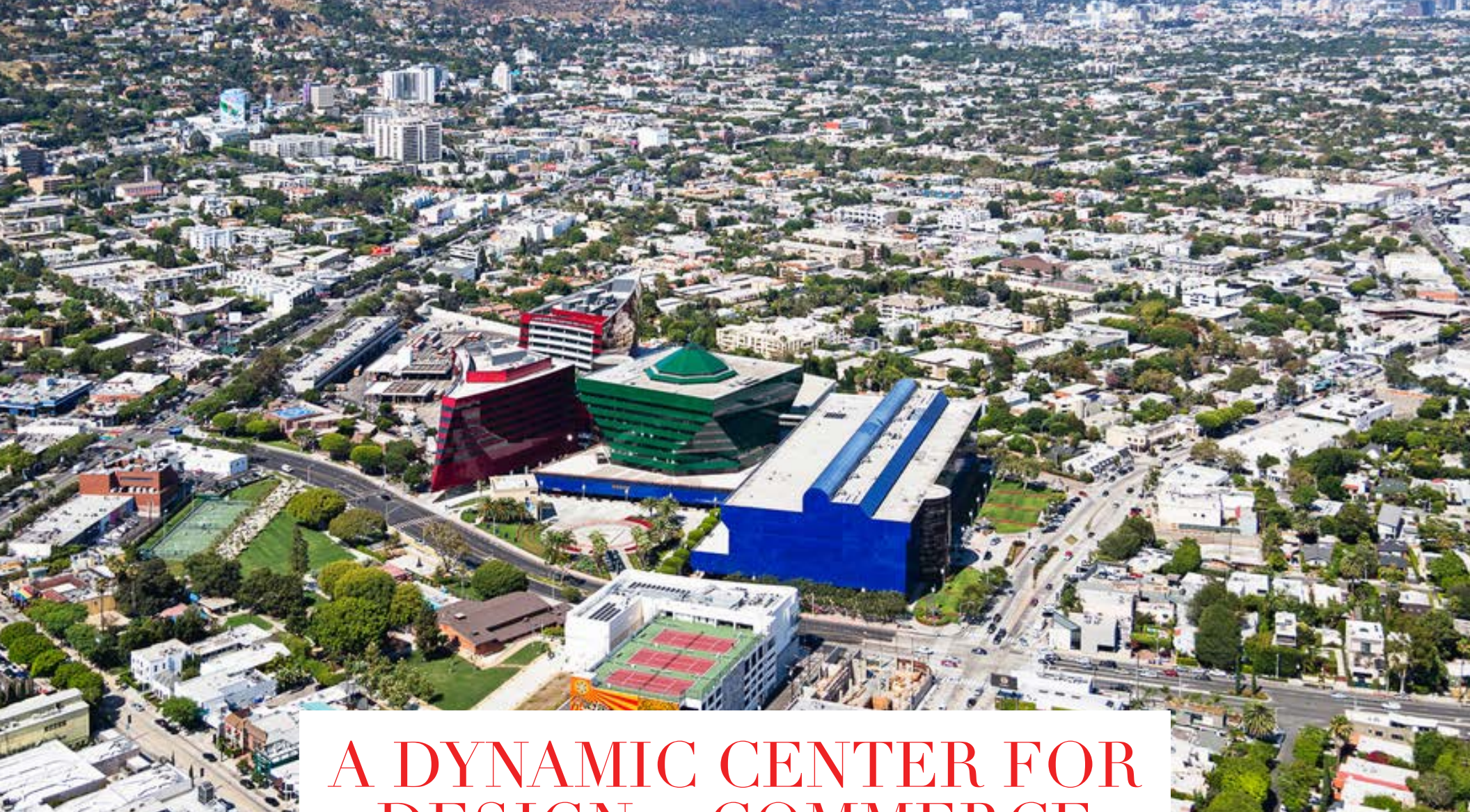


# LEASING PROSPECTUS

---

PDC  
PACIFIC DESIGN CENTER



# A DYNAMIC CENTER FOR DESIGN + COMMERCE

---

An architectural landmark anchoring Los Angeles' elite design district, Pacific Design Center (PDC) is the West Coast destination for global design.

