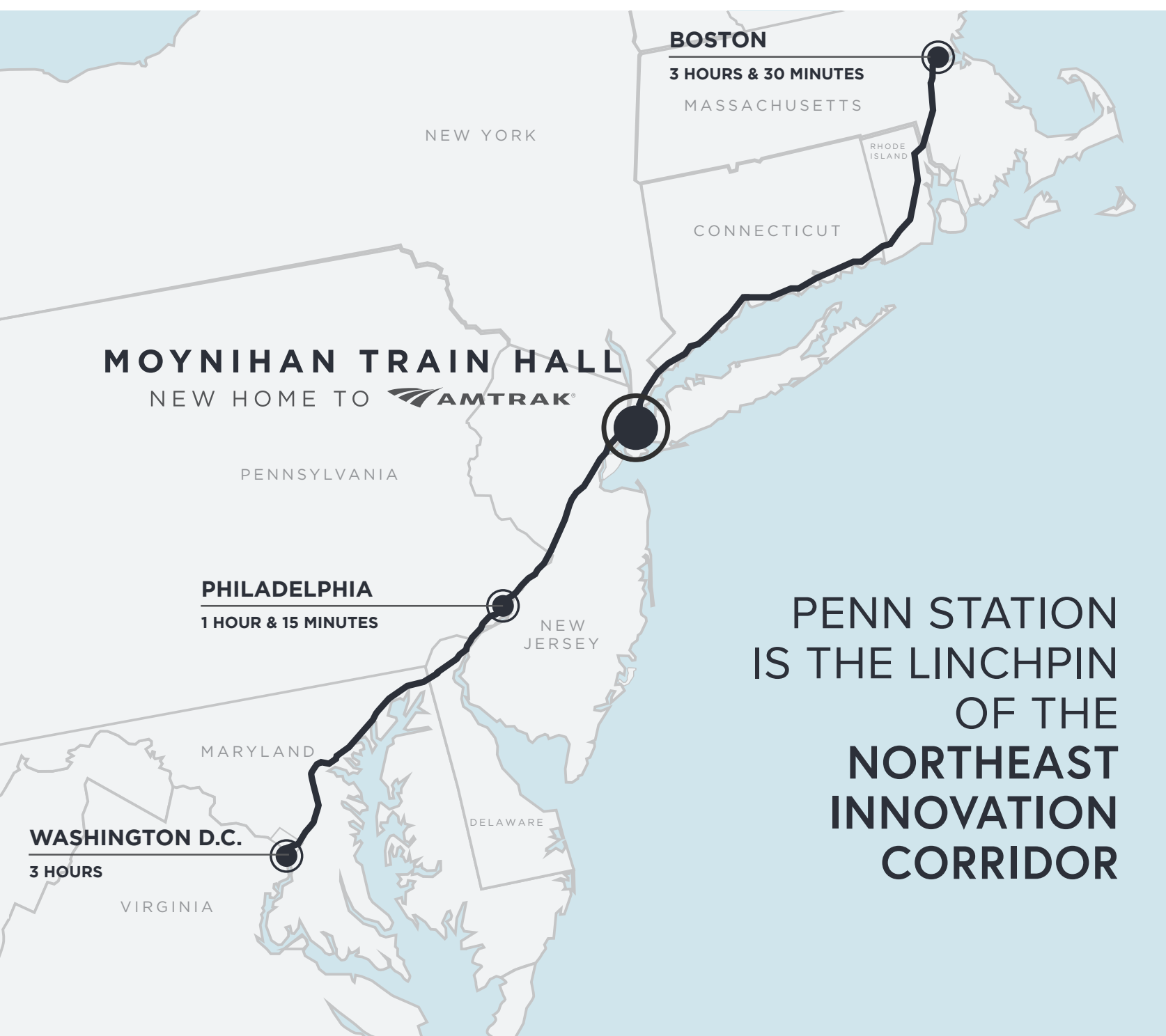
UnitedHealthcare

WELLS FARGO

wsp

The Epicenter of New York City

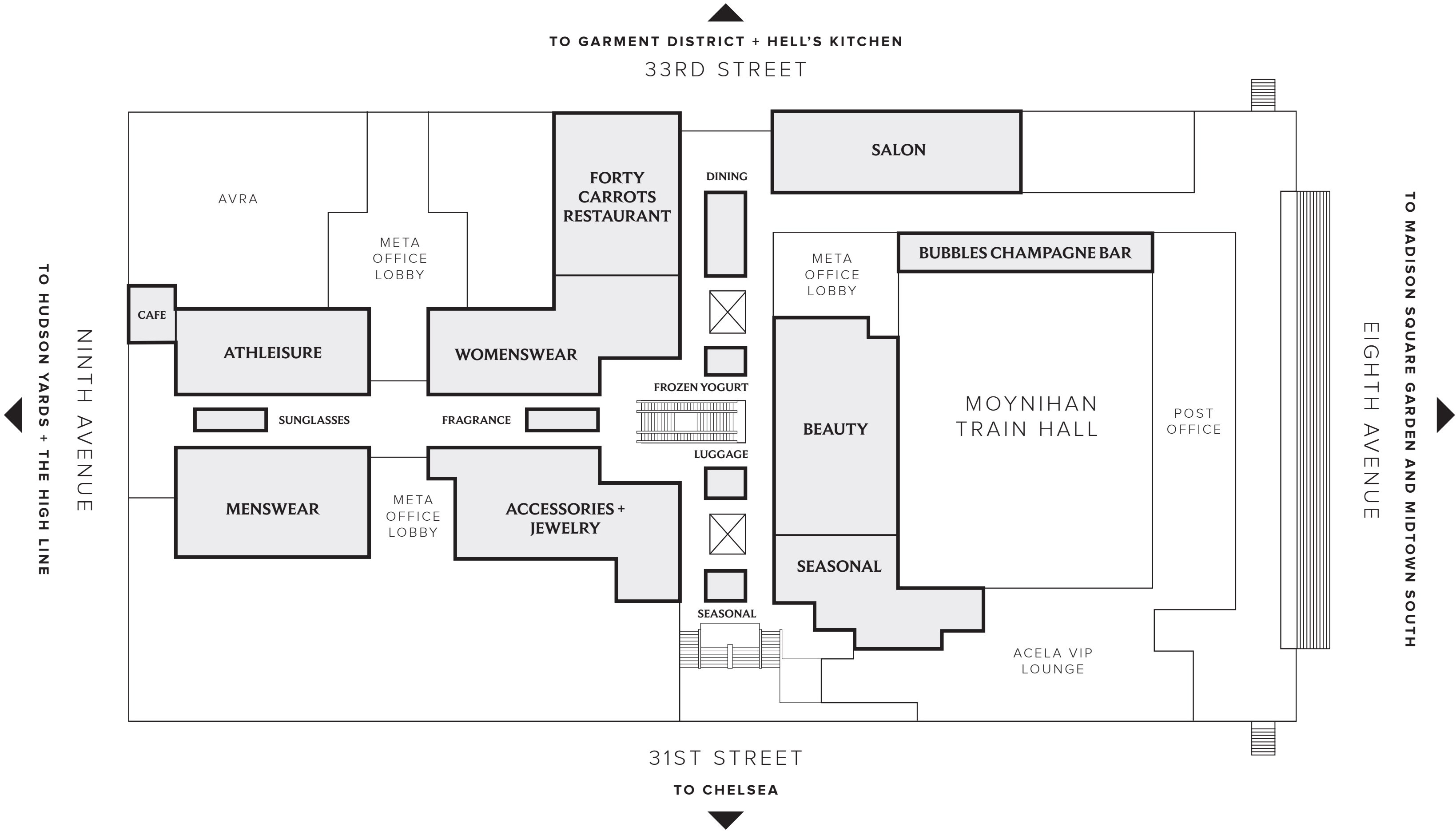
Logos for Amtrak, MTA Long Island Rail Road, MTA Metro-North Railroad, NJ Transit, and PATH.



Bloomie’s has the opportunity to become more than a store within a landmark destination. It can become the destination itself.

Spanning approximately 60,000 square feet across the full ground floor retail experience from Eighth to Ninth Avenue, this offering places Bloomie’s at the center of one of New York’s most dynamic daily audiences: workers, commuters, travelers, residents, and visitors moving through Moynihan every day.

Here, discovery is built in. Every arrival becomes an invitation. Every passerby becomes a potential customer, a window shopper, or a future loyalist. From the historic Beaux-Arts character of the Salon Corridor to the radiant energy of the skylit Train Hall, each space offers a distinct stage for Bloomie’s to bring fashion, beauty, lifestyle, hospitality, and New York attitude to life.

