



The Bromley Companies arranges leases for Vuori and Levain Bakery at 120 & 122 Fifth Ave. development - 7,500 s/f

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Manhattan, NY The Bromley Companies have arranged the leases for two new retailers at the 120 and 122 Fifth Ave. development.

Apparel retailer Vuori opened their third NYC location at 120 Fifth Ave., an 11-story, mixed-use office building in Union Sq. Vuori will occupy an 4,500 s/f, ground floor space fronting Fifth Ave., with plans to open its doors to the community in fall 2024.

Vuori's brand message wall can be found in the front of the store within a layered arch wall of oak tambour and LED details. Because the building is considered a historical landmark, the storefront was untouched to preserve the original architecture of the building.

The store has an open floor plan with debossed plaster to showcase branded messaging. The entrance of the fitting rooms includes a featured art installation of layered silhouettes to create a backlit mountain skyline against oak tambour panels. The mountain design pays tribute to the meaning of the brand's name, "Vuori", which is the Finnish for the word "mountain".

"Our two-building office redevelopment sits at the intersection of health and wellness and we're thrilled to welcome Vuori as a part of this ecosystem," said Nicholas Haines, CEO of Bromley Companies. "Vuori's brand intention to blur the lines between different aspects of life is exactly what we're trying to achieve at our buildings. By creating a premier, mixed-use office space, we're fusing the best parts of work and life with state-of-the-art amenities, best-in-class retailers and health and wellness offerings, and we can't wait to welcome Vuori to the mix later this year."

Launched in 2015, Vuori delivers elevated, everyday essentials that blur the lines between fitness and life. The brand's apparel draws inspiration from the active California lifestyle, which is built on the integration of fitness, yoga, surf and life.

Levain Bakery had their grand opening at 122 Fifth Ave. spanning a 3,000 s/f space on 18th St., Levain Bakery's new location is their seventh in New York City, bringing its cookies, pastries and beverages to the area.

Founded in 1995 by best friends Pam Weekes and Connie McDonald as a small bread shop on the Upper West Side, Levain Bakery has become a renowned destination, known for its, six ounce cookies that are baked fresh daily. Levain operates bakeries within New York City, Chicago, Boston, the Greater Washington DC area and Los Angeles.

To celebrate the highly anticipated Flatiron opening, Levain introduced a new Black & White Chocolate Chip cookie, a twist on available exclusively at the Flatiron location through mid-May. Crafted with dark cocoa, semi-sweet chocolate chips, and creamy white chocolate chunks, this limited-edition delight is striking and a nod to the bakery's NYC roots.

"We're excited to join the Flatiron community, which we've long admired for its vibrant culture and variety of things to do," said Pam & Connie, the founders of Levain Bakery. "We're honored to join the lineup of local businesses and destinations in the neighborhood that cater to locals and visitors

alike, plus, we can't wait to unveil our new black & white chocolate chip cookie—a special treat we created just for this opening.”

The proceeds from Levain's opening day in Flatiron will be donated to Hot Bread Kitchen, whose mission is to create economic opportunity for women, gender-expansive people and immigrants in New York City's food industry. Levain Bakery has donated proceeds from its bakery openings since 2009, and have an ongoing commitment to giving back to the local community as they continuously strive to be a force for good in each neighborhood they join.

“The opening of Levain Bakery is an incredible moment not only for 122 Fifth, but for the Flatiron district as a whole,” said Nicholas Haines, CEO of Bromley Companies. “Levain is a key component of our vision to create a premier, mixed-use office building centered around convenience and best-in-class offerings. The beloved bakery is a go-to staple for both residents and visitors and we're thrilled to be a part of its expansion story.”

120 Fifth Avenue is a 70,000 s/f office building and the corner piece of the larger redeveloped 122 Fifth Ave., both owned and managed by Bromley Companies. Reimagined by STUDIOS Architecture, 122 Fifth Ave. is a 300,000 s/f mixed-use loft building with 18,000 s/f of retail and office floor plates ranging from 27,000 to 33,000 s/f. In addition to nearly 15,000 s/f of rooftop terraces and gardens, tenants also have access to bike storage rooms, private locker rooms, and advanced systems with touchless capabilities and smartphone integration, and will soon have performance optimization and recovery experiences, products and health coaching. 122 Fifth was built with employee mental and physical wellness and sustainability in mind and is currently targeting LEED Gold and Fitwel certifications. The entrance to Levain Bakery is located at 2 West 18th St.

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