
REFORMING®
A New Era Of Luxury Movement
masonre



Since opening
our doors in 2022,
we've grown to
10 studios and counting.

We've built a platform *designed for scale.*

26,000+
Monthly Bookings

A high-frequency, repeat customer base. Not a one-time audience. The same women, returning week after week.

800+
Daily Visitors

That's 800 chances to be seen, every day.

39.2K
Social Audience

In a rolling 30 days:
3.6 million views,
105k interactions,
3k new followers p/m.

100%
Capacity

New York, Bay Harbor, and Boca Raton. Remaining studios at 80% and climbing.

Reforming Pilates has cultivated something increasingly rare:

A loyal, emotionally connected community.

Access to a daily audience of **women who spend.**
Female-led, 23–45, household income $150K+.
They show up four times a week, buy what their instructor wears, and tell their group chat about it before they leave the parking lot.



A community *that feels it.*

"The most stunning Pilates studio I've ever been to. The space and aesthetic alone instantly boost my mood, and the instructors are incredible."

- Sophie S

“My only Pilates studio now. Variety of teachers and class times, the equipment is squeaky clean, and the whole studio vibe is gorgeous.”

- Avital Chizhik-Goldschmidt

“Super clean, beautiful studio with a welcoming staff. Classes are challenging but always have modifications – approachable even if you’re new to fitness.”

- Jessie Widder

Brand Partners

alo

bala

SOHO HOUSE

GYMSHARK

STANLEY

TODAY

TRUVANI

YEAR OF OURS

vuori

KENDRA SCOTT

lululemon

JOE & THE JUICE
COFFEE, JUICE AND MUCH MORE



Locations

Locations
Florida

REFORMER STUDIO
Bay Harbor Islands
1072 Kane Concourse
Bay Harbor Islands, FL
33154

REFORMER STUDIO
Fort Lauderdale
470 N Federal Hwy
Fort Lauderdale, FL
33301

REFORMER STUDIO
Miami Beach
1560 Lenox Ave.
Miami Beach, FL
33139

REFORMER STUDIO
West Palm Beach
305 Gardenia St
West Palm Beach, FL
33401

REFORMER STUDIO
Miami Shores
211 NE 98th St
Miami Shores, FL
33138

REFORMER STUDIO
Brickell
58 SW 10th St
Miami, FL
33130

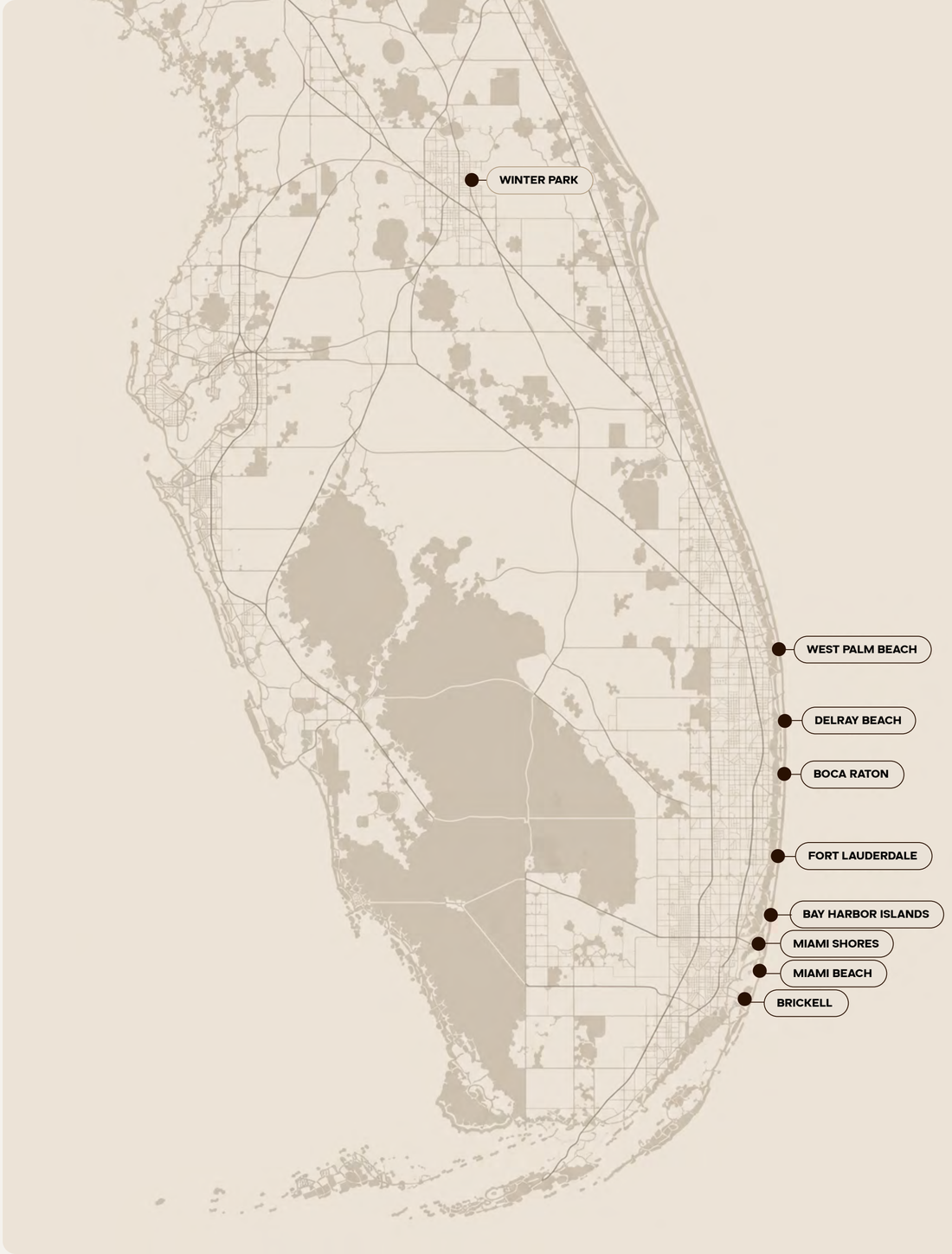
REFORMER STUDIO
Boca Raton
152 S Federal Hwy
Boca Raton, FL
33432