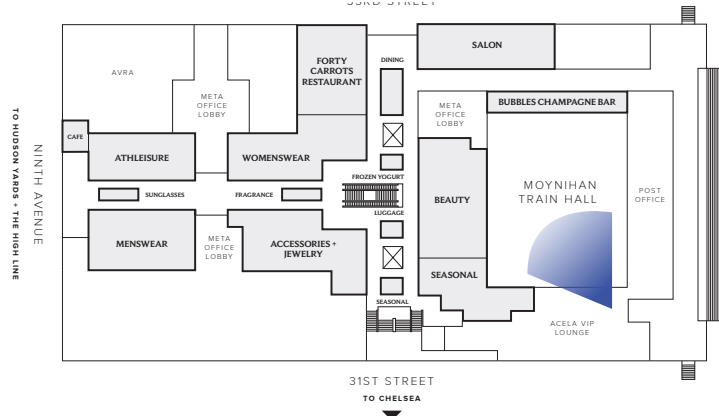




Bloomie's Beauty and Bubble's champagne bar overlooking Moynihan Train Hall

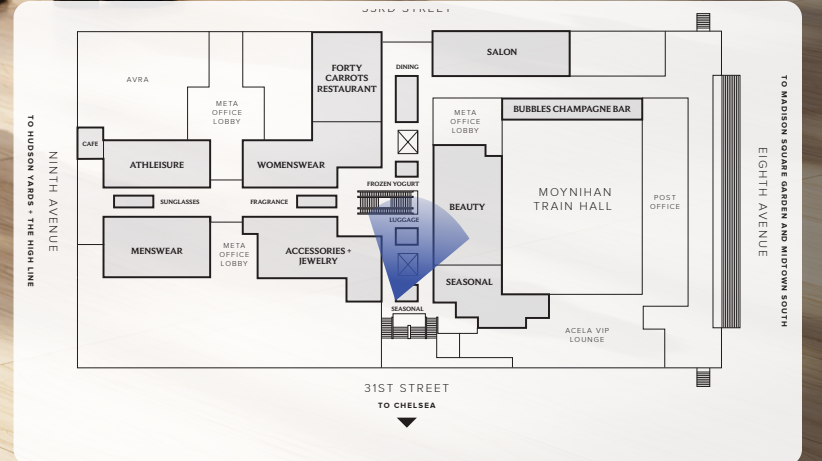
Every Journey Leads to Bloomie's

Seamlessly integrated into the grandeur of Moynihan Train Hall, Bloomie's is positioned at the crossroads of New York's daily movement. A new Champagne Bar and Bloomie's Beauty create an irresistible first impression, capturing the attention of Penn Station commuters, travelers, and visitors alike. Drawn by the sparkle of bubbles, the allure of fragrance, and the energy of the skylit hall, guests are naturally invited upstairs to discover the full Bloomie's experience.





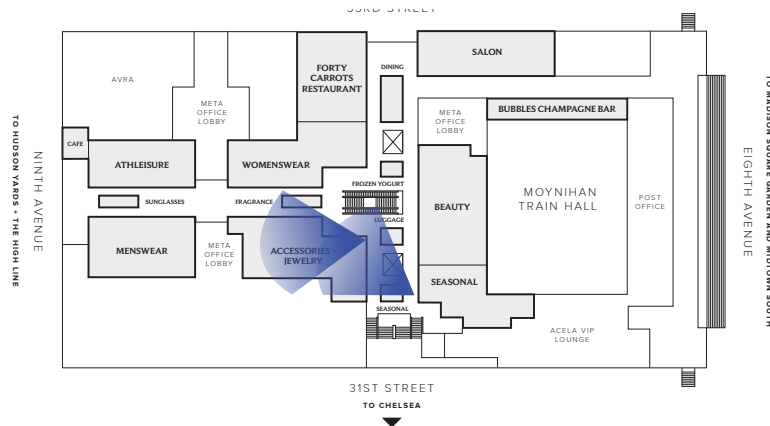
Bloomie's kiosks adorn the Mid-Block Passage and connect customers to the beauty department that overlooks Moynihan Train Hall