# AN ICONIC LANDMARK

PDC's 750,000 square-foot "Blue Whale," realized by architect Caesar Peli, FAIA, revolutionized L.A.'s design industry in 1975, creating a premier, all-inclusive trade resource to procure high-end designer goods. Forty years hence, PDC continues to innovate. Transformed by Peli's iconic "Green" and "Red" Building additions, the 1.6 million square-foot campus now connects top-tier design, art, media and entertainment brands within an award-winning commercial market center.

Welcoming nearly 100,000 visitors annually, PDC is home to 100 internationally revered showrooms presenting 2,200 manufacturers of luxury residential and contract furnishings, fabrics, wall and floor coverings, lighting, kitchen and bath products, antiques, art and accessories to serve design professionals and the discerning consumer. The campus is further energized by hosting more than 200 special events, trade markets, art exhibitions, conferences, fundraisers, film and television shoots, movie screenings and premieres each year.

Coveted for its ideal location, generous floor plans, exceptional amenities and responsive management, Pacific Design Center is the choice showroom location preferred by today's leading manufacturers of best-in-class design.





Photo: Dedon

# SPENDING POWER

As a an economic engine for business growth and success, Los Angeles is a dominant market center for affluence and influence in the U.S. and internationally.

# L.A.'s FINANCIAL CLOUT

**\$734 BILLION**

IN ECONOMIC OUTPUT

**\$257 BILLION**

IN SALARY + WAGES

**\$318 MILLION**

IN CONSUMER EXPENDITURES

**120,000**

MILLIONAIRES RESIDE IN L.A.

**4th**

AMONG INTERNATIONAL CITIES  
IN TOTAL BILLIONAIRES

**TOP 10**

INTERNATIONAL CITY  
FOR LUXURY HOME SALES

**\$4.6 MILLION**

MEDIAN LUXURY HOME VALUE

**\$1 BILLION+**

HOME FURNISHINGS SALES

SOURCES: Atlantic Cities, Global Ranking 2012; Christie's "Luxury Defined" study 2013; CLRSearch.com; L.A. Luxury Real Estate 2012; therichest.com "The Top Ten Richest Cities in the World;" UBS study, ranked by Spending Power; Hoovers, June 2013



Photo: David Sutherland

The image shows the exterior of the Pacific Design Center building. The most prominent feature is the large, white, 3D block letter signage that reads "Pacific Design Center". This signage is mounted on a dark, horizontal band that also serves as a planter box filled with vibrant pink flowers. Above the signage, the building's facade is composed of large glass panels that reflect the sky and surrounding environment. Below the flower box, the building's entrance is visible, featuring a series of glass doors and windows. A small, white address number "1887" is visible on the dark band just below the flowers. The overall scene is brightly lit, suggesting a clear day.

# Pacific Design Center

## DESTINATION ADVANTAGE

---

Pacific Design Center provides an unrivaled platform to create commerce. Within the PDC community our showrooms enjoy a collaborative, integrated culture through association with the industry's most powerful brands. This environment fuels success and is supported by skilled marketing and event management services to promote showrooms, products and traffic.

# THE PDC DISTINCTION

**750,000 SQ. FT.**

DESIGN CENTER FOOTPRINT

**1,000-16,000 SQ. FT.**

SHOWROOM SPACES FEATURING  
MODERN, HIGH-END FINISHES

**2,200**

PRODUCT LINES

**100**

DESIGNER SHOWROOMS

**90,000**

ANNUAL GUEST TRAFFIC

**5,000**

ANNUAL DESIGN MARKET ATTENDEES

**200**

SPECIAL EVENTS, TRADE MARKETS,  
ART EXHIBITIONS, CONFERENCES PER YEAR





# THE BUSINESS OF DESIGN

---

Photo: Innovations

Our showroom-partners recognize the value of investment with the PDC. Renowned as the region's time-honored luxury resource, PDC has long delivered a critical depth and breadth of offerings crucial to every aspect of the design process. This distinction ensures the industry's top professionals consistently make PDC their go-to choice for selection, service, innovation and inspiration.

