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Pop-ups in Nora District add buzz to West Palm's newest area | Exclusive

Four pop-up temporary shops will join a range of shops, eateries and more at Nora.

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- West Palm Beach's Nora District will feature several temporary "pop-up" retailers this winter season.
- The $1 billion development transformed a rundown area of old warehouses into a new shopping and dining destination.
- Nora features a mix of permanent retailers, restaurants, and fitness centers, with a new hotel recently opened.

The Nora District will host a number of "pop-up" retailers this winter season, adding to the buzz of West Palm Beach's newest shopping and dining enclave.

The temporary retailers include Onia, which sells women's and men's clothing, focusing on resort and swim wear. The store opened in October.

SIMONMILLER, a retailer with locations in Miami and Los Angeles, will sell clothes, bags, jewelry and footwear at Nora starting in late November. The Tremont Clubhouse, maker of golf accessories and leather goods, will open in early December.

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For those in the mood to really splurge, another pop-up shop that is already open is Ryan Friedman Motor Cars of New York. The auto dealer sells rare, sought-after cars, especially Porsche and Ferraris.

The temporary stores are coming to Nora, the district around North Railroad Avenue, the area's western boundary and the district's designated Main Street. Nora is short for the avenue's name.

USA TODAY Shopping: Shop sales in tech, home, fashion, beauty & more curated by our editors.

The Nora District is just west of North Dixie Highway between Seventh Street and Palm Beach Lakes Boulevard.

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Using a mix of old warehouses and new construction, Nora's partners created a mini-city within the city, featuring ground-floor spaces for retailers, offices above some ground floors and even a hotel.

Nora features casual and upscale restaurants, activities for families, and a smattering of luxury stores.

Nora also includes boutique fitness centers, plus several beauty retailers and services.

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Among the permanent retailers at Nora are Warby Parker eyewear; Luce jewelry; and two women's clothing boutiques, Pompanos and Mint.

In the health and beauty categories, Nora has GRO Yoga & Wellness, Sweat440 and SolidCore fitness facilities; service retailers such as Sana Skin Studio and IGK Salon hair care; Le Labo Fragrances; and ZenHippo early childhood activities.

Nora also has eight eateries already open.

What is the Nora District?

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The $1 billion Nora development is the culmination of an ambitious plan by a small group of real estate investors willing to take a chance on a rundown part of the city.