REFORMER STUDIO
Winter Park
COMING SOON

RP HEAT
Fort Lauderdale
525 N Federal Hwy
Fort Lauderdale, FL
33301

RP HEAT
Delray Beach
2100 N Federal Highway
Suite 102
Delray Beach, FL
33483

RP HEAT
Brickell
COMING SOON



Locations
New York

REFORMER STUDIO
Upper East Side
1305 2nd Ave
New York, NY
10065

REFORMING HEAT
Upper East Side
239 East 60th Street
New York, NY
10022

RP TOWNHOUSE
Flatiron Flagship
(Reformer and Heated Mat)
109 West 17th Street,
New York, NY
10011

RP HEAT
Murray Hill
233 East 34th Street,
New York, NY
10016

REFORMING BARRE AND MAT
Tribeca
129 Duane Street,
New York, NY
10013




HURTS
SO GOOD
R
P


EXIT
R
P
HEAT

The Flatiron *Flagship*

Designed to become one of the highest volume wellness destinations in New York.

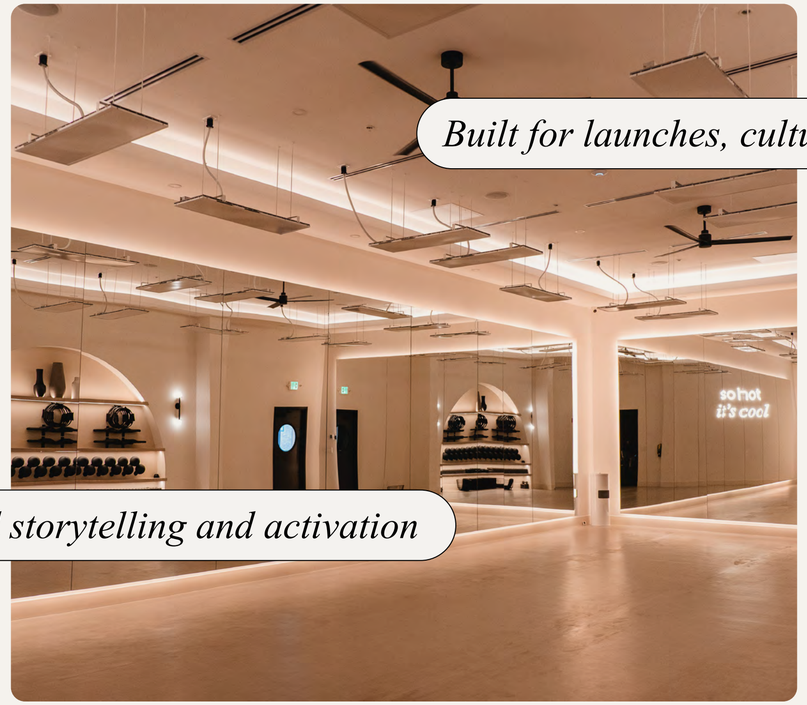


Multi-floor, high-design wellness space in New York





Built for launches, cultural moments and press



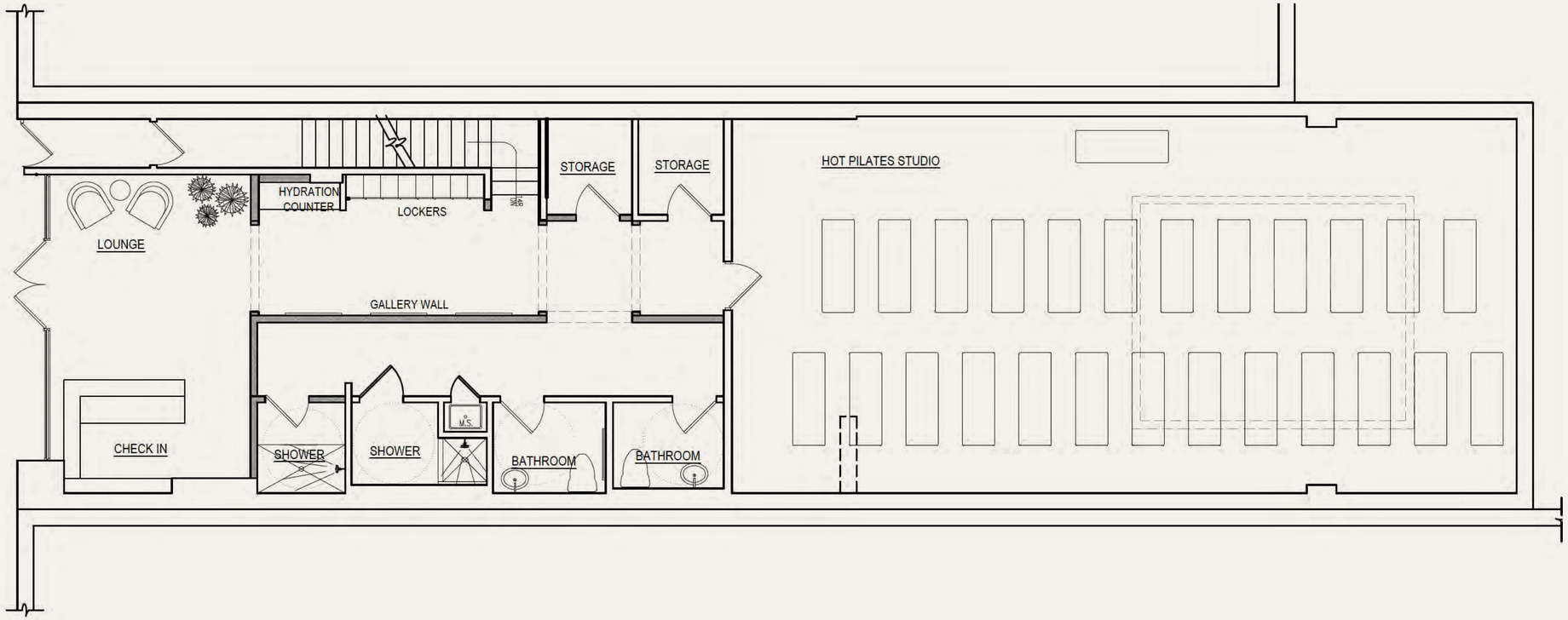
A physical home for brand storytelling and activation



