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Brazilian Active Wear Coming to Lincoln Road

MIAMI BEACH, FL – July 29, 2015 – The fitness industry in the U.S. has exploded the past few years making it the largest gym industry in the world, followed only by Brazil. This boom has created a demand for activewear that is not only functional but also fashionable. Brazilian based brand Live! has embraced this fitness phenomenon with their first U.S. location coming to Lincoln Road.

Terranova has signed a 1-year lease with Live! for a 1,250 SF pop-up shop at 723 Lincoln Road, the world famous eight block strip in Miami Beach.

Live! is dedicated to bold, contemporary, and sophisticated activewear resulting in a style that is urban, functional, and casual. The seductive allure of Brazilian fashion is incorporated into Live!'s high-quality products offering a fun and flirtatious alternative to the typical activewear focused solely on functionality. They currently operate eight stores in Brazil and their pop-up shop on Lincoln Road marks their first brick-and-mortar venture into the U.S. with plans for further expansion in Florida and California.

“Within the U.S., we searched for an upscale, fashion oriented, trendy location. Lincoln Road was in fact a perfect fit,” says founder and CEO Gabriel Sens. “It’s young atmosphere driven from people around the world, is the perfect place to put our brand in the global stage. We are very excited to be here and feel that great things are coming!”

A health kick initiated by millennials has led to a growing fitness market in Miami which is heating up the boutique fitness scene propagated by businesses such as Green Monkey Yoga, Flywheel, and Exhale with many more entering the market. “This demand is spearheading an interest in fashionable and unique athleisure clothing that blurs the lines between activewear and everyday casual clothing,” says Terranova’s executive vice president Mindy McIlroy who represented the landlord in the deal. “With this growing trend and the immense amount of fitness facilities located in Miami Beach, Lincoln Road is an ideal location for the Live!.”

Live! will join a roster of national tenants including Steve Madden, Tumi, Macy’s, Apple, and Armani Jeans.

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