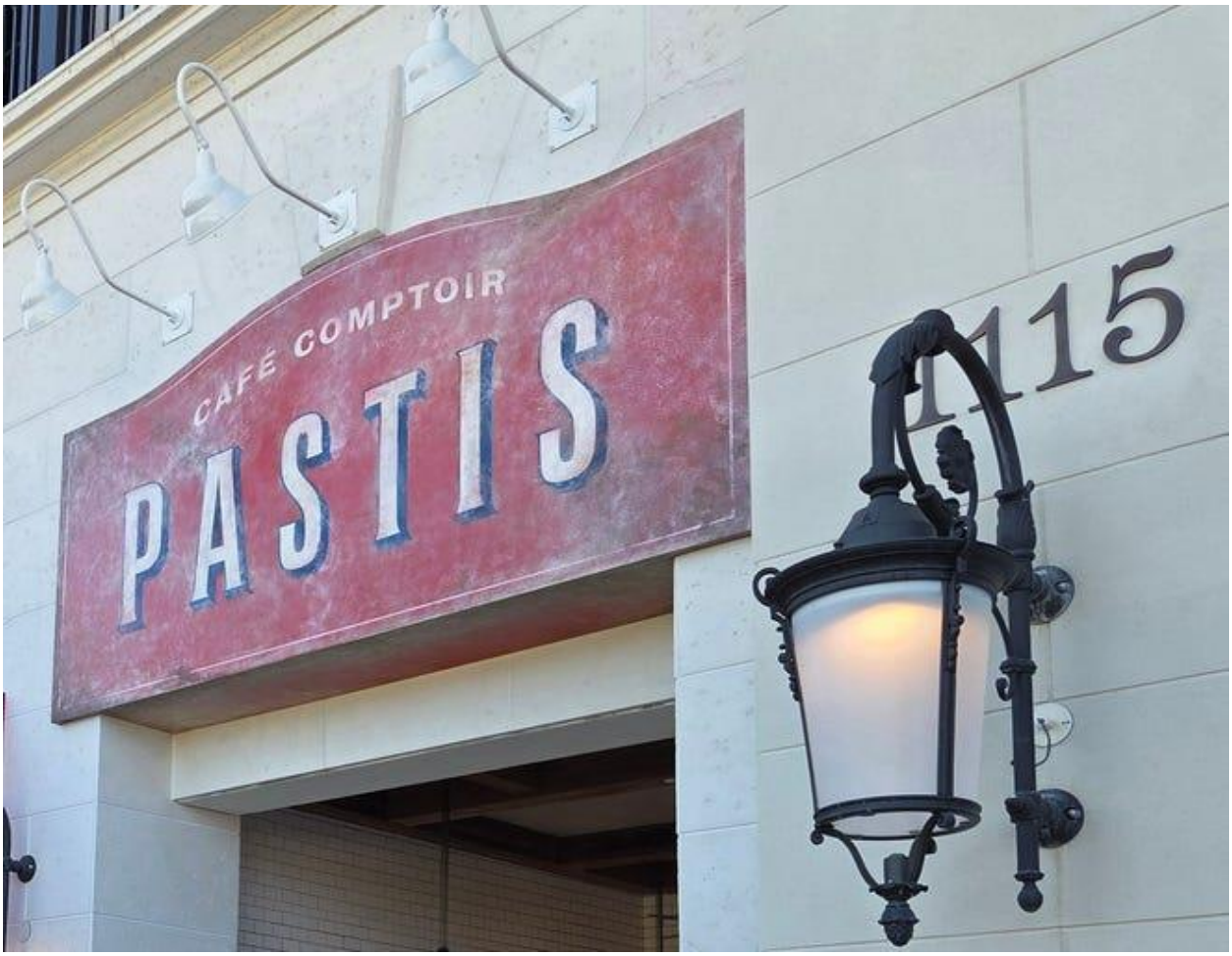
Starting in 2018, these investors began buying up old warehouses, boarded-up properties and vacant sites just north of the downtown.

These were the properties in and around North Railroad facing the Florida East Coast Railway, which was built by industrialist Henry Flagler in the late 1880s.

The investment group envisioned something special: a hip, new neighborhood blending history with modern finishes.

The Nora District first opened in September 2025.

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A new hotel, plus more eateries coming soon

In addition to the pop-up retailers, the Nora District recently received another boost with the Oct. 19 opening of the The Nora Hotel.

The 201-room hotel, developed in partnership with BD Hotels and Sean MacPherson, features several places to drink, eat and gather.

The most high-profile spot is the Parisian-style brasserie, Pastis, in the hotel's ground floor.

The Nora Hotel also has other dining and drink spaces, including Jack's Bar in a cozy, ground floor space; and on the rooftop, Bar Lilly, Cafe Lilly sitdown restaurant, and Lillys Pool for poolside dining and service.

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Looking ahead, three more hospitality venues are set to open at Nora soon.

Mac's 44, an 80-seat "salon" featuring live music and vocal performances, will open in December.

Meanwhile, Indaco, serving regional Italian cuisine and wood-fire pizzas, and the Nami Nori sushi bar are set to open in 2027.

Soon, it will be possible to live at Nora as well as visit there.

An apartment building is under construction, and a planned condominium dubbed Nora House is preselling units. Prices start at about $1.9 million and go up to $7 million for the 11-story, 117-unit condo, set for 1105 N. Dixie Highway.