

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.

R.[®]

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*

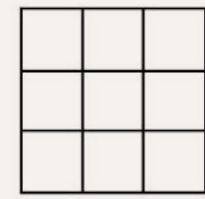
"Super clean, beautiful studio with a welcoming staff. Classes are challenging but always have modifications – approachable even if you're new to fitness."

- *Jessie Widder*

Brand Partners

alo

bala



SOHO HOUSE

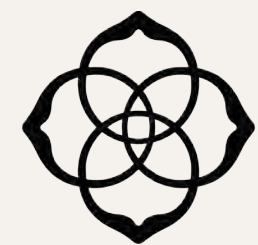
GYMSHARK



TRUVANI.



vuor1



KENDRA
SCOTT

 lululemon





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

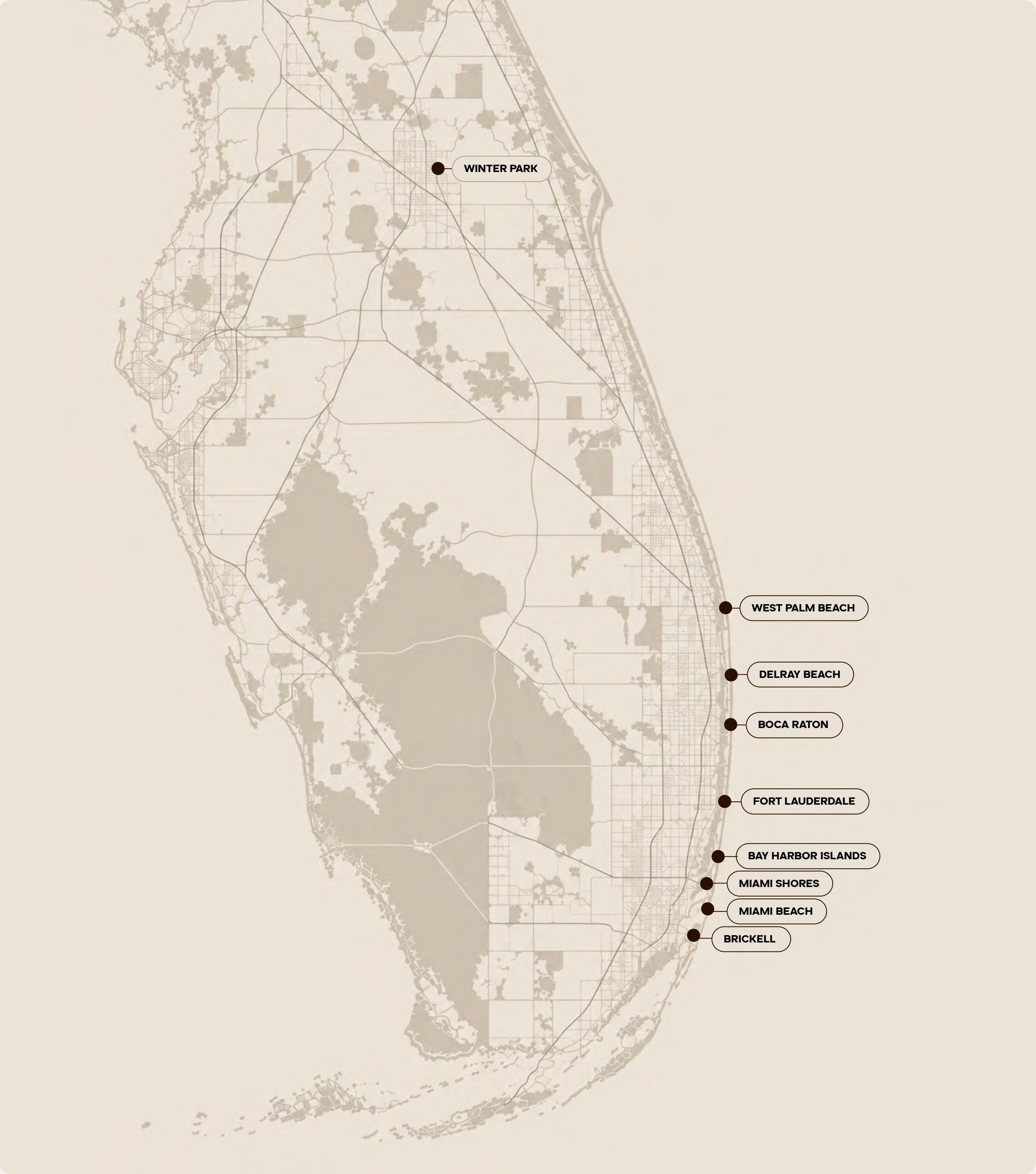
Delray Beach

COMING SOON

RP HEAT

Brickell

COMING SOON



Locations

New York

REFORMER STUDIO

Upper East Side

1305 2nd Ave
New York, NY
10065

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

COMING SOON