# A PERFECTED MIX

**81%**

OF SHOWROOM CLIENTS  
ARE AGE 36-45 YEARS

**57%**

OF SHOWROOMS HAVE  
10+ YEARS OF PDC TENANCY

## ANNUAL SALES

**38%**

\$1M - \$2M

**21%**

\$6M+

## FURNITURE SALES

**54%**

CONTEMPORARY

**41%**

MODERN

**51%**

TRANSITIONAL

**41%**

TRADITIONAL

## BUSINESS FOCUS

**100%**

RESIDENTIAL

**11%**

COMMERCIAL

**19%**

HOSPITALITY





# THE COMPANY WE KEEP

---

Photo: Jean de Merry

PDC boasts a collection of the world's best luxury brands and most innovative custom designs assuring best-in-class association, as defined by a sampling of marquis corporate showrooms.



*Baker*

**Brunschwig & Fils**

DAVID SUTHERLAND

**DEDON**



George Smith

HOLLY HUNT

**JAMES PERSE**



JANUS et Cie

JEAN DE MERRY

KNEEDLER | FAUCHÈRE

**KK** kravet

LEE JOFA



**maharam**

SCHUMACHER  
since 1889

SUMMIT



# INTERIOR DESIGN

MARCH 2013



# THE *Hollywood* PORTER

DECEMBER 2013

## POWER STYLE 2014

- RED-HOT SHOES, BAGS, JEWELRY
- WHERE LADIES LUNCH
- CARS WOMEN LOVE

WOMEN IN ENTERTAINMENT

# OPRAH & the POWER 100

## ACCESS TO INFLUENCE

PDC consistently engages with the nation's leading design and lifestyle media, developing synergistic opportunities promoting great design. Leveraging promotional events, keynote presentations and editorial opportunities, PDC maximizes its magazine partnerships to elevate brand awareness among design influentials and their clientele.

MODERN LUXURY

# Angeleno

**PASSION & PURSUIT**  
A REVEALING LOOK AT CHRISSEY TEIGEN'S BODY OF WORK

**FALL FASHION SPECTACULAR**  
COVETABLE COLLECTIONS FROM HEAD TO TOE

INSPIRED BY THE BEST OF BEAUTY, DESIGN, CULTURE, SOCIETY & ON-TREND CONCEPTS  
REVEALING THE BEHIND-THE-SCENES OF THE INDUSTRY'S MOST INFLUENTIAL FIGURES

PLUS  
A REVEALING LOOK AT CHRISSEY TEIGEN'S BODY OF WORK

ARCHITECTURAL DIGEST  
THE INTERNATIONAL DESIGN AUTHORITY  
FEBRUARY 2017

# BUILDINGS WITH BUZZ

Daring design around the world

NASCAR'S JIMMIE JOHNSON AT HOME IN NEW YORK  
HERZOG & DE MEURON'S LATEST MASTERPIECE

**ca**  
CALIFORNIA HOME + DESIGN

BLATK & BLUE  
JAPAN WITH PAUL VINCENT WISEMAN  
SHOP THE LOOK AT THE PACIFIC

SPECIAL SECTION:  
THE WINE COUNTRY AWARDS

2017 CALIFORNIA HOME + DESIGN AWARDS

**CALIFORNIA HOMES**  
THE MAGAZINE OF ARCHITECTURE THE ARTS & DISTINCTIVE DESIGN

*Ode to Summer*  
Editor's Choice Kitchens

CARMEL VALLEY  
LAGUNA BEACH  
SAN FRANCISCO  
PALM SPRINGS

Trails & Pool Houses

**dwell**  
AT HOME IN THE MODERN WORLD

**The Interior Design Issue**

SOUTHERN COMFORT  
Designer Barbara Hill Redefines Modern in Atlanta

SPANISH STYLE  
Designer Jaime Hayon's Valencia Apartment

**DECOR**  
Al fresco Chic

**GARDEN PLEASURES**  
THE BEST OF INDOOR & OUTDOOR STYLE

**BOHO BRIT**  
MINNIE DRIVER IN HOLLYWOOD

**THE HOLLYWOOD REPORTER**  
GIFT GUIDE: STYLE + SUBSTANCE

THE TRUMP WHISPERER  
GET FIRED, GET RICH

25 TOP BEAUTY MOMENTS

ACTRESS ROUNDTABLE  
**The Women**

Seven of the season's hottest talents turn the tables when asked about guy (You should be asking the Producer Roundtable) (and which they are willing to forgo next year's Best Actress nomination for)

