

CRAIN'S NEW YORK BUSINESS

Naftali Group lands yoga studio for ground floor of Gramercy luxury resi tower



CorePower Yoga will open in a roughly 3,100-square-foot space at Naftali Group's residential development The Willow later this year. (Google Street View)

September 15, 2026 12:37 PM EDT

A trendy yoga studio with hundreds of locations across the country will open its latest spot at real estate developer Naftali Group's new 19-story luxury residential development in Gramercy.

CorePower Yoga will occupy roughly 3,100-square feet of space at the base of 201 E. 23rd St. on a 10-year lease. This location is expected to open by the end of the year.

The studio will be below 69 luxury residences with asking prices that start at about \$2.1 million, according to an announcement from the Naftali Group. Residents in the project, located by the corner of Third Avenue and known as The Willow, will have access to amenities including a music lounge and recording studio, a private cinema and a rooftop terrace.

CBRE's Stephen Sjurset represented CorePower Yoga. He did not respond to a request for comment before press time.

"The Willow represents an exciting opportunity for CorePower Yoga to continue growing our strong presence in New York City in partnership with Naftali Group," Abby Gilberston, chief growth officer at CorePower Yoga, said in a statement. The company just opened a [Downtown Brooklyn location](#) in August and plans to keep expanding, she said.

Founded in 2002 by Trevor Trice, CorePower Yoga has since grown to more than 220 locations nationwide, including 14 in the city, according to its website.

Cushman & Wakefield's Sean Moran, Catherine Merck, Dana Mischler, Patrick O'Rourke and Alan Schmerzler represented Naftali Group in the deal. The brokers declined to comment.

The Willow was completed in May, and more than 85% of the units have sold, according to the announcement.

“The building was designed to feel deeply connected to Gramercy, with a strong sense of place that reflects the neighborhood’s history, character and daily rhythm,” Danielle Naftali, executive vice president of marketing, sales and design at Naftali Group, said in a statement. “Bringing CorePower Yoga into that environment adds another thoughtful layer to the experience, introducing a wellness destination that complements both daily life at the project and the surrounding neighborhood.”

Naftali Group has multiple luxury residential projects throughout the city. In June, the company filed plans with the Department of City Planning to transform a [Lenox Hill apartment building](#) at 800 Fifth Ave. into a high-end condo development.