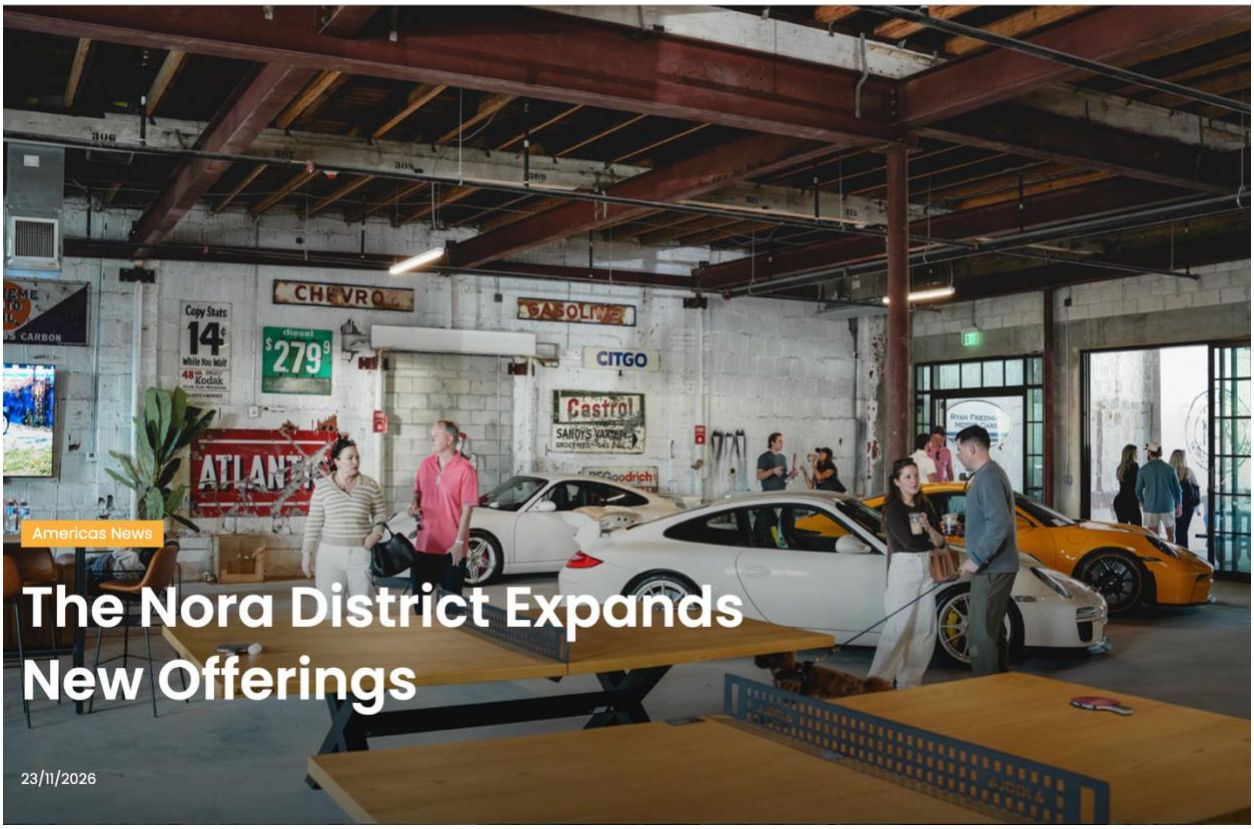
November 22, 2026



Onia, Ryan Friedman Motorcars, SIMONMILLER and The Tremont Clubhouse join a growing line-up of shopping, dining and hospitality destinations in West Palm Beach.

The Nora District is expanding its retail mix this fall with new pop-ups from Onia, Ryan Friedman Motorcars, SIMONMILLER and The Tremont Clubhouse, bringing a curated mix of specialty sports cars, contemporary fashion and golf-inspired lifestyle offerings to the District as West Palm Beach enters its social season.

The new activations come amid a series of retail, dining and hospitality openings throughout Nora, further establishing the neighbourhood as a shopping and dining destination for both locals and visitors. From fashion, jewellery and beauty to wellness, restaurants and entertainment, Nora's evolving tenant mix brings together established national names, emerging brands and local concepts alongside limited-time experiences that give visitors something new to discover throughout the District.

"I have a deep appreciation for the businesses that took a chance on the Nora District when it was still just an idea. They helped shape the identity of the neighbourhood and give people a reason to visit and just as importantly, a reason to come back," said Joe Furst, Founder and Managing Principal of Place Projects. "You can see that in the way businesses have built on one another. Sunday Motor Co. helped establish the car culture that caught Ryan Friedman's attention and ultimately brought him to Nora, where visitors can now step into his clubhouse and see some of the world's finest sports cars.

SIMONMILLER was drawn to Nora for its connection to the local community. With its founder born and raised in Palm Beach County and the brand's track record of opening in up-and-coming neighbourhoods in Downtown LA and Miami, Nora felt like a natural fit."