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Maine Feature: East Brown Cow celebrates opening of Warby Parker at 184 Middle St.

February 07, 2025 - Northern New England



Portland, ME East Brown Cow celebrated the official opening of Warby Parker’s first Maine retail location at 184 Middle St. in Old Port. The 1,077 s/f storefront – located on the building’s ground floor – introduces Warby Parker’s blend of modern design, accessible eyewear, and holistic eye care.

The new store features Warby Parker’s full optical and sunglass assortment, along with Scout by Warby Parker and third-party contact lenses, accessories, as well as the brand’s spring 2025 collection. Unique to the Middle St. location, custom artwork by Maine-based artist Christopher David Ryan is displayed throughout the store.

“The strength of the Old Port’s urban fabric comes from the balance between local businesses and

national brands,” said Tim Soley, East Brown Cow president and CEO. “It’s not just about buildings. It’s about shaping an experience that happens when you peruse storefronts; enjoying a moment that invites people to slow down and discover something new. The mix of historic character and an evolving retail landscape — from local entrepreneurs to iconic names like Warby Parker — is what helps create the Old Port’s unique energy and makes it a premier destination for both locals and visitors alike.”

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 hospitality mix and other major tenants nearby, 184 Middle St. provides Warby Parker a direct connection to Old Port visitors.

Founded in 2010, Warby Parker is a New York-based lifestyle brand focused on providing vision for all. Known for their stylish and affordable eyewear, Warby Parker combines classic design with modern trends.

Sandy Gilsenan, chief retail and customer experience officer at Warby Parker, said “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.”

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