



JETSET Pilates Gramercy opens at 261 Third Ave.

October 29, 2024 - Front Section

Manhattan, NY JETSET Pilates is adding a second location to its growing NYC footprint. Franchise owner Melissa Clonts has signed a lease to open JETSET Pilates Gramercy at 261 Third Ave., near Gramercy Park.

The new studio, located on the street level of a residential building, is expected to open in early 2025 making it the brand's second location in NYC.

The Miami founded brand celebrated for its blend of modern and traditional Pilates has expanded since launching franchising in 2022. With more than 60 studios in development throughout the U.S. and as far as Australia, JETSET is resonating with communities nationwide and internationally.

JETSET's 50-minute classes are set to DJ curated playlists and dynamic movement. The method combines Pilates-inspired exercises with seamless, efficient transitions known to create transformative results, fast. Including both resistance and cardio training, the total body workout takes place on JETSET's specialized reformer, customized by the brand to maximize the uniquely effective and efficient workout. Class sizes are intimate and led by instructors trained to create personal connections with clients, ensuring everyone experiences a workout that is effective and appropriate for their personal goals.

"I absolutely love how JETSET is a well-rounded workout for both the body and mind. My education and athletic experience in college sparked my passion for fitness and underscored the significance of both the physical and mental benefits of exercise. I am looking forward to bringing the JETSET Pilates experience to Gramercy to create a space for an elevated, effective workout and to build a community within the beautiful setting of the neighborhood. My husband and I are thrilled to invest in bringing this business to life and to foster a new community around a shared passion for wellness," said Clonts.

Situated within the tree-lined streets and historic atmosphere of Gramercy, JETSET Pilates Gramercy will feature 15 custom-made JETSET advanced reformers and thoughtful amenities designed to ensure every class is an experience with sharing. The studio design will embody the brand's sleek, modern aesthetic and feature thoughtful amenities including the signature brand scent, custom apparel, a spacious lobby, and social media-friendly mood lighting.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540