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Malone Commercial arranges 2,644 s/f lease to Reframe Fitness

August 22, 2025 - Retail



Lily Jocham

Portland, ME Reframe Fitness LLC has leased 2,644 s/f of retail space at 180 Kennebec St. in the city's West Bayside neighborhood. The new studio will be the second location for the locally owned fitness studio, which opened its Falmouth location in January.

Reframe quickly built a strong following with its dynamic, high- intensity Pilates classes using the XFormer, a specialized version of the traditional reformer. The new studio, located on the ground floor of the Furman Block, will feature XFormer machines along with a dedicated mat room to allow for a broader range of class offerings.

"Even though we're growing, what's most important to me is the quality of our classes and the strength of our community," said Reframe founder Lily Jocham. "That consistency is everything."

Joe Malone and Luke Malone of Malone Commercial Brokers represented the landlord, Furman Bayside Studios LLC. Jennifer Davies of Compass Commercial Brokers represented the tenant, Reframe Fitness LLC.

"Reframe brings a thoughtful, community-driven approach to fitness, and that aligns really well with the momentum we're seeing in West Bayside," said Luke Malone.

"We think Reframe will be a welcomed addition to the already successful mix of fitness tenants in the Furman Block."

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