**House Beautiful**  
EASY TIPS, QUICK CHANGES & SMART IDEAS TO

**Love your Home!**

**interiors**

MODERN LUXURY  
**Interiors**  
SOUTHERN CALIFORNIA EDITION CALIFORNIA

KING OF THE HILL  
OUTER LIMITS  
THE BEST IN CALIFORNIA'S OUTDOOR SPACES, KITCHENS, BATHS & MORE

**luXe.**  
interiors + design  
LOS ANGELES

Robb Report  
**Home & Style**  
LUXURY RESIDENCES AND FINE DESIGN  
JULY/AUGUST 2015

**AMERICAN BEAUTIES**  
Ravishing residences in New York, Chicago & Los Angeles

**T**  
THE NEW YORK TIMES MAGAZINE

**THE NEW LOOK**  
JOSEPH DIRAND'S SIXTY YEARS ON  
AN ODE TO MODERN DESIGN  
TANGERS' MOST DEFINED CENTREPIECE

Gatherings ESCAPE TO THE SEASIDE  
New Orleans SOUTHERN STYLE NOW SPONSORED  
Chic Palettes FALL SAVVY DESIGN PICKS

**TRADITIONAL HOME**  
Color

63 rooms with fresh ways to use the hues you love

KITCHEN BLUE BEAUTY PAIRS HIGH STYLE WITH SMART STORAGE 54

**WSJ.**  
THE WALL STREET JOURNAL MAGAZINE

**MERYL STREEP**  
A LEAGUE OF HER OWN



## THE DESIGN-SAVVY CONSUMER

---

Responding to the growing consumer demand for access to exclusive designer products, Pacific Design Services allows design enthusiasts exclusive entrée to procure luxury furnishings from our to-the-trade Design Center showrooms.

# UNLIMITED ACCESS

## CONSULTING + BUYING PROGRAM

A unique insider consulting & buying program that provides discriminating consumers not presently working with a designer the opportunity to purchase a limited number of items at to-the-trade only prices plus a modest administrative fee. This service extends a coveted privilege to select from the variety of textiles and furnishings available only at Pacific Design Center.

## DESIGNER REFERRAL PROGRAM

A complimentary service that helps individuals select an interior designer who best suits their taste, project scope and budget. Whether building a new home, planning a renovation or redecorating a single room, our designers represent a broad range of talent and styles and have been recognized and awarded by national trade associations and publications.





# CAMPUS AMENITIES

---

The PDC campus delivers first-rate services and ease of convenience to satisfy a variety of showroom and customer needs. From dining options to business and fitness services, PDC's amenity-rich offerings provide resources to save time and ensure satisfaction.

# DINING

## DESIGN CAFE

Located on the Melrose Avenue Plaza, Design Café serves alfresco dining featuring salads, soups and sandwiches. Monday through Friday, 8:00 am to 4:00 pm.

## SILVER BULLET EXPRESS

Silver Bullet Express is your destination for fresh, simple, customizable and delicious fast-casual California fare. A roster of healthy breakfast and lunch options like omelets, salads, sandwiches and seasonal specials are available from a beautiful custom Airstream located next to the Motor Court between the Red and Green Buildings. Monday through Friday, 7:30 am to 11:00 am.



# CHOICE VENUES

## SILVERSCREEN THEATER

The SilverScreen Theater is a stunning 294-seat-facility featuring state-of-the-art technology, a new Christie VIVE Atmos Sound System, ample parking and expert catering in a luxurious environment. Ideal for film screenings, lectures, readings and receptions.

## CONFERENCE CENTER

PDC's Blue Conference Center provides a professional environment for seminars, lectures, programs, symposiums and meetings. The space can be arranged classroom style for 75, board-room-style for meetings up to 40 people, or theater-style with 160 seats, a stage, a platform and podium. The adjacent Board Room can be utilized for a guest waiting room, catering preparation or to hold a private meeting for up to 20 seated.

## PACIFIC DESIGN FITNESS

Designed by Michael Graves, the membership-only fitness center offers a wide range of state-of-the-art equipment and a variety of classes, including boot camp and yoga, and is open to PDC designers and tenants.





# MARKETING BENEFITS

Photo: Janus et Cie

Offering an array of opportunities that extend brand message, enhance visibility and drive sales, PDC provides showrooms with an arsenal of marketing programs to deliver preferred design professionals and affluent consumers of designer home furnishings.

