FOR IMMEDIATE RELEASE

Pilates Addiction Coming to Somerset Shopping Center in Bridgewater

Fast-growing boutique fitness brand joins expanding retail and wellness lineup at 219,000-square-foot shopping center

BRIDGEWATER, N.J. (November 03, 2026) — Pilates Addiction, a rapidly expanding boutique fitness franchise, is coming to Somerset Shopping Center in Bridgewater, N.J. The new 2,500-square-foot studio will further enhance the retail, fitness and wellness offerings at the 219,000-square-foot community shopping center, where Levin Management Corporation (LMC) serves as leasing and managing agent.

Located directly on Route 202/206 near the Somerville Circle in Somerset County, Somerset Shopping Center continues to attract a diverse mix of national and regional retailers, restaurants and service providers.

Pilates Addiction is a next-generation fitness concept offering a high-energy, results-driven approach to Pilates. Known for its signature studio atmosphere, innovative programming and proprietary gold-plated Aurum™ reformer equipment, the brand is expanding rapidly nationwide. In October, Pilates Addiction announced that it had reached 350 franchise licenses sold, with more than 40 studios operating across 12 states and another 75 locations planned.

The Bridgewater location will offer instructor-led, small-group reformer Pilates classes designed for a range of fitness levels. With an emphasis on personalized attention, strength, mobility and overall well-being, the studio aims to create a welcoming fitness community for residents of Bridgewater and surrounding areas. To learn more about Pilates Addiction Bridgewater, its upcoming opening and membership opportunities, visit: https://pilatesaddiction.com/location/bridgewater.

“We are excited to bring Pilates Addiction to Bridgewater and become part of this wonderful community,” said Mika Patel, owner of Pilates Addiction Bridgewater. “Our vision is to create more than just a place to work out. We want to build a welcoming environment where people of all fitness levels feel supported, build meaningful connections and discover how Pilates can help them become stronger, healthier and more confident. Somerset Shopping Center is a great location for us to bring that vision to life.”

LMC senior leasing representative Vanessa Kelty represented the landlord in the lease transaction. Florian Suserman and Samantha Zawadski of RIPCO Real Estate represented Pilates Addiction.

"Pilates Addiction is a great addition to Somerset Shopping Center and reflects the continued demand for fitness and wellness concepts in well-located retail properties," said Kelty. "With Sprouts Farmers Market under construction, D1 Training now open and several other recent additions, we're building a strong mix of retailers and service providers that gives consumers more reasons to visit the center."

The new studio adds to a series of recent leasing announcements and openings at Somerset Shopping Center, where construction is now underway on a 28,750-square-foot Sprouts Farmers Market. The specialty grocer will introduce a new grocery anchor to the property. D1 Training recently opened at the center, joining other recent additions including Boot Barn, Fred Astaire Dance Studio, Strand Salon Studios and Style Brow Bar.

Somerset Shopping Center serves an affluent and densely populated trade area, with approximately 126,000 residents within a five-mile radius and average household incomes exceeding $178,000. Barnes & Noble anchors the property, which also includes Gap Factory, Fortunoff Backyard Store, Liquor Cave, Norman's Hallmark, Men's Wearhouse, Pearle Vision, Optimum and Hand & Stone Massage and Facial Spa, among others.

Leasing opportunities currently being marketed at the center include spaces of 8,000 square feet, 22,183 square feet and 16,947 square feet on the lower level with rear parking.

North Plainfield, N.J.-based Levin Management Corporation (LMC) is a full-service commercial real estate services firm with more than 70 years of experience. The company’s portfolio includes approximately 125 properties totaling 16 million square feet across the Northeast and Mid-Atlantic, primarily focused on grocery-anchored open-air retail centers. LMC provides leasing, property management, construction, accounting and financial reporting, marketing, and acquisition/disposition consulting, delivering tailored strategies to maximize asset value for institutional and private owners.

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