

Sam Flax — a premier provider of art and design supplies, fine stationery, boutique gifts and much more — is moving to Buckhead.

The store, which is currently located at 1460 Northside Drive, will soon occupy the Kroger building in Brookwood Place at 1745 Peachtree Street.

“This takes us from an industrial area into a really premier retail setting,” said Lionel Flax, general manager of Sam Flax. “When that space became available, we saw an opportunity to elevate the image of our business and also enhance the experience for our customers.”

Joel & Granot represented Sam Flax in the transaction.

“What made this deal successful was a very patient and thorough approach by Joel & Granot,” Flax said. “It was a deal with a lot of moving parts and it took a lot of patience, business acumen and leadership to actualize it.”

The complex transaction involved negotiating a sublease on the property, which Selig Enterprises had leased to The Kroger Co.

The 36,000-square-foot space will give Sam Flax plenty of room to expand. The store, which has 25,000-square feet on Northside Drive, will be able to offer additional classes and demonstrations and will become a much more interactive environment, Flax said.

The family-run business has been able to grow thanks to its knowledgeable and experienced team of employees who care deeply about the company and its reputation, said Flax.

You can check out the new store in September.