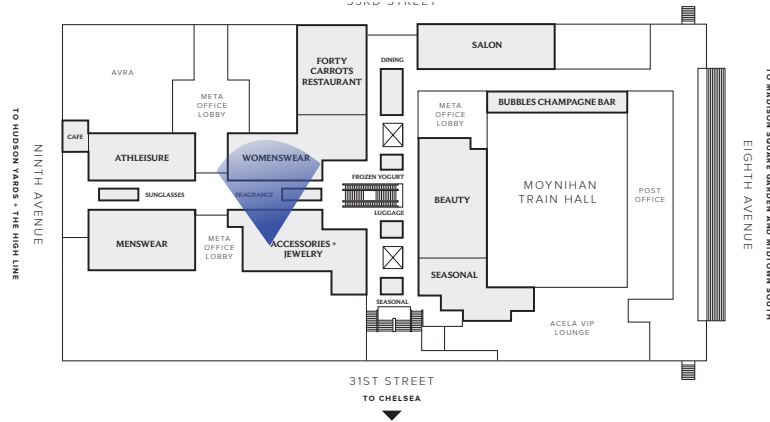
The West Side's Most Stylish Connection

Connecting Hudson Yards and Manhattan West to the Penn District, the Bloomie's Corridor places the brand along one of New York's most heavily traveled pedestrian pathways. Tens of thousands of workers, residents, and visitors pass through each day, immersed in a curated expression of Bloomie's style, beauty, and discovery



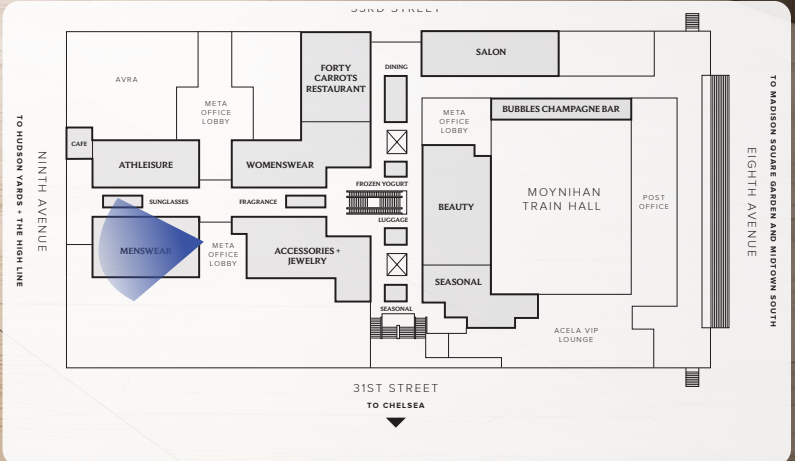


Bloomie's Corridor looking into the womenswear department





Bloomie's Corridor looking west toward Ninth Avenue where the Penn District connects to Hudson Yards and Manhattan West





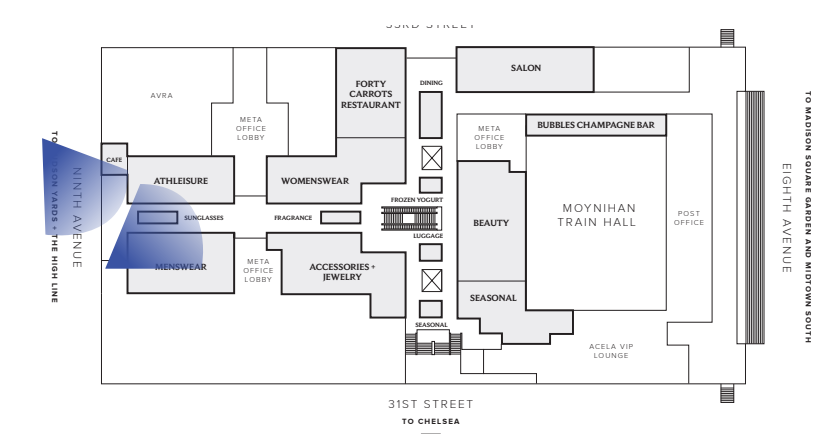
Bloomie's cafe outdoor seating along Ninth Avenue

Fashion Framed by History

Positioned at the intersection of Chelsea, Hudson Yards, and the Garment District, the Ninth Avenue entrance places Bloomie's at the crossroads of culture, commerce, fashion, and set within the iconic James A. Farley Building, Bloomie's finds its home inside one of New York's most distinguished architectural landmarks.



