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HYM Investment Group and National Real Estate Advisors, LLC lease The Point Barre and Yoga at Suffolk Downs

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Co-owners Angela D'Amore, Jessica Drake

Revere, MA The HYM Investment Group (HYM) and National Real Estate Advisors, LLC (National) have welcomed The Point Barre and Yoga (The Point) as the newest tenant at Suffolk Downs, with plans to open in the ground floor retail space of Amaya in fall 2025. Founded in 2017, The Point is a woman-owned yoga and barre studio with an existing location in East Boston and a second location set to open in Everett. The expansion to Suffolk Downs marks the studio's third location and will further enhance the vibrancy of the growing Beachmont Sq. neighborhood.

The Point's Suffolk Downs studio, located at 56 Salt St., will offer a modern and welcoming space for yoga and barre enthusiasts. Designed to inspire movement, mindfulness, and community, the

new facility will feature a wide range of yoga and barre classes, including Vinyasa Flow, Power Flow, Heated Power Flow, Yoga Sculpt, Flow and Restore, and Mommy and Me Yoga, Express classes as well as the popular Strong Glutes Barre. The studio also plans to offer Pilates, Dance Cardio and HIIT classes. The Point's commitment to supporting women-owned businesses is reflected in its partnership with AMCON, a women-owned construction firm, that will bring this new location to life.

Since its founding, The Point has been dedicated to creating a space that fosters well-being, emotional balance, and mindfulness for people of all ages and skill levels. The studio's philosophy centers around inclusivity, offering a welcoming environment where individuals can strengthen both body and spirit. Whether you are a seasoned practitioner or just beginning your journey, The Point's spaces offer a place to build meaningful relationships and improve well-being. The expansion to Suffolk Downs allows The Point to extend its mission of building a supportive, connected community to an even broader audience.

Amaya, a 475-unit residential building located in the heart of the 1.7-million s/f Beachmont Square neighborhood, will feature more than 24,000 s/f of dynamic retail space. The Point will join other exciting new destinations such as Twisted Fate Brewing, as well as fitness, dining, and entertainment options. The neighborhood is also home to popular attractions like The Yard @ Beachmont Square, two dog parks, The Track at Suffolk Downs, and The Stage at Suffolk, which hosts a range of community events and concerts.

"Our mission is to elevate wellness, personal growth and mindfulness, as well as to encourage self-love and acceptance, all the while building community," said The Point Barre and Yoga co-owner Angela D'Amore. "We are truly humbled to share the experience of yoga with community."

Co-owner Jessica Drake said, "Whether you are looking for a physical challenge, to unwind, or simply for a new experience, The Point has what you've been seeking." She emphasizes that the studio is committed to fostering an inclusive environment where people of all ages, sizes, backgrounds and experiences can thrive. "By promoting diversity and body positivity, our studio strives to empower individuals to embrace their unique journeys and prioritize their health and fitness."

"We are excited to welcome The Point Barre and Yoga to Suffolk Downs as our latest retail tenant at Amaya," said Thomas O'Brien, managing partner and chief executive officer of HYM. "As a local, woman-owned business that started in East Boston, The Point has a deep connection to this community, and we believe its commitment to movement, mindfulness, and community will further enrich Beachmont Square's offerings. As we continue to add new retail tenants, we're further building on our commitment to make this a place where people can live, work, and thrive."

"Our thriving Beachmont neighborhood grows more vibrant and community-oriented with the opening of The Point Barre & Yoga. We welcome each business in the Suffolk Downs with open arms, and I am looking forward to seeing how The Point Barre & Yoga not only benefits our local economy, but also the health and wellness of our community," said Mayor Keefe of Revere.

“The Point is my home away from home. It is where I come to find joy, contentment, strength and peace whenever I need it. I am so grateful for this community,” said The Point client Tristan Bartsch.

“I have been practicing at The Point since it opened in 2017. Everyone there has always been incredibly welcoming and made me feel at ease. At the time, I was new to yoga and felt supported and encouraged, never judged. I absolutely love The Point and I can’t wait for the new location to open,” said The Point client Alexa Amato.

BLACKLINE Retail Group serves as the exclusive leasing agent for the first phase of development at Beachmont Square and will bring many distinct retail destinations, including The Point and Twisted Fate, to Amaya for residents and visitors to enjoy.

“We’re thrilled to welcome The Point Barre + Yoga to Suffolk Downs,” said Katie Santarelli, vice president of BLACKLINE Retail Group. “As a dynamic and inviting gathering spot, The Point will bring energy and a sense of community to Suffolk Downs.”

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