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East Brown Cow and Malone Commercial Brokers lease 1,977 s/f to Warby Parker at 184 Middle St.

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Portland, ME East Brown Cow and Malone Commercial Brokers said that nationally recognized eyewear retailer Warby Parker has officially signed a long-term lease at 184 Middle St. in the city's Old Port. The 1,977 s/f space is located on the ground floor of the building and will be Warby Parker's first retail storefront in northern New England. This latest addition to the Old Port continues to underscore the area's reputation as a destination for national and local brands.

"We are thrilled to welcome Warby Parker to the growing retail corridor along Middle St.," said Tim Soley, president of East Brown Cow. "At East Brown Cow, we are dedicated to the stewardship of historic buildings. By carefully preserving their architectural heritage while welcoming modern tenants, we ensure these storied spaces evolve and resonate with today's visitors. Warby Parker will

continue to strengthen the area's urban fabric, adding to a vibrant mix of local and national retailers. We look forward to welcoming them to 184 Middle St."

The lease was brokered by Pete Harrington of Malone Commercial Brokers for East Brown Cow.

Warby Parker is scheduled to open in early 2025.

Warby Parker is a New York-based lifestyle brand focused on providing vision for all, currently available to shop online and at one of its 270+ stores across the U.S. and Canada. Founded in 2010 and known for their stylish and affordable eyewear, Warby Parker combines classic styles with modern trends. Warby Parker's new location at 184 Middle St. will feature the brand's full optical and sun offerings, Scout by Warby Parker daily contact lenses and third-party contacts, accessories, and more.

"We're thrilled to open our very first Warby Parker store in Maine on Portland's Middle St.," said Sandy Gilsenan, Warby Parker's chief retail & customer experience officer. "As part of our continued retail expansion and meeting customers where they are, our Middle St. location will allow us to connect with our Portland area customers in person and offer them affordable, holistic eye care. We can't wait to open our doors to the community in 2025, where customers can admire store artwork by Maine-based artist Christopher David Ryan."

Originally completed between 1867 and 1874, 184 Middle St. is known as the William Widgery Thomas Block and has been under East Brown Cow's management since 2021. The building's first floor is dedicated to retail space, while the upper levels will soon showcase three brand-new one- and two-bedroom private lofts as part of The Docent's Collection, a boutique hospitality offering that blends modern, mobile-first service with the amenities of a luxury residential rental. Through the building's unique hospitality mix and other major tenants nearby, 184 Middle St. provides an opportunity in a highly visited area for retailers.

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