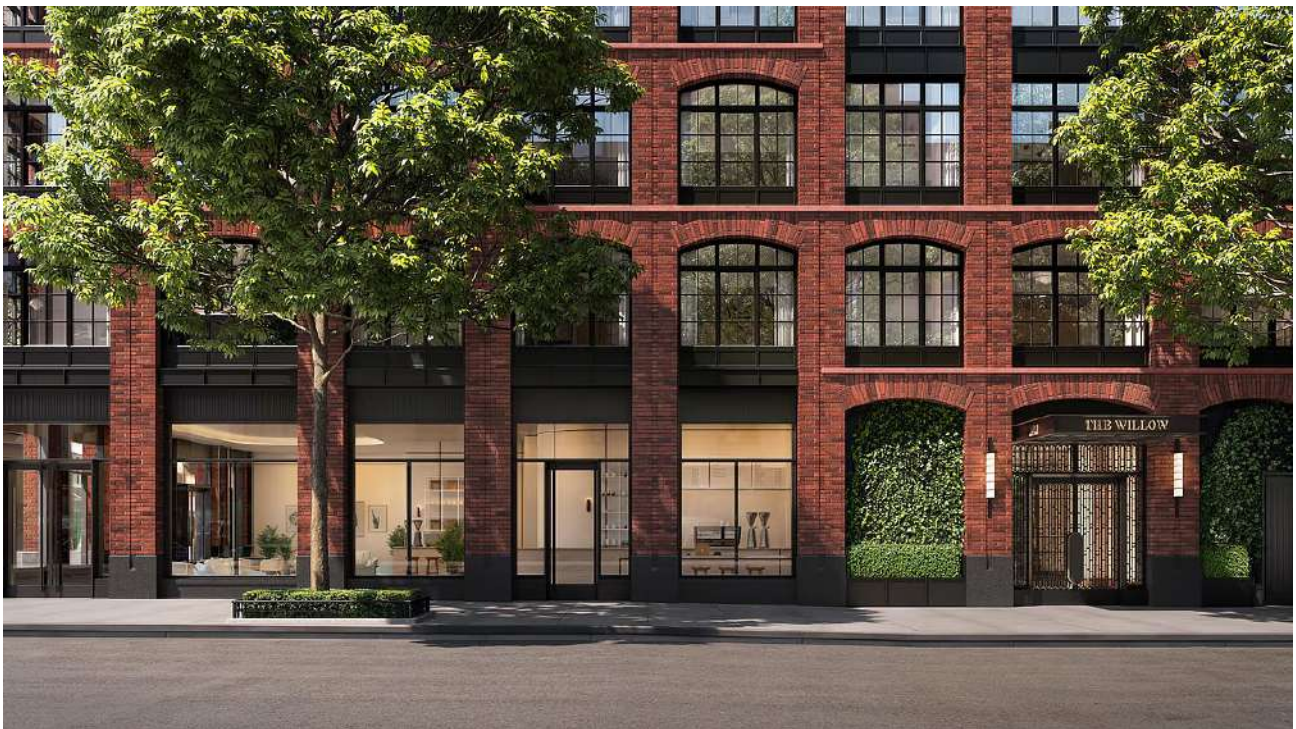


RESIDENT

A LUXURY LIFESTYLE MAGAZINE

The Willow by Naftali Group Launches Sales in Gramercy: A Contemporary Homage to Classic New York Living

COOKFOX Architects and Rockwell Group bring timeless design and curated amenities to The Willow, a boutique tower redefining luxury in the heart of Gramercy Park.



The Willow's entrance welcomes residents through custom black entrance doors that open to a 24-hour attended lobby with a custom stone patterned floor and artisan-made reception desk clad in hand-glazed tile. Photo Credit: Naftali Group

Reported By: [Matthew Kennedy](#)

A New Chapter Begins in Gramercy

The architectural rhythm of Manhattan gains a new note with the debut of [The Willow](#), a boutique residential tower by [Naftali Group](#), now officially launching sales at **201 East 23rd Street**. Designed by **COOKFOX Architects** with interiors and amenities by the globally celebrated **Rockwell Group**, The Willow channels classic New York elegance while weaving in a refined contemporary sensibility. In a neighborhood known for discretion and historic charm, this 19-story development feels at once grounded in its surroundings and entirely new.

Positioned just two blocks from Gramercy Park, The Willow is the latest in a prolific streak for Naftali Group, whose recent portfolio includes **One Williamsburg Wharf**, **The Henry**, and **Viceroy Residences Fort Lauderdale**. Now, with **69 meticulously designed residences** and an amenity suite that reads more like a private club than a residential offering, The Willow is poised to become a landmark within one of Manhattan's most treasured enclaves.