## WESTWEEK

PDC'S annual Spring Market is the West Coast's showcase for global design. Each March, WESTWEEK debuts an array of luxury furnishings and resources crafted by today's foremost design innovators. The two-day event features keynote programs, product introductions and showroom happenings, complemented by presentations from the nation's leading shelter publications, editors and tastemakers. WESTWEEK attracts 3,000+ trade professionals from across the West and around the globe.

## FALL MARKET

A one-day Market featuring new showroom products and trends introduced for Fall. The October event includes a keynote presentation delivered by celebrated tastemakers and design authorities complemented by showroom parties and promotions.

## GODESIGNGO BLOG

Cohen Design Centers editorial-driven GoDesignGo blog covers the best in luxury home furnishings and the latest trends in the world of design, art, architecture, landscaping and lifestyle, providing showrooms with a substantive media outlet to promote best-in-class design.

## PUBLIC RELATIONS

PDC leverages its relationships with top design and lifestyle editors and bloggers among 100+ regional and national trade/consumer media, advancing relevant editorial opportunities for products, showrooms, trends and industry events among print, broadcast and online outlets.

## EMAIL COMMUNICATIONS

Accessing 5,000 design professionals, architects, industry trade associations, media and design-enthusiasts, PDC continuously promotes showroom news, product announcements, lectures, exhibitions and sponsor incentives actively engaging customers with the Design Center's array of offerings.



## SOCIAL MEDIA

PDC engages 50,000+ fans and followers via its Facebook, Twitter, Instagram and GoDesignGo social media platforms, sharing up-to-the-minute information, images and conversation on events, products and happenings throughout the Design Center.

## VIDEO WALL

Nearly 2,000 weekly PDC visitors are welcomed by a state-of-the-art HD Blu-Ray video wall populated by showroom product images, events and exhibition information to update guests on Design Center offerings and activities.

## CONTENT NEWSLETTER

PDC'S bi-annual newsletter features a comprehensive guide to WESTWEEK and Fall Market events. Featuring keynote presentations, showroom programs, product introductions, news and event information complemented by advertising opportunities for showrooms and industry partners, Content is direct mailed to 8,000 design professionals and affluent consumers in major U.S. markets.

## PACIFICDESIGNCENTER.COM

Averaging 13,000 visits and 50,000 page views per month, PDC's website provides a searchable database to source individual showroom pages featuring company overview, visuals, contact info, product listings and hotlinks. Additionally, the site offers a calendar of events, news and information postings, social media links, newsletter archive and designer referral services.

## SHOWROOM DIRECTORY

The official annual guide to the showrooms and manufacturers represented at the PDC includes building information, showroom and line listings, floor plans, product categories, calendar of events and trade resources. Advertising opportunities are available for showrooms and industry partners.





