



Brand Urban secures 3,700 s/f lease for WTHN third NYC location

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Manhattan, NY Brand Urban has signed WTHN, the holistic wellness brand and modern acupuncture studio rooted in traditional Chinese medicine, to a lease for a new location at 69 West 71st St. on the Upper West Side. Located just off Columbus Ave., the 3,700 s/f store is slated to open this year and will mark the brand's third location in New York City.

WTHN's exclusive real estate advisors, Taryn Brandes and Emily Green of Brand Urban, represented the tenant, while Harrison Abramowitz, Michael Paster and Jason Pruger of Newmark represented the landlord in the lease.

WTHN enlisted Brand Urban, a specialist in real estate expansion strategies for lifestyle brands, to develop and execute on their multi-unit real estate strategy in NYC. With its third location now under construction, WTHN is emerging as a pioneer and leader in the affordable, acupuncture-membership and service sector. By teaming up with Brand Urban, this partnership seeks to cement WTHN's reputation as a lifestyle-service brand.

Occupying 2,100 s/f of ground-floor retail space, with an additional 1,600 s/f on the lower level, the new 3,700 s/f location at 69 West 71st St. will be transformed into a wellness destination for the brand's third storefront. Located in the Upper West Side half of a block from the Columbus Ave. retail corridor, WTHN will join like-minded neighboring businesses such as Heyday, Juice Press, Equinox and the popular farm-to-table restaurant, Friend of a Farmer.

The new location will be a modern and elevated wellness haven and acupuncture studio offering the brand's signature holistic healing services, which include personalized acupuncture, cupping, and herbal treatments. It will also feature WTHN's retail wellness shop, made up of curated and branded products for sale at the front of the store.

Brand Urban's founder, Taryn Brandes has supported WTHN's real estate strategy since WTHN's inception, helping open its first location in the fall of 2018 in the Flatiron District at 20 W 22nd St. In January, Brand Urban helped WTHN secure its second location, a 2,000 s/f store at 97 North 10th St. in North Williamsburg.

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