A Boutique Tower with Architectural Intent



The Willow, located at 201 East 23rd Street, rises 19 stories and features a stunning exterior by COOKFOX Architects, with a hand-laid masonry façade composed of a custom red brick blend, cast stone, and sleek black metal accents. Photo Credit: Naftali Group

The Willow's **hand-laid red brick masonry façade**, accented by **cast stone** and **sleek black metal**, quietly nods to Gramercy's 19th-century brownstones and carriage houses—while **arched windows**, **setback terraces**, and **private loggias** reinterpret those references for today's design-aware buyer.

COOKFOX, known for sustainable and environmentally responsive architecture, collaborated closely with Rockwell Group to ensure interiors flowed with a sense of warmth, sophistication, and scale. Inside, **white oak flooring**, **custom-designed millwork**, and **honed quartz countertops** create a backdrop that is as luxurious as it is livable. Select residences offer **private outdoor terraces** with views stretching across the city skyline.

The homes range from **one- to four-bedroom residences**, including **four half-floor penthouses** and a **full-floor penthouse at the crown** of the building. Pricing begins at **\$1,225,000**, with interiors tailored to match the neighborhood's subdued elegance.

Interiors That Invite You to Stay



The Willow features living spaces with white oak flooring, elegant floor plans, and refined interiors. Select residences, including the penthouses, offer expansive private loggia and terrace spaces with views of the New York City skyline. Layouts were designed by COOKFOX Architects, with interiors by Rockwell Group. Photo Credit: Naftali Group

Rockwell Group's interiors strike a delicate balance: polished, but never ostentatious. **Open kitchens** are appointed with **Miele appliances**, **custom cabinetry**, and **honed quartz surfaces**—equal parts function and form. **Primary baths**, outfitted in **Ice Grey honed stone** and **Waterworks fixtures**, evoke spa-like calm, offering a retreat within the city.

The residences are introduced through **custom black entrance doors**, leading into a **24-hour attended lobby** where stone patterned floors and an **artisan-made hand-glazed tile reception desk** set the tone. A **landscaped courtyard by Future Green** brings natural light and garden views to the lobby and adjacent **library**, an intentional flow that mirrors the soft transitions between the city's rhythm and The Willow's private calm.

A Thoughtful Amenity Collection



The Willow features an exclusive club-like collection of indoor-outdoor lifestyle amenities designed by Rockwell Group, including a library adjacent to a beautifully-landscaped open courtyard designed by Future Green. Photo Credit: Naftali Group

The amenity offering at The Willow was crafted to feel residential, not corporate—intimate, tactile, and personality-driven. Amenities include:

- The Hearth Room**, centered around a sculptural travertine fireplace
- The Glamercy Room**, a music lounge complete with instruments, vinyl collection, and recording studio
- The Mermaid Room**, a speakeasy-inspired lounge
- Cinema, children's playroom, and fitness center with sauna**
- Landscaped rooftop terrace** with sweeping views and **two private cabanas available for purchase**
- Bike storage** and **resident storage** options

Each of these spaces was designed to feel like an extension of the home, reflecting Rockwell Group's hospitality roots and sensitivity to how people actually live—and want to live—in a luxury residential building.

A Neighborhood Reimagined

"The demand for well-designed, meticulously planned residential buildings is strong, especially for our recently launched projects in New York City. With this impressive momentum, we're proud to introduce The Willow in New York City's Gramercy neighborhood."

Miki Naftali, Chairman and CEO of Naftali Group

"We have already seen wonderful interest from buyers and brokers who recognize the exceptional quality and design this project offers as well as the opportunity to live in one of New York's most iconic and fun neighborhoods."

Alexa Lambert, From Compass Development Marketing Group

Indeed, Gramercy has long been associated with old-world charm and understated prestige. With The Willow, that legacy continues—with a fresh design language, thoughtful scale, and access to nearby destinations including **Flatiron**, **NoMad**, and **Madison Square Park**.

What's Next for Naftali Group

The Willow adds to Naftali's impressive Manhattan portfolio, which includes **The Benson**, **The Bellemont**, and **200 East 83rd**—all of which have achieved record-breaking sales. Across the East River, the firm is developing **Williamsburg Wharf**, a 3.75-acre master-planned community. In Florida, Naftali is expanding with projects like **JEM Private Residences Miami** and **Viceroy Residences Fort Lauderdale**, furthering their reach in premier U.S. luxury markets.

Construction at The Willow is **well underway**, with **completion slated for Q3 2026**. To learn more, schedule a private appointment, or explore current availability, visit www.thewillow-gramercy.com.

<https://resident.com/real-estate/2025/04/12/the-willow-by-naftali-group-launches-sales-in-gramercy-a-contemporary-homage-to-classic-new-york-living>