Ninth Avenue entrance into the Bloomie's Corridor





bloomie's

EMPIRE
STATION
COMPLEX
PENNSYLVANIA STATION

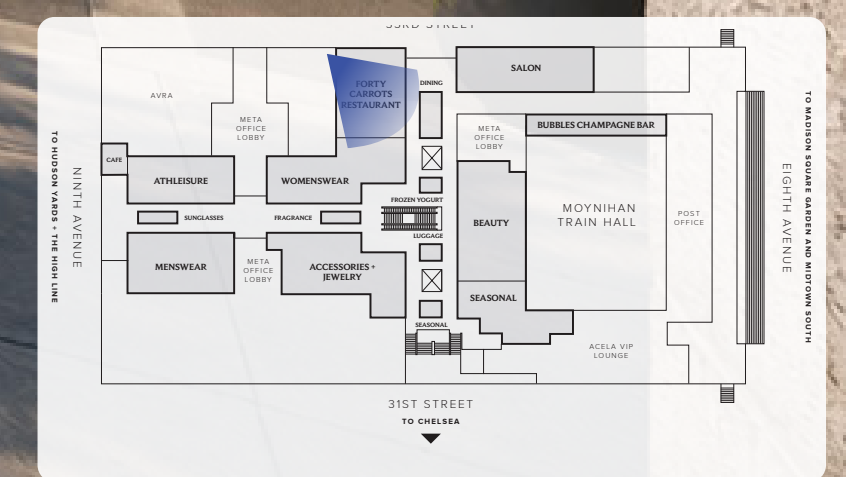
forty carrots

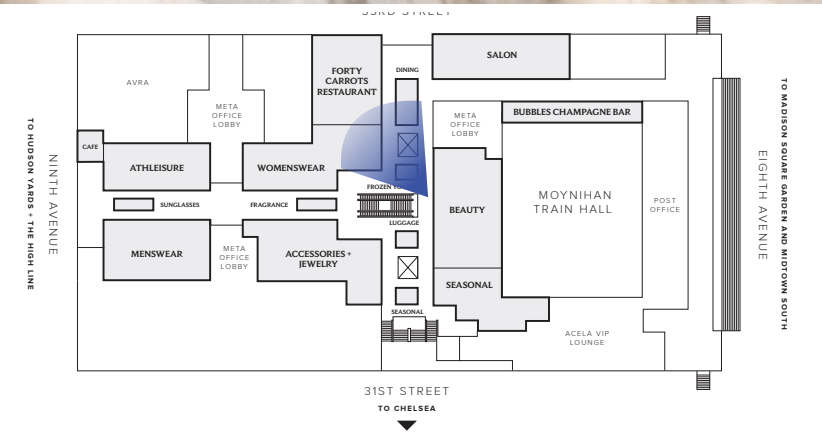
bloomie's

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MOYNIHAN
TRAIN HALL

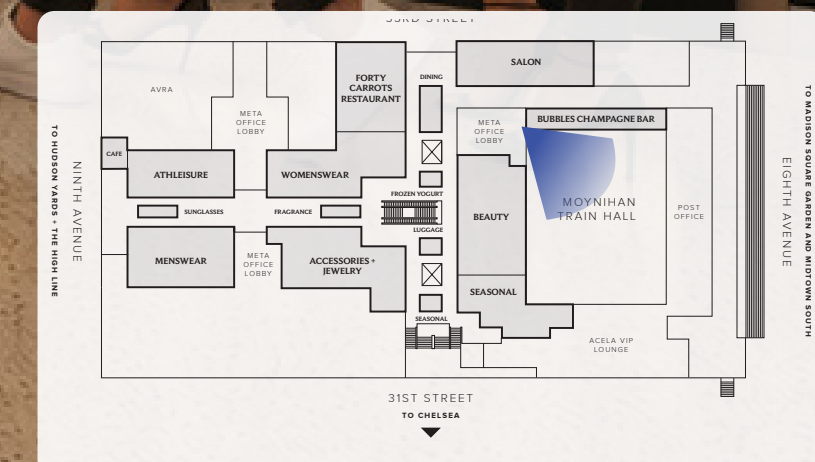
Bloomie's signage along 33rd Street at Moynihan Train Hall's Mid-Block entrance is accompanied by outdoor dining at the forty carrots restaurant





Bloomie's forty carrots restaurant in the Mid-Block Passage

Stay for One More Glass





TO MADISON SQUARE PARK

TO 31ST STREET

TO CHELSEA

AVA

META OFFICE LOBBY

40% CARROTS RESTAURANT

SALON

BUBBLES CHAMPAGNE BAR

META OFFICE LOBBY

MOYNIHAN TRAIN HALL

POST OFFICE

BEAUTY

SEASONAL

ACCESSORIZE + JEWELRY

WOMEN'S WEAR

ATHLEISURE

MEN'S WEAR

META OFFICE LOBBY

CLUB/VIP LOUNGE

31ST STREET

TO CHELSEA