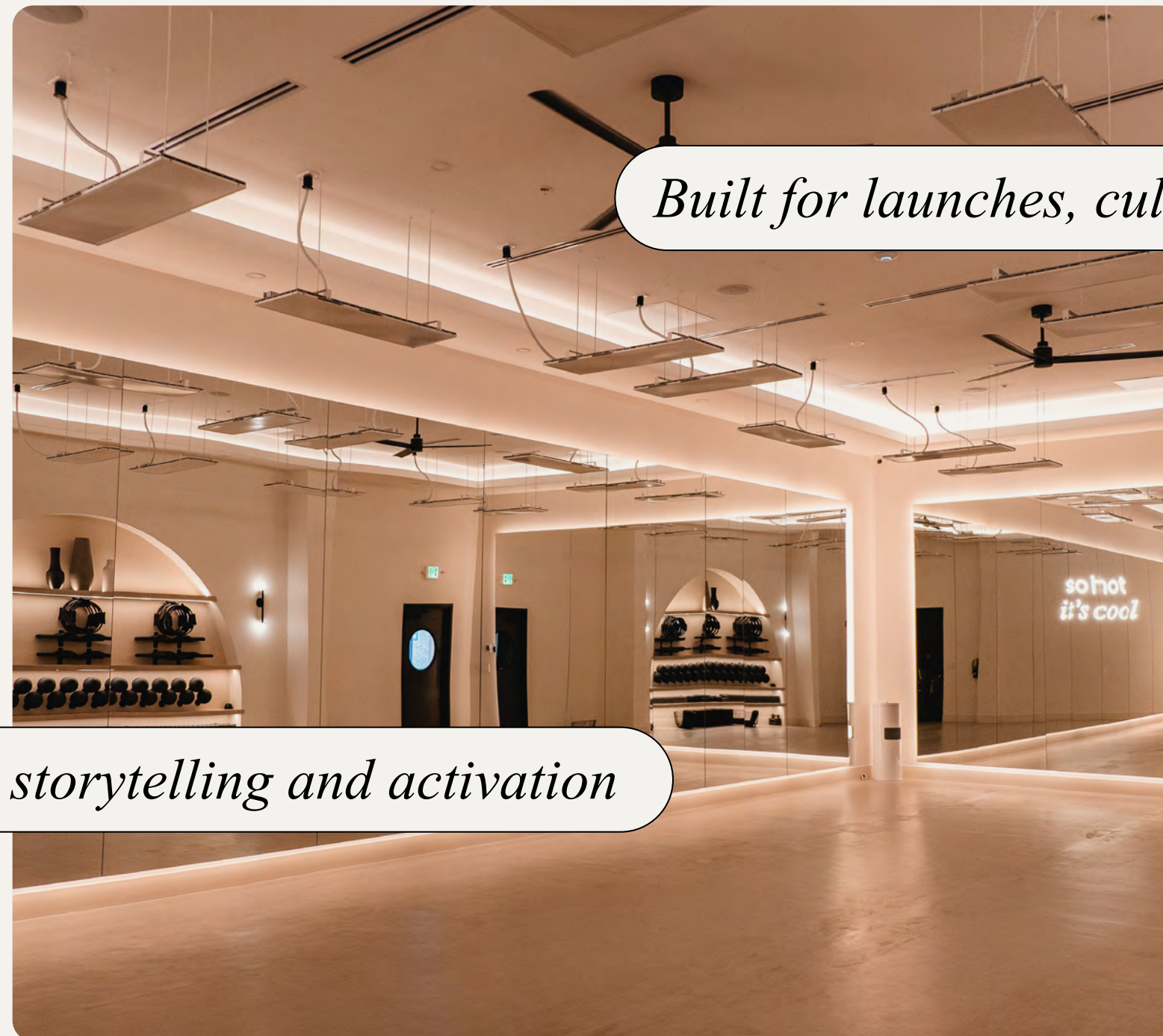


The Flatiron *Flagship*

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

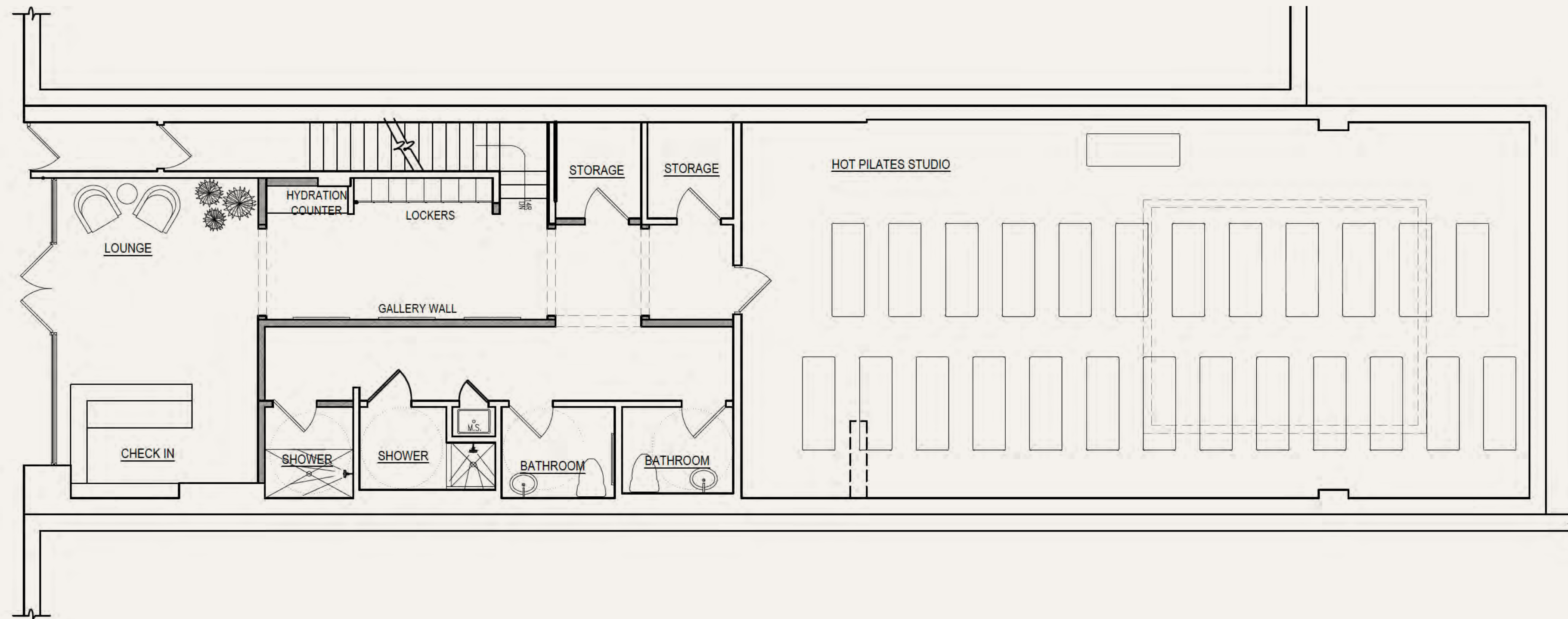


A physical home for brand storytelling and activation

RP Heat Plan

Murray Hill

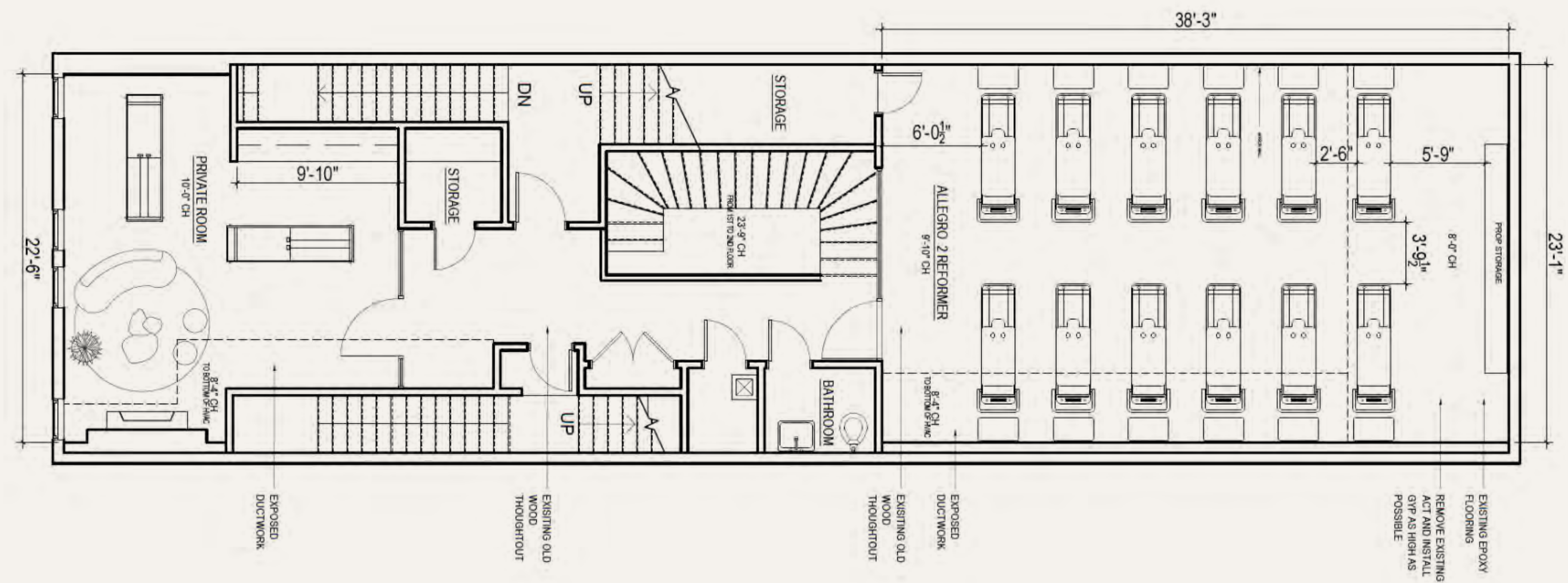
2,200-3,000 SF



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.

masonre.com

Jeff Jacobson
jeff@masonre.com
NYC 212.870.6256

