

April 30, 2026

Pharrell Williams's Nami Nori Hand Roll Concept to Open in West Palm Beach

BY [JULIA ECHIKSON](#) APRIL 30, 2026 3:25 PM

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PHARRELL WILLIAMS (TOP), PLACE PROJECTS'S JOE FURST, AND FLUKE CEVICHE FROM NAMI NORI. PHOTOS: RITA FRANCA/NURPHOTO VIA GETTY IMAGES; LILA PHOTO; COURTESY NAMI NORI

Nami Nori, the hand roll restaurant backed by musician **Pharrell Williams**, is coming to West Palm Beach, Fla.

The firm behind the Japanese-inspired concept, [Launchpad Hospitality](#), inked a 4,300-square-foot lease within West Palm's new **Nora District**, according to the landlord, a joint venture led by [Place Projects](#).

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The restaurant, which will include an outdoor patio, will open next year at **855 North Railroad Avenue**, across the street from the **IGK** hair salon. A representative for the developer declined to provide the length of the lease and the asking rents.

“What makes Nami Nori so compelling is the combination of exceptional food, a thoughtful customer experience, and a high-design yet welcoming environment,” **Joe Furst**, founder and managing principal of Place Projects, said in a statement. “It’s exactly the kind of business we’re building Nora around.”

The new restaurant comes a little over a year after a Nami Nori outpost opened at the **Design District** in Miami. Nami Nori was founded in New York and today has locations in the West Village and Williamsburg as well as Montclair, N.J., and Virginia Beach, Williams’s hometown. The chart-topping artist and producer is a partner of Launchpad Hospitality, alongside **Taka Sakaeda** and **Jihan Lee**.

The first phase of Nora District launched late last year and includes 13 industrial buildings that were converted into about 150,000 square feet of retail space. The developers — a partnership that also includes **NDT Development** and **Wheelock Street Capital** — [obtained](#) a \$84 million construction loan from **Bank Ozk** in 2024.

Other retail tenants that have already opened include New York establishments **H&H bagels**, **Juliana’s Pizza** and **Van Leeuwen Ice Cream**, as well as **Warby Parker** and **[Solidcore]**.

Later this year, the 201-room **Nora Hotel** is set to also open. A partnership with **BD Hotels**, which owns the **Bowery** and the **Jane** hotels in New York, the six-story property will house a **Pastis** French bistro and [secured](#) a \$75 million construction loan in 2024.