

LEASE (this "Lease") made as of the 1<sup>st</sup> day of January, 2019 between [REDACTED] REALTY CORP., having an office at 344 East 59<sup>th</sup> Street, New York, NY 10022, hereinafter referred to as "Landlord", and M [REDACTED] AVENUE COUTURE INC., having an office at 400 East 58<sup>th</sup> Street, New York, NY 10022 hereinafter referred to as "Tenant".

### W I T N E S S E T H

Landlord and Tenant, in consideration of the mutual agreements herein contained and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, hereby covenant and agree as follows:

#### ARTICLE 1 - DEMISE; PREMISES AND PURPOSE

1.01. Landlord hereby leases and demises to Tenant, and Tenant hereby hires and takes from Landlord, those certain premises located on and comprising a portion of the second (2nd) floor (which is deemed to contain 2,000 rentable square feet), as indicated on the plan(s) annexed hereto and made a part hereof as "Exhibit A" (hereinafter referred to as the "Premises") in the building known as and located [REDACTED] East 59<sup>th</sup> Street, New York, New York (the "Building"), subject to the provisions of this Lease.

1.02. The Premises shall be used and occupied for general office use and uses incidental and ancillary only and for no other purpose (the "Permitted Use").

1.03. Neither the Premises nor the halls, corridors, stairways, elevator or any other portion of the Building shall be used by Tenant, or Tenant's servants, employees, licensees, invitees or visitors, in connection with the aforesaid Permitted Use, or otherwise, so as to cause any congestion of the public portions of the Building or the entranceways, sidewalks or roadways adjoining the Building, whether by vehicular traffic or by the congregating or loitering thereon of Tenant and/or the servants, employees, licensees, invitees or visitors of Tenant.

1.04. Tenant shall not permit messengers, delivery personnel or other individuals providing such services to Tenant (such persons, the "Delivery Personnel") to: (a) assemble, congregate or to form a line outside of the Premises or the Building or otherwise impede the flow of pedestrian traffic outside of the Premises or Building or (b) park or otherwise leave bicycles, wagons or other delivery carts outside of the Premises or the Building, except in specific locations outside of the Building from time-to-time designated by Landlord. Tenant shall require the Delivery Personnel to comply with rules from time-to-time promulgated by Landlord regarding the use of outside messenger services.

#### ARTICLE 2 - TERM AND COMMENCEMENT DATE

The Premises is to be leased for a term of three (3) Lease Years (the "Term"), which shall commence on the date that Landlord's Work (as hereinafter defined) has been Substantially Completed (as hereinafter defined) and the Premises have been delivered to Tenant vacant and free of all rights of occupancy other than this Lease (such date, the "Commencement Date") and shall end