



Florida East Coast Realty Signs Reforming Pilates Heat at Panorama Tower

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New Pilates wellness studio to join Panorama Tower's mix of retail offerings



Florida East Coast Realty (FECR) announced that Reforming Pilates Heat, a new heated mat Pilates studio, has signed a lease at Panorama Tower, FECR's mixed-use luxury residential development at **1100 Brickell Bay Drive** in the heart of Miami's Brickell neighborhood.

Expected to open in May 2027, Reforming Pilates Heat will occupy a 3,326-square-foot second-floor suite with a dedicated ground-floor entrance overlooking Brickell Bay Drive and Biscayne Bay. Colliers represented the

landlord, while InHouse Commercial represented the tenant, in the transaction.

Known for its elevated approach to Pilates and results-driven workouts, Reforming Pilates has grown its presence across South Florida and New York with a loyal following. Its new heated concept offers a high-energy take on mat Pilates, combining strength, sculpting, and endurance-focused movements.

Panorama Tower rises 85 stories above the Miami skyline and features 821 luxury residential apartments, along with a 19-story pedestal housing a 208-room hotel, high-end office and retail space, and a 2,000-car parking garage. The mixed-use development, together with FECR's adjacent 1101 Brickell office towers, represents approximately three million square feet.



“Panorama Tower continues to bring in a diverse mix of businesses that complement the property’s residential, hospitality, and commercial offerings,” said **Austin Hollo**, Chief Operating Officer of Florida East Coast Realty. “Health and wellness concepts are an important part of the lifestyle experience in Brickell, and Reforming Pilates Heat will be a welcome addition to Panorama Tower and the surrounding community.”

Retail opportunities remain available at the property, including 4,626 square feet on the ground floor and an 8,501-square-foot second-floor suite with a dedicated ground-floor entrance. The available spaces are well-suited for

service, health and wellness, experiential, and retail concepts seeking a presence in one of Miami's most dynamic and densely populated neighborhoods.

"Panorama Tower offers an exceptional platform for operators looking to tap into Brickell's growing demand for experiential and wellness-focused services," said **Ryan Brodsky**, Vice President of Retail Services at Colliers. "Reforming Pilates Heat is a great fit for the property, and we are continuing to see interest from businesses looking to serve the area's growing residential and professional population."

In addition to Panorama Tower, Colliers oversees FECR's office and retail leasing at 1101 Brickell, Colonnade Plaza, and The Club at Brickell Bay.

For additional commercial leasing opportunities, please contact Ryan Brodsky at [954.695.8376](tel:954.695.8376) or ryan.brodsky@colliers.com.

About Florida East Coast Realty

Founded over 60 years ago by Tibor Hollo, Florida East Coast Realty (FECR) has built more than 60 million square feet of construction, consisting of landmark residential and commercial high-rises, single-family homes, government buildings, marinas, high-end retail centers, warehouse complexes, and telecommunications centers. The company has developed, owned, and managed a wide array of properties, with sustained growth in multiple real estate sectors. With new ideas and ambitious projects on the drawing board, the Hollo family and the entire FECR team are eager and ready to continue innovating, pushing boundaries, and reshaping the Miami skyline for many years to come.