



Newmark leases 4,089 s/f to Pura Vida Miami at Rubenstein's 25 Kent

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25 Kent - Brooklyn, NY Photo credit: Ty Cole

Brooklyn, NY Rubenstein Partners' 25 Kent in Williamsburg, has signed a 10-year, 4,089 s/f lease

with Pura Vida Miami, the all-day café and wellness lifestyle brand. With over 20 locations in South Florida, 25 Kent will be Pura Vida's second New York location following the brand's opening at NoMad in Manhattan this summer.

The landlord, Rubenstein Partners, and Pura Vida were both represented by Newmark teams in the transaction.

"The addition of Pura Vida brings a healthy lifestyle-focused food and beverage offering to 25 Kent, further expanding upon the creative ecosystem and innovative tenant base being cultivated across the building," said Joe Zuber, regional director, NY Metro & New England, Rubenstein Partners. "Serving as one of Pura Vida's first locations outside of Florida, 25 Kent is the ideal spot with its convenient location, unparalleled views, and access to the ever-evolving Williamsburg community."

"We are excited to serve the Williamsburg community and look forward to creating new wellness-minded communities in New York and the surrounding areas. With Williamsburg being the SoHo of Brooklyn in terms of demographic and housing great tenants like the Kith Williamsburg flagship and multiple top chef restaurants, we identified Williamsburg as a natural second market for Pura Vida's New York expansion. Pura Vida will serve as the third place for people to connect, disconnect, create, get inspired and be surrounded with like-minded individuals," said Omer Horev, CEO and founder of Pura Vida Miami.

Founded in 2012, Pura Vida Miami was created by husband-and-wife Omer and Jen Horev to serve as a neighborhood gathering place that serves healthy and equally delicious options for breakfast, lunch, dinner, and everything in between. They have curated each location to feel like an extension of their own home and have crafted a menu of foods that can be eaten at any time of the day. Since its inception, the brand has fostered a cult-like following throughout South Florida and beyond. Pura Vida strives to make an impact in the community through both the offering of healthy food and the cultivation of communities that value a wellness-oriented lifestyle.

25 Kent has emerged as the epicenter of Brooklyn's commercial leasing velocity, signing over 100,000 s/f of space to an array of today's most diverse and prominent companies, with two serving as Brooklyn's largest transactions in 2024. Companies that have recently joined the property include amika and Eva-NYC, La Sirena Events, Othership, Altana, and Mindspace. Other notable companies operating at 25 Kent include KITH and Amazon Music.

Developed by Rubenstein Partners, the building occupies a full block bounded by Wythe and Kent Aves. and North 12th and North 13th Sts., across the street from Bushwick Inlet Park, the city's newest waterfront park, recently opened to the neighborhood.

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