

The Nora District Welcomes Luce, Pompano's Boutique, Sweat 440 and Warby Parker to its Lineup
These tenants will bring a dynamic mix of curated fashion, wellness, and lifestyle experiences to West Palm Beach.

WEST PALM BEACH, FLA. – May X, 2025 – [The Nora District](#), West Palm Beach's most anticipated destination, introduces four new tenants to the project's already impressive assortment. The additions of LUCE, Pompanos, SWEAT440, and Warby Parker are set to bring modern jewelry, sophisticated fashion, high-performance fitness, and innovative eyewear to Nora, further shaping its identity as a thoughtfully curated neighborhood with something for everyone. Developed by [NDT Development](#), [Place Projects](#) and [Wheelock Street Capital](#), Nora will transform the area into a connected, walkable city district that reflects the future of West Palm Beach.

LUCE is a new fine jewelry retailer standing at the intersection of tradition and modernity. Rooted in four generations of New York jewelry expertise through the iconic [Kravit Jewelers](#) (established in 1927), LUCE represents the stylish evolution of a trusted legacy. The boutique will showcase a curated mix of contemporary fine jewelry, from everyday staples to meaningful statement pieces, with prices ranging from \$200 to over \$10,000. LUCE also embraces sustainability, giving new life to vintage pieces and offering jewelry made from ethically sourced materials. Its location within Nora will be its first, and it is planned to open early this Fall in an 800 square foot space at 985 North Railroad Avenue.

[Pompanos](#) is bringing its signature Palm Beach style to The Nora District. Established in Palm Beach, FL, in 2021 by longtime fashion professional Paul DiGiovanni, the boutique's current location has become a go-to destination for women who appreciate everyday elegance. With nearly 20 years of experience in fashion design and retail, DiGiovanni hand-selects the boutique's assortment of ready-to-wear and accessories and also designs custom, limited-edition pieces exclusive to Pompanos. DiGiovanni is relocating Pompanos to 1070 North Railroad Avenue, where he will welcome clients into a thoughtfully designed and inviting 775 square foot space. Pompanos is expected to open in early Fall.

[SWEAT440](#) is a group fitness gym offering 40-minute classes that combine strength training, cross-training, and high-intensity interval training (HIIT), designed for all fitness levels, from beginners to experts. Co-founded by fitness professionals Matthew Miller and Cody Patrick, SWEAT440 features a unique class structure, operating sessions that start every 10 minutes, so members are #NEVERLATE. With 23 existing locations across the US, its 2,850 square foot West Palm Beach studio is expanding the brand's 14-studio South Florida footprint and continuing its mission to deliver efficient & results-driven workouts that fit any schedule. The SWEAT440 studio within Nora is located at 905 North Railroad Avenue and is planned to open this Fall.

[Warby Parker](#), the modern eyewear brand known for its fashion-forward frames and seamless customer experience, will open its 4th Palm Beach County location at The Nora District this Fall. Founded in 2010, Warby Parker reimaged the eyewear industry, offering clients a stylish assortment of sunglasses and prescription glasses, along with contacts and comprehensive in-store eye exams. The brand is also recognized for its commitment to social impact through its Buy a Pair, Give a Pair program, which has

provided over 15 million pairs of glasses to people in need. The new 1,820 square foot store, located at 1040 North Railroad Avenue, reflects Warby Parker’s continued growth and commitment to serving customers through elevated, design-forward retail spaces.

“The addition of these businesses continues to shape Nora into the kind of place where visitors and locals are able to enjoy many different experiences. While one person may start their weekday with a 40-minute workout at SWEAT440 and a smoothie from Celis, another may meet friends for Sunday brunch and then pop into Pompanos to pick up a staple cashmere t-shirt,” says Francis Scire, Head of Leasing for Nora.

As Nora continues to take shape, its newest additions reflect a vision where culture, creativity, and daily life come together in a way that feels uniquely West Palm Beach. For more information about Nora, visit norawpb.com and follow [@norawestpalm](https://twitter.com/norawestpalm).

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About the Nora District

The Nora District is a vibrant, pedestrian-friendly neighborhood in Downtown West Palm Beach, developed by [NDT Development](#), [Place Projects](#), and [Wheelock Street Capital](#). Named after North Railroad Avenue, Nora transforms a collection of century-old warehouses into a dynamic destination blending food and beverage, boutique fitness and wellness, lifestyle retail, and creative office space. Opening in 2025, the district’s first phase will deliver over 100,000 square feet of retail and more than 55,000 square feet of second-floor creative office space. Confirmed tenants include restaurants, retail, and boutique fitness operators such as Loco Taqueria & Oyster Bar, H&H Bagels, Van Leeuwen Ice Cream, Juliana’s Pizza, IGK Hair Salon, Le Labo, Warby Parker, [solidcore], and others to be announced. In late 2026, The Nora Hotel, a 201-key boutique hotel developed in partnership with BD Hotels and Sean MacPherson, will open within Nora. Pastis, the classic New York City Parisian-style brasserie, created by James Beard Award-winning restaurateur Stephen Starr (STARR Restaurants), will be The Nora Hotel’s signature restaurant, spanning over 13,300 square feet of indoor and outdoor dining areas on the ground floor. Future phases will introduce multifamily residences and additional retail and office space, further complementing the neighborhood and supporting West Palm Beach’s growing downtown core. For more information, please visit <https://norawpb.com/> and follow [@norawestpalm](https://twitter.com/norawestpalm).

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