

MODERN LUXURY



The Willow Is Set To Become Gramercy's Most Coveted Residence

Sales are now available in Naftali Group's landmark luxury residential development in Manhattan's Gramercy neighborhood.

By [Chandler Pibl](#) | June 23, 2025

With COOKFOX Architects designing the hand-laid masonry facade and Rockwell Group crafting gorgeous interiors and amenity spaces, [The Willow](#) is set to make quite the splash.



Located at 201 East 23rd Street, each of The Willow's 19 stories offers the perfect juxtaposition between classic New York architecture and modern living. Set to be completed next year, the property brings a new standard of luxury to one of NYC's most historic and desired neighborhoods.

The experience begins before even entering the building, as COOKFOX Architects designed a gorgeous facade that features gracefully arched windows, cast stone detailing, black metal accents and hand-laid red bricks. Each of the 69 one-to-four bedroom residences matches the grandeur of the building's exterior, as Rockwell Group's designs provide a serene, elegant ambiance.

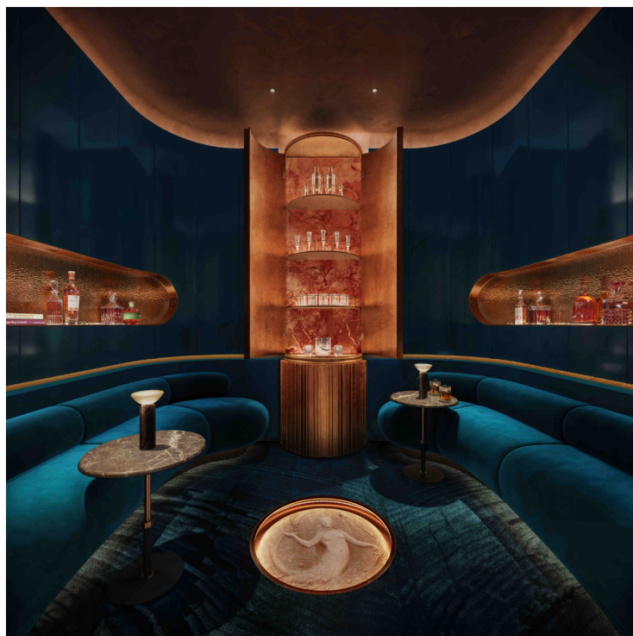


Custom white oak flooring and floor-to-ceiling windows greet you upon entering. From there, a kitchen boasting honed quartz countertops, bespoke cabinetry, and integrated Miele appliances awaits, followed by a bathroom with honed Ice Grey stone and Waterworks fixtures. The most luxurious homes feature the ultimate luxuries in urban living, such as private setback terraces and loggias.



To add to the allure, the amenities serve as extensions of the home, including the building's 24-hour attended lobby, which opens onto a landscaped private courtyard designed by Future Green Studio. A world-class fitness center, sauna, private cinema, landscaped rooftop terrace, bike room, storage, two private roof deck cabanas and nautical-themed children's playroom are just the start of the offerings.

Your new favorite speakeasy is located within your building via the Mermaid Room, and the Hearth Room offers the perfect spot to cozy up next to the fire. Additionally, the Glamercy Room offers a professional recording studio and music lounge.



Perhaps best of all, Gramercy's numerous green spaces, booming dining scene and central location make it the ideal neighborhood, putting all that NYC has to offer at your fingertips.

<https://www.modernluxury.com/the-willow-gramercy/>