



Brand Urban leases 2,000 s/f to WTHN

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Brooklyn, NY WTHN, the holistic wellness brand and modern acupuncture studio has opened its 2,000 s/f location in Williamsburg. Located at 97 North 10th St., the new store marks the brand's second flagship location and its entrance into the market.

WTHN's exclusive real estate advisors, Taryn Brandes and Emily Green of Brand Urban, represented the tenant, while Harrison Balisky of Olmstead Real Estate represented the landlord, Cayuga Capital.

"Williamsburg's remarkable evolution into a significant New York City neighborhood is undeniable, and it's evident that WTHN's core customer is rapidly migrating to this submarket," said Taryn Brandes, founder of Brand Urban. "We're thrilled to advise WTHN on the brand's real estate strategy, as we embark on the beginning of its exciting growth story. More new stores are in the works over the next 12 months. Williamsburg's blend of creativity, community and retail has made it one of the most popular destinations of choice for a rapidly growing number of like-minded residents and visitors in the New York City market. We believe the brand will not only contribute to but also thrive within Williamsburg's flourishing health and wellness landscape."

WTHN enlisted the expertise of Brand Urban, specializing in real estate expansion strategies for lifestyle brands to develop and execute on a roll-out plan that allows the brand to reach its core customer with convenient and best-in-class positioning for this caliber and category of lifestyle-service brand.

WTHN Williamsburg occupies 2,000 s/f of retail space at 97 North 10th St. that has been transformed into a wellness destination for the brand's second flagship studio space.

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