RP Heat Plan

Murray Hill

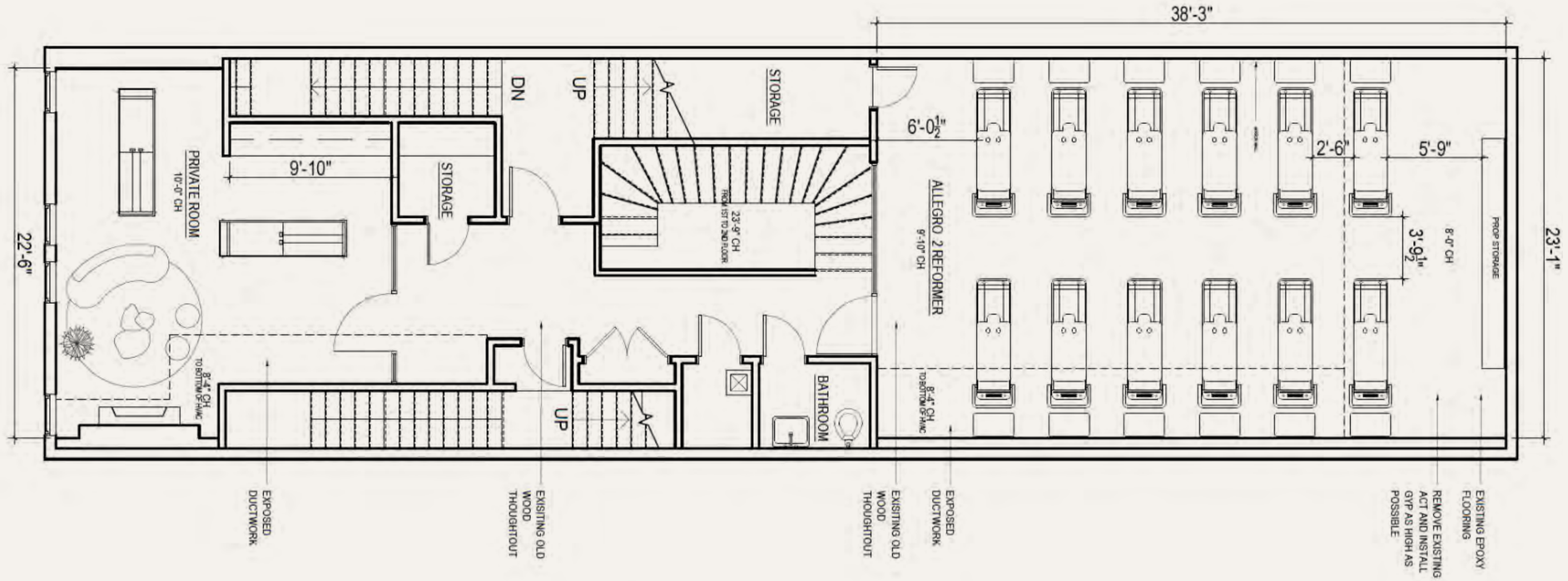
2,200-3,000 SF



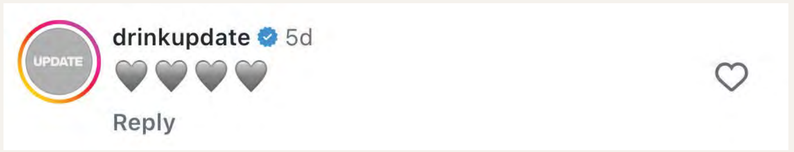
RP Townhouse Plan

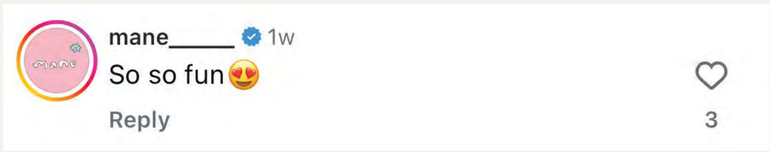
Flatiron

1,000-2,000 SF

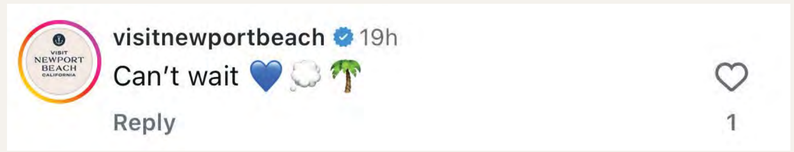


Already part of the *cultural conversation:*

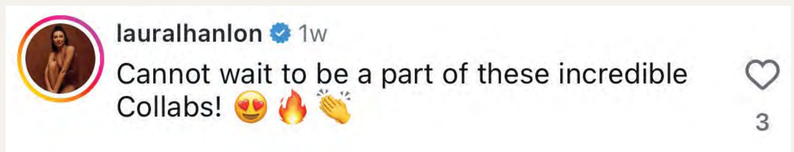






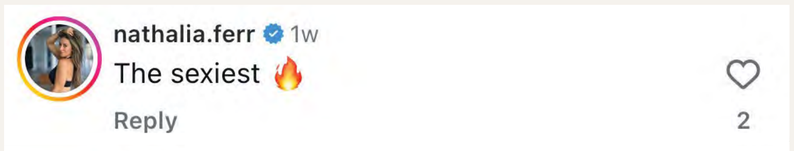












Attention from athletes, founders, creators and wellness tastemakers. Organically.

Contact

masonre

masonre is a real estate brokerage and advisory firm with a strong history of leading the growth of trophy retail assets and brands in New York City, Miami, and Los Angeles.

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