



Bright Start, Club Pilates and Glowbar join Jaspera

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Long Island City, NY According to The Domain Companies, LMXD, the VOREA Group, and Bridge Investment Group three new retail leases totaling about 7,600 s/f were signed at Jasper, a \$370 million mixed-use development in Hunter's Point. Along with the 13,800 s/f lease to Dumbo Market announced last month, more than 64% of the building's 33,000 s/f of retail space is now leased prior to the completion of construction in Q1 2025. The new tenants include Bright Start, a Queens-based early childhood development center with approximately 4,545 s/f of interior space plus an outdoor courtyard; Club Pilates, the world's largest premium boutique Pilates brand for its newest 1,955 s/f studio; and Glowbar, a facial membership studio, with 1,104 s/f of retail space. The tenants are working to open in early 2025 to coincide with the completion of Jasper's residential space. All four retail leases at Jasper were brokered by Adam Joly and Rachel Cohen at Igloo, who represented ownership.

"With the addition of the Bright Start, Club Pilates, and Glowbar, we are excited to enhance and ease the experience for residents in Jasper and the surrounding communities," said Adam Joly, principal of Igloo NYC. "The shortage of retail space around the Long Island City waterfront paired with the growing residential population has created a compelling opportunity for businesses, especially along retail corridors like 50th Avenue, which are closer and more convenient to many residents."

"We're thrilled to welcome Bright Start, Club Pilates, and Glowbar to Jasper to offer additional resources for everyone who calls Hunters Points their home," said Matt Schwartz, CEO of the Domain Companies. "Providing access to a childcare facility, a brand-new fitness studio and wellness offerings fulfills our goals of enhancing our residents' lives by curating a holistic environment, supporting local businesses, and complementing the vibrant Long Island City neighborhood."

The Bright Start at Jasper will offer a state-of-the-art facility for children ages three months to five years old. The opening marks the fifth daycare center for Bright Start, which currently has two sites in Astoria and two sites in Long Island City. The new facility will include seven classrooms divided by age group, with separate sets of rooms dedicated for infants (3-to-12 months old), toddlers (1-to-2 years old), preschool (2-to-3 years old), and Pre-K (4-to-5 years old) and a large dedicated outdoor playground. Bright Start distances itself from being known as purely a drop-off center by providing kids with a complete childhood development program that incorporates play into an educationally rich set of classes all day long, as well as offering numerous enrichment classes such as baby and kids yoga, music and movement, foreign languages, arts, and soccer.

Club Pilates has the largest network of studios, designed to make Pilates more accessible, approachable, affordable, and welcoming to everyone. The new studio will offer residents and community members a wide range of classes and state-of-the-art equipment, including Pilates reformers, chairs, springboard, barre, TRX training systems, and extensive training certification for its instructors. The full-body workouts strengthen muscles, improve posture, and correct muscle imbalances, helping members feel their best while offering a low-impact workout that can accommodate everyone.

Glowbar's new studio at Jasper will offer its signature 30-minute, affordable, customized, and results-driven treatments. Each treatment at Glowbar includes an esthetician-led survey to better understand client's needs and to determine a treatment plan, which can include Dermaplaning, Chemical peels, Extractions, LED, Microcurrent, High Frequency, and more. With new locations taking the East Coast by storm, Glowbar is the fastest growing facial-membership brand known for its no-frills, accessible, and effective approach to personal care.

"As a New York brand, we want everyone across the city and beyond to feel confident in their skin by having access to affordable and effective skincare treatments," said Rachel Liverman, CEO and founder of Glowbar. "We're excited to be expanding into Queens, and specifically Long Island City as an area with increasing amenities and like-minded businesses, to reach consumers we know are looking to prioritize their skincare in a way that seamlessly fits into their other self care and healthcare routines."

Located in Long Island City along 5th St. between 50th Ave. and 49th Ave., Jasper is a joint venture between The Domain Companies, LMXD, the VOREA Group, and Bridge Investment Group. The development team is in discussions with a range of additional potential retailers to fill out the balance of the space and provide an optimal spread of resources to Jasper and the neighborhood.

In addition to the ground floor retail space, Jasper will have 499 apartment rentals ranging from studios to three bedrooms, 150 of which will be set aside for those with a 130% area median income. A development designed to offer residents a holistic living experience, Jasper residents will enjoy access to multiple outdoor terraces, a pool, state-of-the-art fitness equipment and classes, a yoga studio, bike storage, multiple landscaped courtyards, a game room, package lockers, personal storage, dedicated outdoor dining and BBQ areas, a residential lounge and demonstration kitchen, co-working space, green roofs, and 112 parking spaces.

Located just half a block from Gantry State Park, Jasper boasts close proximity to a combination of transportation options, including Long Island City's seven subway lines (7, E, N, G, W, R, F).

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