## MANAGED BY A PROVEN LEADER

---

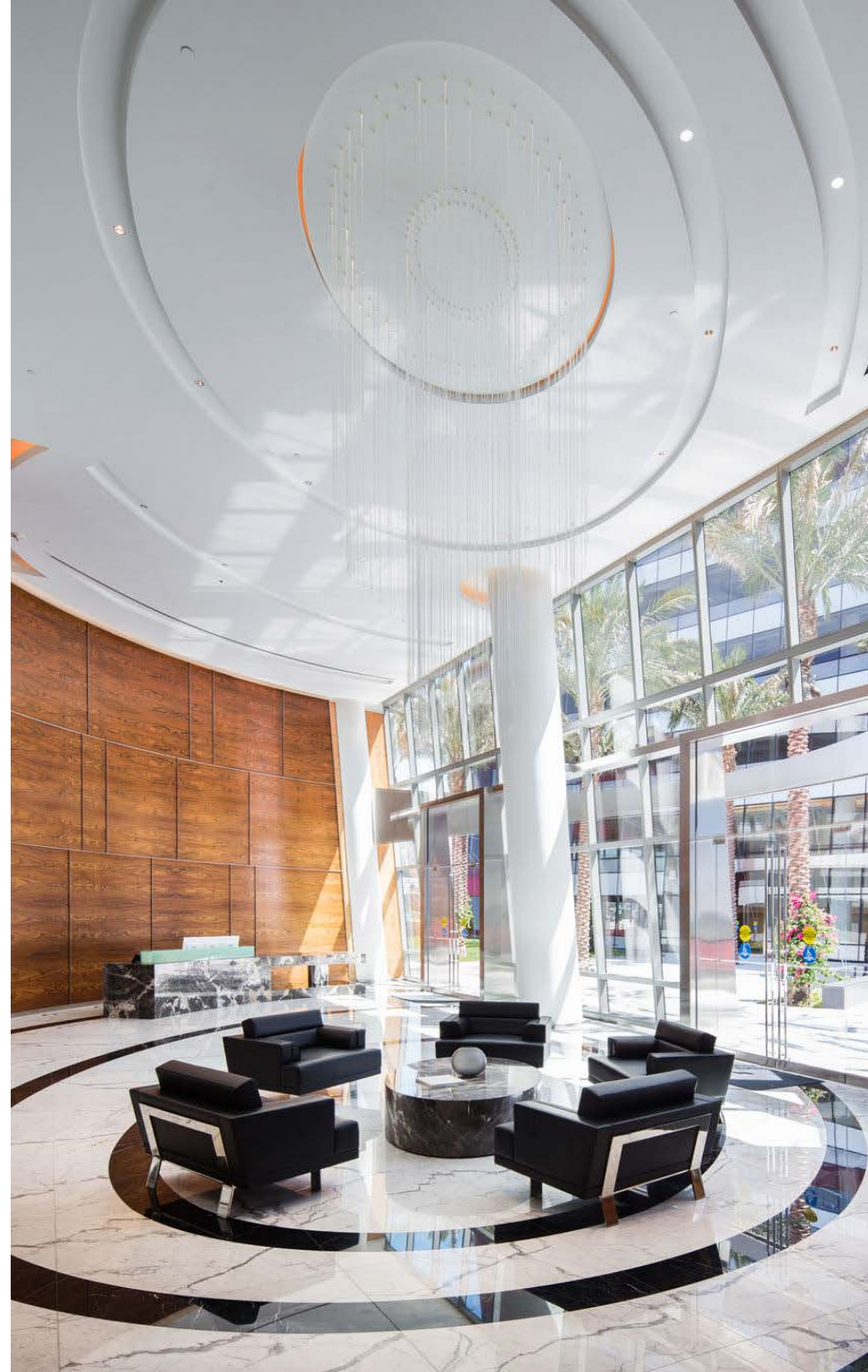
Cohen Brothers Realty Corporation (CBRC) is a private real estate development and management firm with more than 50 years of success developing, redeveloping and operating premier properties in prime locations in major U.S. markets.

# PREMIUM REAL ESTATE

With a 12 million square-foot real estate portfolio and a belief that great architecture and design transform a development project as a work of art, CBRC approaches each asset with a long-term view focusing on creating and maintaining properties that will shape skylines.

This passion for design has inspired the firm's focus in redeveloping and revitalizing world-class design centers across the country, including the Decoration & Design Building (New York, NY), Pacific Design Center (Los Angeles, CA), Design Center of the Americas (Dania Beach, FL) and Decorative Center Houston (Houston, TX).

At the heart of CBRC's design center management philosophy is a commitment to partnership marketing. We work collaboratively with our showroom-partners developing programs and platforms that support their unique selling needs. Engaging the finest talents in the design and real estate industries, CBRC provides responsive on-site sales, marketing and operations management powered by years of experience, carefully cultivated contacts and specialized knowledge to support showroom success while increasing revenue and driving long-term profitability.



# MAKE THE CONNECTION

## PACIFIC DESIGN CENTER

750 NORTH SAN VICENTE BLVD, SUITE 1600

WEST HOLLYWOOD, CA 90069

P 310.657.0800

F 310.652.8576

PACIFICDESIGNCENTER.COM

## LEASING

MATTHEW BRELIANT

VICE PRESIDENT - LEASING

PACIFIC DESIGN CENTER

D 310-360-6414 | C 310.488.6896

MBRELIANT@PACIFICDESIGNCENTER.COM

## MARKETING

JEFF SAMPSON

VICE PRESIDENT OF MARKETING

PACIFIC DESIGN CENTER

P 310.360.6404

JSAMPSON@PACIFICDESIGNCENTER.COM

