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Scent of Success

Le Labo Fragrance chooses first Palm Beach County location

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TOP: Nora's first phase is slated for completion this year and will focus on North Railroad Avenue. ASD SKY / COURTESY PHOTO

Luxury perfumer Le Labo Fragrances is joining the growing list of shops moving into The Nora District in West Palm Beach.

Le Labo Fragrances was created on the French Riviera and opened its first boutique in New York in 2006. Its collections include genderless fine and home fragrances and formulas for body, hair, face, and grooming.

"They offer an elevated and immersive experience, giving customers the chance to discover a scent they truly love and have it hand-blended for them," says Dana Filetti, head of marketing for Nora. "There's not a single offering like Le Labo Fragrances for fine perfumery and enthusiasts in the area, and we look forward to opening the boutique's doors this Fall."

Nora's first phase, which will focus on North Railroad Avenue, is slated for completion this year. Thirteen former industrial buildings are being reimaged to create over 150,000 square feet of distinct commercial space for 26 tenants and 55,000 square feet of creative office space.



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“Bringing Le Labo Fragrances to Nora aligns with our vision of creating a curated retail destination in West Palm Beach,” says Francis X. Scire Jr., head of leasing at Nora. “We’re focused on bringing a mix of exceptional brands that complement our walkable district, and Le Labo Fragrances’ craftsmanship and attention to quality make it a natural fit. We look forward to welcoming them as we continue shaping Nora into a premier shopping and lifestyle destination.”

Additional confirmed retailers include IGK Salon, ZenHippo, Sana Skin Studio, H&H Bagels, and boutique fitness brand [solidcore]. Future phases of the project will include The Nora Hotel, a new 201-key boutique hotel developed in partnership with BD Hotels and Sean MacPherson, as well as additional office, retail and residential offerings.

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